

# JOE SCHOFIELD

HOSPITALITY BARTENDER CONSULTANCY

IG: JOE\_SCHOFIELD



JOE-SCHOFIELD.COM

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## SCHOFIELD'S

BARTENDER-OWNER  
[WWW.SCHOFIELDSBAR.COM](http://WWW.SCHOFIELDSBAR.COM)

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CO-CREATOR  
[WWW.SENSORIUM.GROUP](http://WWW.SENSORIUM.GROUP)

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*Asterley Bros.*  
EST. LONDON 2014

CREATIVE DIRECTOR  
[WWW.ASTERLEYBROS.COM](http://WWW.ASTERLEYBROS.COM)

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Swiss perfection for your home

BRAND AMBASSADOR  
[V-ZUG KITCHEN APPLIANCES](#)

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AUTHOR  
[SCHOFIELD'S  
FINE & CLASSIC COCKTAILS](#)

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Joe Schofield has bartended and lived in numerous countries across the globe. He currently splits his time working around the world with his projects; Schofield's, Sensorium and Asterley Bros. Schofield's will be opening soon in his home town of Manchester with his brother Daniel, an awarded bartender in his own right. The Schofield brothers are co-authors of Schofield's Fine and Classic Cocktails, a book dedicated to sharing their knowledge, experiences and classic cocktail recipes they have collected during their careers. Joe is the only brand ambassador for the Swiss luxury kitchen appliance brand; V-ZUG who is not a world-renowned chef. Working hand in hand with V-ZUG, he explores the relationship between kitchen and bar.

In July 2018, Joe was awarded one of the most prestigious honours an individual can receive in his industry, International Bartender of The Year in the Tales of The Cocktail Spirited Awards. This was shortly followed by an equally as prestigious title, Bartender's Bartender at The World's 50 Best Bars 2018. He is the first person in history to have won both of the awards.

FOR MEDIA ENQUIRIES PLEASE CONTACT  
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SENSORIUM TEAM: JOE & RYAN



RAIN

Joe was a contemporary art student in university when he fell in love with bartending, and quickly decided on a career switch. He established himself as one of London's bartenders-to-watch, leading to placements at internationally renowned cocktail bars such as The American Bar (No. 1, The World's 50 Best Bars 2017).

He then moved over to Singapore to work with Chef Ryan Clift, the owner of the highly acclaimed Tipping Club. It was here the duo created their multisensory menu concepts. First, they created the Memory Triggering aroma based menu, followed by what is believed to be the World's First edible menu in the form of Gummy Bears. Both of their menus were recognised by Tales of The Cocktail Spirited Awards Top Ten World's Best Cocktail Menu in 2017 and 2018 respectively. During his time at Tipping Club Joe established the Tipping Club in the Worlds 50 Best Bars at number 31 and Asia's 50 Best Bars at number 7.

Joe continued to lead the charge in racking up an impressive mantel of accolades for the bar in 2017 and 2018. He brought home the title of Best International Restaurant Bar at the Tales of the Cocktail's 2017 Spirited Awards as Singapore's only winning entry.

Joe continues working with Ryan Clift in their consultancy company Sensorium, where they have numerous projects in the pipeline across the globe. He seeks to push the boundaries of modern-day cocktail culture by putting forth creative and conceptual libations that not only stand on their own, but also complement chef Ryan's avant-garde cuisine with innovative pairing permutations.

Recently Joe joined Asterley Bros. as creative director and they have brought Schofield's Dry Vermouth to market to sit alongside the rest of the range which showcases the best of British botanicals and wine with their Dispense Amaro, Britannica Fernet and Estate Vermouth.

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SCHOFIELD BROTHERS



NEGRONI

## ABBREVIATED RECOGNITION

### 100 MOST INFLUENTIAL FIGURES

Drinks International Bar World 100 2019

### BARTENDERS' BARTENDER

The World's 50 Best Bars 2018

### INTERNATIONAL BARTENDER OF THE YEAR

Tales of the Cocktail Spirited Awards 2018

### TOP TEN BEST INTERNATIONAL BAR TEAM

Tales of The Cocktail Spirited Awards 2018

### TOP TEN WORLDS BEST COCKTAIL MENU

Tales of The Cocktail Spirited Awards 2018

### BEST INTERNATIONAL RESTAURANT BAR

Tales of The Cocktail Spirited Awards 2017

### TOP TEN INTERNATIONAL BARTENDER OF THE YEAR

Tales of The Cocktail Spirited Awards 2017

### TOP TEN WORLDS BEST COCKTAIL MENU

Tales of The Cocktail Spirited Awards 2017

### NO. 7

Asia's 50 Best Bars 2017

### NO. 31

The World's 50 Best 2017

### NO. 27

Asia's 50 Best Restaurants 2017

### TOP FOUR BARTENDER OF THE YEAR

Drink Magazine Bar Awards 2017

### TOP FOUR BEST INTERNATIONAL RESTAURANT BAR

Tales of The Cocktail Spirited Awards 2016

### BEST INTERNATIONAL HOTEL BAR

Tales of The Cocktail Spirited Awards 2015

### TOP FOUR BEST INTERNATIONAL BAR TEAM

Tales of The Cocktail Spirited Awards 2015

### TOP TEN WORLDS BEST COCKTAIL MENU

Tales of The Cocktail Spirited Awards 2015

### NO. 5

The World's 50 Best 2015

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