

FEBRERO 2025



PORTFOLIO VARMALD

VALERIA NARANJO

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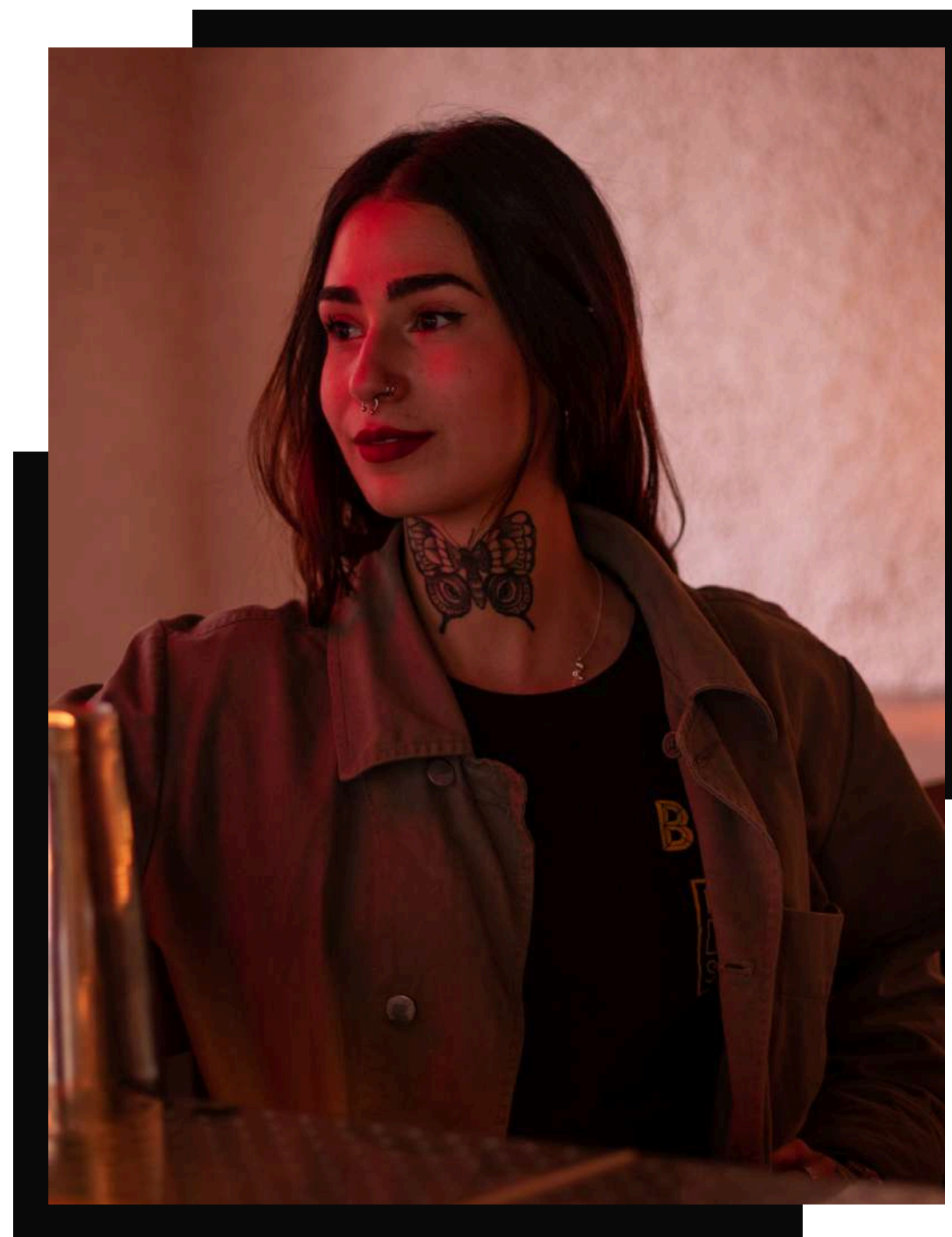
06 Media coverage

ABOUT ME

Valeria Naranjo

I'm Valeria Naranjo, a bartender with over six years of experience in the industry. I specialize in innovative mixology and training, helping bars and brands enhance their offerings through creativity and technique. Education has always been a key part of my development, which is why I've trained at Bartrainers, ESAH, and Cámara de Comercio de Madrid. I also hold certifications such as WSET Level 2 in Spirits and CRT, allowing me to blend classic and avant-garde techniques.

I was recognized by Tapas Magazine as one of the 50 most creative professionals in Spanish gastronomy. As head bartender at Llama Inn, I led the cocktail program, and at Belisa, I designed a concept inspired by literature. I also participate in international events such as Bar Convent Berlin, Roma Bar Show, and FIBAR Valladolid. Through Varmaidpedia, I share knowledge to continue fostering the bartender community



MY SERVICES

about cocktails

01 workshops (corporate teambuilding and private)

02 Training

03 Events (bespoke)

04 Content creations and brand collaboration / activation

WORKSHOPS

How it works?

I design customized cocktail workshops tailored to each client and occasion. From crafting classic cocktails to innovative creations, every session is designed to be an immersive experience. Whether for a corporate event, a private gathering, or an exclusive experience, each workshop offers the opportunity to explore the art of mixology in an interactive and sensory way.

- 100% personalized according to the client and type of event.
- Hands-on experience: each participant creates their own cocktails.
- Choice of classic or signature cocktails.
- Ideal for team-building activities, private celebrations, and corporate events





TRAINING

Cocktails

My training programs are designed to help bartenders, teams, and brands understand mixology through hands-on experience, adapting to different skill levels and objectives.

I offer training programs tailored for companies and brands looking to communicate their identity through cocktails, as well as for individuals and professionals who want to refine their skills and techniques.

What's Included?

- Customized training for all levels – From beginner to advanced techniques.
- Hands-on and personalized approach – Real-world application with measurable results.
- Brand specialization – Training for bar teams on specific products.
- Flexible format – Available for both in-person and virtual sessions.

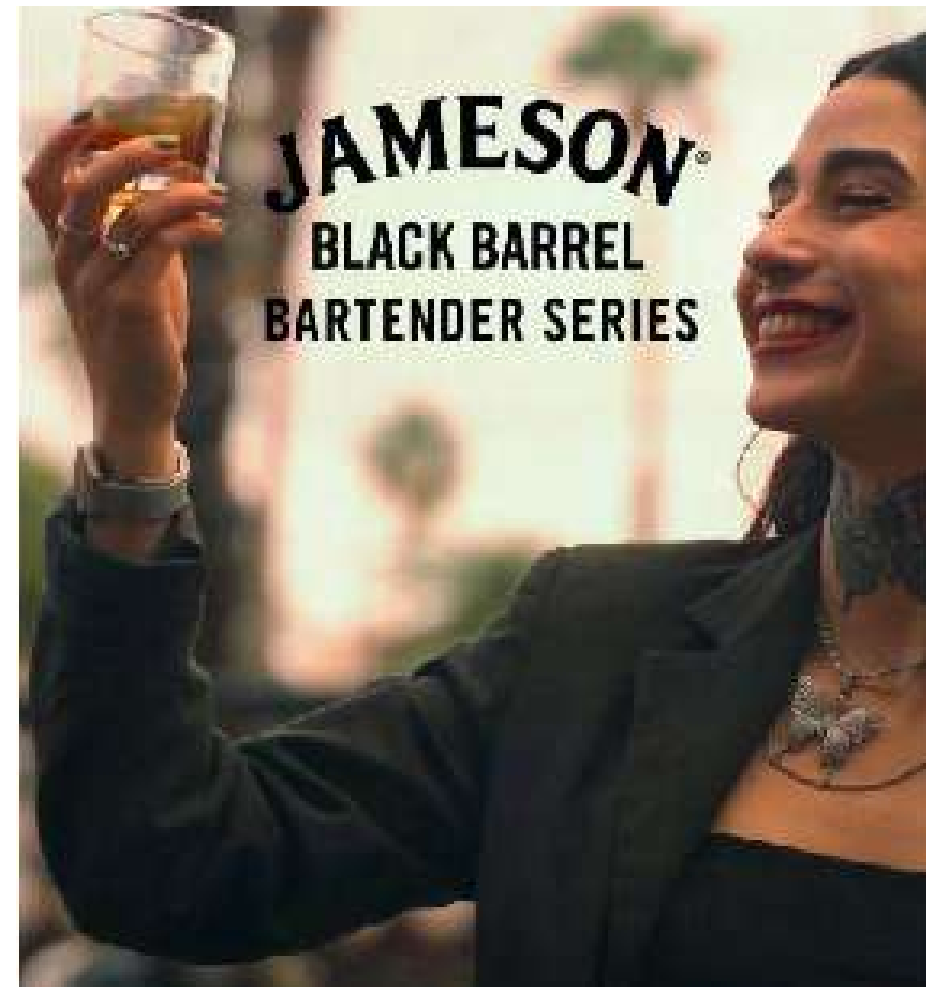
EVENTS

EVENTS



EVENTS





CONTENT

CREATOR

Interviewing

Educational

Promo & collabs

Promoter event

Publishing

VARMEET

Varmeet is an immersive experience designed for those who want to discover Madrid in a unique way—through its cocktail scene. More than just a bar crawl, it is a curated journey through some of the city's finest cocktail bars, exploring styles, trends, and the stories behind each cocktail and venue.

Over the course of 2 hours and 30 minutes, we guide small groups of up to 10 people through three handpicked bars, each chosen for its distinctive concept. At every stop, guests not only enjoy expertly crafted cocktails but also gain deeper insight into the identity of each bar, its team, and its philosophy—understanding how mixology blends with culture and creativity.



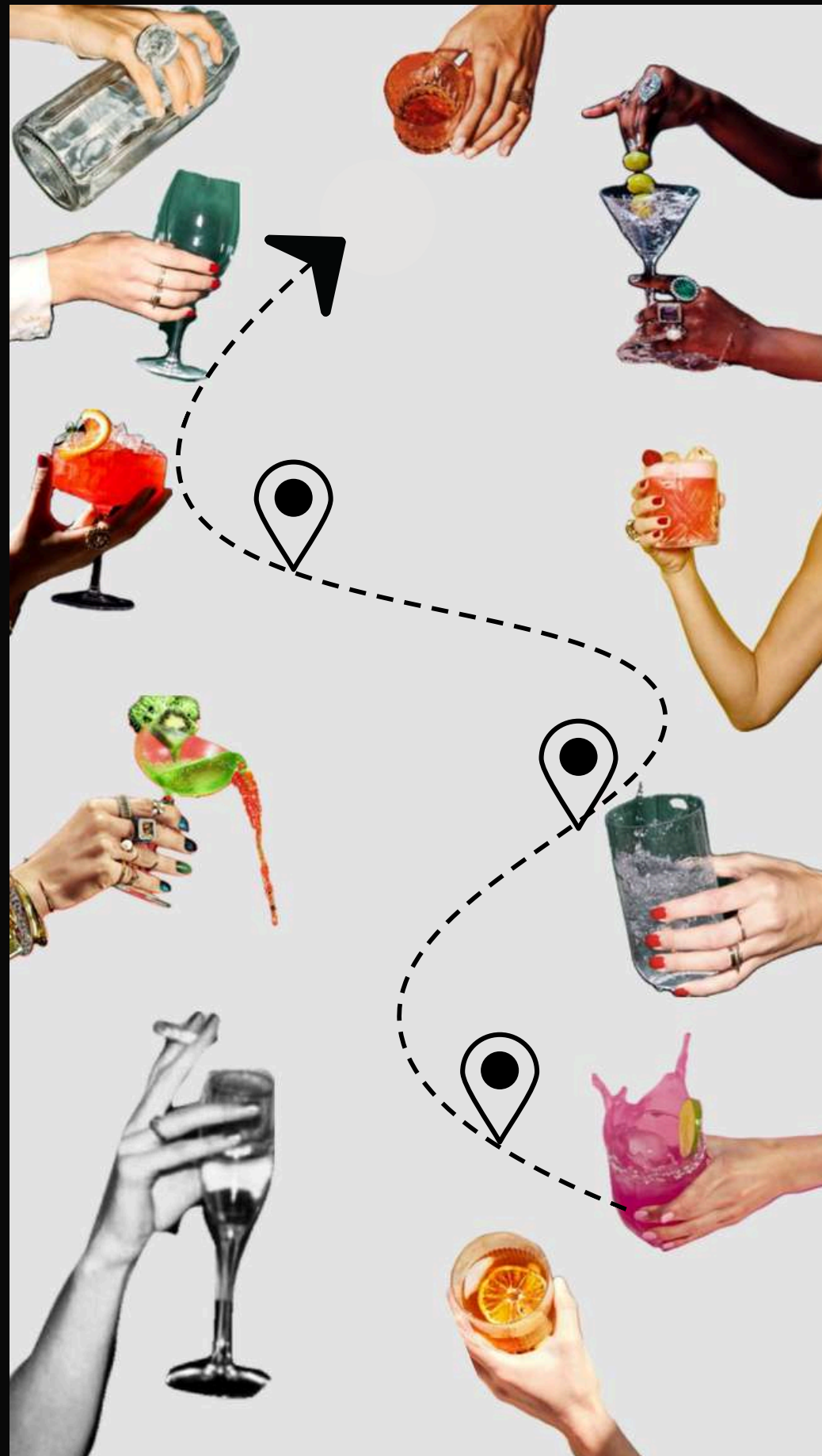
How it works?

Each edition of Varmeet focuses on a specific cocktail style, creating a cohesive and meaningful experience. Some of our themed routes include:

- Tiki Tales – A journey through Polynesian culture and the history of Tiki cocktails.
- The Classic Renaissance – Exploring bars specializing in classic cocktails and their evolution.
- Innovation & Avant-Garde – Discovering the most cutting-edge concepts in Madrid's cocktail scene.
- Jerez & Spanish Mixology – A tour of bars that incorporate Sherry wines and local spirits into their cocktails.

We can tailor the experience for private events or brands looking to showcase their spirit in a real-world setting.





What's included!

- Three cocktail bars selected based on the edition's theme.
- Historical and cultural context on mixology and the evolution of each style.
- Opportunity to meet the bartenders and discover their unique approach behind the bar.
- Tasting of carefully chosen cocktails at each stop.
- A unique narrative at each bar, explaining why it is part of the route.

Details

- Duration: 2 hours and 30 minutes.
- Group size: Up to 10 people per route.
- Location: Various areas of Madrid, depending on the theme.
- Frequency: Scheduled dates + private routes available.
- Includes: 3 cocktails + guided experience.

VAR *Management*



We handle the complete operational management of bars at major industry events like Roma Bar Show, Lisbon Bar Show, Berlin Bar Convent, and more.

From concept creation to execution, we take care of every detail:

Stand design & setup

From layout to aesthetics, ensuring a seamless experience.

Staffing & talent scouting

Recruiting top bartenders and event staff

Cocktail program development

Crafting exclusive menus tailored to the event.

Logistics & supplies

Glassware, ingredients, and everything in between.

On-site coordination

Smooth bar operations from start to finish.

Brand activation

Creating engaging experiences that leave a lasting impact.

PARTNER

Brands

OLMECA **ALTOS**
100% AGAVE



WELCOME TO

MONKEY 47
SCHWARZWALD
DRY GIN



Pascual

MAESTRO
DOBEL
TEQUILA




NORDÉS
ATLANTIC GALICIAN GIN




CARLOS I

LAPHROAIG
ISLAY SINGLE MALT
SCOTCH WHISKY



CONTRALUZ
CRISTALINO MEZCAL


MARTIN MILLER'S
GIN

BEEFEATER
LONDON

CAMPARI



El Confidencial

España ■ Madrid

Inicio sesión

NOCHE MADRILEÑA

Belisa, la coctelería que se inspira en las infusiones y la literatura de Lope de Vega

Ubicado en el barrio de Las Letras, y dirigido por Valeria Naranjo, este bar es uno de los más jóvenes de la industria líquida española



Traveler

LLAMA INN (Conde de Xiquena, 2)

Disciplinada por Natasha Bermúdez, la carta ligada de Llama Inn tiene un papel protagonista en este restaurante peruano, recién aterrizado desde Nueva York en Madrid. Aquí, son los **destilados peruanos y latinoamericanos** los que crean una conexión única entre cocina y coctelería con una propuesta puramente holística.

Cogiéndola la lista de ingredientes, la bartender **Valeria Naranjo** es quien se encarga de preparar elaboraciones basadas en recetas traídas directamente de NYC, como el **Nikki Martini No.1**, con ginches Bokai, Louisa fusa, vermouth St. Petrus blancos y

BARTENDERS

Valeria Naranjo, 'Varmaid': "Tengo perfectamente identificadas las 5 cualidades de la bartender total"

BY MAURI JIMENEZ 02/09/2024

ECD CONFIDENCIAL DIGITAL

La Buena Vida es ECD

MODOS GADGETS MOTOR GOURMET CLIMATE DESTINOS TENDENCIAS CURSOS JARD



EL PAÍS

CÓCTELES

Ha llegado la hora de los cócteles de siempre

El volumen 'Mueble Bar: Como proponer tragos sencillos en ingredientes se puede llegar

Bar Business - 14/11/2024

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FIBAR-Valladolid entrega un año más los premios al sector de la coctelería y el 'bartending'



Komvida

Producción y distribución de cócteles con y sin alcohol para el Gastro

30 de los mejores mixólogos en la World Class Competition de 2021. Es una de las jóvenes de la industria, lo que no le ha frenado para trabajar tras barra, entrenar, formarse y defender un carácter propio en coctelería: "Solo busco superarme cada día", reconoce desde Madrid



FIBAR VALLADOLID



ideales para brindar en Navidades, escogidos por la bartender que lo peta en Instagram

Nos vamos de ruta pisquera por Madrid con Valeria Naranjo, la coctelera que arrasa en redes tras haber estado detrás de la barra de coctelerías de postín

overage

MEDIA

CONTACT



+34 665 435 561



experience@varmaid.com



Madrid, España



www.vamaid.com



2025

THANK YOU

www.varmaid.com

VALERIA NARANJO
