



CONCEPT GROUP PORTFOLIO

@theconceptgroup

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HELLO! THIS IS THE CONCEPT GROUP

ABOUT US

Concept Group—a team of **Six** seasoned bartenders, each with over a decade of hands-on experience in the bar and beverage industry. We specialize in transforming bar concepts into refined, profitable, and memorable experiences through expert consulting and creative mixology.



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FROM BEHIND THE BAR TO BEYOND EXPECTATIONS



We go further than crafting great drinks. From concept development and menu engineering to team training and guest experience, our work extends beyond the counter—delivering innovation, excellence, and results that exceed expectations.



BARTENDER'S LAB

The Bartenders Lab is a dedicated mixology school **established in 2026** by the Concept Group team, with branches in **Kathmandu and Pokhara**. Built on the belief that **strong communities** create stronger professionals, the Lab provides **advanced mixology training** while fostering a culture of collaboration, creativity, and shared growth.



Community & Connection

Born from friendships formed within the bartending industry, the team understands the value of belonging and professional camaraderie. The Lab creates a space where passionate individuals can connect, collaborate, and grow together.

Mentorship & Knowledge Sharing

Guided by experienced industry professionals, students gain hands-on training, practical insights, and real-world techniques that go beyond traditional bartending education.

Advanced Craft Development

Focused on modern mixology, innovation, and refined technique, The Bartenders Lab equips bartenders with the skills and confidence to elevate their craft to a professional, global standard.

THE TEAM

Umesh Shrestha



Amrit Tamang



Yubraj Gurung



Sameer Maharjan



Pujan Gurung



Prashant Chhetri



Introducing Our Team — six passionate bartenders who have come together from their own unique journeys in the hospitality world. United by experience, creativity, and a shared vision, we formed Concept Group to elevate the bar scene, raise industry standards, and shape a stronger, more innovative beverage culture together.

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AMRIT TAMANG

Industry Leader & Educator

Founder of The Bartenders Lab (Nepal's first bar school) and a leading beverage consultant driving innovation in Nepal's bar culture.

Senior Leadership & Brand Representation

Former Beverage Director and Creative Head, now Brand Ambassador for Hapusa Gin, Greater Than Gin, and Luxardo, with strong industry recognition.

@uhmrit



Global Experience & High-Profile Consulting

International experience in Australia with award-winning bars and consultant for 8+ high-profile venues in Nepal, specializing in concept design and menu engineering.

UMESH SHRESTHA



Fradel and Spies - 2023

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Senior Leadership & Brand Representation

Former Beverage Director and Creative Head, now Brand Ambassador for Hapusa Gin, Greater Than Gin, and Luxardo, with strong industry recognition.

Giggling Platypus Co - 2024

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

@umesh.xhrestha

PUJAN GURUNG



Industry Innovation

Founder of Nepal's first bartending school, advancing professional growth and standards in the local bar scene.

Hospitality Leadership

Over a decade of experience leading bars, developing menus, and training teams across Nepal's top venues.

Creative Management

Currently managing The Alley, a Nepali synth-pop indie band, handling bookings, branding, and strategic growth.

@you_have_been_pu_zoned

YUBRAJ GURUNG

8 Years of Bartending Experience

Began his journey at an early age driven by passion, gaining extensive hands-on experience in bar operations, guest service, and cocktail craftsmanship.

Team Leader & Mentor

Specializes in staff training, operational efficiency, and maintaining high service standards while fostering a strong bar culture.

@kaha_ho_lalaa



Managing Director—The Bartenders Lab

Leads operations, oversees training programs, manages staff development, builds industry partnerships, and drives business growth and brand presence in the region.

SAMEER MAHARJAN



Founder of The Bartenders Lab & Concept Group

Established Nepal's first bar school and a bar consultancy focused on concept development, menu design, and operational planning.

Bar Manager & Beverage Director at Arak by Banmanche

Leads bar operations, beverage strategy, and creative direction, ensuring high service standards and strong guest experience.

Experienced Mixologist & Mentor (7+ Years)

Specializes in cocktail innovation, staff training, bar workflow efficiency, and elevating Nepal's cocktail culture through modern techniques and local ingredients.

@maharjansameer

PRASHANT CHHETRI



Founder of The Bartenders Lab

Established a bar school in Kathmandu and Pokhara with dedicated labs and libraries to mentor and empower aspiring bartenders.

Senior Mixologist at Penicillin (Hong Kong)

Nearly a decade of hospitality experience; Top 10 Finalist at the World Class Cocktail Competition HKMO 2025 as the only Nepali entrant, proudly representing BartendersNepal.

Community-Driven Hospitality Leader

Began with flair bartending in Nepal, expanded his craft in Hong Kong, and champions an ego-free service philosophy—blending skill, efficiency, warmth, and joy behind the bar.

@Xhwaprag_



STATE III

PROJECT THEME

MOUNTAINEER'S EXPERIENCE

STORY BEHIND THE SCENES

A creative journey crafting a cocktail menu inspired by mountaineers and the spirit of **14 Peaks: Nothing Is Impossible** —translating resilience, adventure, and Himalayan grandeur into bold flavors and striking presentations.



STATE SIGNATURES

Index

- High : Cocktail with high alcohol contents
- Low : Cocktail with low alcohol contents
- Light : Cocktail with light flavours
- Rich : Cocktail with rich flavours



CHO DYU 8188 m

Banana, Fennel, Honey with Rum



MANASLU 8163 m

Strawberry Raksi, Peanut Butter, Coconut, Milk, Honey, Lemon



Shishapangma 8027 m

Lacto Pomelo, Pineapple, Mint, Pistachio

(NRS 900)



H2 8411 m

Brandy>Pineapple, Grand Marnier, Coffee, Black Pepper



NANGA PARBAT 8125 m

Vodka, Falernum, Saffron Almond Milk, Lemon



CASHERBRUM I 8080 m

Fennel White Rum, Guava Juice, Grenadine, Lemon, Angostura Bitter, Egg White, Water



BOARD PEAK 8051 m

Oregano Syrup, Basil, Watermelon, Orange Ice, Citrus, Soda



CASHERBRUM II 8034 m

Coriander Gin, Turmeric Honey, Mango Juice, Lemon, Cream, Soda

(NRS 900)



MT EVEREST 8848.86 m

Vodka, Vermouth, Yak Butter Tea



HANCHANJUNGA 8586 m

Coriander & Cumin Toasted, Whiskey, Pork Fat, Yangben, Tomato Water



LHOTSE 8516 m

Olive Oil Washed Dark Rum, Mustard Brandy, Bay Leaf Syrup, Lemon Juice, Celery Oil



MAHALU 8485 m

Toasted Walnut Rum, Coconut Malibu, Clarified Banana Water, Sherry.



DHAULAGIRI 8167 m

Rhododendron Gin, Sea Buckthorn Juice, Toasted Sessame Honey, Citrus



ANNAPURNA 8091 m

Apple Brandy, Cinnamon Whiskey, Pineapple Juice, Lemon Juice, Caramel, Egg White

(NRS 900)



STATE III - MENU



TIPSY TUNA

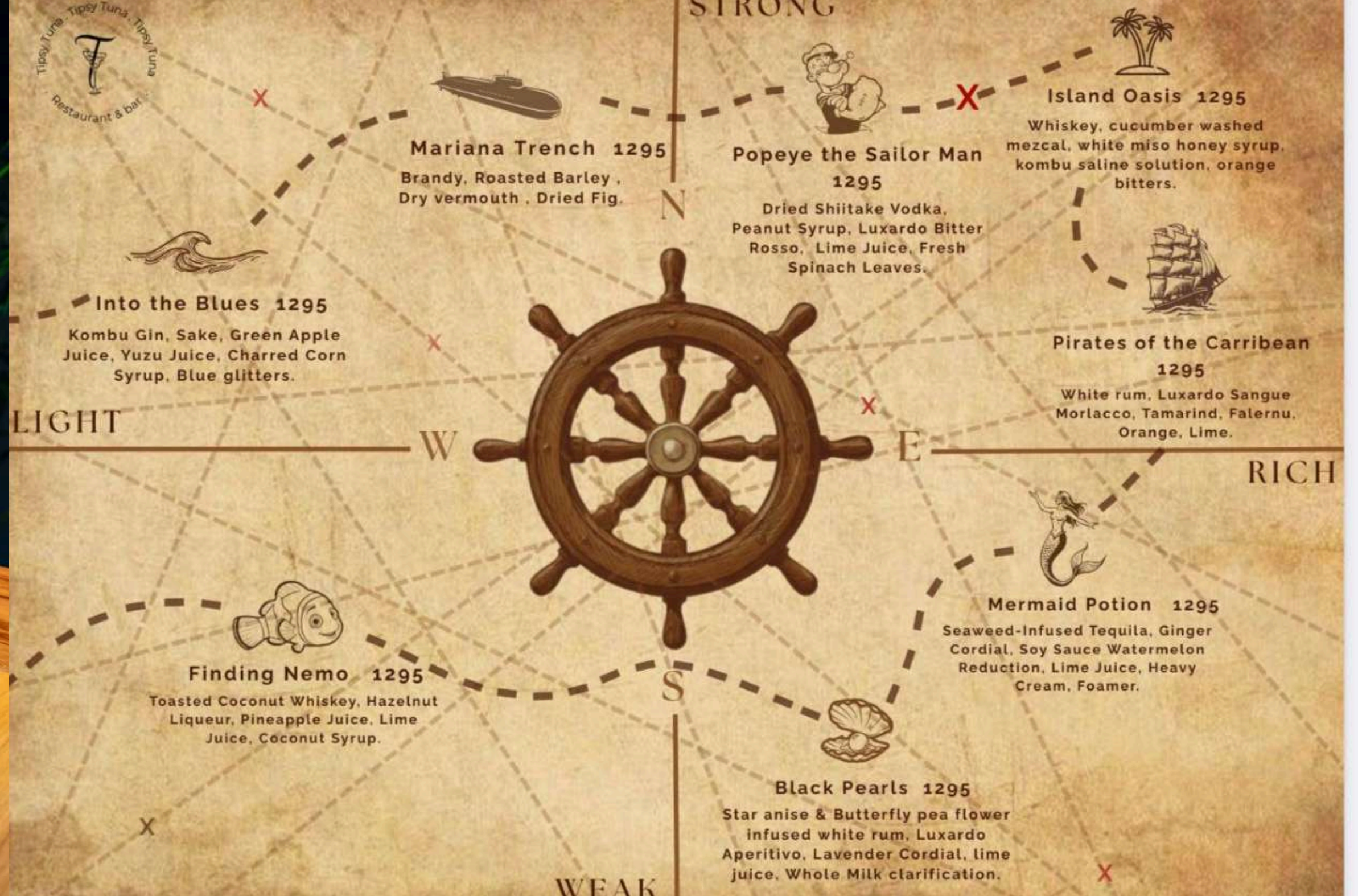


PROJECT THEME

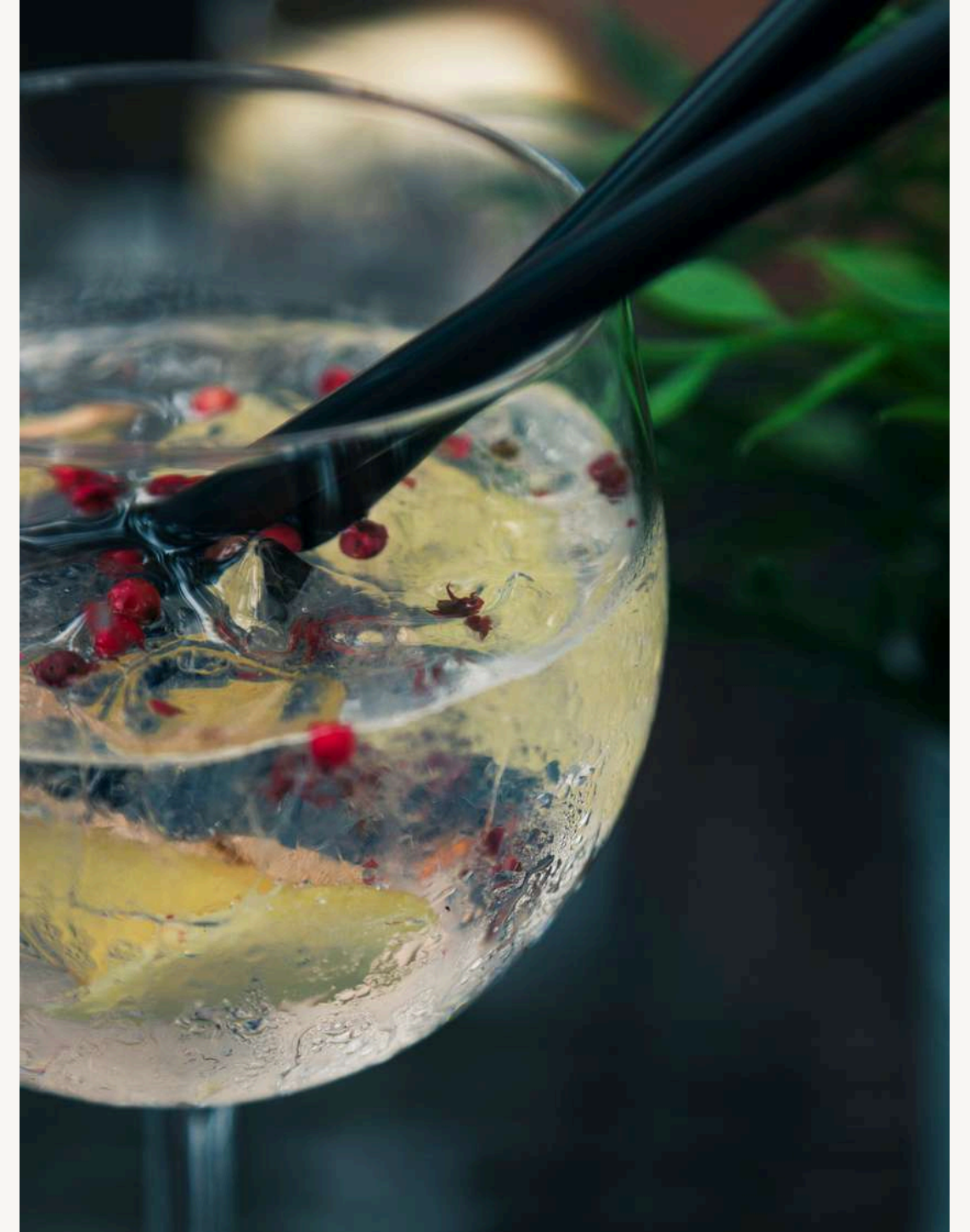
OCEAN INSPIRED MIXOLOGY

STORY BEHIND THE SCENES

The menu is inspired by adventure and exploration, borrowing visual cues from treasure maps, maritime journeys, and nautical storytelling. The names of the drinks—Finding Nemo, Mermaid Potion, Pirates of the Caribbean, Mariana Trench—create a storytelling experience.



TIPSY TUNA - MENU



Project Theme

CASINO – the roll of the dices

Backgrounds

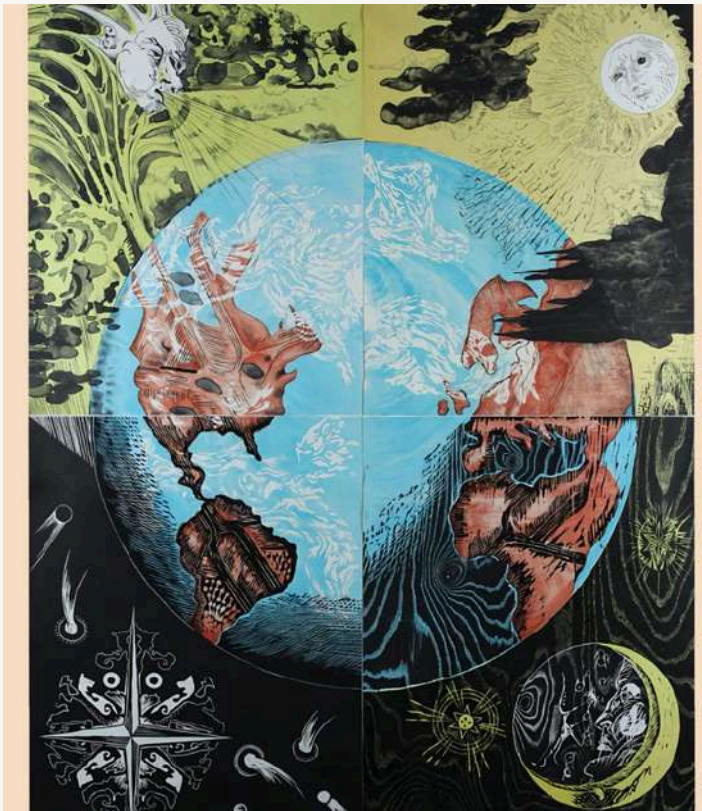
A menu designed to bring the thrill of the casino to the glass. Cocktails and mocktails are inspired by the roll of the dice, with a striking color theme—every sip is a chance to play, explore, and discover bold, exciting flavors.

UPPERDECK



UPPERDECK MENU





Project Theme

ART FORMS & THE PERSPECTIVE

Backgrounds

A menu that draws inspiration from any complete art form, being a solid combination of two or more possible perspectives. Designed for every palate- sweet, sour, salty, bitter or umami—truly handpicked flavours to unwind.

MAAK ARA



MAAKARA MENU



LET'S CREATE SOMETHING AMAZING



From immersive concepts to unforgettable moments, we craft experiences that captivate, inspire, and leave a lasting impression—let's create something amazing together.

➤ **Social Media**
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THANK
YOU

