

# 10 FEST AZORES '17

AFTER PARTY

## Elliot Ball

The Cocktail Trading Co.  
(Londres)

*July 1st, saturday*



**E**lliot Ball has been bartending since way before it was legal for him to do so. He studied Psychology at the University of Bath, England, specialising in Cognitive Neuroscience, but he decided to pursue a career with booze instead, because it's just that much more fun. Since then, he moved to London and began working in a variety of bars, mostly favouring cocktails, and beginning a consultancy career. For a while, he applied his knowledge in Neuroscience in the pursuit of perfection in drinks and the understanding of flavour; especially in the important differences between what is considered flavour and what is taste. The Cocktail Trading Co. was formed with his partners, Andy Mil and Olly Brading, their business simply aims to run great bars. Cocktails are the focus - concept-heavy serves that are fun and pleasing, flavours that are approachable but intriguing, but primarily, an atmosphere and experience all can enjoy.