

Southern Wines and Spirits of Nevada Opens Unique Beverage Learning Center

Academy of Beverage and Fine Services Learning Center “Raises the Bar” on Education

Las Vegas will reinforce its place as the center of innovation and education in the beverage world when Southern Wine and Spirits of Nevada announces the launch of the Academy of Beverages and Fine Service’s new Learning Center.

Housed in a custom-built space worthy of any of the Strip’s finest bars and lounges, the world’s most advanced beverage training facility was created by the world renowned design firm Tal Design. The look, style and cutting edge technology all complement each other, capturing the vision of Mr. Larry Ruvo, Senior Managing Director of Southern Wine and Spirits of Nevada.

“The beverage industry is constantly evolving to be at the forefront of style and tastes, and we are constantly stepping up the ways we educate and inform those who will be the face of our industry,” said Mr. Ruvo. “Just as Las Vegas is a world-class destination, this facility ensures that Las Vegas will continue be the world standard for the beverage industry.”

The Learning Center was designed with the input of Francesco Lafranconi, creator of the Southern Wine and Spirits of Nevada’s Spirits and Mixology Program. One of the few of its kind in the world, the Program has boasted over 1000 graduates since 2000 who have been taught their craft by some of the world’s leading beverage authorities. Actively teaching at the Learning Center with Lafranconi will be

Cicerone Beer expert Sam Merritt, Master Sommelier Joseph Phillips, and Level Three Sake Sommelier and Master Sommelier Luis De Santos. Also on offer will be a rare Certified Barista Program. The Center also benefits from the expertise of Southern Wine and Spirits experts like Livio Lauro, Senior Director of Sales for Spirits, Master Sommelier Ira Harmon and Master Mixologists and Spirits Educators James Starkus, Max Solano and Jair Bustillos.

Francesco’s input and experience are seen in the beautiful stainless steel work stations, built in a unique, completely ergonomic “racetrack” design for speed, efficiency and ease of movement, currently being patented. All tasting surfaces are LED-equipped to help students capture the true color of the beverage. Over a dozen mood

light settings replicate for learners various hospitality environments. The entire space is fully integrated with a host of impressive audio and visual tools that also enable remote learning and streaming of a variety of classes and events.

The Academy Learning Center is bound to quickly become a leading draw for beverage and hospitality professionals from around the world. As part of Southern Wines and Spirits commitment to education, the Academy of Beverages and Fine Service’s Learning Center will be available to host supplier, trade and consumer events that create unique value for suppliers and partners to further incentivize their brands with Southern Wine and Spirits. All images credit to Southern Wines and Spirits of Nevada.

