



CONCEPT BY **FODPAIRING**[®]

International business developer

About Tailor-made Drinks Bvba

Tailor-made Drinks is a brand new cocktail catering concept for business events, boutique hotels, and the hospitality industry in general.

The concept solves two acute problems of the hospitality industry.

1. The search for new and personalized customer experiences.
2. The lack of skilled personnel within bartending.

Tailor-made Drinks provides a solution on both levels:

We improve the customer experience of drinking a cocktail by inviting the customer to personalize his order. The customer defines his personal taste preferences on a tablet which turns the dull process of ordering a drink in an experience of '**creating your own cocktail**'. Then the taste preferences are translated by an algorithm that turns it into a novel and personalized recipe. A cocktail robot instantly creates the cocktail and a bartender adds the finishing touch with matching garnish before serving. Cheers!

Tailor-made Drinks is capable of creating up to 100 personalized and high quality drinks per hour. The cocktail robot supports all levels of bartenders creating high-value drinks.



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Tailor-made Drinks is a spin-off and powered by the **Foodpairing** company.



*Imagine this smart cocktail robot entertaining guests at premium events! Do you have the entrepreneurial spirit to introduce **Tailor-made Drinks** to the market? We currently seek an exceptional individual to fill this critical role:*

International business developer for the Benelux & UK market

As an international business developer you are responsible for **Tailor-made Drinks'** go-to-market strategy and for successfully rolling-out a vending machine business offering to short- and long-term



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rental facilities. Short term you will create, maintain, and support a network of business partners that can service the event sector with short term-rentals. Long term you will develop new business opportunities for the long-term rental within the hospitality industry.

Business Keywords

- Mass-personalization
- Create, share & experience
- Hospitality
- Franchising & vending machines
- Hi-tech -> AI, IoT & robotics

Your Responsibilities:

- Develop new business and sales through existing relationships, referrals, networking, organizationally generated leads, and prospecting.
- Develop and execute a short- and long-term rental business model for **Tailor-made Drinks**.
- Gain insight in the market, define the appropriate go-to-market strategy, and fine-tune the business model of **Tailor-made Drinks** to generate a substantial return.
- Build long-term relationships with event partners to roll-out **Tailor-made Drinks** for the Benelux & UK market. Consult and provide facilitation to partners.
- Act as a Product Manager of **Tailor-made Drinks**, setting a qualitative service standard and bringing a unique brand and experience to the market.



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Your Competencies:

- Experience with horeca vending business.
- Experience or affinity with the event / cocktail / beverage sector.
- Professional and entrepreneurial spirit with a hands-on mentality.
- Multilingual (English/Dutch/French) & International mindset.
- Capability to manage multidisciplinary projects.
- Embracing transparency and ownership.
- Good with numbers.

About the Candidate:

- Proven results in sales, business development or marketing experience.
(Bachelor or Master Degree or equivalent through experience).
- We are open-minded about your skills and experience, but you will need to show us why you (personality X education X skills X experience) got what it takes.

Tailor-made Drinks offers you:

- A unique concept to bring to the market.
- An international experience.
- Working in a company culture with ownership, self-responsibility, flexibility, and accountability.
- A long term contract with an attractive salary and extra compensations for transport, eco cheques, and tasty food.

Join us & apply by sending your resume to jobs@foodpairing.com.