

BEM Micro-credential



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| BEM content (for all partners) | Title/name of the credential | Innovative Mixologist: Sustainable and Digital Cocktails |
| | Function of the micro-credentials / purpose | <p>Specialisation / Upskilling</p> <p>This micro-credential provides bartenders, hospitality staff, and entrepreneurs with advanced skills in sustainable and digital mixology. Participants will learn how to apply eco-friendly methods, zero-waste techniques, and local ingredients in combination with digital tools, such as QR menus, social media, and bar management applications, to enhance customer engagement and improve business visibility. The focus is on creating cocktails that connect sustainability, innovation, and a modern business approach.</p> <p>The digital aspect refers to the use of modern technologies in mixology and bar management. This includes:</p> <ul style="list-style-type: none">• Digital menus and QR codes to showcase cocktail offerings.• Tools for analyzing customer feedback through online platforms.• Software for recipe management and ingredient tracking.• Brand promotion through social media and digital campaigns. |

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| | Possible target groups | <ul style="list-style-type: none"> • Bartenders and hospitality staff • Bar and restaurant owners looking to modernize their offerings • Entrepreneurs in the beverage industry • Cocktail enthusiasts interested in eco-friendly methods • Hospitality students and individuals in the events industry | | |
| | Branch/sector of application | Hospitality and Tourism | | |
| | Fields of application / work environment | <ul style="list-style-type: none"> • Bars, restaurants, and cafes focusing on craft cocktails • Hotels and hospitality venues oriented towards sustainability • Events, festivals, and rural households with specialized beverage offerings | | |
| | Typical work/professional tasks | <ul style="list-style-type: none"> • Preparing cocktails using local and seasonal ingredients • Developing "zero-waste" recipes • Digital promotion through apps and social media • Creating cocktails tailored to guests' dietary needs • Collaborating with local ingredient producers | | |
| | Learning outcomes (personal and job related) | <p>Knowledge:</p> <ul style="list-style-type: none"> • Global and local mixology trends • knowledge of sustainable techniques and the importance of local ingredients • Familiarity with digital tools for promotion and customer analysis • Principles of sustainable inventory management in hospitality • Basics of digital marketing and its | <p>Skills:</p> <p>Digital Skills</p> <ul style="list-style-type: none"> • Utilizing digital tools to interact with customers, such as social media platforms and customer feedback systems. • Designing and managing interactive digital menus with features like QR codes. • Leveraging data analytics to evaluate | <p>Competences:</p> <ul style="list-style-type: none"> • Design distinctive beverage menus that combine creativity with sustainability. • Advocate for and implement innovative approaches that integrate green practices into daily operations. • Combine digital and traditional methods to enhance bar offerings and customer experiences. • Create strategies to attract customers using storytelling about local ingredients and cultural significance. • Collaborate with local suppliers to promote community-driven, sustainable business models. • Evaluate the success of mixology practices through customer feedback and data analysis. |

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| | | <p>impact on bar operations</p> <ul style="list-style-type: none"> • Awareness of safety and health standards in mixology | <p>customer preferences and improve offerings.</p> <p>Job Skills</p> <ul style="list-style-type: none"> • Preparing innovative cocktails using modern and sustainable techniques, including molecular mixology. • Designing visually appealing beverages that incorporate ecological considerations. • Managing resources effectively to minimize waste and operational costs. <p>Personal Skills</p> <ul style="list-style-type: none"> • Effective communication to convey the concept behind innovative and sustainable cocktail menus. • Creativity in developing unique cocktail recipes that | |
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| | | | <p>blend tradition with modern trends.</p> <ul style="list-style-type: none">• Responsibility in adhering to safety and health standards while promoting green practices. <p>Language Skills</p> <ul style="list-style-type: none">• Communicating fluently with diverse clientele to explain beverage concepts and sustainability practices.• Reading and utilizing professional mixology literature and global trends for innovation. | |
| Validation | Criteria | Procedures | | |
| | <ul style="list-style-type: none">• Creating a menu with at least five cocktails using local ingredients• Demonstrating sustainable techniques (zero-waste and recycling)• Successfully preparing and presenting at least five innovative cocktails based on predefined criteria for sustainability and visual appeal, evaluated by an expert panel or mentor | <ul style="list-style-type: none">• Formation of Examination Committee• Development of a practical project on a given topic• Practical assessment of live or recorded cocktail preparation• Digital engagement assessment, including reviewing the participant’s social media activity (e.g., quality and quantity of posts, audience interaction) and validation of QR menus or other digital content used for cocktail presentation• Organizing a simulated real-world environment where the participant conducts an interactive tasting session | | |

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| | | | <ul style="list-style-type: none"> • Online quizzes covering sustainability, mixology, and digital tools • Portfolio submission documenting prepared cocktails, digital menus, and promotional activities |
| | Recognised/accepted (documented by MoU) | VET Centre Examination Centre | |
| | Provider(s) | Vocational schools, Educational Centers, and Adult Education Centers | |
| Additional information (if needed) | Entry level / prerequisites | Minimum completed secondary vocational school in the hospitality sector Approximately 4–6 weeks Total Learning Hours 100 <ul style="list-style-type: none"> • Theoretical instruction (20 hours): Sustainable mixology, digital tools, safety standards • Practical training (40 hours): Cocktail preparation, zero-waste practices • Self-study and preparation for assessment (30 hours): Menu creation, promotional work • Evaluation (10 hours): Cocktail presentation, digital engagement, portfolio | |
| | Possible duration (recommendation) | | |
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| Specific content (national) (if needed) | Position in the chain of educational programmes | This micro-credential aligns with the third level of autonomy and responsibility in the Montenegrin Qualifications Framework | |
| | Reference to NQF Aligned with Montenegro's National Qualifications | | |

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| | Framework (NQF) level relevant to professional upskilling in tourism and marketing. | |
| | ECTS credits 5 | |