

# MONTANA

## THE COCKTAIL BAR TRANSFORMING SEVILLE’S SCENE

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**THINGS ARE CHANGING** in Seville's bar scene. A fresh wave of professionalization in mixology has swept the city, fueled by a surge in high-end tourism and a local crowd that's increasingly embracing cocktails as a vital part of the dining experience. At the forefront of this revolution stands Montana, a cocktail bar that has become a true benchmark in southern Spain. Under the innovative direction of Javier Barbecho, Montana isn't just a bar; it's a living showcase of what Andalusian mixology can offer the world. Montana is putting Seville on the map both nationally and internationally.



### EMOTIONAL COCKTAILS: TELLING STORIES THROUGH A BAR AND A BUILDING

Montana's current menu is a dynamic, five-chapter journey through history, flavor, and art. At the heart of the menu is the Signature collection, a liquid tribute to the very building that houses the bar, located on Calle San Pablo, 4. This neo-Baroque gem was designed by Juan Talavera y Heredia, a celebrated architect who shaped much of early 20th-century Seville. Montana's cocktails ingeniously narrate the building’s evolution, from its days as a tire workshop in the 1930s to a ceramic factory, a toy store, an Asian bazaar and an Erasmus residence, still in operation in the upper floors.

Each drink tells a story.

Highlights include La Juguetería (The Toy Store), a highly visual sour served in a miniature bathtub designed exclusively for the bar, and Mensaque, inspired by tile businessman José Mensaque y Vera, who ran a workshop in the building. This cocktail is served in one of his original ceramic pieces.





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**BEYOND THE SIGNATURE COLLECTION**, the menu offers something for every palate. The Luxury chapter features exclusive, high-end spirits like aged tequilas and premium whiskies for those seeking a more opulent experience. Next Step reimagines classic cocktails with Montana's twists, such as their popular barrel-aged Negroni.

The journey ends with Classics, where iconic cocktails are perfected by the Montana team, and Raíz (Root), a forward-thinking chapter dedicated to exceptional non-alcoholic creations. Here, you'll find a -1925- version of the house's emblematic Negroni and a Botanical Fizz with a 0.0 gin base, catering to the growing demand for sophisticated alcohol-free options.

This menu is designed to be accessible to everyone, from cocktail connoisseurs to curious newcomers. By blending rich history with a powerful visual component, Montana transforms the cocktail experience into a captivating form of storytelling.



## ACCESIBLE LUXURY

Montana delivers an accessible luxury experience through its unique dual identity. By day, it's an intimate and elevated cocktail bar, where the front-of-house team provides a personalized journey through their innovative menu. As night falls, the bar turns into a vibrant nightclub. The atmosphere comes alive with DJs spinning hits from the 80s, 90s, and 2000s, and live performances take the stage. While the energy shifts, the commitment to quality remains, offering a menu of premium spirits and expertly crafted cocktails.

This seamless transition is powered by an exceptional team. Montana's bartenders bring a wealth of international experience, having honed their skills at world-renowned establishments like Carnaval in Peru, Paradiso in Barcelona, and Salmón Gurú in Madrid. Under the guidance of Javier Barbecho, the team is always learning. Barbecho's commitment to continuous education is evident in the monthly guest shifts, which bring top mixologists from around the globe to Seville, and in the internal training sessions that keep his staff at the cutting edge of the industry.



## BEYOND MONTANA: GRUPO MOSS

Montana strives to showcase Seville’s creativity and quality on a global stage. It has become the flagship bar for Grupo Moss, a hospitality powerhouse with over 14 years of experience that has redefined Seville's nightlife. Grupo Moss’s portfolio goes far beyond Montana, offering a diverse range of unique experiences. Highlights include Tablao Las Setas –the first flamenco venue to feature a cocktail menu crafted with sherry wine in Seville–, Moss Bar and Motto –lively spots where music and cocktails come together for an unforgettable night out– and Koko, a dynamic nightclub that welcomes revelers 364 days a year, only closing on Good Friday. Through its variety of venues and commitment to catering to all audiences, Grupo Moss has cemented its status as a key player in Seville's social scene, creating compelling experiences that captivate both locals and international visitors alike.



## JAVIER BARBECHO

Javier Barbecho's leadership is key to understanding the rise of Seville's cocktail scene on the world stage. After honing his skills at Seville’s iconic Alfonso XIII hotel and collaborating with Grupo Moss, he sought new challenges abroad. In London, he managed several bars and launched a new hotel in Cambridge, broadening his expertise on an international level. Returning to Seville after the pandemic, Barbecho became the first director of Casa Ozama. He ultimately came back to Grupo Moss with a clear mission: to put Sevillian mixology on the global map. His relentless drive for innovation makes him a true role model for his team and the next generation of professionals. He also shares his knowledge as a professor at Drinks Motion España, further solidifying his influence.

In recent months, he has also participated in prestigious Bar Shows such as those in Lisbon and Rome, in addition to being present at major cultural and sporting events, including events such as the Latin Grammys or Moto GP. His work, together with that of Grupo Moss, not only redefines the Sevillian leisure experience, but also opens new avenues for Andalusian liquid culture to reach increasingly broad and demanding audiences around the world.

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