
UNIT: 01

BAR AND BAR OPERATIONS

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1.1 INTRODUCTION

In the field of food and beverage operation, service of alcoholic and non alcoholic beverages plays an important role. Generally, it is perceived that there are many places which are involved in the sale or consumption of alcoholic beverages like serving to the guests for their consumption inside the premises, or like occasions which do not include any commercial trade or shops like liquor stores which permits the consumers to take away the liquor for consumption at some other place. From the above, it is suggested that the places offering beverages for in-premises consumption are more frequented by consumers and are more or less associated with the hospitality industry being their primary, secondary or tertiary business activity. It is a fact that the hospitality industry all across the world considers bars as an integral part of the complete guest experience.

1.2 OBJECTIVES

After reading this chapter learner will be able to:

- Understand about the history of bar and alcoholic beverages.
- Have knowledge about modern bar design, layouts and location.
- Classify various types of bars.
- Identify the legal aspects affecting beverage businesses.
- Understand the roles and responsibilities of a Bartender.

1.3 BAR

The Cambridge dictionary defines bar as “a place where drinks, especially alcoholic drinks, are sold and drunk, or the area in such a place where the person serving the

drinks stands”. Collins put it other way and defines bar as “A bar is a room in a pub or hotel where alcoholic drinks are served”. Oxford defines bar as “An establishment where alcohol and sometimes other refreshments are served”. So if we see, it is to be observed that bars are generally the places which are primarily involved in sale of alcoholic beverages apart from some other associated activities or viz-a-viz. Hence, bar can officially be defined as “a licensed retail business establishment that serves alcoholic beverages, such as beer, wine, liquor, cocktails, and other non alcoholic beverages along with snacks or full restaurant menu for consumption on premises”.

1.3.1 History of Bars

Throughout history, there have been many names for establishments where people gather to drink alcoholic beverages. Bars or pubs, bierkellers, brewpubs, which were formally known as public houses or alehouses, are drinking establishments all of which have always been central to the national culture of a great number of countries around the world. In many areas globally and particularly in rural locations, the bar has always been the focal point and communications hub of the community. The evolution of the bar is closely linked with the evolution of alcoholic drinks and the introduction of hospitality. The consumption of alcohol lowers inhibitions, can facilitate relaxation and increase the enjoyment of dining, and has contributed towards a more sociable and convivial atmosphere between locals, invited guests and travellers for many centuries around the world.

1.4 HISTORY OF ALOHOLIC BEVERAGES

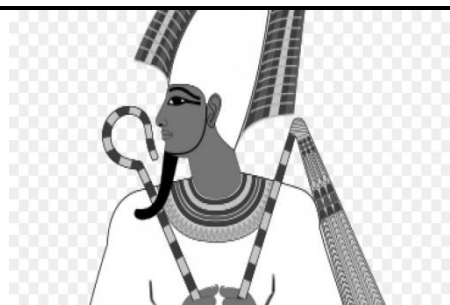
Alcohol has provided a variety of functions for people throughout all history. From the earliest times to the present, alcohol has played an important role in religion and worship. Historically, alcoholic beverages have served as sources of needed nutrients. They have been widely used for their medicinal, antiseptic, and analgesic properties. The role of such beverages as thirst quenchers is obvious. They also play an important role in enhancing the enjoyment of life.

1.4.1 Neolithic Period

No one knows when beverage alcohol was first made. However, it was presumably the result of a fortuitous accident that occurred at least tens of thousands of years ago. Late Stone Age beer jugs prove that beer was made at least as early as the Neolithic period. Anthropologists have suggested that beer may have preceded bread as a staple.

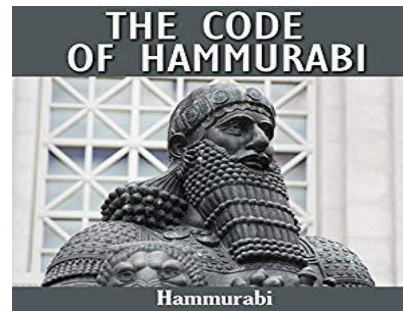
1.4.1.1 The Egyptians

Brewing dates from the beginning of civilization in ancient Egypt and alcoholic beverages were very important in that country. Although many gods were local or familial, Osiris, the god of wine, was worshiped throughout the entire country. The Egyptians believed that this important god also invented beer. The beverage was considered a necessity of life and brewed daily in the home. The ancient Egyptians made at least seventeen varieties of beer and at least 24 varieties of wine. Alcoholic beverages were used for pleasure, nutrition, medicine, ritual, remuneration and funerary purposes. The latter involved storing the beverages in tombs of the dead for their use in the after-life.



1.4.1.2 The Babylonians

Beer was the major beverage among the Babylonians. In addition, as early as 2,700 B.C., they worshiped a wine goddess and other wine deities. Babylonians regularly used both beer and wine as offerings to their gods. Around 1,750 B.C., the famous Code of Hammurabi devoted attention to alcohol. However, there were no penalties for drunkenness. In fact, it was not even mentioned. The concern was fair commerce in alcohol.



1.4.1.3 The Chinese

Variety of alcoholic beverages have been used in China since prehistoric times. Alcohol was considered a spiritual (mental) food rather than a material (physical) food. Many documents show the important role it played in their religious life. In ancient times people always drank when holding a memorial ceremony, offering sacrifices to gods or their ancestors, pledging resolution before going into battle, celebrating victory, before feuding and official executions, for taking an oath of allegiance, while attending the ceremonies of birth, marriage, reunions, departures, death, and festival banquets. A Chinese imperial edict of about 1,116 B.C. asserted that drinking alcohol in moderation was prescribed by heaven. Whether or not it was prescribed by heaven, it was clearly beneficial to the treasury. Alcohol was one of the treasury's biggest sources of income.



1.4.1.4 The Greeks

The art of wine making reached the Hellenic peninsula by about 2,000 B.C. But the first alcoholic beverage to obtain widespread popularity in what is now Greece was mead. It's a fermented beverage made from honey and water. However, by 1,700 B.C., wine making was commonplace. During the next thousand years wine drinking assumed the same function so commonly found around the world. It was incorporated into religious rituals, became important in hospitality, was used medicinally, and became a part of daily meals. As a beverage, it was drunk in many ways. It could be warm or chilled, pure or mixed with water, plain or spiced.



1.4.1.5 The Hebrews

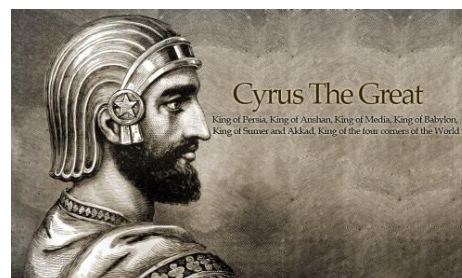
The Hebrews were reportedly introduced to wine during their captivity in Egypt. Moses led them to Canaan (Palestine) around 1,200 B.C. At that time they expressed regret leaving behind the wines of Egypt. However, they found vineyards to be plentiful in their new land. In 586 B.C., the Hebrews were conquered



by the Babylonians and deported to Babylon. However, in 539 B.C., the Persians captured the city and released the Hebrews from their Exile. Following the Exile, the Hebrews developed Judaism as it is now known. At that point they became Jews. During the next 200 years, sobriety increased and pockets of antagonism to wine disappeared. It became a common beverage for all classes and ages, including the very young. Wine was many things, An important source of nourishment, A prominent part in the festivities of the people, An essential provision for any fortress; and an important commodity, A widely appreciated medicine. In short, wine came to be seen as a necessary element in the life of the Hebrews.

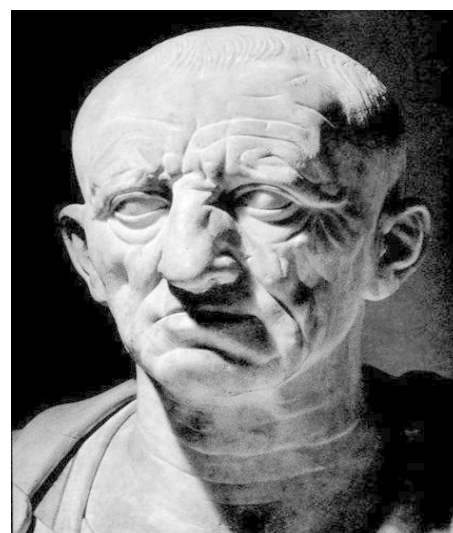
1.4.1.6 The Persians

King Cyrus of Persia frequently praised the virtue of the moderate consumption of alcohol (cir. 525 B.C.). However, ritual intoxication appears to have been used as an adjunct to decision making. After the death of Cyrus, drunkenness was not uncommon.



1.4.1.7 The Romans

Historians agree that the Romans practiced great moderation in drinking between the founding of Rome and the third century B.C. The Roman conquered the Italian peninsula and the rest of the Mediterranean basin between 509 and 133 B.C. After that, the traditional Roman values of temperance, frugality and simplicity declined. They were gradually replaced by heavy drinking, ambition, degeneracy and corruption.



1.4.2 The Middle Age

The Middle Ages lasted about one thousand years. It existed between the fall of Rome and the beginning of the High Renaissance (cir. 1500). It saw numerous developments in life in general and in drinking in particular. In the early Middle Ages, mead, rustic beers, and wild fruit wines became increasingly popular. This was especially among Celts, Anglo-Saxons, Germans, and Scandinavians. However, wines remained the beverage of preference in the Romance countries (what is now Italy, Spain and France).

1.4.2.1 Monastic Influences

With the collapse of the Roman Empire, monasteries became the repositories of the brewing and winemaking techniques. Production of rustic beers continued in homes. But the art of brewing essentially became the province of monks, who carefully guarded their knowledge. Monks brewed virtually all beer of good quality until the twelfth century. Around the thirteenth century, hops (which both flavors and preserves) became a common ingredient in some beers. This was especially the case in northern Europe. Ale, often a thick and nutritious soupy beverage, soured quickly and was made for local consumption.

1.4.2.2 Viticulture

Not surprisingly, the monasteries also maintained viticulture. Importantly, they had the resources, security, and stability in that often-turbulent time. This enabled them to improve the quality of their vines slowly over time. The monks also had the education and time necessary to enhance their viticultural skills. Throughout the Middle Ages, the best vineyards were owned and tended by the monasteries.

1.4.2.3 Distillation

The most important development regarding alcohol throughout the Middle Ages was probably that of distillation. Interestingly, considerable disagreement exists concerning who discovered distillation and when the discovery was made. However, it was Albertus Magnus (1193-1280) who first clearly described the process. Knowledge of the process began to spread slowly among monks, physicians and alchemists. They were largely interested in distilled alcohol as a cure for ailments. At that time it was called aqua vitae, “water of life,” but was later known as brandy. The latter term was derived from the Dutch brandewijn, meaning burnt (or distilled) wine.

1.4.3 Modern Period

The study of modern period is divided in to following subheading for proper understanding:

- 16th Century
- 17th and 18th Century
- 19th Century
- 20th Century

1.4.3.1 16th Century

As the end of the middle ages approached, the popularity of beer spread to England, France and Scotland and beer brewers were recognized officially as a guild in England. In the sixteenth century, alcohol beverage consumption reached 100 liters per person per year in Spain. Polish peasants consumed up to three liters of beer per day. In England, the average person had about 17 pints of beer and ale per week. Swedish beer consumption was 40 times higher than in modern Sweden. English sailors received a ration of a gallon of beer per day, while soldiers received two-thirds of a gallon. In Denmark, the usual consumption of beer was a gallon per day for adult laborers and sailors. However, the production and distribution of spirits spread slowly. Spirit drinking was still largely for medicinal purposes throughout most of the sixteenth century. It has been said of distilled alcohol that “the sixteenth century created it; the seventeenth century consolidated it; the eighteenth popularized it.”

1.4.3.2 17th and 18th Century

The Virginia colonists continued their traditional beliefs about alcoholic beverages. They considered them natural foods and good when used in moderation.

In fact, beer arrived with the first colonists, who considered it essential to their well being. It also saw the advent of sparkling wine and champagne. Other distilled spirits like Gin and Rum also gained popularity and established their market. On the other hand scotch was also preferred by many in present day Scotland and other neighboring countries.

1.4.3.3 19th Century

Throughout Europe during the Industrial Revolution, beer, wine, and distilled liquor became important products. Businesses and industries sold their products to countries

around the world. As a new middle class emerged with more time and money to spend, drinking became a valued leisure activity. For many it provided a release from the strict atmosphere of the workplace. Liquor remained an important part of medicine for certain purposes and many medicines were formulated using herbs steeped in alcohol. In fact, alcohol was the base of most patent medicines marketed for every possible ill imaginable. Even babies were the target of these medicines, which were used to soothe colicky infants. Certain public drinking establishments conveyed social status or importance by serving only people of a particular economic class.



1.4.3.4 20th Century

The twentieth century brought many significant changes to daily life. Some of these innovations, such as pasteurization, mass production, commercial canning and bottling, and rapid transport, improved the conditions for producing and selling alcohol.

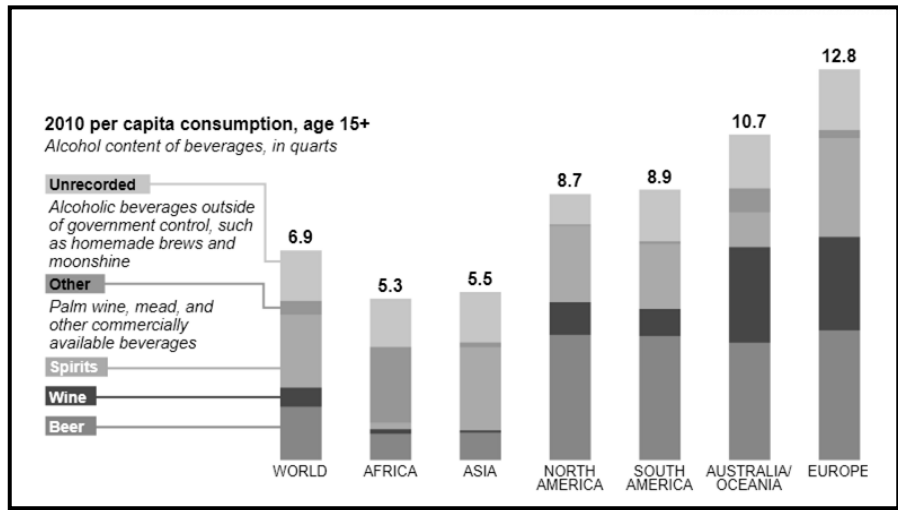


Figure 1.2 – Alcoholic Consumption Pattern, (Image Source: National Geographic)

CHECK YOUR PROGRESS-I

1. Define Bar and discuss its origin.

2. Write a note on ‘History of Alcoholic Beverages’.

1.5 MODERN BAR DESIGN, LOCATION & LAYOUT

There are various types of bars operated by the hotels or other organizations which can be inside the premises or outside the premises. These can be stand alone or may be part of a chain or group of hotels or restaurants or any other type of organization. The bars can be of various types depending upon their mode or type of operations. Other than operations, there are many other factors also involved in the design and setup of bars. These factors can be categorized and changed according to the different variables like types of bar, owner and designer preference, climate, types of customers etc. With the advent of new technologies and continuous change in the demand of the consumers in terms of aesthetic quality of the environment, various new designs are being introduced in the segment so as to satisfy the consumer needs. The increasing number of people opting to dine out, looking for new architecture or ambience rich environs are forcing the promoters and designers to come up with something new and different at frequent intervals. Ambience, design and standards of service gives a psychological advantage to the visitor which eventually helps in higher guest satisfaction. Generally the final layout plan of any bar is made by keeping in mind about the smooth flow of work, uninterrupted traffic movement and free space in and around the service area. It follows the fundamental principle of movement of goods and raw materials which clearly earmarks different areas for different activities right from receiving of raw material to production to delivery of finished product to the guest and then clearance and storage in the back area. These areas include receiving, kitchen, bar, services, cashier area, staff space, office, restroom, storage and employee restroom. Each one of these areas are essential and need to be considered and designed well. **Receiving area** is generally located at the back of the house with the access from the main street it is also located close to the kitchen and bar and it is the first point that the alcoholic beverage and supplies are taken into the bar. Therefore, it should be designed carefully. The receiving area must be protected from the snow, rain, heat and other excessive temperature and at the same time should not be visible to the customers but should have visual accessibility from the managers' office. It is proper to say for serving varieties of drinks/alcoholic beverages it is necessary to design high quality bars. Office is another part in bar design, which is necessary for the bar manager and head bartender. The managers' office needs to be secured and located in a closet door properly demarcated from the back area. Restroom needs to have direct access, but not visual access to bar area. Restroom should have opening like window to provide fresh air for guest.

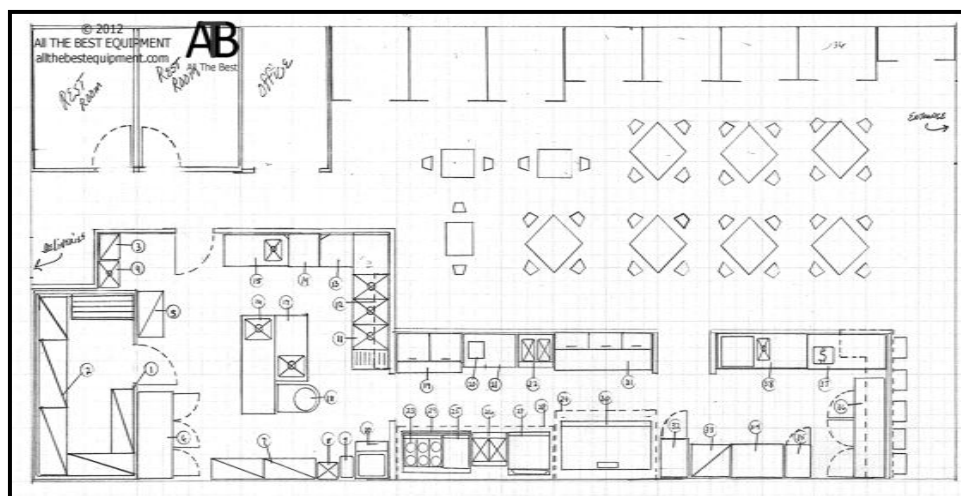


Figure 1.3 – Sample Bar Layout

Image source – www.allthebestequipment.com)

Factors like Lighting design, colour design, sound and acoustic design, heating cooling and ventilation design, material selection, exterior space design and bar layout design. It is believed that light and shade can render and give characteristic to the space, light also can change the human moods, brightness can make people feel happy and absence of light can cause sadness. The architect and designers should choose proper colour to create pleasant atmosphere and satisfy both restaurant customers and owners. Before choosing the colours, designer should choose the mood that wants to express in the space. Generally, bright colours and colourful tones are mostly dedicated to the fast foods and quick service restaurant which could be recognizable and attract people from proximity, while full service restaurant offer more muted tones. Most of the bars seem to be the noisy place, out of that night clubs, discotheques, sports bar are in top of this list lounge bar and public bar has less noise compared to them. It is realistic to say everything that happening in beverage outlet are making a noise, from cutting, washing and preparing drinks to chair moving, guest traffic, food delivering, drinking, eating, dancing and talking, and more over there is background music and entertainment that increasing the noise. Controlling all these sounds is impossible, unless using acoustic and sound absorbance material in bar design. Heating and air-cooling system have begun to taken for granted over the years in most of the beverage service outlets. Having an air conditioning system 'A/C and HAVAC' in place would make the environment more user friendly. Floor can work as a directional signal; elegancy, comfort ability; work as sofa and either reflect or absorb sound. It is essential to choose appropriate cover for floor, aside from being easy to clean it should not get dirty fast as well, also it should not be slippery but be smooth at same time, and it is better to be sound absorbance and does not cause much sound while chairs are moving and people are walking in top of it. In every establishment, windows and doors are important parts of wall For controlling the sound and noise which comes from outside it is possible to use double glazing window or there are materials such as curtain, blinds, screens, draperies, shutter and roller shade.

1.6 THE BAR COUNTER

The term 'bar' is derived from the specialized counter on which drinks are mixed and served. Patrons may sit or stand at the bar and be served by the bartender. Depending on the size of a bar and its approach, alcohol may be served at the bar by bartenders, at tables by servers, or by a combination of the two. A bar is made up of three parts: the front bar, the back bar and the underbar. Each section has special functions.

1.6.1 The Front Bar

Customer's order their drinks and these drinks are served at the Front Bar. Thus, front bar is also called the Customers' area. The front bar is exactly what it sounds like – The front of the bar. This is the area where guests sit and sip their drinks. Of all the areas of bar, this is the one where design and guest comfort should be foremost and have adequate space for their comfort. It is typically 16 to 18 inches wide with an alcohol-proof and waterproof top surface, usually made of laminated plastic. An often padded armrest runs along the front edge. It is usually 13 inches wide. Thus, the total width of front bar is 24-26 inches, The last few inches of the back edge of the front bar are usually recessed, and the bartender pours the drinks here, to demonstrate liquor (well or call) brand and pouring skill. This recessed area is known by various names

like rail, glass rail, drip rail, or spill trough. The vertical structure supporting the front bar is known as the bar die. It is like a wall separating the customer from the working area. It forms a 'T' with the bar, making a kind of table on the customer side, with the other side shielding the underbar from public view. There is usually a footrest running the length of the die on the customer side, about a foot off the ground. This footrest is made of brass rail, which has brass spittoons every few feet. The height of the front bar, usually 42 to 48 inches, is a good working height for the bartender. It also makes the front bar just right for leaning against, with one foot on the footrest. All underbar equipments are designed to fit under this 42-inch high front bar. If it is a sit-down bar, it will have stools tall enough (usually seat rung 30" high) to turn the front-bar into a table. Each stool is allotted a 2-foot length of bar. The stools should look & feel comfortable and should have upholstered backs and seats. Since the seats are high off the ground, the stools have rungs for footrests, or else the footrest of the bar is within easy reach. Even numbers of stools make it convenient for couples. Where drinks are served from tile main public bar for table service, the front bar must always have a pickup station-set off from the customers' bar area with the help of a railing, where serving personnel turn in, receive orders and return empty glasses.

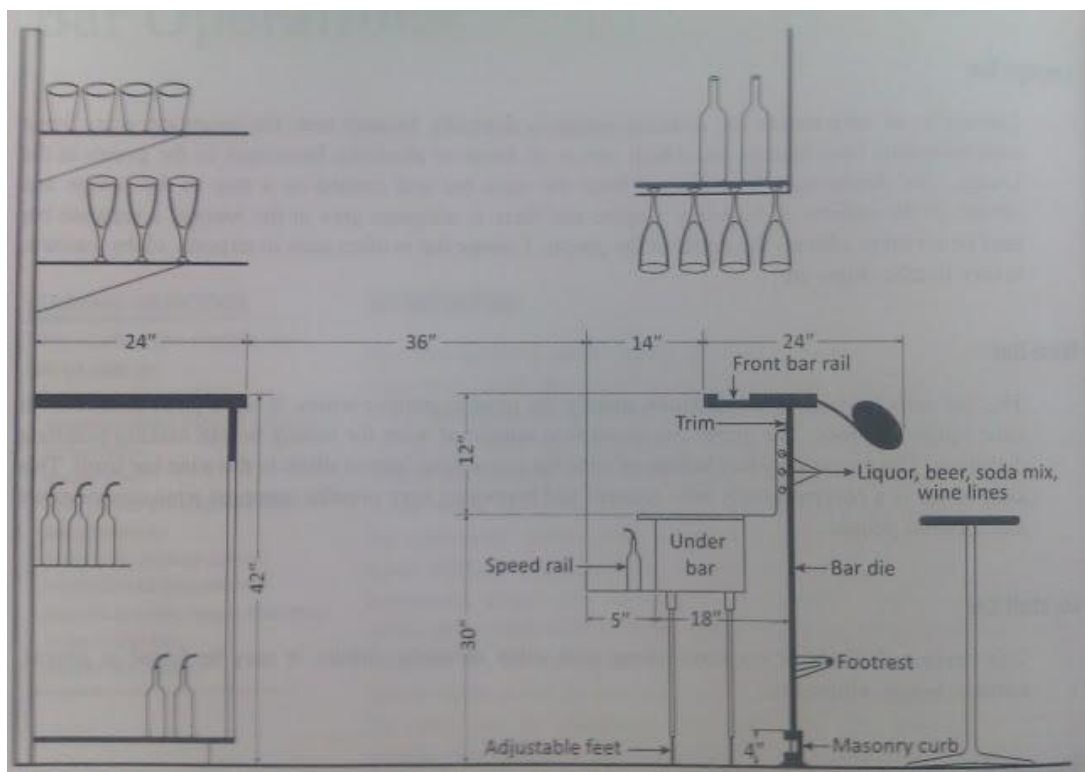


Figure 1.4 – Different Sections of Bar Counter
Image source – www.hospitalitynu.blogspot.com

1.6.2 The Back Bar

The back bar has a dual function: as a decorative display area and as a hard-working storage space. It is located at the back of the front counter leaving sufficient space for the bartenders to do their work. The back bar consists of display rack set over the storage cabinets. The back bar holds all kinds of liquor bottles and sparkling assorted glassware in an attractive manner which enhances the appearance of the bar. Often the back bar is lined with mirror at the back which reflects the bottles stored in the rack. It also acts as a merchandising device by displaying the bottles. The mirror adds depth to the room, helps the bartenders to observe the customers discretely, and the customers

to view others in the room. Many bars include pictures, posters, tainted glass, plants, antiques, etc. to make the back bar more attractive and to break the monotony. In most bars, the overhead slotted racks are fitted to store the stemware which makes the bar very attractive. The base of the back bar functions as a storage. The base of the back bar functions as a storage space and the part of it may be a refrigerated cabinet. The extra stock, such as drinking straws, napkins, cocktail umbrellas, salvers, jugs, condiments, sugar, etc. are stored. The base of the bar may accommodate special equipment, such as bottle cooler, glass froster, espresso machine, non-alcoholic beverage dispenser, cash register, etc. The base bar is wider than the display rack. The design of the back bar must be functional and at the same time very pleasant to look at from the top to the bottom as it is the center of attraction in any bar and is in constant view of the customers. The design must blend with overall decor of the bar. However, it must be visually pleasing from top to bottom, since customers look at it and it must coordinate visually with the décor of the room.

1.6.3 The Under Bar

This area is usually the last section of the bar to be designed, after the front of the bar has been created. It refers to the area under the front bar of the bartender's side. The under bar should be designed keeping in mind the kind of drinks to be made, equipment required, and mixes needed for the drinks. In other words, work flow must be considered while designing the under bar. It is the main centre for the entire bar operations as the bartenders will be facing the guests while preparing their drinks. The under bar may be divided into many workstations according to the volume of the business and the length of the counter. Each station will have its own supply of fast moving liquor, mixes, ice, glasses, blender, sink, garnishes, etc. within reach. The liquors in each station are grouped into 'well brands' and 'call brands'. Well brands are house brands that are served to the guest who do not specify a particular brand of liquor. They may just ask for scotch, bourbon, rye, gin, etc. Hotels will be serving the brand that is kept in stock. Call brands are the brands requested by the guest by name. If blender is required for most of the drinks then the blender may be provided in each section; otherwise kept separately at the back bar. Most busy bars will have automatic dispensing system for mixes in each station. If draught beer is served, beer dispensing unit must also be provided. Clean glasses should be grouped according to the type and stored in the glass shelves near the station, on the back bar or in the overhead racks, and the prepared glasses for the drinks should be kept ready in the glass rail or near the ice box. Storage area should be provided for storing reserve stock of spirits, wines, liqueurs, beers, and kitchen supplies. Under bar should have provisions for waste disposal and hand wash. Some restaurants may not have dispense bar attached to it; so, the waiters or sommeliers will be collecting the drinks from the main bar. In that case, one or two sections must be completely devoted to catering to the needs of the restaurant guests. The bartender should have adequate area to collect the BOT (bar/beverage order ticket), prepare the drinks, issue to the concerned waiters/sommeliers, receive empty glasses, empty bottles, prepare the bill, etc. If separate section is not set aside, the restaurant staff will be forced to collect the drinks from the stations moving through the customers' station. This will result in accidents and confusion. All the three parts of the bar—front bar, back bar, and under bar—must be functional keeping the requirements of the guests and the bar staff in mind. The minimum space from the back of the back bar to the front of the front bar is 8 feet for a comfortable operations.

1.6.4 The Bar Floor

The bar floor should be hard and non-porous e.g. tiles, for the comfort of the feet, but spills and breakages are higher. Bartenders are on their feet for hours. Carpets and woods are not recommended. Rubber and plastic mats used to minimize slippage but must be cleaned regularly. There are ways to improve floor comfort and safety. Slotted plastic panels allow spills to go down between the slats, to minimize hazards of slipping. But these panels must be taken up for cleaning, which is a nuisance.

1.7 TYPES OF BAR

Bars have been an integral part of the human lifestyle since ages and can be traced back to thousands of years. Alcohol and wines were mainly consumed for their medicinal values. The first recorded joints were ale houses which used to offer beer to its patrons. In ancient Greece and Rome, taverns served alcohol, food, games, and other entertainment. During the Anglo-Saxon period, public houses emerged as a popular gathering place for businessmen and social meetings. The New Englanders brought these public houses or taverns to the New World.

1.7.1 Hotel Bar

Hotel bars are one of the most popular types of bars as they get visitors from all around the world. In most of the cases, there is no specific theme attached to them and in fact, they create their own designs. Normally, they serve snacks along with the alcoholic drinks inside the bar itself and can serve food in the restaurant. In some cases, they have restaurants attached with the main bar or vice-versa. Such types of bars maintain huge inventories in order to cater to the needs of varied clientele. Because of the hospitality involved in these types of bars, many of the locals also prefer to have a quite drink at such places. Inside the hotel, there can be sub categories of bar like Dispense Bar, Banquet Bar, Lounge Bar, etc.

1.7.2 Live Music Joints

The major attraction of these kinds of bar is the live music. Such types of joints are highly crowded and are mainly frequented by the youngsters because of the noise level inside the bars. Customers looking out for calm environment will never patronize live music bars. Often, it is observed that they have a limited inventory to offer.

1.7.3 Nostalgia Bar

Literally, nostalgia means 'old'. The theme, design and décor, all three, are of yesteryears. The furniture and fixtures along with the lighting around makes the ambience perfect for a nostalgic feel. Such places serves the basic wines, beers and straight drinks and age old or few of the classic drinks.

1.7.4 Plastic Bar

These are very basic bars which are without any life. They are often called yuppie bars or fern bars, and if there is a frozen daiquiri machine in the establishment, it can be called a plastic bar. These bars are basically designed for such people who want only a place to sit and drink and they do not bother about the environment and surroundings

of the place. The style of service is also very basic and the owners are interested in the amount of beverage sales only.

1.7.5 Speciality Bar

These are one of the most popular types of bars which specialize in a particular drink or any other USP e.g. Hookah bars or Cocktail Bars. Nowadays, most of the public places around are putting a restriction on smoking around and hence a new concept of Cigarette Bars or Cigar Bars is gaining popularity. Such bars do offer drinks to their customers which becomes an added attraction to the crowd. In addition, bar-owners are continuously coming up with newer and better ideas for their facilities, and hence new types of speciality bars are coming into the market.

1.7.6 Sports Bar

Sports bars are generally equipped with large screen televisions or at times, projectors which telecast the popular sport of the country or any other specific sporting event all around the year. These joints are designed for people who would like to go for a drink while watching their favourite sport amongst group of people which gives them a feel of the sports arena or stadium. These testosterone boosting events increases the sales of the outlets and are often open till late nights or till the time match is over. They often have menus shaped like sports equipment and food items named after local teams or even ballparks or stadiums, and the best part is that the newer ones have a very different ambiance than the sports bars of long ago.

1.7.7 The College Bar

These are designed for the young generation and full of colours also offering games and other activities like live bands, cheerleading squads. These places are dedicated for the youngsters and full of energy. The offerings are huge in terms of alcohol but fewer in terms of food items and snacks. Also, the pricing is comparatively on the lower side.

1.7.8 The Cocktail Bar

These types of bars are fully dedicated towards serving cocktails. Normally, these places are wonderful to sit, eat drink and relax but at the same time are very expensive. The trained bartenders ensure that they serve authentic cocktails by following the standard recipes of the drinks. They are quite a good place to sit and relax as the patrons are mainly the outsiders who can afford the expensive drinks.

1.7.9 The High Concept Bar

The metropolitan cities are usually the place where the high concept bars can be found. These bars are often visited by tourists who have plenty of money to spend, and are known for being the leaders in terms of latest styles and fashion. They are known to be very expensive but always be found involved in doing something different or creating something new to woo the consumers to its place. Generally based on a theme, the patrons chiefly include the rich segment of the society.

1.7.10 The Irish Pub

Although an Irish pub usually only serves green beer on St. Patrick's Day, they usually have a wide variety of whiskey and beer that comes straight from Ireland. They have great ambiance and a great overall feel that stresses fun and relaxation. There is also the possibility of some great music to enjoy while you're there, which

can include musical instruments such as guitar, fiddle, and some of the instruments made with pipes, such as uilleann or bodhran pipes. These bars go to great lengths to make sure that the alcohol, the decorations, the music, and the overall ambiance is just right.

1.7.11 The Neighbourhood Dive

Neighborhood dives are usually filled with locals and are usually no-frills bars which are open seven days a week until late night. These bars tend not to keep up with the times, and the fact that they look a little old and outdated is what adds to their charm. They may or may not serve snacks or food, but if they do, it is likely not the highest quality cuisine in the city. These dives usually have dartboards and jukeboxes in them, and they rarely have a theme or concept attached. Their patrons are usually locals and regulars, and, in fact, often these are the only people who know that the bar exists. They serve inexpensive drinks and are usually located in a convenient spot near where a lot of these people live.

1.7.12 The Pub

Pubs are larger and cleaner than neighborhood dives, and their food is usually better as well. They serve both locals and tourists and are very cozy and a great place for people to relax. Pubs have affordably priced food and drinks, including the greasy cheeseburgers that everyone loves, and you can either sit at the bar and flirt with the bartender or sit at a table and order your food and drinks.

1.7.13 The Vertically Challenged Bar

These are the bars which specialize in playing a certain recording artist's songs 24 hours a day, seven days a week, but the people who visit these bars never seem to get tired of the songs. These bars are sometimes difficult to find, and, in fact, many times only the locals know about them. This doesn't mean that they aren't crowded, however, because on any given night they tend to be booked solid with wall-to-wall customers.

CHECK YOUR PROGRESS-II

1. Write a note on 'Bar Counter'.

2. Write a note on 'Types of Bar'.

1.8 OWNERSHIP TYPES – PUBS AND BARS

There are following types of ownership:

- Tenancy
- Leaseholds
- Franchises
- Freeholds
- Tied House

1.8.1 Tenancy

The owners of the pubs rent out their premises to a third party on an agreed upon rent on agreement basis for fixed period which gives a liberty to the owner to increase the rent after the time frame or may be, ask the tenant to vacate the premises. During the tenancy period, all legal requirements are to be fulfilled by the tenant. The agreement can be terminated in between by the tenant also by giving a notice. At the end of the tenancy period, the incoming party /owner shall pay for the stock, furniture and fixture.

1.8.2 Leaseholds

Lease can be purchased from an outgoing lease holder or as a first time lease. Generally, the lease period is for long time, may be for 10 – 20 years and has got a fix 'Lock In' period during which the premises can neither be vacated nor the lease can be sold to anyone else. In case, the lease owner wants to sub lease or wants to sell the lease to a third party, then the consent of the owner has to be obtained.

1.8.3 Franchises

Franchise system of ownership is very popular in pub business where independent bar owners go into short term agreements with an established market brand / leader against payment of premium amount or may be with a share in the revenue on monthly basis. Normally, the agreement period is in between 3 – 5 years. During this period, the franchisor sends their own auditors to cross check the sales and other mechanisms so that they do not loose out on financial parts.

1.8.4 Freeholds

Freeholds are the independent properties which work and manage on their own. They are responsible for all operational and financial aspects of their own place.

1.8.5 Tied House

These establishments have an association with liquor companies and are generally financed by breweries. Such setups are bound to promote the specific products only. Some breweries appoint 'salaried managers' to run their bars.

1.9 LEGAL ASPECTS AFFECTING BEVERAGE BUSINESS IN INDIA

The alcohol law is included in Seventh Schedule of the constitution of India and comes under the state list. Therefore, the state can modify the alcohol laws according to their own wish. In India, the sale and consumption of alcohol usually take place in bar, restaurants, pubs, clubs, discos, etc. The state laws for consumption and sale of alcohol do not only mentions the age of drinking but where all places the liquor should be sold. In few states, even groceries and departmental stores also sell liquor as their state laws permit the same. As being the subject of the state list, the law varies from state to state. Therefore, the legal drinking age differs from state to state in India. There is a difference between consumption age and purchasing age. Consumption age is the age when any individual can legally consume the liquor while the purchasing age is the one when an individual can purchase liquor from the license holder.

1.9.1 Legal Age for Alcohol consumption in Different States

- In the state of Uttar Pradesh, Sikkim, Karnataka, Goa, Himachal Pradesh and Pondicherry the legal age of drinking is 18.
- The state of Andhra Pradesh, Assam, Chhattisgarh, Maharashtra (only beer), Rajasthan, Uttarakhand, Arunachal Pradesh, Bihar, Jammu and Kashmir, Jharkhand, Kerala, Orissa, Tamil Nadu has 21 years
- In Punjab, Meghalaya, Haryana, Maharashtra (hard liquor), Chandigarh and Delhi, the minimum age specified is 25.
- The consumption of alcohol is illegal in Gujarat, Manipur, Nagaland and Lakshadweep.

1.9.2 Drunk- Driving Law

The drunken drinking law in India is governed by Motor Vehicles Act, 1988. Section 185 of the Act states that if a person while driving a motor vehicle, has a Blood Alcohol Level (BAL) more than 30 mg in terms of 100 ml of blood, the said person shall be for the first time of the offence, be imprisoned for six months, or with fine which may be extend to two thousands, or both. If, the same person commits the offence for the second time within the period of 3 years for the commission of the first offence, the level of punishment increases. The punishment for the same will be imprisonment of two years or with a fine which may extend to three thousand rupees or both.

1.9.3 Public Drinking

Drinking in public places is prohibited as keeping in mind the society in which we live in. but people used to drink in public at a particular concern and secretly have liquor. But when, if caught, has to pay Rs 5000 and if, any nuisance is created by an individual in a drunk mode, then the fine increases to Rs 10,000 with a jail term of three months.

1.9.4 Dry Days

There are some specific days during every calendar year when the sale of liquor is prohibited and if sold on that particular day, the license of the seller can be cancelled. Republic day (26 January), Independence Day (15 August) and Gandhi Jayanti (2 October) are considered to be the fixed days when the sale of liquor is prohibited throughout India as they are considered as the national holidays. Therefore, these days are considered as Dry day. There are few other days which are to be considered as dry day, according to the state laws for alcohol. These days also vary from state to state.

1.9.5 Dry States

All those states where the sale of liquor is illegal are known as Dry State. In these states, the sale of liquor is totally banned. These states are also called as liquor-less state and there are separate laws governing them.

Gujarat: Bombay Prohibition (Gujarat Amendment Bill), 2009 was passed by the governor of Gujarat.

Manipur: Manipur Liquor Prohibition Act, 1991, totally banned the sale and consumption of liquor.

Nagaland: Sale and consumption of Alcohol was banned by passing Nagaland Liquor Total Prohibition Act (NLTP), 1989

Bihar: The ban on sale and consumption is governed by Bihar Excise (Amendment) Bill, 2016

1.9.6 Intervention of Supreme Court

In the month of December 2016, the apex court of India took an intuitive to control the crimes for drunk driving. Supreme Court bans the sale of liquor on all national and state highways from 1st April 2017. The court further directed that no shop for the sale of liquor shall be visible from a national or state highway, shall not be situated within the distance of 500 meters from the edge of the highway, all the advertisement for the availability of liquor shall be prohibited.

1.9.7 Liquor License

A liquor license is a permit given by the state excise department to those who wish to sell alcoholic beverages at a certain place.

This license is issued only after close scrutiny to all the details of the license holder because selling liquor without a license is an offence under various state laws.

1.9.8 Why is liquor license required?

The phenomenon of the consumption of alcohol is not only among the rich class of the society, but even the middle class and the poor youth consume it more at a higher extent. The factors which trigger them are the easy availability, weak implementation of laws etc. To ostensibly mitigate the wrongful sale of liquor licenses provide for a checking a mechanism.

It is unlawful for any person to manufacture, distribute or sell intoxicating liquor without a state license issued by the state supervisor of the division alcohol and tobacco control.

Therefore, to maintain the health and the state of peace & order in the country, there is a requirement to regulate the selling of liquor and hence a liquor license is necessary.

1.9.9 Types of Liquor

There are two types of liquor available in the Indian market.

Indian Made Foreign Liquor (IMFL): It refers to 'Hard Liquor' manufactured in the country.

Imported Foreign Liquor (IFL): This refers to the liquors which are produced outside of India and later on imported to India. IFL is usually expensive than the IMFL.

1.9.10 Types of Liquor License

Different types of licenses are issued by each state government. An individual or company can seek the grant of following licenses:

1.9.10.1 Grant of L-1 License: For Wholesale Supply of Indian Liquor

The government every year formulates policies for grant of this license in pursuance of which it is granted to the wholesale supply of Indian liquor. It is granted to Company or a society or a partnership firm or proprietorship firm having licensed manufacturing units (distillery / brewery /winery/bottling plant).

Procedure for application of this license:

The govt. invites applications by issuing a public notice in a leading newspaper and on the official website of the government.

The prime job of L-1 Licensee is to supply liquor to the holders of Licenses of L-6, L-7, L-9, L-10, L-12, L-13, L-14, L-15, L-16, L-17, L-18, L-19, L-20, L-21, L-28, L-29 and other liquor licenses in the National Capital Territory of Delhi.

The holder of L-1 license has to comply with all the terms and conditions mentioned in the license contract.

1.9.10.2 Grant of L-6 License: For Retail Vendors

L-6 License is issued to the retail vendors of Indian liquor/beer which is granted to selected undertakings of Delhi government.

In regard to premises for such liquor shop, proposals are invited by selected and approved corporations. The grant of this license by the excise commissioner is given only after looking into the suitability of such premises.

1.9.10.3 Grant of L-3/L-5 Licences: For Hotels

The govt. grants these licenses to hotels which are holding star classification and also the approval from Tourism Department of Govt. of India which is considered necessary for grant of License in form L-3. L-3 license empowers the hotel for service of foreign liquor to the residents in their rooms.

These hotels can also seek separate License in form L-5 for serving the liquor in exclusive bars and the restaurants in the hotel premises.

1.9.10.4 Grant of L-19 License: For Clubs

L-19 license is granted to a club registered with the Registrar of Firms/Registrar of Cooperative Societies for service of foreign liquor to its members. It is subject to the provisions of Punjab Excise Act, 1914 as extended to the National Capital Territory of Delhi.

1.9.10.5 Grant of L-49a License: Marriages, Parties Etc

This license can be obtained on payment of Rs. 3,000/- for service of liquor in any party, function, marriage etc. at a specific premises anywhere excluding public parks subject to the following conditions: -

- The area should be away from public view.
- Liquor should be served to adults as per the age specified by the state.
- Liquor should be procured from authorized source.

1.10 ROLE OF BARTENDER

Bartender's primary role is to prepare and serve drinks to customers. He should be able to mix and match ingredients in order to create classic and innovative beverages in accordance to customers' needs and expectations. The purpose of this position is to interact with guests and to ensure that they have a great experience. Bartenders should maintain positive guest interactions while accurately mixing and serving beverages to guests in a friendly and efficient manner.

1.11 DUTIES AND RESPONSIBILITIES OF BARTENDER

- Interact with customers; take orders for drinks and snacks.
- Plan and present bar menu.
- Serve snacks and drinks to the customer.
- Check identification of the guest to make sure they meet age requirements for purchase of alcohol and tobacco products.
- Mix ingredients to prepare cocktails and other drinks.
- Mix drinks, cocktails and other bar beverages as ordered and in compliance with hotel standard drink recipes.
- Prepare and serve alcoholic and non-alcoholic beverages.
- Arrange bottles and glasses to make attractive displays.
- Assess customers' needs and preferences and make recommendations.
- Ability to Sell or influence others for up selling and suggestive selling.
- Provide recommendations and suggestions to guest for choosing Drinks and Snacks.
- Serve customers in a friendly and helpful manner.
- Keep the bar counter and work area neat and clean at all times.
- Determine when a customer has had too much alcohol and if required refusing any further serving on a polite way.
- Handle and move objects, such as glasses and bottles, using hands and arms.
- Clean up after customers and clean work area.
- Clear ashtrays as and when required.
- Wash glassware and utensils after each use.
- Maintain a clean working area by sweeping, vacuuming, dusting, cleaning of glass doors and windows, etc. if required.
- Perform physical activities such as lifting and stooping.
- Maintain liquor inventory and consumption.
- Collect payment for drinks served and balance all receipts.
- Handle an assigned house bank and follow all cash handling procedures as per hotel standard.
- Prepare inventory or purchase requisitions as needed to replenish supplies.
- Ensure that the assigned bar area is fully equipped with tools and products needed for mixing beverages and serving guests.
- Stay guest focused and nurture an excellent guest experience.
- Comply with all food and beverage regulations.

CHECK YOUR PROGRESS-III

1. What are the legal aspects affecting beverage business in India?.

2. List the duties and responsibilities of a bar tender.

1.12 SUMMARY

After studying this unit, the alcohol has been around the humans since thousands of years and consumption of alcohol was primarily for medicinal purposes. The old age taverns slowly got converted into modern day bars and pubs. All different types of bars have a specially designed bar counter which is normally based on the related requirements. Further, there are different types of ownerships involved in the beverage business. All business establishments are supposed to follow the legal framework outlined for doing this type of business. The bartender of the organization plays a pivotal role in doing the business for the organization.

1.13 GLOSSARY

Back bar: it is located behind the front bar leaving adequate space for the bar tenders to work. It holds all kinds of alcoholic beverages in an attractive manner. Few equipments like storage cabinets, bottle cooler, etc are located in the back bar.

Bar: a licensed retail business establishment that serves alcoholic beverages, such as beer, wine, liquor, cocktails, and other non alcoholic beverages along with snacks or full restaurant menu for consumption on premises.

Bar die: It is the vertical structure supporting the top of the front bar which separates the customer's side from the bartender's work area.

BOT: Bar Order Ticket

Front bar: This is the portion of the bar where the customers place their order and receive it. This is actually the interaction point of a customer and the bar tender.

Glass Rail: It is a 3 inch width rail running along the bar tender's side for keeping the prepared drink glasses.

Under Bar: This is the area inside the bar counter, under the front bar, which holds the essential equipments and liquor supplies required for making drinks.

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1.16 TERMINAL QUESTIONS

1. What are the various types of alcoholic beverages?
2. Write a brief note on the history of alcohol.
3. Write an explanatory note on the modern bar designs.
4. What are the various types of ownerships involved in bars and pubs?
5. Explain in detail about various types of bars.
6. Write a self explanatory note on the legal aspects involved in doing beverage business.
7. Enlist the various duties and responsibilities of a Bartender.

UNIT: 02

BAR AND SERVICE EQUIPMENT

Structure

- 2.1 Introduction
- 2.2 Objectives
- 2.3 Large Equipments Used in Bar
- 2.4 Small Equipment & Utensils
- 2.5 Glassware
- 2.6 Food Service Equipment
- 2.7 Techniques of Mixology
 - 2.7.1 Shaking
 - 2.7.2 Straining
 - 2.7.3 Stirring
 - 2.7.4 Muddling
 - 2.7.5 Blending
 - 2.7.6 Building
 - 2.7.7 Layering
 - 2.7.8 Flaming
- 2.8 Garnishes
- 2.9 Few Classic Cocktails
- 2.10 Few Contemporary Cocktails
- 2.11 Measurements
- 2.12 Summary
- 2.13 Glossary
- 2.14 Reference / Bibliography
- 2.15 Suggestive Readings
- 2.16 Terminal Questions

2.1 INTRODUCTION

The success of any bar is entirely dependent on the professionalism it brings in. To meet out this expectation of the guests, the bar has to be equipped with all the necessary equipment – large & small apart from other tools, utensils and glassware. These kits help the standards of the service to go up and eventually attract more numbers of customers. The techniques involved in mixology of beverages, the garnishing and presentation of the drinks adds a feather in the cap of the organization. All bartenders are expected to be perfect in preparing and presenting a good number of classic and contemporary cocktails and other mixed beverages.

2.2. OBJECTIVES




After reading this chapter, you will be able to:

- Understand the requirement and usage of large equipment required in bar.
- Usage and handling of small equipment, other tools and utensils required.
- Usage and upkeep of glassware required while serving different beverages.
- Various techniques involved in mixology.

- Preparation, garnish and service of various classical and contemporary cocktails.

2.3 LARGE EQUIPMENTS USED IN BAR

Any bar cannot be functional without the installation of few heavy equipments or large equipment in the bar. While placing these equipments, utmost care should be taken so as to ensure the maximum utilization of the available space and the convenience and movement space for staff and guests should also be calculated before finalizing the size of the equipment. Also, selection of these equipments shall purely be based on the menu offered and the type of clientele visiting the bar. Few of the major large equipments are enlisted below in Table 2.1.

S.No.	Name of the Equipment	Shape	Description
1	Back Bar Fridge		Used to contain various bottles not required for immediate consumption. Placed in back bar
2	Beverage Dispenser		The dictionary meaning of a dispenser is as follows: “a device that automatically dispenses a single item or multiple items in a measured quantity”
3	Blender		Used for blending and mixing various ingredients during cocktail preparations.

4

Display Centers



Used for display of highlighted product.

5

Display Shelves



Used for display of various varieties /brands of liquor.

6

Ice Bin



Concealed containers used for storing ice cubes.

7

Ice Cube maker



Used for making ice cubes instantly.

8

Kegerators



Refrigerators designed to store and dispense kegs or draft beer.

9

Liquor dispensers



Designed to specifically pour a pre configured amount in a glass, no more, no less.
























10	Mug Chillers		Chilling units used for frosting the glasses / mugs.
11	Under Bar Sink		Used for Washing of glasses during busy times.
12	Under Counter Units		Small refrigerators used for storing small cans, juices etc.
13	Wine Chiller		Used for chilling wine bottles

Table 2.1 – Major large equipment used in bar

2.4 SMALL EQUIPMENT AND UTENSILS

Bar staff must use a wide range of equipment items that help them to mix each guests drink efficiently, expertly and seemingly effortlessly. It is crucial to have right utensils and equipment's in bar which meet the requirements and expectations of the guests, as well as applicable operation in the bar counter. Some of the major small equipments and utensils are enlisted in Table 2.2.

S.No.	Name of the Equipment	Shape	Description
1	Bar Caddies		Used for Holding Cocktail Napkin, Straws, Stirrer and Coasters.
2	Bar Condiment Caddies		For keeping all cut fruits and garnish which are used for making cocktails and mocktails.
3	Bar Floor Mat		Floor mats are put on the bar floor for hygienic reason and also to reducing breakage from accidental dropping of glassware.
4	Bar Spoon		Used for Mixing cocktail or mixer.
5	Bottle Cooler		To hold ice shavings to keep bottles chilled.
6	Bottle Opener		A bottle opener is used to remove the metal caps from bottles.
7	Champagne Bottle Stopper		Used for keeping the opened champagne longer by sealing it with the bottle stopper.
8	Chopping Board, Paring Knife and Channel Knife		Used for cutting fruits at Bar counter, Paring Knife used mainly for cutting skin from fruit and vegetables and Channel knife used for peeling off fruit skins to make twist shape garnish.
9	Cocktail Shaker and Glass		Used as a pair of stainless steel shaker, and also for all stirred cocktails and muddled fruits, can measure volume of juice / mixer as well.
10	Cocktail Strainer		Use as a pair with cocktail shaker, to strain ice, foam or other substance from the drinks.

11	Ice Bucket		<p>Used for serving ice on guest table, served along with a ice tong.</p>
12	Ice Scoop		<p>Use in Ice Bin or Ice machine.</p>
13	Ice Shot Glass Mold		<p>Fill with water and put in freezer to make Ice Shot Glass for special cocktails and mocktails.</p>
14	Jigger		<p>Used to Measure spirits / liqueur or other mixer.</p>
15	Juice Container		<p>Keep fruit juice sorted by different color, easy for storage, clarify different juice by bottle color and convenience while preparing drinks at bar.</p>
16	Liqueur Speed Rail		<p>Kept on the side of bar work table for holding frequent using spirits and liqueurs.</p>
17	Margarita Tray		<p>3 separate layers for Lime/Lemon juice, salt and sugar, use for applying salt or sugar on the glass edge.</p>
18	Muddler		<p>A muddler is a bartender's tool used for muddling fruits, herbs or spices in order to get the juice or crumb and also to release their flavour.</p>
19	Pour Spouts		<p>Pour spouts help bartenders portion every shot to the amount management wants the customers to receive, This also helps to reduce the inflated size bartenders tend to pour for guests.</p>








20	Sundae Spoon / Parfait Spoon		<p>Sundae spoons are characterized by a very long handle. These spoons are designed for stirring long drinks, cocktails and any drink served in a tall glass. The tapered shape of the spoon allows it to reach the bottom of any glass.</p>
21	Vacuum wine saver		<p>Stopper to use as a cap, vacuum pump to pump out the air from bottle, in order to keep the wine longer and lasting.</p>
22	Water Jug		<p>To hold water during the meal period and to serve water in the glass.</p>
23	Wine Bottle Stopper		<p>Stopper is use to store opened wines bottles.</p>
24	Wine Cooler		<p>To hold wine bottles on the table.</p>
25	Wine Opener		<p>Used for Opening Red and White wine</p>
26	Work Table Rubber or Plastic Mat		<p>Placed on bar work table</p>

Table 2.2 – Major small equipment and utensils used in bar

CHECK YOUR PROGRESS-I




1. List the large equipments used in bar.










2. List the major small equipments used in bar.










2.5 GLASSWARE










The design of glassware is comparable to the business card of any company. It is the first visible impact of the delivered product and should be aligned with the business concept. The ‘‘right’’ glassware can promote a drink or product by its presentation to customers, and can be very useful in upselling more consumptions. Additionally, using the right glassware for products can bring more stylishness and appeal to the customers who want to be associated with what is in vogue through its color, shape, style and texture. It can highlight current trends, fulfill the expectations of the customers even more, and attract a more sophisticated crowd that appreciates the art of mixology. Mixologists pay a lot of attention in choosing the right ingredients for their creations to make them delicious. At the same time, they give great importance to using the right glass to make the drink something that is luxurious, elegant, and trend-setting upon presentation. Sometimes a creation becomes exclusive to an establishment...a *signature drink* for which the bar becomes known and sought out by customers. Some of the most commonly used glasses in bar operations are enlisted below in Table 2.3.

Table 2.3 – Various glassware used in bar

S.No.	Name of the Glass	Shape	Capacity (in ml)	Description
1	All purpose wine glass		240 - 270	Ideal for drinking both red and white and wines. With not an ideal pairing for either, it can enhance red both reds and whites.
2	Red Balloon		240 - 270	For light bodied red wines with fewer tannins and more subtle flavor, a large bowl and wide mouth allow the wine to breathe, enhancing delicate flavours.
3	Beer Goblet		350	These glasses are used for serving of ales and lagers.














4	Beer Mugs		350	<p>Very large and durable, mugs are ideal for proper serving of Oktoberfest and other dark German lagers.</p>
5	Beer Pilsner		350 - 400	<p>Perfect for serving classic pilsners and other pale lagers, Pilsner glasses showcase a beer's color, clarity and carbonation. The conical shape helps maintain the beer's head, while the narrow design allows the aromas to reach your nose.</p>
6	Beer Stout		500 - 550	<p>A large glass used for serving beers. The narrow base helps in easy holding and also allowing the temperature to be maintained. Also the narrow top reduces the loss of effervescence.</p>
7	Beer Tulip Stems		500 - 550	<p>Ideal for presenting lambic and saison, the tulip shape also is very well-suited for specialty fruit beers.</p>
8	Belgian Beer Glass		350 - 400	<p>Belgian Beer glasses allows for subtle warming of the beer via heat transfer from the hand, while the inward tapering top captures aromas, enhancing the tasting experience.</p>
9	Brandy Snifter		250 - 300	<p>A wide bowl creates surface area to help evaporate the liquor and enhance flavor. The narrow top concentrates aromas, and the rounded bottom is ideal for cupping with your hand to warm the brandy.</p>
10	Champagne Flute		200 - 250	<p>A tall, narrow glass maintains flavor concentration and displays effervescence, enhancing presentation.</p>
11	Cider Glass		150 - 175	<p>The bottom ridges allow for a comfortable grip and help release aromas that are concentrated and intensified by the apple shaped bowl for multi sensory tasting.</p>
12	Decanter		1 ltr	<p>These are actually not glasses used for taking drinks but are used for emptying the beverages from bottles. The narrow neck reduces loss of fizz and these elegant looking things can be placed directly on tables instead of putting bottles.</p>










13	Dessert Wine Glass		180 - 200	A smaller glass enables proper portioning of these higher alcohol dessert wines. A rounded bowl directs the wine to the back of the mouth, perfecting the sweetness.
14	Digestif		180 - 200	This type of glass is used to serve digestive wines. The small bowl and long stems makes it easier for holding the digestives at right temperatures.
15	English Pub Glass		350 - 400	Pub glasses offer the perfect presentation of classic ales, such as IPA, pale ale, brown ale or stout. A wide mouth supports the frothy head, Pub glasses offer a traditional yet brilliant beer presentation.
16	Giant Beer Glass		500 - 550	Giant Beer glasses have a tall stature, providing an exceptionally pleasing presentation for wheat ales and pale lagers. Designed for draft beer service, these glasses feature a rounded top that holds a generous head of foam.
17	Highball or Collins		250 - 300.	These glass is used to serve cocktails is made with a base spirit and a non-alcoholic carbonated mixer which is served with ice, requiring a tall glass for proper proportioning of ingredients.
18	Iced Tea		250 - 300.	This glass is normally used to serve iced tea. The big bowl allows ice to get properly mixed with other ingredients.
19	Juice		180 - 200	This small glass is used to serve juices and welcome drinks to the guests. Can also be used to serve liqueurs.
20	Liqueur		75 - 90	The small capacity (1-3 oz.) and conical shape is made for serving small amounts of sweet distilled spirits flavored with fruit, herbs, flowers, nuts or spices.
21	Margarita		250 - 300	A Mexican cocktail made from tequila, orange liqueur and lime juice, margaritas are often rimmed with salt. The stem helps prevent warming the drink, and the very wide top enables an optimal salt-to-drink ratio.










22	Martini		250 - 300	<p>A very wide bowl allows for maximum aromatics (especially the juniper and botanicals in a gin martini). The glass can be held by the stem to prevent warming, and the cone shape keeps ingredients from separating.</p>
23	Neat Spirit Glass		180 - 200	<p>A rounded bowl with heavy base is meant for swirling “neat” drinks – unmixed spirits served at room temperature – to open up the flavors. The glass narrows at the top to concentrate and enhance the complex aromas.</p>
24	Old Fashioned Glass		300 - 350	<p>The heavy weight and wide top are perfect for serving the finest spirits on the rocks, the large capacity allowing ample room for ice.</p>
25	Red Wine		240 - 270	<p>For full and medium bodied red wines as these wines have the highest tannins resulting in complex flavours. A tall bowl directs the wine to the back of the palate for a richer tasting experience.</p>
26	Shot		30 - 60	<p>This small glass is used for taking straight shots of drinks like tequila. The glass holds in between 30 – 60 ml of drinks at a time.</p>
27	Tom Collins		350 - 400	<p>This large glass is generally used to serve mixed drinks with lots of ice and fizz. The narrow shape helps in retaining the fizz and gives a beautiful look to the drinks.</p>
28	Water Goblet		270 - 300	<p>This stem glass is used to serve water in high end restaurants giving a more appeal and class in the service style and increases décor of the outlet.</p>
29	White Wine		270 - 300	<p>For light and medium bodied white wines and are perfect for light and delicate wines with less alcohol. A smaller bowl concentrates subtle aromas and directs the wine to the tip of the tongue for better appreciation of sweeter flavours.</p>
30	White Wine (Full Body)		270 - 300	<p>For heavier white wines with a fuller body, a wide bowl enhances complex aromas while directing the wine to the back of the tongue, heightening flavor intensity.</p>










2.6 FOOD SERVICE EQUIPMENT

The main foodservice equipments along with their uses are as follows:

S. No.	Name of the equipment	Shape	Size	Description
1	Side Bowl		250 ml	Bowls used for portioning and serving dishes from the main portion.
2	Coffee Cup		100 ml	For coffee served after lunch or dinner.
3	Dinner Plate		10"	Also called as Full plate, Large Plate, Joint plate or Meat plate. Used for serving main course.
4	Half Plate		8"	Also called as Fish Plate, Sweet Plate and Dessert Plate. Used for serving fish, meats and vegetable when not served as main course.
5	Pasta Plate		8"	A deep plate used for generally serving pastas and curry preparations.
6	Quarter Plate		6"	Also called as B&B plate, Side plate, Cheese plate and Under plate. Used for serving breads and cheese and also under liner for bowls.
7	Relish Plate		--	A plate with three partitions. It is used to serve savoury condiments or appetizers such as chutney, pickles or olives.
8	Salad Bowl		300 ml	A bowl used for serving salads with dressings.
9	Sauce Bowl		200 ml	A bowl used for serving thin sauces along with main course.
10	Sauce Tray		--	A tray or plate with partition, generally used to serve thick sauces or with preparations where there are more than one sauces.
11	Soup Bowl		250 ml	Meant for serving thick and thin soups but is also utilized for serving breakfast cereals.
12	Soup Cup		250 ml	Also called as consomme cup but is used for serving all kinds of thin soups.
13	Soup Plate		8"	Normally used for serving thick soups and breakfast cereals.

14	Tea Cup		200 ml	For Tea and coffee served during the day but except after lunch and dinner.
15	Vegetable Bowl		400 ml	It is a large bowl used for serving vegetables and other dishes with sauce.
16	Baby Spoon		5.5" - 6.0"	Baby Spoons are small-sized spoons. This type of spoon is larger than the Coffee Spoon and Tea Spoon, and is designed for use at breakfast time, for yogurt or any other drinks or foods that require a slightly larger spoon cup. Due to its special shape, this spoon is ideal for use by infants and toddlers.
17	Butter Knife		5.0" - 6.0"	The tip of the blade is rounded and some are slightly wider at the tip.
18	Cheese Spoon		6.5" - 7.0"	Cheese spoons are designed for grated cheese. These spoons go together with cheese graters. The cups of these spoons are finely decorated.
19	Coffee Spoon		4.5" - 5.0"	This is a small spoon designed for stirring Italian-style "Espresso" coffee prepared with a Moka machine, the Neapolitan coffee maker or coffee-shop machine. Its small size serves for small coffee cups and glasses.
20	Cream Spoon		4.5" - 5.0"	Cream spoon has a rounded cup that is perfect for serving sauces or cream onto other food.
21	Dessert Fork		7.0" - 7.5"	Dessert Forks are smaller than Table Forks and even smaller than Fruit Forks. Dessert Forks have three tines and are used for different dessert dishes and sweets.
22	Dessert Knife		8.0" - 8.5"	The dessert knife features a narrow blade and a rounded or pointed tip. The rounded tip is used to section soft desserts, and the tip to cut hard desserts.

23	Dessert Spoon		8.0" - 8.5"	This spoon is specifically designed for having desserts. It has got an oval bowl and is almost double the size of a tea spoon.
24	Dinner Knife		9.0" - 10.0"	The dinner knife is the longest knife in a set of flatware. It is used to cut and push food and is laid on the table at all meals, formal and informal.
25	Fish Fork		7.0" - 8.0"	Fish Forks are designed for dishes based on fish. Together with a fish knife, Fish Forks simplify cleaning of the fish and makes it easier to eat.
26	Fish Knife		8.0" - 9.0"	The fish knife features a wide blade with a dull edge and a tip made with a notched point used to separate the skeleton from the body and lift the bones onto a plate.
27	Fruit Fork		5.5" - 6.0"	Fruit fork are smaller than Table Forks and are designed, together with the Fruit Knife and the Fruit Spoon, for use with fruit dishes and appetizers.
28	Fruit Knife		6.0" - 7.0"	The fruit knife is used to cut and peel fresh fruit at the table in formal and informal dining. The fruit knife features a pointed tip and a narrow blade that is straight or slightly curved.
29	Fruit Spoon		5.5" - 6.0"	These are smaller than Table Spoons and are used together with Fruit Knives and Fruit Forks, for use with fruit dishes and appetizers.
30	Ham Fork		7.0" - 8.0"	Ham Forks have two tines designed for picking up slices of prosciutto and very thinly-sliced deli meats.
31	Icecream Spoon		6.0" - 6.5"	These spoons have a wide-cup that is typically square in shape for picking up just the right amount of ice cream from the bowl.

32	Olive Spoon		6.0" - 6.5"	Olive spoon is used to serve olives and other appetizers preserved in liquids. The spoon's cup has holes for the liquid to drain through, making it easier to serve the food.
33	Rice Spoon		10.0" - 11.0"	This is a large spoon designed for serving rice dishes and other side dishes at the table. The cup of this spoon is very large and can hold a larger amount of food.
34	Roast Fork		10.0" - 11.0"	Roast Forks are the largest of the many different types of forks. Roast Forks have two points designed for stabbing meat during the carving phase and turning it during cooking.
35	Salad Spoon & Fork		8.5" - 9.0"	Salad spoons goes together with Salad Forks and have an elongated shape that helps with mixing salad or vegetables while dressing and makes it easier to serve.
36	Serving Spoon & Fork		10.0" - 11.0"	Serving spoon goes together with the Serving Fork. The Serving Spoon is bigger than the Table Spoon and is designed for serving different side dishes. The large cup allows it to hold a larger amount of food.
37	Snail Forks		4.5" - 5.0"	Snail Forks are small forks used for aperitifs, for skewering olives, snails, canapes and other tidbits and appetizers.
38	Soup Spoon		7.0" - 7.5"	Soup spoon features a wide cup designed for holding a large amount of the product.
39	Steak Knife		8.0" - 9.0"	Steak Knife has a sharp tip and a serrated edge to cut thick portions of meat. At a formal meal, a steak knife is not provided if meat is served roasted, which is easily cut with a regular dinner knife.
40	Sugar Spoon		5.5" - 6.0"	Sugar spoons have a long, narrow cup with slightly raised edges. This special cup helps for pouring the sugar into small-sized cups without spilling it.








41	Sundae Spoon / Parfait Spoon		9.0" - 10.0"	Sundae spoons are characterized by a very long handle. These spoons are designed for stirring long drinks, cocktails and any drink served in a tall glass. The tapered shape of the spoon allows it to reach the bottom of any glass.
42	Table Fork		8.0" - 8.5"	Table fork are what we use every day for our main dishes. They can be used for pasta, rice dishes, meat or vegetables. These forks are designed for use with a wide variety of different dishes.
43	Table Knife		8.0" - 8.5"	Table knives are what we use every day for our main dishes. They can be used for meat or vegetables. These knives are designed for use with a wide variety of different dishes.
44	Table Spoon		8.0" - 8.5"	These are what we use every day for our main dishes. They can be used for soups and rice dishes. The cup of these spoons are designed for picking up just the right amount of food
45	Tea Spoon		5.0" - 5.5"	These are small-sized spoons. This type of spoon is larger than the Moka Spoon and is designed for stirring tea, American-style or European-style coffee, cappuccinos, herb tea, ginseng coffee and any other drink served in larger-sized coffee cups.
46	Pastry Fork		5.0" - 5.5"	The pastry fork looks similar to a salad fork, but it is narrower and slightly shorter to provide leverage in cutting, the left tine is often notched.
47	Oyster Fork		4.0" - 4.5"	The oyster fork is a small utensil made with three short wide curved tines. The left tine is extra wide to assist in cutting the membrane that connects the oyster to the shell.

Table 2.4 – Different food service equipments used in the department

CHECK YOUR PROGRESS-II

1. What are various glasses used in bar?

2. List the different food service equipments used in F & B Service department.

2.7 TECHNIQUES OF MIXOLOGY

Mixology can be defined as the study of skill of inventing, preparing and serving mixed drinks or cocktails. All mixologists are bar tenders but all bar tenders are not mixologists. A mixologists is someone who has a passion for the art of drink making and therefore, strives to learn not just how each individual cocktail or mocktails made, but also why it is made in that way, garnished with this particular commodity, and mixed using this technique rather than another. Different methods involved in Mixology are as follows:

- Shaking
- Straining
- Stirring
- Muddling
- Blending
- Building
- Layering
- Flaming

2.7.1. SHAKING

When a drink contains eggs, fruit juices or cream, it is necessary to shake the ingredients. Shaking is the method by which ingredients are mixed together and chilled simultaneously. The object is to almost freeze the drink whilst breaking down and combining the ingredients. Normally this is done with ice cubes three-quarters of the way full.

2.7.2 STRAINING

Most cocktail shakers are sold with a build-in strainer or hawthorn strainer. When a drink calls for straining, ensure that ice cubes are used, as crushed ice tends to clog the strainer of a standard shaker. If indeed a drink is required shaken with crushed ice, (ie. Shirley Temple), it is to be served unstrained.

2.7.3 STIRRING

Cocktails can be stirred effectively with a metal or glass rod in a mixing glass. If ice is to be used, ice cubes should be used to prevent dilution, and contents should be strained into a glass when the surface of the mixing glass begins to collect condensation.

2.7.4 MUDDLING

To extract the most flavor from certain fresh ingredients such as fruit or mint garnishes, the ingredient should be crushed with the muddler on the back end of bar spoon, or with a pestle.

2.7.5 BLENDING

An electric blender is needed for recipes containing fruit or other ingredients which do not break down by shaking. Blending is an appropriate way of combining these ingredients with others, creating a smooth ready to serve mixture. Some recipes will call for ice to be placed in the blender, in which case suitable amount of crushed ice should be used.

2.7.6 BUILDING

When building a cocktail, the ingredients are poured into the glass in which the cocktail will be served. Usually, the ingredients are floated on top of each other, but occasionally, a swizzle stick is put in the glass, allowing the ingredients to be mixed.

2.7.7 LAYERING

To layer or float an ingredient (ie. cream, liqueurs) on top of another, the rounded or back part of a spoon is used and it is rested against the inside of a glass. The ingredient should be slowly poured down into the glass. The ingredient should run down the inside of the glass and remain separated from the ingredient below it. Approximate weight and density of should be well known as lighter ingredients can then be layered on top of heavier ones.

2.7.8 FLAMING

Flaming is the method by which a cocktail or liquor is set alight, normally to enhance the flavor of a drink. Some liquors will ignite quite easily if their proof is high. Heating a small amount of the liquor in a spoon will cause the alcohol to collect at the top, which can then be easily lit. This can be poured over the prepared ingredients. Always extinguish a flaming drink before consuming it.

2.8. GARNISHES

A cocktail garnish is an ornamental item that adds appeal to a cocktail. Garnish are used by bar tender for decorating cocktails and mocktails. They need to be properly stored to maintain freshness and to be in good condition. In case of fruit wedges, slices, or twists, the garnish actually imbues a bit of juice or citrus oil to the drink. Likewise, an olive or onion in a Martini or Gibson lends a whisper of savory flavor to those drinks. And of course, there's the bright red (or green) cherries common to drinks such as the Manhattan. These add sweetness and color to an otherwise drab-looking brown drink. Other common edible garnishes include gratings of nutmeg or cinnamon, sprigs of mint or other herbs, and the smorgasbord of salty or pickled items

(often added to a Bloody Mary). Not all garnishes, of course, are food items. Umbrellas, plastic animals, fancy straws, and plastic swords are among the incredible inedible that serve as garnishes.

GARNISH	USES
Cherries	Maraschino Cherries are used for many mixed drinks and for non-alcoholic drinks having grenadine, in some green drinks like Sour Apple Martini and Midori Sour, Collins Mix, in mixed drinks using Sweet and Sour Mix and in Manhattans.
Olives	Olives are used with Gin Martinis or Vodka Martinis (Not Fruity Martinis).
Limes	Wedges and Wheels can be used in drinks having lemon-lime soda, tonic water and sometimes soda water, in drinks that contain lime juice like Cosmopolitan, and in some drinks that contain sweet and sour mix like Margaritas.
Lemons	Lemon Wedges, Wheels, Twist and Oil are used on teas like Long Island Iced Tea and Long Beach Iced Tea. There are also used in Lemon Drop Martinis, lemonades and other drinks that contain lemon.
Oranges	Orange Wedges, Slices and Spirals are used any time if collins mix is used. There are also used in drinks that contain orange. The orange spirals are used in drinks like coolers.
Whipped Cream	Whipped cream is used for many hot drinks specially coffee drinks. It is also used with some frozen drinks like a Strawberry Daiquiri or a Mudslide.
Apple	Apple Slices are used in Apple Martinis
Banana	Banana Slices could be used in many drinks that contain banana liqueur.
Berries	It could be raspberries, blueberries, blackberries or other berries and are used by inserting a cocktail stick into the berries and by place it on top of the drink.
Candy	Candy is a great garnish. Wide variety of candy like Candy canes, gummy worms or bears, mini candy bars, gum, etc. can be used as garnishes.
Celery	Celery is used for Bloody Marries and Bloody Marias.
Chocolate	A piece of chocolate or shaved chocolate may be used for garish.
Coffee Beans	Coffee beans are used only during the service of Sambuca. Only three coffee beans are used which represent: Health, Wealth and Happiness.
Mint Leaves	Mint leaves are used in drinks that have mint in them. Example: Mojitos and Mint Juleps.
Onions (Cocktail Onion)	Cocktail onions are very small onions (about the size of a marble) and are used as garnish for Gin Gibsons or Vodka Gibsons

Pineapple	Pineapple Wedges are used in many tropical mixed drinks.
Salt (Kosher Salt)	Kosher salt is used to coat the rim of a glass used for Margaritas, Bloody Marries and Salty Dogs.
Strawberries	Strawberries are used for mixed drinks that have berries or strawberry liqueur like Strawberry Margaritas and Strawberry Daiquiris.

Table 2.5 – Various edible garnishes used in cocktails

2.9 FEW CLASSIC COCKTAILS

Name	Ingredients	Steps to be followed	Glass	Preparation Style	Drinking Style
Gin Fizz	60 ml Gin 30 ml Fresh lemon juice 22 ml Simple syrup 1 Egg white 30 ml Club soda	<ul style="list-style-type: none"> Add the first four ingredients to a shaker and dry-shake (without ice) for about 10 seconds. Add 3 or 4 ice cubes and shake very well. Double-strain into a chilled fizz glass and top with club soda. 	Fizz or Collins	Shaken	Neat / Up
Blood & Sand	22 ml Scotch whisky 22 ml Sweet vermouth 22 ml cherry liqueur 22 ml Fresh Orange juice	<ul style="list-style-type: none"> Add all the ingredients into a shaker with ice and shake. Strain into a chilled coupe or cocktail glass. Garnish with an orange peel 	Coupe or Cocktail	Shaken	Neat / Up
Gibson	75 ml Gin or vodka 15 ml Dry vermouth	<ul style="list-style-type: none"> Add the ingredients into a mixing glass with ice and stir. Strain into a chilled cocktail glass. Garnish with a cocktail onion. 	Cocktail	Stirred	Neat / Up
Scofflaw	60 ml Bourbon or rye whiskey 30 ml Dry vermouth 7.5 ml Lemon juice 15 ml Grenadine 2 dash Orange bitters	<ul style="list-style-type: none"> Add all the ingredients to a shaker and fill with ice. Shake, and strain into a chilled cocktail glass. 	Cocktail	Shaken	Neat / Up

Bloody Mary	60 ml 120 ml 7.5 ml 3 dash 2 dash .25 tsp 2 dash	Vodka Tomato juice Fresh lemon juice Worcestershire sauce Tabasco Sauce Horseradish Celery bitters or celery salt Salt and pepper	<ul style="list-style-type: none"> • Add Vodka and tomato juice, both to a pint glass. • Add the remaining ingredients. • Fill with ice and stir to combine. • Garnish with a lemon wedge, celery rib or pickled green bean . 	Pint	Stirred	Neat / Up
Dry Martini	75 ml 15 ml 1 dash	Gin Dry vermouth Orange bitters	<ul style="list-style-type: none"> • Add all the ingredients into a mixing glass with ice and stir until very cold. • Strain into a chilled cocktail glass. • Garnish with a lemon twist. 	Cocktail	Stirred	Neat / Up
Daiquiri	60 ml 22 ml 22 ml	Light rum Fresh lime juice Demerara sugar syrup	<ul style="list-style-type: none"> • Add all the ingredients into a shaker with ice, and shake until well-chilled. • Strain into a chilled coupe. • Garnish with a lime twist. 	Coupe	Shaken	Neat / Up
Old Fashioned	60 ml ½ tsp 3 dash 1 dash 7.5 ml 1	Tennessee Whisky White sugar Angostura bitters Orange Bitters Cold water Brown sugar cube	<ul style="list-style-type: none"> • Add all the ingredients to a mixing glass. • Muddle to break down the sugar and stir briefly. • Fill with ice, stir again and strain into a rocks glass filled with fresh ice. • Twist slices of lemon and orange peel over the drink and drop them in. 	Rocks	Muddled / Stirred / Strained	On the Rocks
Rusty Nail	30 ml 30 ml	Drambuie Scotch	<ul style="list-style-type: none"> • Add the ingredients into a rocks glass with ice and stir. 	Rocks	Stirred	On the Rocks
Gimlet	75 ml 15 ml 15 ml	Gin Fresh lime juice Simple syrup	<ul style="list-style-type: none"> • Add all the ingredients into a shaker with ice and shake. • Strain into a chilled cocktail glass or an Old Fashioned glass filled with fresh ice. • Garnish with a lime wheel. 	Cocktail / Old Fashioned	Shaken	Neat / Up

Mojito	3 15 ml 22 ml 60 ml	Mint leaves Simple syrup Fresh lime juice White rum Soda, to top	<ul style="list-style-type: none"> • In a shaker, lightly muddle the mint. • Add the rum, simple syrup and lime juice, fill with ice and strain. • Pour into a highball glass. • Top with the club soda. • Garnish with a mint sprig. 	High Ball	Shaken	On the Rocks
Manhattan	60 ml 30 ml 2 dash 1 dash	Bourbon or rye Sweet vermouth Angostura bitters Orange bitters	<ul style="list-style-type: none"> • Add all the ingredients into a mixing glass with ice, and stir until well-chilled. • Strain into a chilled coupe. • Garnish with a brandied cherry. 	Coupe	Stirred	Neat / Up
Aviation	60 ml 15 ml 7.5 ml 22 ml	Gin Maraschino liqueur Crème de violette or Crème Yvette Fresh lime juice	<ul style="list-style-type: none"> • Add all the ingredients to a shaker and fill with ice. • Shake, and strain into a cocktail glass. • Garnish with a brandied cherry. 	Cocktail	Shaken	Neat / Up
Pina Colada	45 ml 60 ml 60 ml	Light or gold rum Coconut milk Fresh pineapple juice	<ul style="list-style-type: none"> • To make the Piña Colada add all the ingredients to a shaker and fill with ice. • Shake, and strain into a Hurricane glass filled with fresh ice. • (You may also blend all the ingredients with crushed ice instead.) Garnish with a cherry and a pineapple wedge. 	Hurricane	Shaken	Frozen

2.10 FEW CONTEMPORARY COCKTAILS

Name	Ingredients	Steps to be followed	Glass	Preparation Style	Drinking Style	
Beauty Elixir	45 ml 15 ml 22 ml 15 ml 7.5 ml 22 ml	The Botanist gin cava brut strawberry purée Cucumber water Fresh lemon juice Simple syrup	<ul style="list-style-type: none"> • Add all the ingredients into a shaker with ice and shake well. • Strain into a coupe glass. • Garnish with a lime chip. 	Coupe	Shaken	Neat /Up

Pera de Madeira	30 ml 15 ml 15 ml 15 ml 15 ml 15 ml to mist	Aged cachaça Aged white rum Black rum Matcha syrup* Fresh lemon juice Pear juice Pernod absinthe	<ul style="list-style-type: none"> • Add all the ingredients into a shaker with ice and shake. • Spray a mist of the absinthe into a chilled coupe. • Strain the mixture into the glass. • Garnish with skewered pear slices formed into a rose around a Luxardo maraschino cherry. 	Coupe	Shaken	Neat / Up
Jingle Ball	60 ml 120 ml 7.5 ml	Pine-infused vodka, chilled Soda water, chilled Cranberry juice	<ul style="list-style-type: none"> • Fill a small bowl or plate with crushed ice. • Place a large holiday ornament in the middle of the ice and remove the top. • Add 2 pine sprigs and 8 fresh cranberries. • Pour the chilled pine-infused vodka into the ornament. • Top with the chilled soda water. • Finish with the cranberry juice. • Serve with a straw. 	High ball	Poured	Neat / Up
Trinidad Sour	45 ml 30 ml 22 ml 15 ml	Angostura bitters Orgeat Fresh lemon juice Rye whiskey	<ul style="list-style-type: none"> • Add all the ingredients into a shaker with ice and shake for 30 seconds. • Strain into a chilled cocktail glass. 	Cocktail	Shaken	Neat / Up
Bitter Temptation	22 ml 15 ml 30 ml 30 ml 22 ml	Fernet-Branca Tempus Fugit crème de cacao Gragnano vino (sparkling red wine similar to lambrusco) Cold-brew coffee Vanilla syrup	<ul style="list-style-type: none"> • Add all the ingredients except the wine into a rocks glass. • Add one large ice cube and stir to chill. • 3. Float the wine over top. 	Rocks	Stirred	Large Ice Cubes

Gold Rush	60 ml 30 ml 22 ml	Bourbon Honey syrup (equal parts honey and water) Fresh lemon juice	<ul style="list-style-type: none"> • Add all the ingredients into a shaker with ice and shake for 30 seconds. • Strain into a chilled rocks glass with one large ice cube. • 3. Garnish with a lemon peel. 	Rocks	Shaken	Large Icecubes
Devil's Margarita	45 ml 30 ml 22 ml 15 ml	Blanco tequila Fresh lime juice Simple syrup Red wine	<ul style="list-style-type: none"> • In a pint glass, add the tequila, lime juice and syrup with ice and shake until well-chilled. • Strain into a cocktail glass. • Float the red wine over the glass. • 4. Garnish with a lime wheel. 	Cocktail	Shaken	Neat / Up
Dragons Sunset	55 ml 7.5 ml 15 ml 15 ml 1	Casa Dragones blanco tequila Yellow Chartreuse Carrot juice Orange juice Egg white	<ul style="list-style-type: none"> • Add all the ingredients into shaker and dry-shake (no ice). • Add ice and shake. • 3. Fine-strain into a chilled coupe. 	Coupe	Shaken	Neat / Up
Always Sunny	45 ml 15 ml 22 ml 15 ml 1 splash	The King's ginger liqueur BarSol Puro Quebranta pisco Fresh lemon juice Turmeric simple syrup Mionetto prosecco	<ul style="list-style-type: none"> • Add the first four ingredients into a shaker with ice and shake. • Strain into a chilled coupe. • 3. Top with a splash of the prosecco. 	Coupe	Shaken	Neat / Up
Clairin Regal Sour	45 ml 22 ml 22 ml 1 pinch 2 dash	Clairin rum Fresh Key lime juice (or lemon) Raw honey syrup Sea salt Scrappy's grapefruit bitters	<ul style="list-style-type: none"> • Add all the ingredients into mixing glass with ice and shake well. • Pour into a rocks glass over ice. • 3. Express the oil from a grapefruit peel and drop in the peel to garnish. 	Rocks	Shaken	On the Rocks

White Summer Sazerac	30 ml 15 ml 15 ml 7.5 ml 7.5 ml 6 dash 3 dash 1 pinch 6 spritze	White corn whiskey Rye whiskey Brandy Italicus aperitivo Simple syrup Fennel bitters Celery bitters Celery salt Absinthe	<ul style="list-style-type: none"> • Add all the ingredients into a mixing glass with ice and stir. • Strain into a chilled rocks glass. • Garnish with an edible flower. 	Rocks	Stirred	Neat / Up
Raise to the Fraise	60 ml 22 ml 15 ml 22 ml 1 1 dash	Azuñia añejo tequila Lillet rouge apéritif Mesquite honey syrup (2:1 honey to water) Fresh lemon juice Strawberry, muddled Angostura bitters	<ul style="list-style-type: none"> • Add all the ingredients into a shaker with ice and shake. • Strain into a Collins glass over ice. • 3. Garnish with a mint sprig and strawberry slice. 	Collins	Shaken	On the Rocks

CHECK YOUR PROGRESS-III

1. What is cocktail?

2. List the ten types of cocktails.

2.11 MEASUREMENTS

Unfortunately, there is no single unit of measures in use worldwide. This measurement conversion table was made to help you determine measurements in different units. Using definite measures in recipes make them more difficult to create by someone who uses different measures, therefore a good bartender should always use relative measures in their recipes. If proportional units are used, the drink creator can rest assured that where ever the drink is mixed, it tastes the same, and that should be the ultimate goal for everyone who creates mixed drinks. Some of the units followed worldwide are as follows:

Standard Units			Wine and champagne		
	MI	ounces (oz)		litres	ounces (oz)
dash	0.9	1/32			
teaspoon	3.7	1/8	split (1/4 btl)	0.177	6
tablespoon	11.1	3/8	"pint" (1/2 btl)	0.3752	12
pony	29.5	1	"Quart" (1 btl)	0.739	25
shot	29.5	1	magnum (2 btls)	1.478	52
splash	3.7	1/8	jeroaboam (4 btls)	2.956	104
measure (msr)	26.5	0.9	tappit-hen	3.788	128
mickey	384	13	rehoboam (6 btls)	4.434	
jigger	44.5	1 1/2	methuselah (8 btls)	5.912	
wine glass	119	4	salmanazar (12 btls)	8.868	
split	177	6	balthazar (16 btls)	11.824	
Cup	257	8	nebuchadnezzar (20 btls)	14.780	
miniature (nip)	59.2	2	demijohn (4.9 gallons)	18.66	
half pint (US)	257	8			
half pint (UK)	284	9.6			
tenth	378.88	12.8			
pint (US)	472	16			
pint (UK)	568	19.3			
fifth	755.2	25.6			
quart	944	32			
Imperial quart	1137	38.4			
half gallon (US)	1894	64			
gallon (US)	3789	128			

Metric Measurements			
metric system is based on tens, thus:			
	ml	cl	dl
ml	1	0.1	0.01
cl	10	1	0.1
dl	100	10	1
ml = millilitre, cl = centilitre, dl = decilitre			

Table 2.6 Measurement Units

2.12 SUMMARY

The most common drinking establishment type worldwide must be sure to equip its bartenders well for a variety of reasons. Generic bars must be prepared to meet demands of seasonal events as well as economize in times of little business to be successful. These bar setups can vary depending on the time of day, week and month of the year. With the emphasis being primarily on alcohol, bars offer a wider variety of beverages to the public which in turn may require a wider variety of glassware. Ice Wells are imperative in bars and pubs today as approximately 50% of their available beverages are served with ice. With an infinite list of possible combinations of ingredients in most cocktail bars, there is a requirement for much more advanced equipment to either fulfill or complete a recipe. Shakers, Strainers, Bar Spoons, Bar Knives, Muddlers and Juicers are all examples of additional equipment used in these establishments. Each new cocktail could require a new glass or a new piece of equipment not before used in the establishment and thus bartending staff must be adequately trained prior to their debut.

2.13 GLOSSARY

ABV – alcohol by volume; a measure of how much alcohol is in an alcoholic beverage

Advocaat – a Dutch emulsion liqueur made with egg yolks, sugar and brandy.

Ale – a dark, malted beverage

Amaretto – an Italian liqueur with a sweet almond flavor

Angostura bitters – the most popular bitters, made in Trinidad and produced with a secret blend of aromatic spices

Aquavit – a spirit from Scandinavia flavored with herbs and spices

Aperitifs – drinks served before a meal that are intended to stimulate the appetite.

Aperol – an Italian bitter aperitif flavored with oranges

Beer – an alcoholic beverage made from yeast-fermented cereal grains

Bitters – herb and root extracts or liqueurs flavored with herb and root extracts, traditionally thought to help stimulate the appetite and aid in digestion.

Bourbon – an American whiskey distilled from corn mash, malt, and rye.

Brut – the lowest level of sweetness of sparkling wines

Cachaça – a Brazilian spirit made from fermented sugarcane

Calvados – an apple brandy produced in Normandy in France and aged in oak or chestnut barrels

Campari – an Italian bitters with a distinctive red color

Can Punch – A can punch is used to punch holes in cans of fruit juice, mixers, etc. so the liquid can be poured from the can. The other end of the punch is a bottle opener.

Cassis – a dark red black current Liqueur

Cava – Spanish sparkling wine

Champagne – sparkling wine from the Champagne region of France

Chaser – a drink that follows a shot of alcohol

Cointreau – a citrus liqueur made with Seville oranges and lemons

Creme De Cacao – a cocoa liqueur flavored with roasted cocoa beans and vanilla

Creme De Methe – a creamy peppermint flavored liqueur

Crusta – a sugared rim on a glass

Curacao – liqueurs produced from the bitter peel of the Seville orange. It comes in many colors, although blue is very common

Dash – the smallest ingredient amount measured

Digestive – a drink consumed after a meal to aid in digestion

Drambuie – a Scottish whisky and honey liqueur

Dry – a term applied to drinks and spirits that are differentiated by degree of sweetness, such as sparkling wines and gin. “Medium dry” is sweeter than “dry”, while “extra dry” is less sweet than “dry”

Eau De Vie – colorless fruit brandy

Float – an ingredient carefully poured so that it floats on top of a drink.

Frangelico – an Italian liqueur made from hazelnuts

Galliano – a gold-colored Italian liqueur flavored with herbs

Genever – juniper-flavored spirit from Holland, the precursor to gin

Grand Marnier – an orange liqueur

Grappa – clear Italian brandy distilled from the remains of grapes used in wine production

Grenadine – a sweet pomegranate syrup used to add color and flavor to drinks.

Hard Cider – an alcoholic drink made from fermented cider

Ice Wine – a dessert wine pressed from grapes that have been frozen on the vine

Jägermeister – a German herbal liqueur

Kirsch – a brandy distilled from fermented cherry juice

Lager – a beer that is light in color and body

Liqueur – a sweetened spirit that has flavor, aroma and/or color added

Mixed Drink – a drink where alcohol is combined with a mixer

Mixer – juices, sodas and other non-alcoholic liquids mixed with spirits

Moonshine – a high proof spirit, often illicitly distilled

Muddler – a tool with a flat end for crushing herbs, fruits, sugar cubes and other ingredients into drinks.

Neat – straight liquor, with no mixer, water or ice

Pastis – a French anise flavored liqueur served as an aperitif

Pisco – a clear Chilean brandy

Pony-Jigger – a bar measure made of stainless steel with two cups for measuring ingredients. The jigger is larger and measures 1 1/2 to 2 oz. The pony measures 1 oz

Pousse-Cafes – layered drinks consisting of liqueurs of various weights

Proof – a measure of how much alcohol (ethanol) is contained in an alcoholic beverage. The alcoholic proof is defined as twice the percentage of alcohol by volume (ABV)

Quinine – a bitter compound which flavors tonic water; a malaria preventative

Rocks, On The – a drink served over ice cubes

Sambuca – an Italian liqueur flavored with anise and elderberries

Sloe Gin – a liqueur made by macerating crushed sloes, a small tart fruit related to the plum, in gin

Soda Water – carbonated water used as a mixer or to finish drinks

Soju – a clear Korean grain alcohol

Southern Comfort – a whisky liqueur from New Orleans with an orange-peach flavor

Spirit – A Distilled Alcohol

Tequila – a spirit distilled from blue agave cactus

Tonic Water – a slightly bitter, carbonated beverage flavored with quinine that is used in mixed drinks

Twist – a small piece of citrus peel squeezed over a cocktail to flavor it

Vermouth – a fortified wine flavored with aromatic herbs and roots

Virgin – a nonalcoholic version of a drink that typically contains alcohol

Well Drink – a mixed drink made with unspecified brands of spirits

Wine – an alcoholic beverage made from fermented grapes

Zester – a tool for removing the flavorful zest of citrus fruits

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2.16 TERMINAL QUESTIONS

1. Enlist and explain the various large equipments used in bar.
2. Enlist and explain the various small equipments used in bar.
3. Enlist and explain the various cutlery, crockery, hollowware and glassware used in bar.
4. Define mixology and explain the various methods used for mixing the drinks in bar.
5. Write an explanatory note on the garnishes used in making cocktails.
6. Write the recipe for Pina Colada and Bloody Marry.
7. Write the recipes of any two contemporary cocktails.

UNIT: 03

SERVING ALCOHOLIC AND NON-ALCOHOLIC BEVERAGES

Structure

- 3.1 Introduction
- 3.2 Objectives
- 3.3 Service of Beverages
 - 3.3.1 Service of Alcoholic Beverages
 - 3.3.1.1 Service of Wine
 - 3.3.1.1.1 The Procedure of Serving White Wine
 - 3.3.1.1.2 The Procedure of Serving Red Wine
 - 3.3.1.1.3 The Procedure of Serving Champagne / Sparkling Wine
 - 3.3.1.2 The Procedure of Serving Spirits
 - 3.3.1.3 The Procedure of Serving Liqueurs
 - 3.3.1.4 The Procedure of Serving Beer
 - 3.3.2 Procedure of Serving Non Alcoholic Beverages
 - 3.3.2.1 Service of Water
 - 3.3.2.2 Service of Aerated Water
 - 3.3.2.3 Service of Squashes
 - 3.3.2.4 Service of Juices
 - 3.3.2.5 Service of Syrups
 - 3.3.2.6 Service of Coffee
 - 3.3.2.7 Service of Tea
- 3.4 Responsible Service of Alcohol
 - 3.4.1 Adopting a House Policy
- 3.5 Beverage Service and the Law
- 3.6 The Principles and Practices of Bar and Beverage Management
 - 3.6.1 Purchasing
 - 3.6.2 Inventories
 - 3.6.3 Controlling Inventories
 - 3.6.4 Calculating Pour Costs
 - 3.6.5 Calculating Drink Prices
 - 3.6.6 Monitoring Variance
- 3.7 Management Responsibilities in Beverage Staff Training
- 3.8 Strategies to Prevent Intoxication
 - 3.8.1 Encourage Low Alcohol Drinks
 - 3.8.2 Actively Market and Promote Food
 - 3.8.3 Develop A Range of Attractive Non-Alcoholic Beverages
 - 3.8.4 Recognizing Signs Of Intoxication
 - 3.8.5 Verbal Techniques for Refusing Service
 - 3.8.6 Time-Stalling Techniques
 - 3.8.7 Strategies to Prevent Drink Driving
 - 3.8.8 Strategies to Prevent Underage Drinking
- 3.9 Alcoholic and Non Alcoholic Bar Provisions
 - 3.9.1 Alcoholic Bar Provision
 - 3.9.2 Non Alcoholic Bar Provisions
- 3.10 Glossary
- 3.11 Reference / Bibliography
- 3.12 Suggested Readings
- 3.13 Terminal Questions

3.1 INTRODUCTION

Service of beverages is one of the most crucial task to be carried out in a hotel as it requires perfection in all concerned activities right from measuring to pouring and serving. While the organizations serve alcohol to its patrons to make profit in the business, it has to be done responsibly. The management and the bar tender should be well aware of the laws related to beverage service in the licensed area. Also, the principles and practices important for the bar operations should be brought into practice including the staff training.

3.2 OBJECTIVES

After reading this chapter, the student shall be able to:

- Practice the service procedures involved in alcoholic & non alcoholic beverages.
- Understand the importance of responsible service of alcohol.
- Analyze and implement the basic principles involved in bar management.
- Identify various methods involved in preventing over consumption, intoxication and drunk driving.
- Identify the various stock levels to be maintained in the bar.

3.3 SERVICE OF BEVERAGES

A wide range of beverages are served in the licensed areas of a hotel like bar, room, lounge, banquets and restaurants. Guests consume the beverages either before the meal, during the meal or at the end of the meal. All the drinks are expected to be served in the correct glassware, at the correct temperature and in the right quantity.

As discussed earlier, the beverages can broadly be classified into:

1. Alcoholic Beverages
 - a. Fermented Drink - Wine, Cider & Perry
 - b. Brewed & Fermented - Beer & Sake
 - c. Distilled - Spirits, Liqueurs & Eaux-de-vie
2. Non Alcoholic Beverages
 - a. Beverages made in the Still Room - Coffee, Tea & Milk based drinks
 - b. Beverages dispensed from the bar - Mineral water, Juices, Squashes, Aerated Water, Syrups

3.3.1 Service of Alcoholic Beverages

Service of alcoholic drinks involves a sequence of tasks and the staff involved in the service of alcoholic beverages should be able to serve the drinks correctly.

3.3.1.1 Service of Wine

The person associated with wine service is called as Sommelier. While serving wines, he is expected to take care of:

- Right Glassware
- Right Temperature
- Proper handling of bottle.
- Right Quantity

3.3.1.1.1 THE PROCEDURE OF SERVING WHITE WINE

Ordering of wine – The wine waiter should present the wine list to the host, so that he can order for the wine. The wine waiter should write a BOT in triplicate. The top copy goes to the dispense bar in order to obtain the bottle, duplicate copy goes to the cashier for bill and third copy is retained in the book itself for the future reference.

Placing the wine glass – Wine glass is placed just near the water goblet depending upon the policy of the establishment, whether to place the glass at the top or below, the water goblet. Place the wine glass which should be chilled.

Present the bottle of wine to the guest – With your hand cupped under the bottle’s “punt”, or base, and the neck resting in your forearm with label facing out, present the bottle to the “host,” or customer who ordered the bottle. Announce the vintage, name, and varietal of the wine to the host and table at this time.

Open the bottle of wine – Open bottle with a corkscrew and offer the cork to the guest. It is an old tradition which allows the customer to examine the cork or sniff the cork, to ensure the wine has not been damaged in any way. Some customers will decline, so simply set the cork on the edge of the table.

Pour wine for tasting - The host is poured a small amount to “taste” and, when the host has approved the wine, the guests at the table are served the wine first and then the Host’s glass is filled last.

Serve the wine - In a clockwise pattern, move around the table pouring for ladies first, as always. Then move around the table again pouring for the men. To properly pour the wine, hold the bottle by the punt and gently tip the neck down to the glass. Do not overfill glasses: 2/3rd for white wine is an acceptable industry average.

Place white wine in an ice bucket near the table. When the bottle is empty, the Host is asked if they wish another bottle of the same wine or if they wish to see the wine list. Don’t forget to top up and refill guest’s glasses as required.

Type of Wine	Glassware	Serving Temperature	Quantity
Young Whites	White Wine Glass	10-12 °C (50-54 °F)	2/3rd of the glass
Dry White Wines		07-10 °C (45-50 °F)	
Heavier White Wines		10-12 °C (50-54 °F)	
Sweet White Wines		4.5-10 °C (40-50 °F)	
Mature Whites		12-14 °C (54-57 °F)	
Young And Light Rosé	Flute or medium sized wine glass	10-13 °C (50-55 °F)	2/3rd of the glass
Mature And Bodied Rosé		12-14 °C (54-57 °F)	
Light Fruity Red Wine	Red Wine Glass	10-13 °C (50-55 °F)	1/2 of the glass
Light Bodied Red		16-17 °C (60-63 °F)	
Medium Bodied Red		16-18 °C (60-65 °F)	
Full Bodied Red		17-18 °C (63-65 °F)	
Sweet Red Wines		07-10 °C (45-50 °F)	
Sparkling Red Wines		07-10 °C (45-50 °F)	

Dry Fortified Wines	Copita, Elgin or Port Glass	09-11 °C (48-52 °F)	2/3rd of the glass
Medium Bodied Fortified		10-12 °C (50-54 °F)	
Sweet Fortified Wines		16-18 °C (60-65 °F)	
Tannic Sparkling Wines	Champagne Flute, Champagne Tulip, Champagne Saucer	12-14 °C (54-57 °F)	2/3rd of the glass
Dry Sparkling Wines		08-10 °C (46-50 °F)	
Champagne		07-10 °C (45-50 °F)	
Vintage Sparkling Wines		10-12 °C (50-54 °F)	
Non Vintage Sparkling Wines		04-06 °C (39-43 °F)	

Table 3.1 – Wine Type, Glassware, Temperature and Quantity

3.3.1.1.2 THE PROCEDURE OF SERVING RED WINE

Ordering of wine – The wine waiter should present the wine list to the host, so that he can order for the wine. The wine waiter should write a BOT in triplicate. The top copy goes to the dispense bar in order to obtain the bottle, duplicate copy goes to the cashier for bill and third copy is retained in the book itself for the future reference.

Placing the wine glass – Wine glass is placed just near the water goblet depending upon the policy of the establishment, whether to place the glass at the top or below, the water goblet. Place the wine glass in which red wine is to be served. The glass in which red wine is served should be at room temperature and not chilled. Generally red wine glass wine is kept below the white wine glass.

Taking wine to the table – The wine bottle is brought to the table in a wine cradle or basket or in a bare hand.

Presenting the wine bottle – The wine waiter should present the wine bottle to the host from right at a suitable angle, showing the label. The wine waiter should also mention the name of the wine and vintage wine.

Opening wine bottle – Due to the crust in old bottle certain varieties of wine have to be decanted before they are served. It is a very delicate process and need a very steady hand. The proper method suggest, standing of bottle at least 24 hours before decanting.

Tasting the wine – The wine waiter should pour a little sip into the host's glass for tasting and approval. The host should acknowledge that the wine is in good condition and suitable to be consumed.

Sequence of service – When the host has approved the wine, change his glass with a fresh one and proceed to serve the other guests from the right hand side, ladies first and then the gentlemen, lastly the host.

Leave red wine on the table with the label facing outwards towards the dining room. When the bottle is empty, the Host is asked if they wish another bottle of the same wine or if they wish to see the wine list. Don't forget to top up and refill guests glasses as required.

3.3.1.1.3 THE PROCEDURE OF SERVING CHAMPAGNE / SPARKLING WINE

Ordering of wine – The wine waiter should present the wine list to the host, so that he can order for the wine. The wine waiter should write a BOT in triplicate. The top copy

goes to the dispense bar in order to obtain the bottle, duplicate copy goes to the cashier for bill and third copy is retained in the book itself for the future reference.

Placing the wine glass – Wine glass is placed just near the water goblet depending upon the policy of the establishment, whether to place the glass at the top or below, the water goblet. Place the wine glass (Champagne Tulip, Champagne Flute and Champagne Saucer) in which sparkling wine is to be served.

Taking wine to the table – Champagne is to be served chilled. So remember to wrap it with a napkin and then cover it with another one (called as Baby Wrap). The wine bottle is brought to the table in a champagne bucket in a stand with ice. Place it on the right of the host.

Presenting the wine bottle – The wine waiter should present the wine bottle to the host from right at a suitable angle, showing the label. The wine waiter should also mention the name of the wine and vintage wine.

Opening wine bottle – After presentation, keep the bottle in the wine cooler. The neck of the bottle should be kept pointed towards the roof so that if cork is accidentally released, then no one gets hurt. To open the bottle correctly, first cut and remove the foil cover and tourniquet. Then place your thumb on the cork and at the same time remove the cork, harness and hood by twisting the bottle to loosen the cork. This is the best possible way to avoid the bottle pressure growing. Keep the angle of the bottle at 45 degrees and must be pointed towards ceiling.

Sequence of service – After opening, proceed to serve the guests clockwise. Serve ladies first, then to others and at last to the host. Pour 1/3rd of the glass and refill the glasses periodically.

After pouring sufficient amount of champagne, re-cork with a temporary bottle stopper and place in the ice bucket or chiller with a napkin wrapped on it.

3.3.1.2 THE PROCEDURE OF SERVING SPIRITS

Spirits are generally served as per the request of the customer in the following patterns:

- Neat: It means that nothing should be added to the drink.
- On the Rocks: It means that the drink should be served on the ice.
- With Mixes: It means some mixers should be added to the drinks such as lemonade, tonic water, dry ginger ale etc.

The standard serve of spirits is 30 ml or 60 ml in India. Light spirits (Gin, Vodka, Tequila etc) are usually garnished with a slice of lemon; whereas dark spirits (Brandy, Whiskey, Dark Rum etc) are not usually garnished. Neat and on the rocks are served in the Old Fashioned glass or Rock glass (Gin, Whiskey, Rum and Vodka) while Brandy or Cognac are served neat in Brandy Balloon or Brandy Snifter. Spirits with the mixes is served in Highball or Collins. The drinks may either be served over the bar counter or at the table in the bar, restaurant or lounge and should be carried on a tray and placed on a drip mat on the right hand side of the guest. If the drink is to be served with mixes, it should be taken in a carafe and poured over the spirit in front of the customer.

3.3.1.3. THE PROCEDURE OF SERVING LIQUEURS

Liqueurs are served in several different ways:

- neat
- with cream
- as a Frappé
- in a Pousse Café

Liqueur served neat - Straight liqueurs are served in small glasses of between 20 to 30 ml capacity with 30 ml being the 'normal' amount served. These glasses are filled to the brim, but as liqueurs have a high sugar content their viscosity is high and they don't easily spill over the side of the glass. Examples are Bénédictine, Cherry Brandy, Amaretto, etc.

Liqueur served with cream - These liqueurs, usually coffee or chocolate based, are served in a liqueur glass and topped with fresh cream (unwhipped). The cream is poured onto the liqueur and floats. Examples include Tia Maria and cream, Kahlúa and cream, Crème de Menthe and cream, etc.

Frappé - A frappé is a drink (usually a liqueur) served on crushed ice. It may be served in a cocktail glass and is accompanied by two straws and an appropriate garnish. Examples are Crème de Menthe Frappé, Baileys Frappé, Cointreau Frappé, etc.

Pousse café / shooters - A Pousse Café/Shooter comprises of different liqueurs that are layered on top of each other in the order of the recipe. This ensures that the heaviest items are poured in turn to provide a base for the next ingredient.

3.3.1.4. THE PROCEDURE OF SERVING BEER

Beer Glasses: Beer must be served in the right glasses irrespective of its type, at the correct temperature, and be poured using the correct technique. Beer glasses must be clean and preferably cold. The slightest residue the previous drink can destroy the head that should be part of every beer. The washed beer glasses should not be dried with a tea-towel as the lint may cause the beer to appear flat but should be taken from the glass washer to drip-dry in the refrigerator. The beer glass should be washed after each use and must not be refilled. Normally, the serving temperature of beer is 13° – 15° C. Bottled / Canned beer is normally served in Beer Mugs or Beer Goblets whereas Draught Beer is served in Tankards. Lager glasses are generally used for Lager Beer.

Beer Presentation: The presentation of a glass of beer is very important to beer drinkers. The beer should form a head of approximately 1 cm. The head should last as long as possible and as such should be composed of fine, small bubbles. As it is drunk the head should leave a fine 'lace' on the side of the glass.

Pouring Bottled / Canned Beer: In case of customer willing to be served bottled or canned beer in a glass, then the procedure should include:

- Hold the glass by the stem or by the base. Do not touch the rim of the glass.
- Tilt the glass and pour the beer slowly onto the side of the glass.
- Straighten the glass, continue pouring until approximately a 1cm head forms, but do not overfill.

- If leaving the can or bottle with the customer, place the can/bottle with the label facing the customer, next to the glass.

Pouring Draught Beer: Pouring procedure of draught beer is as under:

- Hold the glass by the stem or by the base. Do not touch the rim of the glass.
- Hold the glass at a slight angle, with the tap near the inside of the glass.
- Turn the tap to 'full on' in one quick action.
- After approximately 30 ml of beer has hit the bottom of the glass, the glass should be straightened and the remainder filled, creating approximately a 1cm head on the beer.
- Turn the tap quickly to 'full off' when the glass is full.

Important note:

- If the tap is half open, or turned on or off slowly, beer will squirt out, making it frothy.
- If the beer is pouring flat, it may be necessary to lower the glass away from the tap to create the desired head. Alternatively if the beer is pouring heady, keep the side of the glass as close to the tap as possible to minimise the head.
- If the beer pours excessively heady, do not continue pouring and overflow the glass. Instead, stop pouring, leave the glass to allow the head to settle, then fill the remainder.
- Always pour beer drinks last when serving a mixed round of drinks.

Pouring Stout: Stout is a very 'heady' beer, and for this reason draught stout is dispensed using a mix of nitrogen and carbon dioxide (as opposed to carbon dioxide as used for 'normal' beers). Nitrogen forms smaller bubbles and helps to prevent the stout from being too heady. Draught stout is poured in a similar way to draught beer except that only approximately $\frac{3}{4}$ of the glass is filled, then the stout is allowed to settle. The fine bubbles rise to the top of the stout forming a creamy head. Once the stout has settled, the remainder of the glass is filled.

3.3.2. PROCEDURE OF SERVING NON ALCOHOLIC BEVERAGES

Many different types of non-alcoholic beverages are sold in licensed premises. The service of non-alcoholic beverages, both as mixers and as drinks on their own, is as important as any beverage in the bar. The main types of non-alcoholic beverages are:

- Plain Water - Regular
- Natural spring waters / mineral waters (Bottled)
- Aerated Waters (also called "Carbonated" waters)
- Squashes / cordials
- Juices
- Syrups
- Tea
- Coffee
- Hot chocolate

3.3.2.1 SERVICE OF WATER

Regular Water: This is normal water which is provided by the hotel to its guests. The water thus provided is treated and filtered through various techniques before serving it to the customers. But nowadays, most of the guests wish to consume mineral / bottled water due to various health factors involved.

Service of Regular water

1. Take the water jug to the guests' table on a neatly folded waiter's cloth.
2. Pour the water in the glass till an inch below the rim of the glass.
3. Take the jug back to the sideboard

Mineral Water / Natural Spring Water: Natural mineral waters and spring waters have become very popular. These waters occur naturally under the ground and many contain salts and minerals considered beneficial to health. Natural Waters or Spring Waters are available as sparkling or still and are available as two main types:

- Plain, no flavouring
- Flavoured, eg: lemon, orange, tropical etc.

Some sparkling brands include: Bisleri, San Pellegrino, Perrier, Vichy

Some still brands include: Pine Springs, Panna, Evian, Highland Springs

Service of bottled water

1. The order of the bottled water is taken from the guest according to the choices available
2. Take the sealed bottle in a properly folded waiter's cloth
3. The bottle should be presented to the guest with the label of the bottle facing the guest to confirm the brand that he has ordered for.
4. After confirming, the seal must be opened in front of the guest.
5. Pour the water in the glass till an inch below the rim of the glass.
6. Place the bottle on the guests' table if not empty

GUIDELINES TO BE FOLLOWED WHILE SERVING WATER

- Water is served as soon as the guest is seated
- Turn the glass right side up if placed upside down.
- Do not pour the water till the rim as it can spill on the table or on the guest
- While serving water, the posture of the service staff should be such that his right foot is in front to avoid showing back to the guest.
- After pouring the water in the glass, wait for the last drop to fall in glass or wipe off the last drop with the help of waiter's cloth from the spout of jug or mouth of bottle.

3.3.2.2 SERVICE OF AERATED WATER

They are normally consumed chilled anytime during the day. They are served in a Highball or Tom Collins along with a straw holder.

3.3.2.3 SERVICE OF SQUASHES

Squashes and cordials are concentrated and sweet and are designed to be diluted with water, soda or lemonade. They are not drunk on their own but used in several ways. While taking order, preference of the guests should be taken for mixes. Squashes or cordials are generally served in Beer Goblet / Highball / Tom Collins. The measured quantity of squash is taken to the table in the glass along with ice bucket, decanter with preferred mix, coaster and a straw.

3.3.2.4 SERVICE OF JUICES

Fruit juices are commonly served in all bars. They are served as mixers or as straight drinks. Being fresh products, juices have a limited life and tend to separate when left to stand. Therefore it must be shaken or stirred to ensure the correct appearance and flavour. Juices can be served with ice or without ice in a Paris Goblet / High Ball / Tom Collins. The prepared glass is brought from the still room to the table and placed at the coaster on the right hand side of the guest. Straw holder may also be placed.

3.3.2.5 SERVICE OF SYRUPS

Syrups are fruit flavored concentrated sweet liquids which are used in the preparation of cocktails, milk shakes and long drinks. They can also be mixed with soda water and served. Prepared drinks are normally served in High Ball / Tom Collins along with a straw.

3.3.2.6 SERVICE OF COFFEE

1. Make sure coffee is fresh. Brewed within the last 30 minutes.
2. Fill coffee cup with hot in order to warm and after 30 seconds empty the cup.
3. Place coffee cup on tray.
4. Place saucer on tray and place demitasse spoon on saucer.
5. Fill creamer cup and place all on tray.
6. Present coffee to guest by placing cup on saucer, then place both at the same time on table.
7. Make sure handle is facing toward the guest.
8. Place creamer and sugar next to coffee. (If applicable.)
9. Pour coffee into cup.

3.3.2.7 SERVICE OF TEA

1. Fill cup with hot water to warm up. After 30 seconds, empty water out of cup.
2. Place flavor of tea on tea trivet. Fill tea pot with hot water.
3. Place demitasse spoon on saucer.
4. Cut lemon wedge and place on saucer with demitasse spoon.
5. Place tea pot, tea, cup and saucer on tray.
6. Add honey or milk, in appropriate container, to tray.
7. Place honey or milk to the right of guest.
8. Present tea to guest by placing cup and saucer on the table to the right of guest, with handle facing toward guest.

CHECK YOUR PROGRESS-I

1. Classify beverages?

2. Explain the step-by-step procedure of service of sparkling wine.

3.4 RESPONSIBLE SERVICE OF ALCOHOL

Today’s leaders in hospitality realise that their premises are more attractive, commercially viable and profitable if they avoid problems caused by intoxicated patrons. Possible problems that could be created in a hospitality establishment with intoxicated patrons are:

- violence to other patrons or staff
- property damage
- affects on other adult patrons
- affects on family patrons
- affects on functions being held at establishment
- disputes with gaming pay-outs.

3.4.1 ADOPTING A HOUSE POLICY

Responsible service of alcohol begins with a house policy or strategy to prevent and/or manage intoxication. The house policy creates a framework within which the business operates. As with any other policy, written or unwritten, it influences every aspect of our behaviour and service. The House Policy sets as the foundation upon which the manager/owner and you, base your actions. The establishment may adopt policies, procedure and training programs concerning some or all of the following:

- Strategies to help avoid patrons becoming intoxicated.
- Skills for refusing service.
- Skills for preventing drink driving.
- Strategies to prevent underage drinking.
- Skills for dealing with or managing the intoxicated patron.
- Skill to manage difficult or abusive patrons.

It is also important to inform patrons of the house policy in a simple, clear and professional manner, just as you would outline the dress code or legal drinking age. ‘House Policy’ posters or framed signage should always be plainly visible and hung up in main areas such as bars, restaurants or poolside areas. As policy is a ‘house rule’ it must be complied with as a condition of patronising the establishment.

3.5 BEVERAGE SERVICE AND THE LAW

When you work in the hospitality industry, many skills are required. A major one is the responsible managing and serving of alcohol to patrons. This demands a combination of skills, sound judgement and maturity often not required in other occupations. The changing views of society reflect that the abuse of alcohol is a very serious issue. However, it is not sufficient just to increase the number of laws and police the roads. As hospitality workers we all should have a sense of responsibility when it comes to the excessive drinking of alcohol. The hospitality industry realises that the image their establishment portrays is all important in remaining competitive. Responsible service of alcohol can create a safer environment for people to drink, eat, socialise, celebrate and most importantly, to work in.

LEGAL REQUIREMENTS

Staffs involved in the sale of liquor are subject to licensing laws which apply to all licensed premises. There are penalties for:

- selling or supplying liquor to a minor
- selling or supplying liquor whilst being a minor
- selling or supplying liquor without a licence
- selling out of hours
- conducting business in such a way as to entice minors
- selling or supplying liquor to intoxicated persons.
- This is only a small list of laws affecting staff.

3.6 THE PRINCIPLES AND PRACTICES OF BAR MANAGEMENT

The term beverage management covers all the activities starting from procurement to sale and cash including after sales activities.

3.6.1. PURCHASING

Purchasing can be defined as a function which involves, search, selection and procurement of the raw materials for further sales through various point of sales (POS). The most important point to be always kept in mind is that operations part should always be well separated from the controls part. The function of purchasing requires a lot of attention as the number of vendors supplying beverages (either alcoholic or non-alcoholic) is limited and thus, we should try to procure the material from the better. On the other hand, the person responsible for procurement of beverages should be very well versed with the ingredients and their quality. Again from the management point of view, the purchaser should be different from the user, so as to have better control over the system. The aims of purchasing are:

- Achieve right amount of stock
- Right quality
- Right price
- Continuity of supply
- Availability of wines matching the menu

Factors to Be Considered While Purchasing Beverages: The following factors should always be kept in mind while doing the purchasing for the beverages:

- Type and size of the establishment
- Availability of storage facilities

- Purchasing capacity
- Supplier availability
- Cost of the commodity
- Quality of commodity
- Shelf life of the commodity
- Established stock levels

How Much Quantity to Be Purchased: Before zeroing in on the quantity to be purchased, following points should also be considered in addition to the points mentioned above:

- Consumption rate of the specific brand /drink
- Future requirements

3.6.2. INVENTORIES

Stock of the commodities available is called as Inventory. Stocking a bar with the right alcohol may be the first step in running a bar, but it isn't enough. Proper inventory practices are important for identifying:

- What if the financial performance of the bar?
- What is the product variance and where the shrinkages are coming from?
- What should be the ideal par for each product?
- What should be the pour cost for each product?
- Which products sell and which don't?

The ultimate goal is to determine inventory usage for a specific period. Many factors play a part in this process. One should know:

- How much stock was available at the start of your inventory period?
- How much stock is available at the end of this period?
- How much stock was received during this period?

Once these numbers are obtained, the following formula may be used to determine the inventory usage:

$$\text{Usage} = \text{Opening Stock} + \text{Stock Received} - \text{Closing Stock}$$

While taking inventories, following points should always be taken into consideration:

- It should be the same way every time; if counting from left to right, then it should always be from left to right.
- The inventory periods should be consistent i.e. weekly, bi-weekly, or monthly. This is important for keeping the numbers consistent.
- Have one person calling out the names of liquor, while another replies with the count.
- Inventory should always be taken while the bar is closed so that product doesn't slip in or out during the count.
- Employees should be properly trained in inventory management procedures. This includes things like keeping an eye out for theft, accurate counting procedures, and recording significant spillage or breakage of whole bottles.

3.6.3 CONTROLLING INVENTORIES

Properly counting and controlling inventory is the critical first step to understand the financial performance of the bar. It helps in calculating the usage of each product individually and also allows calculating the profit during a particular period of time. It

has to be calculated by finding out the usage by category (spirits, wine, beer), item type (tequila, vodka, whiskey), and brand (Absolut, Smirnoff, etc) which helps in explaining overall performance of the bar.

In the next step, the results thus found should be used to identify variance, calculate profit margins, make better purchasing decisions, and determine which products are and are not doing well. Bar's inventory process should be examined on a regular basis and the staff involved should be trained regularly with the following points in mind:

- Estimating, or “tenting” the amount of liquid in each bottle
- Adhering to specific inventory practices
- Properly recording all counts — differentiating between bottles, kegs and case
- Identifying issues like spillage, theft, or breakage of whole bottles
- Understanding the consequences of incorrectly counted or entered inventory

Even though, inventory taking is a treacherous task and involves huge patience and proper mindset, but it helps in betterment of the organization. It also helps in setting up important performance parameters like establishment of pars which is always beneficial because of:

- Pars are a great way to speed up inventory total calculations, saving time.
- Pars help manage and set limits for ordering inventory.

Creating a bar profitability matrix, which involves ranking each product by pour cost and sales volume, is an easy way to identify which products should and should not be on that order. Observing fluctuating liquor prices and identifying the products that work are big parts of smart ordering. Some of the important factors while ordering are:

- Finalize and re-finalize the order. Take a second to scrutinize every item.
- Go through the purchase and spending history. It helps in creating better orders for next time.
- Purchase should be made in such a way that it reduces “Held Up”.
- Understand which products sell well and which don't.

The sales reports should be used to identify the item price, revenue, profit percentage, and sales volume for all products and also assist in identification of profitability and popularity categorization. The ones with a low pour cost (high profitability) and high sales volume are the winners, and the ones with a high pour cost and low sales volume are the drinks one should get rid off at the earliest.

3.6.4 CALCULATING POUR COSTS

The pour cost is an essential benchmark for bar's profitability. Monitoring and controlling a bar's pour cost—which means keeping it as low as possible—is the difference between a profitable bar and a failing one. A drink's pour cost is calculated by taking the cost of the product used and dividing it by the cost of the product sold.

Or, more simply,

$$\textit{Pour Cost} = \textit{Inventory Usage} / \textit{Sales}$$

Pour costs can be broken down into three factors:

- The cost of the ingredients
- The price of a drink.
- Product loss.

2. How one can calculate pour cost?

3.7 MANAGEMENT RESPONSIBILITIES IN BEVERAGE STAFF TRAINING

Any hotel, club or facility that serves food or drinks has to adhere to a variety of special standards from food and beverage service in hotel restaurants to serving drinks at a bar for which training programs for all staff is important. Properly trained employees are more confident in their work, and that confidence extends to the customer in an increased level of service. Knowing how to handle food, drinks, and related consumables properly extend beyond the kitchen. Servers gain a better understanding of how to effectively handle plates of food and glasses of drinks, and, with increased awareness of proper procedures, every staff member becomes more vigilant and responsible for the products served to guests. Plus, with the self-assurance that their kitchen and bar areas are handling food and drink properly, all members of the staff can take pride in what they're doing. Without sufficient training, not only is there a danger posed to the guests, but questionable or unsafe practices when handling food and drink create a work environment which can lead to lying, hiding, and making excuses to guests who may question behind the scenes practices. Given the challenges with keeping staff well informed, following methods may be adopted to help staff learn more, eventually resulting in higher guest satisfaction and higher profits for the company:

1. Teach them the basics.
2. Develop ownership qualities.
3. Provide On Job training
4. Develop a mentoring programme
5. Make them practice.
6. Make them perfect in billing and cash handling.
7. Maintain five star standards.
8. Develop interactive skills.
9. Teach them Customer Relationship Management
10. Develop habit of suggestive selling.
11. Give them Food and Wine pairing lessons.
12. Train for health and safety.
13. Organize tasting sessions for them.
14. Organize motivational sessions.

3.8 STRATEGIES TO PREVENT INTOXICATION

Strategies to prevent intoxication include:

- encouraging the purchase of low alcohol drinks
- actively market and promote food
- develop a range of attractive non-alcoholic beverages.

3.8.1 Encourage Low Alcohol Drinks

Low/lower alcohol drinks include:

- light beers
- mid-strength beers
- alcohol alternatives (non-alcoholic ciders and beers)
- lower alcoholic drinks such as aperitifs, less than 20% alc/vol
- wine and beer instead of spirits and liqueurs
- soft drinks instead of serving alcohol.

It is often profitable to sell low alcohol drinks as a person can drink more low alcohol drinks before becoming intoxicated, resulting in a higher turnover for the establishment. As an example, a 70 kg man who intends to spend 3 hours drinking and wants to drive home without exceeding the legal BAC limit for driving, could reasonably drink 4 x 285 ml of regular strength beer or up to 8 x 285 ml low alcohol beer (2.5% alcohol/volume).

3.8.2 Actively Market and Promote Food

It's a good idea to serve food because it slows the absorption of alcohol into the bloodstream and can extend the time between rounds of drinks. Food should be available, especially in the late afternoon and early evening when many people are on their way home. Attractive, well priced and well marketed food, are better than salty snacks that can increase thirst.

3.8.3 Develop A Range of Attractive Non-Alcoholic Beverages

Selling non-alcoholic drinks as spacers between rounds of alcoholic drinks can reduce the amount of alcohol consumed and help prevent patrons from becoming impaired or intoxicated prior to driving. One can prepare good quality non-alcoholic drinks that look great and have a reasonable profit margin. The success of range of non-alcoholic drinks will rely to a large extent on how well it is marketed. For example they could be listed:

As *Blackboard Specials*: Promote non-alcoholic drinks by creative chalk-work or descriptions.

On *Tent Cards*: Tent Cards (the small stands on each table), can be used in a similar way.

In *Wine Lists*: When presenting a wine list to patrons, explain the variety of non-alcoholic drinks available.

3.8.4 Recognising Signs of Intoxication

An intoxicated person displays behavioural changes such as the following:

- a notable change in behaviour (eg antisocial or inappropriate, verbal or physically aggressive, uninhibited behaviour)
- slurred speech
- clumsiness such as knocking things over (like a drink or ashtray) or fumbling with change
- a significant loss of co-ordination when walking such as staggering or swaying
- red or bloodshot eyes
- sleepiness, indicated by tired heavy eyes.

3.8.5 Verbal Techniques for Refusing Service

Some examples of how you could handle a refusal of service are:

- “I’m sorry but it’s against the law for me to serve you any more alcohol. If I did I could get fined.”
- “We can lose our license if I serve you any more alcohol.”
- “Because of Management concern over drink driving accidents, we have to be more cautious in serving patrons.”

3.8.6 Time-Stalling Techniques

Time stalling can be done as follows:

- Suggest a non-alcoholic beverage such as:
 - ✓ soft drink
 - ✓ mocktail
 - ✓ coffee
- Suggest some of the food items that are available.

Whatever the choice by the patron one should remain tactful and firm allowing the customer to make up his/her mind on a choice.

3.8.7 Strategies to Prevent Drink Driving

Strategies to help prevent drink driving include:

- ✓ Publicise the House Policy which encourage drinking patrons not to drive
- ✓ Mention/suggest alternative transport for those under influence of alcohol. Staff could also phone a friend or relative of the patron before he/she tries to drive. Staff/management could offer to call a taxi.

3.8.8 Strategies to Prevent Underage Drinking

Recognise Signs of Immaturity: In most cases common sense will help identifying underage patrons. The following may help identify patrons as possibly being underage.

- Patron appears younger than 18 years. For example the patron:
 - has an immature physical build
 - uses makeup in an attempt to look older
 - has an adolescent style of dress.
- Patron has an immature manner. For example the patron:
 - appears unduly nervous
 - is unsure about appropriate drink to order

- overacts the level of maturity he/she is trying to portray.
- Patron has immature conversation. For example the patron:
 - talks about topics related to school, teachers or gaining a driver's license
 - uses adolescent slang terms to an excessive amount.

3.9 ALCOHOLIC BAR PROVISIONS

The bar provisions are grouped into following categories:

- Alcoholic bar provisions
- Non-alcoholic bar provisions

3.9.1 Alcoholic Bar Provision

Beer

Draught Beer – 4 Kegs for full selection

- Light Lager / Pilsner
- Amber Ale / Pale Ale
- India Pale Ale / Double IPA
- Porter / Stout
- Bottled Beer / Canned Beer – 4 to 6 brands with different alcoholic strengths.

Whiskey

4 varieties and each with 4 popular brands

- Bourbon
- Rye
- Irish
- Scotch

Rum

2 to 3 varieties and each with 4 popular brands

- Light
- Amber / Dark
- Spiced

Gin

2 to 3 bottles of each category

- Well
- Call
- Premium

Brandy

2 to 3 varieties and each with 4 popular brands

- Cognac
- Armagnac
- Other Brandies

Vodka

2 to 3 bottles of each category

- Well
- Call

- Premium
- Wines**
 - **White Wine** – 2 to 3 options of each
 - Light Bodied
 - Full Bodied
 - **Red Wine** – 2 to 3 options of each
 - Light Bodied
 - Full Bodied
 - **Sparkling Wine** – 2 to 3 options of each
 - Champagne
 - Other Sparkling Wines

3.9.2 Non Alcoholic Bar Provisions

A non-alcoholic bar provision includes:

- Coke
- Diet Coke
- Ginger Ale
- Ginger Beer
- Soda Water
- Tonic Water
- Tomato Juice
- Cranberry Juice
- Pineapple Juice
- Grenadine
- Kosher Salt
- White Sugar
- Raw Sugar
- Olives
- Cherries
- Lemons (whole, for fresh juice and garnish)
- Limes (whole, for fresh juice and garnish)
- Oranges (whole, for fresh juice and garnish)
- Grapefruit (whole, for fresh juice and garnish)
- Mint Leaves

CHECK YOUR PROGRESS-III

1. Write a note on ‘Strategies to prevent intoxication’.

Well: Spirits used when patrons don't name a spirit brand in a drink order. (Example: Gin and tonic). Your well bottles are often the best deal for both the bar and the customer.

3.14 REFERENCE / BIBLIOGRAPHY

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3.16 TERMINAL QUESTIONS

1. Write the detailed procedure of serving various types of wines.
2. Draw a neat chart explaining the type of beverages and their corresponding serving temperature, glassware and quantity.
3. Write the procedure for serving different types of spirits.
4. What is the process of serving Stout beer?
5. Write a self explanatory note on the basic principles of bar and beverage management.
6. What is the importance of staff training in relation to bar operations and management?
7. Write the factors to be considered while doing purchase for bar?

UNIT: 04

CUSTOMER CARE AND PAYMENT

Structure

- 4.1 Introduction
- 4.2 Objectives
- 4.3 Customer Care
 - 4.3.1 Be Different From Others
- 4.4 Creating First Impressions
 - 4.4.1 Face to Face Interaction
 - 4.4.2 First Interaction over Phone
 - 4.4.3 Improving on First Impressions
- 4.5 Sample Audit Checklist for Customer Service In Bar
- 4.6 Modes of Payment in Bars
- 4.7 Payment Systems Used In Bars
 - 4.7.1 Electronic Cash Registers
 - 4.7.2 Electronic Point of Sales Machines
- 4.8 Procedures and Controls for Receiving Payments In Bar
 - 4.8.1 Cash
 - 4.8.2 Credit Card
 - 4.8.3 Debit Cards
 - 4.8.4 Traveler's Cheque
 - 4.8.5 Personal Cheques
- 4.9 Procedures to Be Followed By Cashiers While Closing Shifts
 - 4.9.1 Deposit of Daily Receipts
 - 4.9.2 Cashier Drop Record
 - 4.9.3 Cash Variances
 - 4.9.4 Due-Back Slips
 - 4.9.5 Credit Card / Debit Card Sales
 - 4.9.6 Gift Certificates
 - 4.9.7 Petty Cash Receipts
 - 4.9.8 Travel Vouchers
- 4.10 Cash Handling Controls
- 4.11 How to Countdown A Cash Register and Float
- 4.12 Fraudulent and Dishonest Activities
 - 4.12.1 Common Frauds and Thefts
 - 4.12.2 Common Tricks and Techniques
- 4.13 Theft Reduction Policies & Procedures
- 4.14 Summary
- 4.15 Glossary
- 4.17 Reference / Bibliography
- 4.18 Suggested Readings
- 4.19 Terminal Questions

4.1 INTRODUCTION

To many bar & restaurant owners, service is the primary asset of their brand. To others, service is no longer the main priority, quality; value, speed and accuracy are

the most important parts of the transaction. For anyone who is serious about making their business successful, it's imperative to realize the importance of customer service. The bar industry is one of the last remaining industries where the predominant method of payment is still by cash. Although in recent years we have noticed the rise of credit and debit cards as the new methods of payments, cash still remains the preferred method of payment. The control and management of all forms and methods of payments bring with them their own challenges to managers, bartenders and owners.

4.2 OBJECTIVES

After reading this unit learner will be able to:

- Understand the importance of customer care.
- Handle cash and other forms of payments in bars.
- Adopt procedures involved in cash control.
- Understand working methodology involved in floats and cash drawers.
- Identify and restrict fraudulent and dishonest activities in bar operations.

4.3 CUSTOMER CARE

Customer service is the ability to satisfy your customers' needs and wants. It isn't just important, it's everything! In bars, great customer service is more than just handing your patrons the drinks or food they order with a smile and a "thank you." That's the minimum. The minimum expectations have to be exceeded so that the guests keep coming back. Bars are inherently social spaces, and customers usually frequent bars to have a fun night out or casually meet new people. Customer service skills are important to facilitate a friendly and lively environment in which all customers can feel welcome. Bartenders are often expected to make cordial small talk with patrons and, especially if the bar is smaller or local, to get to know regular customers and memorize their typical orders. Additionally, because many different kinds of people go to bars, bartenders need to be able to get along with anyone — even when that requires mitigating difficult or unruly customers without offending or upsetting them further. Exceptional customer service for bartenders means being adaptable to distinct personalities and situations.

4.3.1 Be Different From Others

There is a common saying in the beverage industry that states "People will come for food and drinks, but what makes them come back again is the service!" While the menu, value, décor and cleanliness all play a part, it's customer service and hospitality that makes that memory positive and drives loyalty and repeat business. Some of the important points which can make an establishment different from others are:

Build Trust: People will only be loyal to a bar or restaurant if they have a very good reason. Otherwise, there are so many other options available. By providing the best in customer service, one can increase trust, and that could mean the difference between customer loyalty and customers who will never come back again.

Strengthen Brand: Excellent customer service will ensure that the reputation is protected and it will add tremendous value to the brand. Word of mouth is the most powerful asset that one can have on his side and if one person believes in the specific brand, others will follow soon.

Make the guests feel important: Always listen to the customers patiently and then act accordingly. Be hospitable and let the regular guests sit or stand in VIP areas. Always do things that will make the normal guests feel like rock-stars.

Repeat Business: Existing customers are far easier to attract than new customers as they have a positive experience which helps them to make a quick decision.

Commitment: Be committed to the standards and level of service. Most of the guests trust the organization for the quality and quantity of beverage to be served to them and hence, the bartender should live up to the expectations of the guest and be 100 percent committed to the business and guests.

Ability to connect: A good bartender must have the quality of good memory power be it the names of the guests, their professions, their interests and hobbies, their workplace or their favourite drinks or brands. This ability helps in getting connected to the guests on a personal level thereby bringing in the difference.

4.4 CREATING FIRST IMPRESSIONS

There is very common and popular saying, "The first impression is the last impression." While it may be a cliché, it is true. A positive first impression is an important start to building a relationship with customers. Whether the interaction is over the phone or in-person, the initial impression can set the tone for the entire customer experience.

4.4.1 Face To Face Interaction

The customer will make early decisions about you - and how much time they'll give you - based on your appearance, your body language and mannerisms, your tone of voice and facial expressions, your words, and your demeanour. Here are some useful first-impression tips:

- Make eye contact.
- Give a nice, warm smile.
- Open with a sincere, friendly greeting.
- Pay attention to the customer.
- Greet the customer and ask a useful opening question.
- Never ignore the customer.
- Show the customer that they have your willing, undivided attention.
- If regular, try to welcome them by their names.
- Be sure your posture is straight, confident and relaxed.
- Don't distract customer with personal fidgeting and adjustments while talking to them.
- Dress to impress.
- Make sure that hair and nails are well-groomed.
- Positive Attitude.

4.4.2 First Interaction over Phone

- Promptly answer the phone with standard phrases as per establishment's policies.
- Use a greeting that will make a difference. This gesture may lead to customers making up their mind that they called the right place.

- Voice should be clear, crisp and audible.
- The tone or pitch should be perfect. When communicating over the phone, 86 percent of the impact is in tone, and 14 percent of the impact is based on words.
- During conversation, the caller should not be put on hold for long.
- Always sound to the guest that you are engaged, focused, concerned and happy to serve them.
- End the call on a positive note.

4.4.3 Improving On First Impressions

- Exercise confidentiality and don't involve in gossips.
- Provide freebies to the guests.
- Always say 'thanks for waiting' to every customer when it's busy.
- Personal contact should be made at the beginning and more importantly at the end.
- Maintain a strict 'no backs to customers' rule.
- Under-promise and over-deliver.
- Try and create the 'wow' factor in any and every aspect as people feel positive emotions when they say 'wow'. Pay attention to detail, and make it obvious that you care about the little things. Do something extraordinary.
- Give 'personal recommendation' to guests.
- Pay attention to the customer's demands and try to fulfill the demands, if possible.
- Equal treatment to be given to all guests.

4.5 SAMPLE AUDIT CHECKLIST FOR CUSTOMER SERVICE IN BAR

- Guest was acknowledged within 15 seconds at bar counter, 2 minutes at table with a smile and eye contact.
- Bartender was the first one to speak and extended a warm greeting.
- Was knowledgeable and able to explain special drink promotions, menu items, including all ingredients and preparation.
- Bartender/Server knowledgeable of menu items and was able to suggest menu items.
- Special requests were met with an everything is possible attitude.
- Bartender/Server was able to answer basic questions about the hotel.
- Beverages delivered to tables within 3 minutes of order, 2 minutes at bar counter (unless a speciality beverage).
- Staff remained alert during service, anticipated guest needs, was courteous and articulate.
- The speed of service adapted to the environment and the needs of the guest.
- Bartender/Server was the last one to speak (kind comment, invitation to return, etc.) and guest was thanked.
- Staff did not congregate or engage in personal conversation with other staff, no horseplay.

4.6 MODES OF PAYMENT IN BARS

There are various modes of payment used in a bar. Few of the guests would like to settle their bills in cash whereas few of them would like to go for electronic methods

of payments. But whatever it may be, correct handling of the cash or other payment methods is important and has to be strictly monitored. Various modes of payments made by the guests may include Cash, Credit Card, Debit Card, Personal Cheque, Traveler's Cheque, Gift Cards, etc.

4.7 PAYMENT SYSTEMS USED IN BARS

There are following two types of payment systems used in bars:

- Electronic Cash Registers
- Electronic Point Of Sales Machines

4.7.1 Electronic Cash Registers

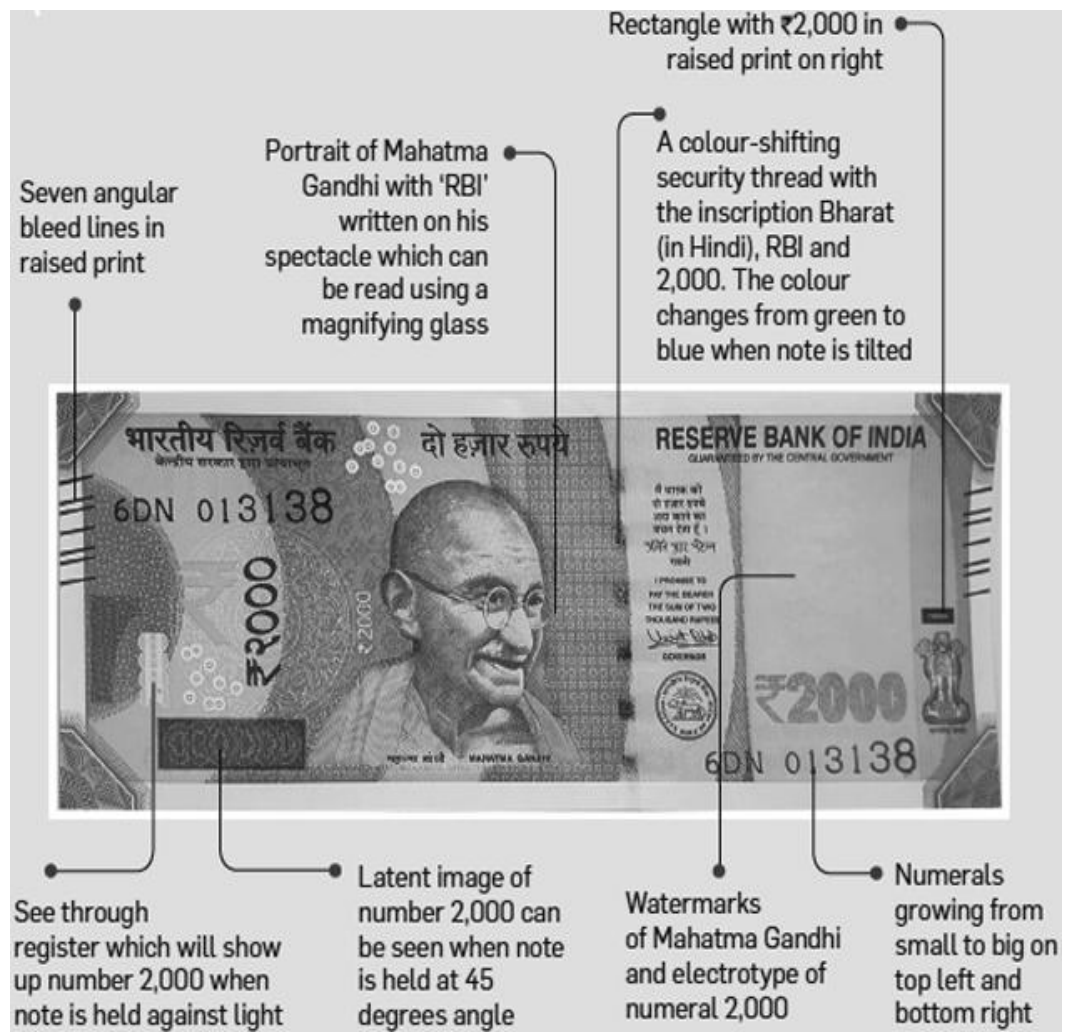
A cash register is a mechanical or electronic device for registering along with calculating transactions. It is almost always attached to any drawer for storing cash and also other valuables. The cash register comes with a printer, that may print out invoices and other reports for record keeping purposes. Cash register is definitely an electronic tool utilized to calculate and file the sales transactions within a store. A cash register's drawer can only be opened by an instruction from the cash register except when using special keys, generally held by the owner and some employees (e.g. manager). This reduces the amount of contact most employees have with cash and other valuables. It also reduces risks of an employee taking money from the drawer without a record and the owner's consent, such as when a customer does not expressly ask for a receipt but still has to be given change (cash is more easily checked against recorded sales than inventory). A cash drawer is usually a compartment underneath a cash register in which the cash from transactions is kept.



*Figure 4.1 – Electronic Cash Register
Courtesy- CNN Collection*

4.7.2 Electronic Point Of Sales Machines

The electronic point of sale (or EPOS) uses a software as well as hardware, and this may include a manual or electronic cash register, scanners, weighing scales, touch screen terminals, and a wide variety of other software or hardware. These streamline the sales process, as well as allowing the merchant to collect valuable sales data. A basic POS system might be nothing more than one cash register and the software necessary to collect sales data. These can be expanded and improved upon by adding more hardware, such as barcode scanners and card readers, or additional software



*Figure 4.3 How to identify fake INR 2000 currency Note
Courtesy: Businessline*

4.8.2 Credit Card

It is amongst the other most favored modes of account settlement. While processing a payment through credit card the cashier follows the following procedure:

- Checks the card holder's name on the card
- Checks the expiry date on the card
- Checks if the card is a stolen card
- Checks the credit limit of the card.
- Swipes the card for verification and authorization from the issuer of the card. Receives transaction slip.
- Asks the guest to sign on the transaction slip
- Verifies the guest signature with the signature on the signature panel on the reverse of the card
- Returns the credit card and a copy of the transaction slip to the guest

There are many international card companies but out of them, the most popular companies in India are VISA, MASTER, JCB, AMERICAN EXPRESS and DINERS.



Figure 4.4 Different types of Credit Cards

4.8.3 Debit Cards

A debit card is a plastic card that allows customers to access their funds immediately, electronically. It is a safe mode of account settlement as the amount is instantly transferred to the establishment's account.

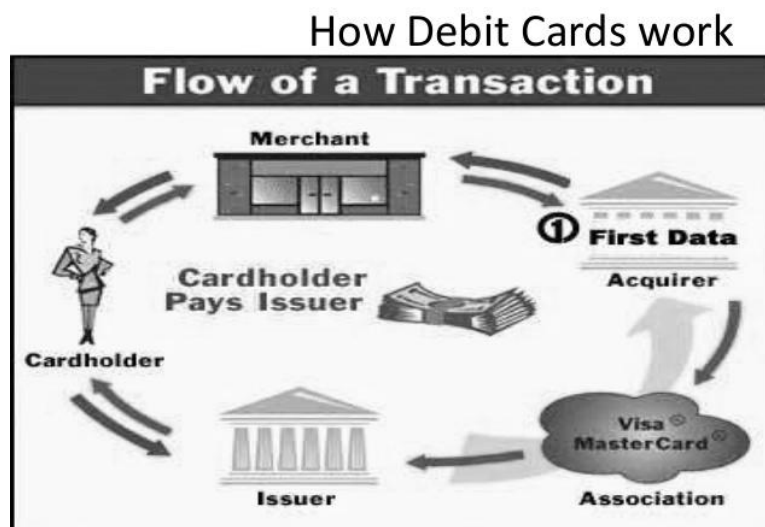


Figure 4.5 How Debit Card Works
image courtesy – slideshare.net

4.8.4 Traveler's Cheque

It is an internationally accepted cheque for a sum in a specific currency that can be exchanged elsewhere for local currency or goods. It is issued by a financial institution and functions as cash but is protected against loss or theft. While accepting a traveler's cheque from a guest the cashier should proceed as follows:

- Ensure that the second signature is put in front of him
- Check the guests passport to establish identity
- Write the passport number behind the traveler's cheque

- Calculate the correct exchange value as per the daily rate, if the traveller's cheque is in foreign currency
- Return the balance to the guest in local currency



Figure 4.6 Traveller's Cheque
Image Courtesy – www.liveauctioneers.com

4.8.5 Personal Cheques

These may be accepted by the hotel from known guests who have already established their credentials with the hotel. Proper identification like driving license, passport, etc is required. This type of payment has to be pre-authorized by the manger.



Figure 4.7 Personal Cheque
Image Courtesy – www.quora.com

4.9 PROCEDURES TO BE FOLLOWED BY CASHIERS WHILE CLOSING SHIFTS

The procedures to be followed by cashiers while closing shifts is as under:

- Deposit of Daily Receipts
- Cashier Drop Record
- Cash Variances
- Due-Back Slips
- Credit Card / Debit Card Sales
- Gift Certificates
- Petty Cash Receipts

- Travel Vouchers

4.9.1 Deposit Of Daily Receipts

Deposits of the day's transactions are to be made daily at the end of each employee's shift. Work should be handled and completed in a designated cash-out area in each department, and the appropriate monies should be "dropped" before the employee leaves the premises. Drops are deposits that are placed in the company safe. These include deposit orders, due backs, money that is reimbursed to the employee's bank, or any transaction affecting the amount in imprest. The person making the drop is accountable for the balance and content of his or her drop envelope. All drops should be made in the drop safe in a designated area and must be properly witnessed and logged prior to the drop. Failure to make a drop of the day's receipts should be subject to disciplinary action.

4.9.2 Cashier Drop Record

It is the responsibility of the employee who is making the drop to properly fill out a cashier drop record, which includes his or her name, his or her department, the date and time, and the amount of all forms of payment contained in the envelope. All drops must be witnessed. The witness should verify that the amount written on the envelope matches the amount on the drop record. The employee then places the completed and sealed envelope in the drop safe and turns the handle until the deposit drops into the safe. The witness must visually verify this step and then sign the drop record to acknowledge that the drop has been made. The witness serves to verify only that the drop has been made. This is not a verification of the amount actually in the envelope. It is the responsibility of the cashier to locate a witness who has a moment to verify the drop and to ask for assistance in a professional and pleasant manner. Whenever the accounting department cannot account for an envelope, the witness who verified the drop should be issued a written warning. The employee responsible for making the drop, whether witnessed or not, may be held accountable for the amount of the drop.

4.9.3 Cash Variances

All cash variances (overages and shortages) must be deposited at the end of each shift. Cash over or short should be reported to the manager to serve as a tracking tool for such variances. When disciplinary action is necessary, a discrepancy report will also be submitted to managers. It is the responsibility of managers to work with the human resources department when handling counselling and disciplinary action. All cash discrepancies should result in disciplinary actions. The server can be disciplined, penalized, or even terminated for improper cash handling procedures.

4.9.4 Due-Back Slips

Due-back slips are necessary when the total amount of cash and/or checks in a drop exceeds the amount due. The server should print his or her first and last name, the date, his or her vault or safety deposit box number, and the amount due back on the slip. The server should place the first copy in his or her drop envelope and record the amount due back in brackets (that is, []) on the front of the envelope. He or she should also record the amount in brackets on the drop record. The server should then place the second copy in his or her bank so that all money and due-back slips, when totaled, will equal the issued amount.

4.9.5 Credit Card / Debit Card Sales

All credit card / debit card sales must have an approval code, a signature, and an imprint of the credit card. All transaction slips must bear the signature of the card holder. The Merchant Copy of the approval should be kept carefully as all such slips are to be collected for accounting purposes.

4.9.6 Gift Certificates

Gift certificates are coupons purchased by customers to use in the place of cash at a later date. Many times these certificates are hard plastic gift cards. They can be a good source of revenue, but they require special handling. A gift certificate sold but not yet redeemed is treated as a liability in the general ledger account. The controls are similar to cash, but care must be taken to maintain adequate record-keeping of all transactions, from printing to storing to issuing.

4.9.7 Petty Cash Receipts

When the outlet needs something in a hurry, an amount of petty cash is issued. This is a common practice to handle impromptu needs for cash in many establishments. In a busy restaurant environment, however, these monies might not be returned. Therefore, strict controls should be established to ensure that the petty cash privilege is not abused.

4.9.8 Travel Vouchers

Travel vouchers from guests are treated as cash. Lost vouchers should be considered as shortage and should be treated the same as cash variances—with disciplinary action.

CHECK YOUR PROGRESS-II

1. What are the procedures for receiving payments in bar using credit card?

2. Discuss the procedures to be followed by cashiers while closing shifts.

4.10 CASH HANDLING CONTROLS

The development and implementation of cash handling control procedures stems from two types of income collection systems: server banking and cashier banking. Both concepts originated from the establishment of company policies and procedures of accounting for imprest funds. An imprest is the amount of money given to a cashier or server for the purpose of giving out change to customers. The controller should see that this amount is balanced to the company's general ledger.

IMPRESTS: Imprests may be obtained by placing a request at least one to three days prior to the date that the amount is needed. This request should include the amount, outlet and staff member information, and the signature of the person responsible for the account. All imprests should be approved by the person performing accounting functions or by the manager. Imprests should be subject to the cash handling measures. A numbered cash vault and key, often using a safety deposit box, should be assigned with each imprest account. The employee is solely responsible for the safekeeping of the key. If the key is lost, stolen, or broken, it should be reported to the manager immediately so that the money may be removed to prevent further loss. Furthermore, all imprests must be locked securely in the assigned vault when not in use. When stored, all imprests must contain a signed and dated count sheet that shows the total amount in the account. Currency should be arranged face up, and loose coins should be placed in individual bags by denomination. No personal money or items should ever be stored in the imprest bag or the safety deposit box. Failure to follow these guidelines might get considered as negligence. At the end of each shift, imprests must be counted and balanced to the original issued amount. All checks and traveler's checks must be deposited daily. An imprest should consist only of currency, coin, and due-back slips totaling the amount of funds issued. All overages and shortages should result in disciplinary action, as should any violation of the cash handling acknowledgment.

FLOATING IMPREST: Another commonly used control method is called a floating imprest. This procedure enables a shift manager to audit a server at the end of one shift and then pass the bank to an incoming server. While all control procedures mentioned above apply, variances must be reconciled immediately in order to maintain both a consistent bank amount and the accountability of shift personnel.

SERVER BANKING: Server banking is a system whereby servers or bartenders are issued a imprest to collect payment and to give out change to guests. They keep these banks until they check out at the end of the shift. The server or bartender actually closes or settles the checks, and he or she is held accountable for each transaction. The server or bartender in this case will fill out a check control summary, as discussed above, which states what amount is due to the company. As previously mentioned, computerized POS systems provide a faster and more efficient manner of conducting these transactions. Each server's POS report will indicate how much is owed and by which method of payment—cash, credit card, gift certificate, or room or promotional charge. It will also list the server's table numbers, outstanding or open checks, voids, taxes, tips, and cover information.

CASHIER BANKING: Cashier banking is similar to server banking, except that a cashier actually settles each check by one or more payment methods. The cashier in this case is responsible for each transaction, as well as for the deposit at the end of the shift. The guest may pay the cashier directly, depending on the restaurant setup, or

may pay the server or bartender, who then pays the cashier. The bartender may, in some cases, be the cashier. Ultimately, it is the responsibility of the outlet manager to oversee all banking functions with either server or cashier banking systems.

4.11 HOW TO COUNTDOWN A CASH REGISTER AND FLOAT

The day is always opened with the imprest or float which is a set amount issued to the cashier for tendering change to the guests. At the end of the day, counting down the same lets the cashier determine quickly how much money is there in the cash register and whether it reconciles with the recorded sales. The step by step process involves the following points:

1. To begin with, print out of the statement should be taken before closing out the cash register. This provides an accurate statement to compare the amount of money in the drawer.
2. Count off the float amount from the drawer first, keeping the same balance in small denominations and change required to begin the next day.
3. A typical start-up amount ranges between ₹ 3000 to ₹ 5000. Set that start-up amount aside.
4. Create a list containing bill denominations so you can record the amounts as you count them off. At the top of the list, add in the start-up amount.
5. Count off bigger denominations first and work the way down to smaller denominations and change. Record each denomination as you count it off. For example if the largest currency notes in your cash drawer were three ₹ 2000 notes, you'd write down 3 X 2000, and a total of ₹ 6000. Repeat that process for each smaller size of currency notes, then for the change.
6. Close out the shift's transactions on your credit card machine and ensure it balances, then write down and total your day's checks. If your cash register doesn't give you separate totals for each payment method, subtract your credit card and check receipts from the total. What's left is the amount of cash that should be present in the register.
7. Add the total bills and coins you've written down. It's easiest if you make neat columns, or use a pre-printed form. Compare your total to the amount of cash you're supposed to have.

4.12 FRAUDULENT AND DISHONEST ACTIVITIES

The hospitality industry is an increasingly competitive market place and as a result many organizations have undertaken structural and management reforms in recent years. One of such measure is bar and beverage control which undoubtedly is more accurate and successful than food control but still, bar thefts and frauds cannot be avoided completely. There are many instances of common scams in most of the organizations whereas few of these fraudulent activities are situation based. Some of them are bar billing frauds while others are frauds by manipulating the liquor being served. There are several frauds that can be perpetrated with cash registers in a bar. Certain bar thefts and frauds may be unearthed by tight control and exercising routine and surprise checks while others may come to light by observing trends and presence of mind along with computerized billing and inventory software which plays a major role in restricting such activities. It is also evident that these techniques and activities cannot be started and implemented overnight. All this requires a lot of planning and the execution starts at a very small level. If the management has got a strict vigil and is able to analyze certain early warning signs, then the situation can be controlled

early and in a much better way. Following are few of the early warning signs which should be looked upon while keeping a track on employees:

- sudden change of lifestyle
- noticeable personality changes
- having unexplained wealth or living beyond their apparent means
- refusing promotion
- reluctant in taking leave
- choosing areas away from hustle bustle
- frequent cigarette breaks or toilet breaks
- frequent contact with external parties
- showing stress without having a high workload
- having cosy relationships with suppliers/ contractors or customers

4.12.1 Common Frauds and Thefts

Theft is generally understood to mean taking something that rightfully 'belongs' to another person or organisation - for example, the theft of liquor from bar stocks. Fraud is a broader and more indirect act, although it may have a similar result as theft in the end. Fraud involves a person, by any deception or dishonestly, obtaining the property of another with the intent of permanently depriving that person or organisation of the property. Because fraud is a hidden cost, it can be very hard for business owners and managers to identify it and stop the losses occurring. Instances of fraud can occur in all areas regardless of its size. Areas of fraud risk include (but are not limited to):

- **Finance and administration** - for example, diversion of payments, false invoicing, falsified accounting records;
- **Assets** - for example, theft of cash (from points of sale or registers/safes), stock or equipment; and
- **Corruption and misconduct** - for example, kickbacks from suppliers in exchange for continued business

4.12.2 Common Tricks and Techniques

PRODUCT TRICKS

- Under pouring drinks, keeping track of the difference and stealing the sales difference.
- Bringing their own bottle in bar and keeping the money from selling its contents.
- Substituting lower quality liquor for call brands, charging the guest the higher amount and keeping the difference.
- Watering down the liquor content and stealing the sales difference.

CASHIER TRICKS

- Applying discounts or coupons to non discounted cheques where cash is paid, and keeping the difference.
- Using the 'training keys' on cash register which don't add up in actual sales and then pocketing the amount generated through training cheques.
- Real or false register breakdown which allows a manual control on the cash coming in.
- Overcharging guests.
- Not entering the sales, fully or partially, but charging the guest for full bill and keeping the difference. Option of 'No Sale' may be hit to open the cash register.

- ‘Bunched Sale’ to charge the guest for full bill but instead enter less amount in register.
- Mixing sales and tips and keeping the entire amount in the tip box.
- Using fraudulent entries in the software / POS and generating bills through someone else’s login and then keeping the difference.
- ‘Borrowing’ from the cash register.
- Misrepresenting sales as spills, complimentary or returned and then keeping the revenue.

OTHER TRICKS

- Running a completion report from a POS before the shift is over and only submitting the sales from a second report.
- Reusing a guest cheque to charge a second guest without entering the sales.
- Giving free food or beverage to guests in anticipation of higher tips.
- Putting an incorrect amount on the credit cards.
- Giving free food or drinks to the fellow employees.
- Claiming that a guest left without paying after collecting their cash.
- Food items which don’t go through the kitchen are not billed and the difference is pocketed.
- Splitting vendor ‘bonuses’ with chef or purchaser.
- Kickbacks for purchasing with a certain vendor.
- Making up their own false invoices and submitting them to accounts section for payments.

4.13 THEFT REDUCTION POLICIES & PROCEDURES

It is important to understand that management policies and procedures by themselves will not stop bartenders from stealing. On the contrary, policies and procedures are only effective if they are strictly enforced. In addition, they must be consistently and uniformly applied to all members of the bartending staff. Presuming that the bartenders are operating in strict compliance with the establishment’s set directives invites larceny and financial strangulation. Following are few of the examples of controls and procedures run in the bar operations:

- ***Bartenders prohibited from checking-out their cash drawers*** - By taking this responsibility away from the employees, management will effectively make it more difficult and riskier for bartenders to withdraw stolen proceeds from the cash register or POS.
- ***Employees not allowed to drink at the bar*** – It prevents the bartenders from over pouring, undercharging, or simply giving away free drinks to their co-workers. In addition, it eliminates the possibility of the establishment’s personnel becoming intoxicated at their place of employment.
- ***Bartenders not allowed to participate in the physical inventory process*** - The process of taking the bar’s physical inventory is solely a management function and should therefore be conducted only by management.
- ***Bartenders not involved in ordering, receiving or issuing of liquor*** - The ordering, receiving, issuing, and storage of the establishment’s liquor inventory should remain the sole responsibility of management.

- ***Locked and secure inventory*** - All of the operation's liquor, beer and wine inventory should be stored in a locked and secure area. It is a sound policy to limit access to the liquor room to management only.
- ***Perpetual inventory system*** - The perpetual inventory system tracks the changes in the liquor rooms inventory. You can continually monitor against internal theft by comparing the last entry on a product's perpetual inventory sheet with the actual number of bottles on-hand in the liquor room.
- ***Bartenders required to take post-shift par readings*** - The operation's bar par sheets will detail precisely how many bottles of each product in the liquor inventory should be behind the bar at any one point in time. The bartending staff should be required to take a bar par reading at the end of the shift. The closing bar par must take into account the bottles emptied during the course of the shift.
- ***"Comp" sheet entries require managerial approval*** - Bartenders should receive management approval prior to preparing the customer's complimentary drink.
- ***Tip box procedures*** - The bartenders' tip box should be situated well away from the operation's cash register or POS. If the tip box is located right next to the register, it is far too easy for bartenders to divert stolen funds away from the register and into the tip box.
- ***Strictly enforced "no sale" policy*** - The best preventative measure against this type of theft is to restrict the use of the "no sale" key.
- ***Cash drawer count verification*** - Bartenders should be required to verify the amount of money used to comprise the bar register's opening bank. This practice will prevent the bartenders from claiming that their opening bank was either over or under the prescribed amount to explain a cash shortage or overage in the register.
- ***POS or cash register procedures*** - The cash drawer should always remain closed between transactions. While bartenders should have access to the key that turns the register on, they should not have access to the keys that activate the "x" or "z" reading function.
- ***Safeguard all POS passwords*** - Ensure that all management passwords are kept safe and secure from the bartenders. This will prevent bartenders from being able to open reports and learn what their shift sales are.
- ***Cash handling procedures*** - Requiring bartenders to "fan" out a patron's change will make it much more difficult for them to short change customers.
- ***Take an immediate "Z" reading after "last call"*** - At the conclusion of "last call" the manager-on-duty should immediately take the "z" reading of the register or run a sales report of the POS and pull the cash drawer out of the machine.

- ***Bartenders not allowed to “tail” measurements*** - “Tailing” is the practice of letting a bottle continue to pour after the true measure has been reached. Tailing is often used deliberately over pour the liquor portion used in a drink and should be prohibited.
- ***No over pouring or under pouring liquor portions allowed*** - Bartenders should be expressly forbidden from purposely over pouring or under pouring the liquor portion in a customer’s drink. Likewise, bartenders should be directed not to “top-pour” liquor or “ghost” the alcoholic portion in a blended drink.
- ***Standardized drink recipes*** - Provide the bartending staff with a comprehensive set of standardized drink recipes. It is absolutely fundamental in the pursuit of consistency of product and controlling the beverage operation’s liquor costs.
- ***Mid-shift “Z” readings*** — If a bartender is suspected of stealing and using the POS or register’s cash drawer as a place for stolen funds, the manager on duty can either confirm or deny those suspicions by taking a mid-shift “z” reading. At some point in the shift, the manager should clear the register by taking a “z” reading or run a sales report on the POS and replace the cash drawer with a new bank. If the bartender has deposited unaccounted for funds into the register for safe keeping, the cash drawer count will be “over” when compared to the cash register’s sales totals.
- ***Video cameras*** — An effective preventive measure is to install remote video cameras to monitor the activities behind the bar. Tremendous technological advancements have made these video surveillance systems both more cost-effective and more effective.
- ***Spotting services*** — Another option available to management is to enlist the services of a spotting service to scrutinize the operation. Spotters are essentially detectives who, armed with the operation’s prices, policies and procedures, will sit at the bar observing the legitimacy of the bartenders’ activities.

CHECK YOUR PROGRESS-III

1. List the fraudulent and dishonest activities may happen in bar.

2. Discuss the ‘theft reduction policies & procedures in bar.

4.14 SUMMARY

After studying this unit it is clear that modern day businesses can successfully be run only if true professionalism is brought in by the means of customer care. Almost, all business houses around, follow the same processes technically but their success largely relates to their acceptance amongst their patrons. The organizations have to install new techniques related to billing systems which are designed to ease out the pressure of managing cash related procedures. Also, these devices help in keeping a better control on the operational, inventory and cash related controls. But still, a strict vigilance should be maintained in the premises to control various types of thefts and frauds.

4.15 GLOSSARY

Cashier Banking: A system where a cashier settles each check and is responsible for the transaction.

Customer Service: Customer service is the ability to satisfy your customers’ needs and wants.

ECR: Electronic Cash Register. Also called as ‘Till’

Imprest: The amount of money given to a cashier or server for the purpose of giving out change to customers.

POS: Point of Sale

Server Banking: A system wherein the server or bartender also carries out the responsibilities of a cashier.

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4.18 TERMINAL QUESTIONS

1. Enlist some of the important points which can make the customer care of an establishment different from others.
2. Enlist the points which are important in making a first impression as ‘positive impression’ in front of a guest.
3. Design an audit checklist for customer service in bar.
4. What are the advantages of POS Machines over ECR?
5. Write the procedure for processing the sales through credit cards.
6. Write the procedures to be followed by cashiers while closing their shifts.
7. Write the process of counting down a cash register and float.
8. Enlist the various measures which can be taken to prevent thefts and frauds from the bars.

UNIT: 05

BEVERAGE CONTROL SYSTEMS

Structure

- 5.1 Introduction
- 5.2 Objectives
- 5.3 Beverage Control
 - 5.3.1 Objectives of Food & Beverage Control
 - 5.3.2 Ground Rules of F&B Control
 - 5.3.3 Authenticity of Control
- 5.4 Managing Costs and Revenue to Make Profits
- 5.5 Policies for Pricing
- 5.6 Stock Control
- 5.7 Receiving, Checking, Storing And Issuing Controls
 - 5.7.1 Receiving & Checking Controls
 - 5.7.2 Storing Controls
 - 5.7.3 Issuing Controls
- 5.8 System Of Bar Books
- 5.9 Cellar Management
 - 5.9.1 Designing a Cellar
 - 5.9.2 Storing Wines
- 5.10 Control of Possible Losses in Bar
- 5.11 Controls for Beverage Production
- 5.12 Summary
- 5.13 Glossary
- 5.14 Reference / Bibliography
- 5.15 Suggested Readings
- 5.16 Terminal Questions

5.1 INTRODUCTION

A beverage control system is a means of computerising best practice within an outlet. It gives managers a better idea of the flow of liquor through the bar, enabling them to plan cash flow and stock control more effectively. At the sharp end, it provides managers with a more structured way of planning sales forecasting and future events taking into account financial considerations. Beverage control essentially means controlling the behavior of the people and the processes responsible for the expenses. Control is a process by which a manager attempts to direct, regulate and restrain the action of people to achieve the desired goal.

5.2 OBJECTIVES

After reading this chapter, you will be able to:

- Choose the correct procedures of managing costs and increased profits
- Compile the clear policies for pricing, Stock control, Receiving, checking, storing and issuing controls.
- Design the system of bar books.
- Formulate the procedures for cellar management.

- Derive various methods of controls involved in bar production, possible losses and POS systems for stock and beverage control.

5.3 BEVERAGE CONTROL

Beverage control may be defined as the guidance and regulation of the costs and revenue of operating the activity in a beverage establishment. A holistic beverage control module is crucial for any type of beverage operation regardless of its size. The cost of beverage can range from 25% to up to 50% depending on the type of operation. In case of standalone bars, food and beverage can be the only source of revenue. The amount of control is related to the size of the operation. A large group operation would require much more precise, detailed, up-to-date information, than a small operation. Additionally a larger operation will be able to support the control with a computerized system when a smaller operation may not be able to afford it. In both instances the type and volume of data required needs to be selectively determined if control is to be meaningful and effective. However, any control system has got its own limitations viz.

1. A control system can only identify problem areas and trends in the business.
2. The system cannot automatically correct such problem areas.
3. A control system will require constant management supervision to ensure that it functions efficiently.
4. A control system will need management action to evaluate the information produced and to act upon it.

5.3.1 Objectives of Food & Beverage Control

The objectives of a food and beverage control system are broadly summarized as follows:

1. ***Income and Expenditure Analysis:*** This analysis is based on the income and expenditure related to food and beverage operations as a whole where as the analysis of revenue is done separately by each outlet individually under the heads of sales mix, the average spending power (ASP) of customers at various times of the day, and the number of customers served. The analysis of costs includes departmental food and beverage costs, portion costs and labour costs. The performance of each outlet can then be expressed in terms of the gross profit and the net profit.
2. ***Establishment and Maintenance of Standards:*** The basis for the operation of any food and beverage outlet is the establishment of a set of standards which would be particular to an operation. In the absence of set guidelines, the employees will not be clear on the vision and mission and hence will not be able to deliver to the fullest always. So, preparing and following set rules is compulsory for a successful organization which can be achieved through Standard Operating Procedures (SOP). These set measures or guidelines can be effectively monitored and measured by management.
3. ***Pricing:*** One of the most important aspects of controls is to determine the menu pricing or we can say the selling price of the items. There are many factors to be considered while fixing up the menu price.
4. ***Prevention of Waste:*** the controls cannot be effective until and unless the wastage is minimized as it includes the costs and reduces the profit margins.

Failure to adhere to the standard recipes, over production and poor yields are few of the main reasons of higher production costs or generation of excess waste.

5. **Prevention of Fraud:** Any control system cannot assure for a fool proof system but a strict system in place can assure of a better control. The fraud can be done by anyone, may be the guest as well as the staff. If the staff follows the system, then the possibility of a guest walking out without paying is reduced or the claim that drink was not as expected after consumption is taken care off apart from disputes arisen on the number of drinks served. Typical areas of fraud by staff are overcharging or undercharging for items served and stealing of food, drink or cash.
6. **Management Information:** The designed control system is expected to provide an updated and detailed report to the management on daily basis which will help them to analyze the situations clearly with the help of accurate figures.

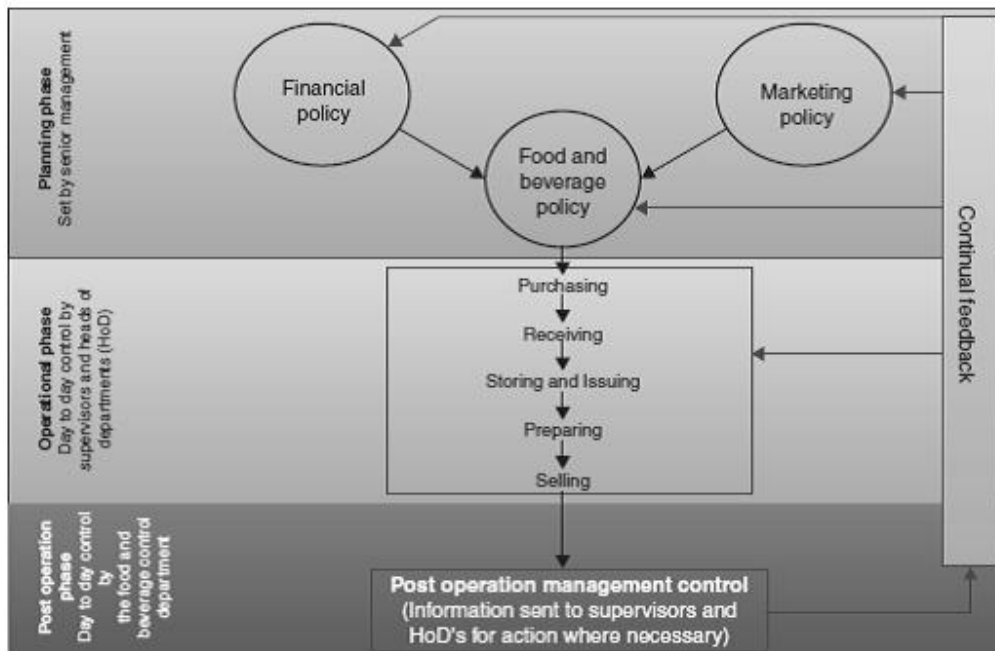


Figure 5.1: Holistic Food & Beverage Control System
Image Source: David, B. et al (2008)

5.3.2 Ground Rules of F&B Control

Effective control systems and procedures consist of three broad phases: planning, operational and management control after the operation has taken place.

THE PLANNING PHASE

It is difficult to run an effective system without having firstly defined the basic policies. In a large organization the policies should be written down and periodically reviewed in relation to the current business and future trends. There are three basic policies which need to be considered:

1. The financial policy will determine the level of profitability from the business. This involves the setting of targets for the business.

2. The marketing policy will identify the broad market the operation is intended to serve and the particular segment(s) of the market upon which it intends to concentrate. It should also identify the immediate and future consumer requirements on a continuous basis in order to maintain and improve its business performance.
3. The business policy, which is normally evolved from the financial and marketing policies, will define the main objectives of operating the beverage facility and describe the methods by which such objectives are to be achieved. It will usually include type of customer, type of menu, beverage provision, quality standards, method of buying, type and quality of service, degree of comfort and décor, and hours of operation.

THE OPERATIONAL PHASE

Having defined the policies, it is then necessary to outline how they are to be interpreted into the day-to-day control activities of the operation. The operational control has got following five main stages:

- **Purchasing** - Product testing, Yield testing, Purchase specifications, Method of buying, and Clerical procedures.
- **Receiving**: Quantity inspection, Quality inspection and Clerical procedures
- **Storing and Issuing**: Stock records, Pricing of items, Stocktaking, and Clerical procedures.
- **Preparing**: Volume forecasting, Pre-costing, and Clerical procedures.
- **Selling**: A checking system, control of cash, and Clerical procedures.

THE POST OPERATION PHASE

This final phase of food and beverage control is in three main stages of cost reporting, report analysis and remedial correction, if any.

5.3.3 Authenticity of Control

The effectiveness of any control system cannot be 100% due to the following uncontrollable factors:

- Yield of the product.
- Efficiency of staff.
- Equipment in use.
- Customer’s choice

CHECK YOUR PROGRESS-I

1. What is beverage control?

2. What are the primary objectives of beverage control?

5.4 MANAGING COSTS AND REVENUE TO MAKE PROFITS

The cost of any beverage unit can broadly be analysed under the following three heads:

1. **Material Costs** – Cost of beverage consumed and the cost of additional items such as garnishes. The beverage cost can be calculated as:

$$\textit{Opening Stock (+) Cost of Purchases Material Cost (-) Closing Stock}$$

2. **Labour Costs** – Wages and salaries paid to all employees, plus any employer contribution to government taxes, bonuses, staff meals, pension fund, etc.
3. **Overhead Costs** – All costs other than material and labour costs, for example rent, rates, insurance, depreciation, repairs, printing and stationery, china and glassware, and capital equipment.

It is necessary to examine costs not only by their nature (material, labour, overheads) but also by their behaviour in relation to changes in the volume of sales. Using this criteria, costs may be identified as being of four kinds:

1. **Fixed Costs:** These are costs which remain fixed irrespective of the volume of sales, for example rent, rates, insurance, the management element of labour costs.
2. **Semi-Fixed Costs:** These are costs which move in sympathy with, but not in direct proportion to the volume of sales, for example fuel costs, telephone and laundry.
3. **Variable Costs:** These are costs which vary in proportion to the volume of sales, for example food and beverage.
4. **Total Costs:** This is the sum of the fixed costs, semi-fixed costs and variable costs involved.

REVENUE CONTROL

To control the revenue of a unit, particular attention must be paid to the major factors which can have an influence on the profitability. Therefore it is essential to control the main factors which can affect the revenue of a business, such as the menu–beverage list, the total volume of food and beverage sales, the sales mix, the average spend of customers in each selling outlet at different times of the day, the number of covers served and the gross profit margins. The payment for food and beverage may be made in many forms such as cash, foreign currency, credit cards, cheques, travelers' cheques, luncheon type vouchers and signed bills. All staff handling cash should be adequately trained. There are two basic approaches to recording and controlling food and beverage sales.

1. *A manual system* – which is commonly used in small units.
2. *An automated system* – which is commonly used in with a very high volume of business

PROFITS

Three main kinds of profit are:

1	Gross profit	=	total sales – cost of materials
2	After-wage profit	=	total sales – (material (+) labour costs)
3	Net profit	=	total sales – total costs (material + labour + overhead costs)

All of the above are normally used as measures of performance against past results and budgeted targets.

5.5 POLICIES FOR PRICING

Choosing bar drink prices is a tricky line to toe. Prices too high can drive away the guests and prices too cheap will not allow being in business for much longer. One of the most important aspects of a bar, is to create a profitable and manageable price list. Few of the general points to be considered in pricing strategies are as follows:

1. ESTABLISH ALCOHOL COSTS

When taking into consideration how many different types and brands of liquors are used, it can seem quite overwhelming to begin setting a standard for pricing. It can be done by two ways:

- a. *The Traditional Method:* There are 5 steps to follow in the traditional (or manual) method for calculating beverage prices:
 - Start with intended percentage of alcohol cost (typically 20-25%), excluding mixers. Remember that pour cost can vary; bars in high-end markets may choose a lower percentage while pour cost may rise during promo events like Happy Hours.
 - Determine the cost per measure. This can be done by dividing the cost of the bottle by how many measures it holds.
 - Multiply the cost per measure by your pour size (usually 30 ml). This will establish liquor cost per drink.
 - Multiply liquor cost per drink by 4 or 5 to cover all the other variables.

- Round the price to the nearest quarter.

b. Four-Tier Approach

Some bar and restaurant owners choose to simplify the traditional method by creating pricing categories based on the quality of the liquor. These are usually lumped into four tiers, and priced accordingly:

- **Well:** These are the cheapest “house” liquors that are always mixed with something else. They sit in the well behind the bar (thus the name), and consist of local brands.
- **Call:** These are familiar liquors that patrons will “call” by name. Think “Bacardi and Coke.”
- **Premium:** Most bottles reflect the highest quality for a certain brand. Examples of premium liquor include: Bombay Sapphire Gin, Absolut, and Crown Royal.
- **Super-Premium:** These are the highest quality bottles in the house, and are usually aged and distilled with purity. Examples of super-premium brands include: Grey Goose, Johnny Walker, and single malt scotches.

2. MARKET POSITIONING

It’s always a good idea to look at the neighbors when setting a pricing structure. Market positioning usually boils down to a “meet or beat” methodology. Some bar owners choose to “meet” their competition by featuring the same products and pricing them similarly. Other operators choose to “beat” their competition by pricing comparable products for less, or offering higher quality products for the same price. No matter which method is opted, it is important to at least consider what the competition is doing, and how it is working for them.

3. CUSTOMER DEMOGRAPHICS

Customer characteristics like age, gender, or occupation are critical to evaluate when pricing the menu. An affluent clientele is likely to accept paying more for drinks and to visit establishments that charge above-market prices, whereas a blue-collar market may appreciate a more affordable menu with bundled items. Consider that pricing can affect customer volume and balance things out, as higher-priced establishments may be more exclusive and lower-priced bars might draw more customers.

4. CREATE STANDARD RECIPES

Establishing standard recipes for each drink is important to ensure consistency and quality. If each bartender makes cocktails a different way, customers will not only receive different types of margaritas, but the effort to price the beverage will essentially become useless. When standardizing recipes it's also important to stress the necessity of avoiding over-pouring. Over-pouring can be prevented by adding measured pourers behind the bar.

5.6 STOCK CONTROL

The primary objectives of stock control are:

1. To eliminate over-stocking, resulting in too-great a tie up of capital losses due to obsolescence, depreciation and increased storage costs.

2. To eliminate under-stocking, with its consequent, adverse effect on service and in this connection to afford an adequate follow-up on delivery promises.
3. To ensure that each item delivered from stock is properly accounted for and that pilferage and wastage, if they exist, are discovered at an early stage.
4. To ascertain the quantity of any item in stock and its price at any time.
5. To give easy reference to the prices previously paid for items, so that orders may be placed as advantageously as possible.

INTRODUCTION TO STOCK-TAKING

In order to find out whether any organization is making a profit or a loss, it is always advised to draw up Trading and Profit and Loss accounts periodically. The basic motto behind drawing up these accounts is to find out the value of all goods in hand. This process of evaluation of goods in hand is called as stock-taking. Although stock records are kept, it is still necessary to do stock-taking, that is the physical checking of all stocks on hand. Stock-taking involves the listing of every single item of stock with the quantities held, after which the items have to be individually priced and valued. There are three main kinds of stock-taking:

- Annual Stock-taking
- Perpetual inventory
- Periodic stock-taking

IMPORTANCE OF STOCK-TAKING

Whichever method of stock-taking is used, there are several reasons for its importance.

1. It serves as a check on the book figures shown in the books of account.
2. It can assist in the detection of pilferage and shrinkage.
3. It will show up slow moving lines.

STOCK TAKING PROCEDURES

The procedure for stock-taking will vary with the size of the premises but a typical procedure might be as follows:

1. Two of the staff who can be taken as responsible work together.
2. One calls out the description, quantity and any remarks about the goods. The other does the recording.
3. Care must be taken in recording the quantities, such as dozens, etc.
4. Special attention must be given to slow selling lines.
5. Spot checks can be made to ensure that accuracy has been obtained.
6. The total stock figure arrived at is entered in the stock book and the stock sheets are filed.
7. If there are any mistakes, a re-checking of some sections may be necessary.

COMMON CAUSES OF MISTAKES

1. Fixtures missed while taking stock
2. Mistaken quantities on sizes e.g. 1,500ml bottles, 750ml bottles etc.
3. Faulty calculators
4. Wrong entries in the stock sheets
5. Mistakes in counting

ROTATION OF STOCK

1. Commodities sold in licensed premises are perishable and have a shelf-life/best before date. If allowed to remain in stock for any length of time beyond the recommended shelf-life or best before date then they may deteriorate. This is particularly true in the case of beer both bottled and draught.
2. When selling all commodities the principle of F.I.F.O. (first in first out) is advocated. This entire means is that all commodities be sold in the order in which they are received from the supplier. Though this is a simple concept to understand and practise unless certain precautions are taken it can easily be overlooked in a licensed premises.
3. When goods are received into the cellar, whoever is checking in the goods should not allow new stock to be stacked up in front of or on top of existing stock.
4. If this is done the new stock will be sent to the bar and sold before the old stock.
5. If this practice is allowed to continue the old stock will remain in the cellar indefinitely. Eventually it may reach the bar after it has been in the cellar so long that it is out of condition and out of date. Each customer served with a bottle of beer whose condition has deteriorated is a potential ex-customer.
6. When receiving goods in a cellar all existing stock should be placed in front of or on top of incoming new stock.
7. When stock is requisitioned from the cellar by the bartender, the same principle applies.
8. On the shelves in the bar new stock should be placed at the back of existing stock ensuring sales of the latter first.

STOCK-TAKING FORM

No	Item Code	Item Name	Unit Price	Card Quantity	Counted Quantity	Difference	Remarks

Signature	Signature	Signature	Signature	Signature	Signature
Name	Name	Name	Name	Name	Name
Date	Date	Date	Date	Date	Date

Figure 5.2: Sample Stock Taking Form

STOCK CONTROL METHODS (MANAGEMENT TOOLS)

1. *Set Par Levels* - Inventory management should be made easier by setting “par levels” for each product. Par levels are the minimum amount of product that

must be on hand at all times. Whenever the inventory stock dips below the predetermined levels, a purchase order should be placed for immediate replenishment of the stock.

2. **First-In First-Out (FIFO)** - “First-in, first-out” is an important principle of inventory management. It means that the oldest stock (first-in) gets sold first (first-out), not the newest stock. This is particularly important for perishable products so that it doesn’t end up with unsellable spoilage.
3. **Manage Relationships** – It is important to have a good relationship with suppliers. That way they’ll be more willing to work to solve problems. A good relationship isn’t just about being friendly. It’s also about good communication.
4. **Contingency Planning** - A lot of issues can pop up related to inventory management. These types of problems can cripple unprepared businesses. A successful entrepreneur should always figure out the risk areas and also prepare their contingency plans.
5. **Regular Auditing** - Regular reconciliation is vital. In most cases, it is done with the help of physical inventory, spot checking and cycle counting.
6. **Prioritize With ABC** - Some products need more attention than others. Separate out products that require a lot of attention from those that don’t and categorize them as follows:
 - A - high-value products with a low frequency of sales
 - B - moderate value products with a moderate frequency of sales
 - C - low-value products with a high frequency of sales
7. **Accurate Forecasting** - A huge part of good inventory management comes down to accurately predicting demand.
8. **Consider Drop shipping** – It is the scenario in which instead of having to carry inventory and ship products internally or through third-party logistics, the manufacturer or wholesaler takes care of it.

5.7 RECEIVING, CHECKING, STORING AND ISSUING CONTROLS

The control procedure is discussed separately under following headings:

- Receiving & Checking Controls
- Storing Controls
- Issuing Controls

5.7.1 Receiving & Checking Controls

ESTABLISHING STANDARDS: The primary goal of receiving control is to ensure that deliveries received conform exactly to orders placed. In practice, this means that beverage deliveries must be compared with beverage orders in regard to quantity, quality, and price. The standards established for receiving are quite simple.

1. The quantity of an item delivered must equal the quantity ordered. Verifying this normally requires examining bottles, to be sure they have been filled and sealed, and then simply counting bottles or cases. It can also involve weighing kegs of beer to confirm the standard of fill or examining containers to confirm that those received conform to the order.

2. The quality of an item delivered must be the same as the quality ordered. For all spirits, wines, and beers, one would check to be certain that the brand delivered was the same as the brand ordered. For wines, verification may also require checking vintages or the bottling dates of wines that are best when young. For beers, it may require checking bottling or canning dates to ascertain freshness.

3. The price on the invoice for each item delivered should be the same as the price quoted or listed when the order was placed.

Because the basic standards for the job are rather clear and simple, any honest individual of suitable intelligence and ability can be trained to receive beverages correctly.

ESTABLISHING PROCEDURES: Standard procedures must always be established to ensure that standards will be met. The steps identified in the following list are generally considered those that make up a basic standard procedure for receiving beverages.

1. Maintain an up-to-date file of all beverage orders placed. Depending on the operation, these orders may be formal, informal, or a combination of the two. Major hotels, for example, commonly use formal purchase order systems. In contrast, the only record of an order placed by a small neighborhood restaurant may be some notes taken during a telephone conversation between the owner and a salesperson. Regardless of the size of the establishment, there can be no effective receiving procedure without written records of the orders placed, and the individual responsible for receiving must have these records available.

Henry Hilson Hotel New York, NY		Date <u>Oct. 1</u>			
To: A&C Suppliers 907 West 38th Street New York, NY 10090		Order Number <u>C 267</u>			
PLEASE SHIP THE SUPPLIES LISTED BELOW VIA: <u>Your truck</u>					
Quantity	Purchase Unit	Bottle Size	Item	Unit Price	Total Amount
6	case	750 ml	Old Crow bourbon	\$ 155.40	\$ 932.40
2	case	750 ml	Beefeater gln	\$ 179.40	\$ 358.80
				Total	\$ 1,291.20
ORDERED BY: <u>M. H. H.</u>					

Figure 5.3: Sample Purchase Order Form

2. Remove the record of the order from the file when a delivery arrives and compare it with the invoice presented by the delivery driver to verify that quantities, qualities, and prices on the invoice conform to the order.
3. Complete the following before the delivery driver leaves the premises.
 - Check brands, dates, or both, as appropriate, to verify that the quality of beverages delivered conforms to the invoice.
 - Count or weigh goods delivered to verify that the quantity received also conforms to the invoice.
4. Compare the invoice with the order to verify that goods received conform to the order placed.
5. Call to the attention of both management and the delivery driver:
 - Any broken or leaking containers
 - Any bottles with broken seals or missing labels
6. Note all discrepancies between delivered goods and the invoice on the invoice itself. Call any discrepancy between an order and the delivery to management’s attention immediately. Any such discrepancy may require a decision from management as to whether to accept delivery of the questionable items.

MERLINO FOODS		PO Box 80069, Seattle, WA 98108 206.723.4700 sales@merlino.com	Route: 2 Stop: 0	WC-INVOICE - WILL CALL 2275429 Invoice #						
WE WILL BE CLOSED DEC 25 AND JAN 1. MERRY CHRISTMAS!		Driver Signature _____	Delivery Time _____	Delivery Date: Thu 12/14/17 Page #: 1						
BILL TO Taggart Transcontinental Coffee 602 Galt's Gulch, WA 98121	SHIP TO: Taggart Transcontinental Co Galt's Gulch, WA 98121	REMIT TO: Merlino Foods PO Box 80069 Seattle, WA 98108		Entered: Todd Blesold (70) Thu 12/14/17 11:08AM Account #: 602 PO #: Due Date: Thu 12/14/17 Tax/LIC #: HOUSE (10) Terms: (2) COD CHECK DSR: -						
#	Ordered	Shipped	UOM	Pack Size	Item Description	SKU	Item Code	Weight	Unit Price	Extended Price
1	1.00	1.00	CS	1/5 GAL	Coca Cola BIB (Price Includes W.S.S.T.)		COKEBIB	56.00	\$85.74/CS	85.74
2	1.00	1.00	CS	1/24 CT	Coke Cans (24 Ct Case)		COKECAN24	22.00	\$10.43/CS	10.43
3	1.00	1.00	CS	1/5 GAL	Dr. Pepper Bag In Box		DRPEPBIB	65.00	\$82.45/CS	82.45
4	1.00	1.00	CS	24/12 OZ	San Pellegrino Limonata Cans (Lemon)		LEMONWATERCAN	19.50	\$17.77/CS	17.77
5	1.00	1.00	CS	24/200 ML	San Pellegrino Limonata Glass (Lemon)		LEMONWATERSAN	20.30	\$14.76/CS	14.76
6	1.00	1.00	CS	1/2.5 GAL	Sprite BIB (Price Includes W.S.S.T.)		SPRITEBIB2.5	26.00	\$44.18/CS	44.18
7	1.00	1.00	CS	24/12 OZ	Thomas Kemper Root Beer Soda		ROOTBEER	31.50	\$24.90/CS	24.90
8	1.00	1.00	CS	1/2.5 GAL	Seattle BS Soda Tax (SBT) 2.5 Gallon Bib		SBT2.5BIB		\$32.20/CS	32.20
9	1.00	1.00	CS	24/10 OZ	Seattle BS Soda Tax (SBT) 24/10 OZ		SBT2410		\$4.20/CS	4.20
10	1.00	1.00	CS	24/12 OZ	Seattle BS Soda Tax (SBT) 24/12 OZ		SBT2412		\$15.12/CS	15.12
11	1.00	1.00	CS	1/5 GAL	Seattle BS Soda Tax (SBT) 5 Gallon Bib		SBT5BIB		\$131.60/CS	131.60
<small>Merlino Foods (MER) does not guarantee sales and is not responsible for loss of sales in case of production availability. No product returns will be accepted without written authorization. All shipments are shipped FOB destination. Merchandise at the time of delivery. Certain restricted state delivery will not be accepted. COD (Post Office Collection Only) Merchandise at the time of delivery. Tax, rate or amount will be added to your invoice. The product will bear the weight of 100% unit sales in full. The Terms & conditions set forth in MER's labels are incorporated in full herein. All terms and conditions of the invoice shall constitute the complete agreement of the parties and may only be altered by written agreement of both parties.</small>									Customer Signature & Date Sub-total: 280.28 Taxes: 183.12 Fees: Adjustments: Total: 463.35	
<small>Printed with SIC Software on Thu 12/14/17 11:14AM - Copyright © 2011 Buehler Int. Inc.</small>										
<small>002 Cases: 11 Pounds: 242.3 Pieces Shipped: 11</small>										

Figure 5.4: Sample Beverage Invoice

7. Sign the original invoice to acknowledge receipt of the goods, and return the signed copy to the driver. Retain the duplicate copy for internal record keeping.
8. Record the invoice on the beverage receiving report.

9. Notify the person responsible for storing beverages that a delivery has been received.

In many establishments, a form known as a beverage receiving report is filled out daily by the individual responsible for receiving beverages.

BEVERAGE RECEIVING REPORT										
DAY: _____	DATE: _____	PERIOD: _____	PREPARED BY: _____							
VENDOR	INVOICE DATE	INVOICE NUMBER	INVOICE AMOUNT	LIQUOR	BOTTLED BEER	DRAFT BEER	BOTTLED WINE	MISC WINE	SODA	SOFT DRINKS
TOTAL										

Figure 5.5: Sample Beverage Receiving Report

5.7.2 Storing Controls

ESTABLISHING STANDARDS: Storing control is established in beverage operations to achieve three important objectives:

1. To prevent pilferage, it is clearly necessary to make all beverage storage areas secure. To establish the proper degree of security, access to storage areas must be restricted to authorized individuals, and steps must be taken to guard against unauthorized use of beverages by those who are permitted access to the storage areas. Alcoholic beverages are among the items in hotels and restaurants that are most prone to theft by those who are inclined to steal. Unless appropriate steps are taken, beverage products will disappear. There are many reasons for this, including the dollar value of the products, addiction to alcohol, and irresponsible, impulsive behavior, among others.

2. To ensure accessibility of products when needed, the storage facility must be organized so that each individual brand and product can be found quickly. In practice, this means assigning a specific storage location (shelf or bin number) to each item in the beverage inventory.

3. To maintain product quality, each item in the beverage inventory must be stored appropriately, under conditions that will maximize its shelf life. This requires taking into account such important elements as temperature, humidity, and the manner in which items are stored. Although the quality of spirits will not be adversely affected in storage under most conditions, wines and beers are subject to rapid deterioration if improperly stored.

ESTABLISHING PROCEDURES: Once beverages are received and checked they must be secured appropriately. Ideally, the received beverages are separated and stored into their respective areas. The merchandise is unpacked in the cellar and stored

correctly (table wines with an alcohol content of less than 16% by volume are stored on their sides, bottles of fortified wine, spirits and vintage ports are stored upright) on shelves or racks in the same order as on the standard bottle code/bin list. The objective for preparing a standard bottle code/bin list is to eliminate the confusion of bottle sizes, spelling of names and different brands, and to establish an appropriate starting point for the control of beverages. Each product is coded into the sales system identifying unit of measure/s available and the price/s charged. This can be linked to a stock control system that informs management of current stock level at any given time. This can then be physically checked as required.

5.7.3 Issuing Controls

Issuing control is established in hotel and restaurant beverage operations to achieve two important objectives:

1. To ensure the timely release of beverages from inventory in the needed quantities.
2. To prevent the misuse of alcoholic beverages between release from inventory and delivery to the bar

It is important for managers to control the quantities of alcoholic beverages issued and to take all necessary steps to ensure that quantities issued reach their intended destinations. To achieve these objectives, managers must establish two essential standards for issuing beverages:

1. Issue quantities must be carefully set.
2. Beverages must be issued only to authorized persons.

“Authorized persons” means those who have been assigned responsibility for the security of the issued beverages and will be held accountable for their disposition. Issuing of beverages generally takes place at set times during the day and may require a requisition note signed by an authorized person. When stock is transferred from storage to sales point it may be entered onto the sales database depending on the system in use. The importance of recording the transfer of liquor stock only becomes necessary when either the person responsible for the stock changes or additional people have access to stock (i.e. bar staff). In these cases a duplicate copy of the transfer may be used, one for each party concerned. The pricing of issues for beverages is different from that for food in that two prices are usually recorded, the cost price and the selling price. The cost price is recorded to credit the cellar account and for trading account and balance sheet purposes. The selling price is recorded for control purposes to measure the sales potential of a selling outlet using the basic formula:

$$\textit{opening stock} + \textit{purchases} - \textit{closing} = \textit{total beverage consumed} = \textit{beverage revenue}$$

It should be noted that the above formula might be calculated for the value of stock and purchases either:

1. At cost price in order to compare the usage with the actual sales and to ascertain the profit margin and beverage gross profit.

2. At sales price in order to compare potential sales with the actual recorded sales.

CHECK YOUR PROGRESS-II

1. What is the authenticity of any beverage control system?

2. What are the different types of costs?

5.8 SYSTEM OF BAR BOOKS

BEVERAGE REQUISITION: Different types of bars operating under one roof or control system are supposed to collect the required alcoholic beverages from the cellar against the beverage requisition signed by the authorized person. The cellar man collects the top copy of the requisition and issues the stock requested against the signature of the person receiving it and the empty bottles.

ABC HOTELS LIMITED							
				Bar Requisition No. 00108			
Outlet Name: Hell Freezes Over (HFO)				BEVERAGE REQUISITION			
				Date: 01/01/2019			
Bin No.	Item	Quantity	Unit	Cost Price		Selling Price	
				Unit Price	Total	Unit Price	Total
705	Absolut Citron	6	Bottle (750 ml)	2167	13002	4375	26250
610	Chivas Regal (18yrs)	5	Bottle (750 ml)	1759	8795	3500	17500
620	Glenfiddich (21 yr Single Malt)	4	Bottle (700 ml)	8431	33724	16800	67200
630	Johnie Walker Blue Label	3	Bottle (750 ml)	4961	14883	9900	29700
501	Heineken Lager	24	Bottle (650 ml)	258	6192	500	12000
758	Hendriks Gin	6	Bottle (700 ml)	972	5832	1900	11400
						TOTAL	164050
Received By _____							
Requisitioned By _____							

Figure 5.6: Sample Beverage Requisition Slip

CELLAR INWARDS BOOK: This provides accurate reference to all beverages coming into the cellar, and posting data for the cellar man's bin cards. Whenever necessary it is a useful check against the perpetual beverage inventory ledger held in the food and beverage control or accounts office.

ABC HOTELS LIMITED						
CELLAR INWARDS BOOK						
						Date: _____
Date	Beverage	Delivery / Invoice Number	Bin No.	Bottle	Halves	Other Sizes

Figure 5.7: Sample Cellar Inwards Book

CELLAR CONTROL BOOK: This provides a record of all daily deliveries to the cellar and the daily issues of each beverage from the cellar to the various bars and should cross-check with the entries on the bin cards and the various EPOS sales and inventory control system.

ABC HOTELS LIMITED														
CELLAR CONTROL BOOK														
Bin No.	Item	Unit	Cost	Opening Stock	Purchases	Total Stock	Issues	Returns	Book Stock	Physical Stock	Variance	Issue Value	Closing Stock Value	Remarks

Figure 5.8: Sample Cellar Control Book

BIN CARDS: These are provided for each individual type of beverage held in stock and record all deliveries and issues made, the cards being fixed on the shelves or racks against each beverage, the bin card numbers referring to the same bin numbers as the wine list and originating from the standard bottle code list.

HOTEL ABC LIMITED						
BIN CARD						
BIN Number: _____		Type: _____			Size: _____	
Date	Received	Issued			Balance	Signature
		Outlet 1	Outlet 2	Outlet 3		

Figure.5.9: Sample Bin Card

ULLAGES AND BREAKAGES

It is necessary for any ullages and breakages to be recorded, together with an explanation, and countersigned by a member of the food and beverage management department. The frequency of the recording of any ullages and breakages would determine the necessity for management to take corrective action. The term ‘ ullage ’

is used to cover all substandard beverages such as bottles of weeping wines, bottles of wine with faulty corks, unfit barrels of beer, etc. which, whenever possible, would be returned to the supplier for replacement. Breakages of bottled beverages usually occur by mishandling by cellar and bar staff.

ABC HOTELS LIMITED ULLAGES AND BREAKAGES							
Date: _____							
Drink	Bin No.	Breakages		Ullages		Reason	Sign
		Quantity	Value	Quantity	Value		

Figure 5.10: Sample Ullages and Breakages Report

RETURNS BOOK

Sometimes, the goods received are returned to the suppliers when the quality is bad or the bottles are damaged. The bottles returned to the suppliers are recorded in the returns book which is also known as Purchase Returns Book.

HOTEL ABC LIMITED RETURNS RECORD						
Date	Item	Bin Number	Quantity	Unit Price	Value	Signature

Figure 5.11: Sample Returns Record

EMPTIES

Many of the containers of beverages such as crates, kegs, beer bottles, soda siphons, etc. are charged for by the supplier against a delivery. It is therefore necessary that control be maintained on these charged items to ensure that they are returned to the supplier and the correct credit obtained.

HOSPITALITY BOOK

This is necessary to record the issue of drinks to the kitchen and other grades of staff as laid down by the company policy.

5.9 CELLAR MANAGEMENT

Cellar is a centralized storage area for all kinds of alcoholic beverages in the hotel. It protects the valuable stock from theft, maintains the quality of stock by storing them at appropriate temperature, and monitors the movement of the stock. It is managed by a cellar man who is responsible for all the stock under his control. The cellar is basically divided into following five areas:

1. The main storage area for spirits and red wine held at a dry and draught-free temperature of 55°F–60°F (13°C–16°C). This area is also used for the general collection and preparation of orders for the various bars and the storage of keg beers when there is a reasonable turnover.
2. A refrigerated area of 50°F (10°C) for the storage of white and sparkling wines.
3. A further refrigerated area of 43°–47°F (6°C–8°C). This is really necessary only when the turnover of kegs is slow as otherwise they may be stored at 55°F–60°F (13°C–16°C).
4. An area held at a temperature of 55°F (13°C) for the storage of bottle beers and soft drinks.
5. A totally separate area, from those above, for the storage of empty bottles, kegs and crates. This area needs to be as tightly controlled as the beverage storage area, not only because of the returnable value of the crates and bottles, etc. but to prevent free access by bar staff when an 'empty for full' bottle method of issuing is in operation.

5.9.1 Designing a Cellar

1. **LOCATION:** A wine cellar should be placed in the coolest and most humid place of the hotel. The ambient temperature of the place should be around 55-58 degree (F) with 55-75% humidity as this will help in placing a smaller cooling unit, thus reducing the costs. If the surrounding environment has an average yearly temperature of 85 degrees (F) compared to an average temperature of 65 degrees (F), then a larger cooling unit will be required in order to maintain proper conditions. A dry environment will also require a more frequent introduction of humidity.
2. **INSTALLING INSULATIONS:** The designated area should be well insulated with the help of chemicals, sprays or any other materials as this is an essential requirement for a healthy cellar.
3. **REFRIGERATION:** The proposed system of refrigeration should be chosen in the beginning itself as this will eliminate the possibility of leaving behind any cracks during the finishing stages. It can be a ducted Air Handler or ductless Split or a self contained Cooling Unit.
4. **VAPOUR BARRIER:** A good quality vapour barrier should be installed in a cellar as this helps in maintaining the desired humidity and temperature inside the cellar and also assists in better insulation.
5. **ELECTRIFICATION:** The cellar should be properly electrified as many machines or equipment used in cellar work on electricity. Also, the electrification boards and lighting systems should be placed at places in between the racks or in the corners. So before doing the electrification, there should be a proper plan for rack positioning.

6. **WALL COVERINGS:** Any material which is water resistant and resistant to high humidity can be installed for wall coverings. Any other material which does not meet out the criteria, will fail to work in the given environment. The wall should then be painted with primer first followed by a good quality water based exterior paint.
7. **FLOORINGS:** When installing flooring in a wine cellar it should be ensured that the flooring should withstand the high humidity environment. Therefore, carpeting is avoided for many reasons, including, the possibility of getting rot. Also, usage of vinyl flooring should be avoided as the mastic under it will remain moist and the flooring will have the tendency to move and buckle. It is always suggested to have a bare concrete floor, or more decorative option, like porcelain tiles, cork, or hardwood flooring.
8. **CEILING:** In addition to utilizing tongue and groove paneling for ceiling, a raised panel ceiling and/or soffit can also be installed. This does not provide any substantial difference to insulation value, but it does make a dramatic difference in the aesthetic look of cellar. Raised panel ceilings can be made to any room configuration whether it is a square, rectangle, octagon, or circle.
9. **INSTALLING A DOOR:** An exterior grade door sealed on three sides with weather-stripping and the bottom with a threshold and door sweep can be installed in the cellar. If a glass door is utilized, then it will need to be thermopaned to allow for insulation properties and to ensure it does not condense on the glass due to the temperature differential. Solid wooden doors can also be utilized in the cellars.
10. **LIGHTING:** There are very few limitations when it comes to lighting options for a wine cellar. If can lighting is to be utilized in a wine cellar, then thermally fused can lights should be used, also referred to as IC rated cans. There are also some concerns about the harmful effects of UV lights on long-term storage. There is no scientific evidence currently available that confirms that either way, but some in the industry would recommend to be clear of UV lighting.

5.9.2 Storing Wines

The following points should be kept in mind while storing wines in the cellar:

1. Keep it in the dark.
2. Store corked wine bottles on their side.
3. Keep the temperature constant.
4. Don't move the wine.
5. Avoid vibrations.
6. Control humidity.
7. Isolate the wine from strong odours.
8. Store for appropriate amount of time.
9. Proper ventilation should be done.
10. Avoid strong lights.

5.10 CONTROL OF POSSIBLE LOSSES IN BAR

The following is a list which may lead to Stock Losses, and emphasises the importance of Stock Control and Stock Taking.

1. **Wastage** or "shrinkage" include unavoidable elements like spillages and breakages, but are dwarf in front of the major problem which can be categorised much more concisely as plain theft. A number of factors make drink an attractive target for the pilferer.
2. **Waste** - This refers to beer overflow. This should be kept to a minimum. The use of Fob Detectors and regular cleaning of beer lines will help to eliminate this problem. The storage of beer is also an important factor here.
3. Goods taken out of stock by the proprietor and not recorded. There should always be a record kept of where stocks have gone, if cash has not been taken for them.
4. Understatement of cash register receipts.
5. Free drinks given by the owner or staff and not recorded.
6. If opening stock is overstated.
7. If closing stock is understated.
8. Bar food sales should be kept separate from drink sales.
9. Error in the pricing of purchases. Any changes in prices should be noted.
10. Breakages should be recorded.
11. Not using the requisition book properly when transferring goods from the cellar or storeroom to the bar or lounge(s). No goods should be allowed leave the cellar without a properly filled out requisition form.
12. Much attention should be paid to returns as purchases and a copy of the returns should be entered as a credit in the Cellar Goods Inwards. It should always be remembered that empty coopers and bottles are money.
13. Credit Notes and Allowances should be checked by the person responsible for the book keeping.
14. Injudicious use of the spirit measure.
15. Over buying.
16. Too much stock on hand can lead to pilferage as well as storage.
17. Inaccurate mixed drinks pricing.
18. Failure to have stock-taking carried out by a responsible person.
19. Cigarette sales should be kept separate from drink sales.
20. Look for proper references when employing staff.
21. Importance of staff training and particularly new employees.
22. Incoming goods should be checked by a responsible person who realises the implications of mistakes.
23. Space should be reserved for incoming goods.
24. Goods should be checked against delivery docket.
25. A copy should be retained and checked against the invoice and statement.
26. Goods should be placed in stock so that they will be issued to the selling points in the order in which they are received.
27. Any discrepancies from the original order should be noted.
28. No unauthorised persons should be allowed into the cellar.

29. A keg weighing scales should be used during stock-taking. Kegs being returned to the brewery should be weighed and checked by one member of the staff. The contents and number of the keg should be noted and this should be checked when the credit note is received.
30. Check invoices for proper discounts.
31. If only one person is responsible for stocks, there should be spot checks occasionally. Any discrepancies should be investigated. The above items give an idea where stock losses occur and how they may occur if there is not a proper system of checking and recording.
32. Flow meters are in use in some pubs to reconcile the keg with the cash register. They can monitor the number of pints sold, thus measuring wastage/shrinkage.
33. These records can help to:
 - a. Check accuracy of contents of kegs received.
 - b. provide the publican with more information
 - c. It is evidence during a revenue audit.

5.11 CONTROLS FOR BEVERAGE PRODUCTION

Control over beverage production is established to achieve two primary objectives:

- a. To ensure that all drinks are prepared according to management's specifications
- b. To guard against excessive costs that can develop in the production process

Specifications for drink production must take into account both the tastes of expected customers and management's desire to prepare drinks of appropriate quality and size. After all, customers who order drinks commonly have preconceived ideas of how the drinks will taste. A customer ordering a daiquiri, for example, may remember the enjoyable taste sensations provided in the past by the subtle blending of lime juice, sugar, and rum by skillful bartenders. A customer who is served a cocktail that does not meet expectations may be dissatisfied and complain or simply not return. Therefore, any establishment selling drinks to the public must recognize and accept certain standards of customer expectation and drink preparation and should establish procedures to ensure that these standards will be met.

Standards must be established for the quantities of ingredients used in drink preparation, as well as for the proportions of ingredients in a drink. In addition, drink sizes must be standardized.

When standards are set for ingredients, proportions, and drink sizes, customers can have some reasonable assurance that a drink will meet expectations each time it is ordered. Once these standards have been established and procedures have been developed for training employees to follow them, they can be adhered to even in the face of a high rate of employee turnover.

By establishing and maintaining these standards, managers also establish a means for controlling costs. When drinks are prepared by formula and served in standard portion sizes, one portion of any drink prepared (a daiquiri, for example) should cost the same as every other portion of that same drink. In addition, because the sales prices for drinks are fixed, the cost-to-sales ratio for one portion of any drink should be the same as the cost-to-sales ratio for every other portion of that drink. Simply stated, once

standards and standard procedures for beverage production have been established, it becomes possible to develop a standard cost percent for operation with which the actual cost percent can be compared.

The quantities used by the bartender must be controlled. To do so, one must determine in advance the specific quantities to be used for the production of drinks and then provide the bartender with a means of measuring those quantities. Devices like shot glass, jigger, pourer, automated dispenser, other glassware and free pour are used in controlling quantities. To establish quality guarantee, options like Standard recipes are utilized whereas standardization is also done in the form for fixing costs for straight drinks and mixed drinks which finally helps in determining standard sales prices.

CHECK YOUR PROGRESS-III

1. Name the different areas of a cellar?

2. What is the ideal storage temperature and humidity level in a cellar?

5.12 SUMMARY

After studying this unit it is clearly understood that effective stock and beverage control can make a significant difference to the efficiency and the profitability of business. Stock and beverage control can be useful in limiting losses to the bar through theft, fraud or poor working methods which can result in high levels of waste

especially in perishable goods or breakages. It can also identify fast and slow moving stock. It is crucial that bar adopts a comprehensive system for the receiving, checking, storing and issuing of stocks, this system should be supported by an internal system of bar books to control all the products, services and functions of bar.

5.13 GLOSSARY

Beverage Cost: It refers to the cost of beverages sold.

Bin Card: It is a storeroom card for each drink with bin number showing stock in hand, maximum stock level, minimum stock level and reorder level of the stock.

Cellar: It is a storage space for alcoholic drinks.

Standard Cost: This is the cost of a product worked out for a standard portion.

Ullage: It is the space between the cork and the top of the wine. It is also referred as weeping wine.

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5.16 TERMINAL QUESTIONS

1. How can stock control improve profitability?
2. What are the limitations of beverage control?
3. Write the ground rules for F&B Control.
4. What points are to be considered while doing the pricing?
5. Write the procedure involved in receiving controls.
6. Write the procedures to be followed during issuing of beverage.
7. Write the points to be considered while designing a cellar.
8. Enlist the various measures used in control of possible losses in the bar.