

Class 7

You've just finished a very busy class learning all about beer, wine, alcohol & spirits, and specialty drinks. Now it's time to learn how to run a bar and to prepare layered drinks.

In this class you will learn:

1. Customer service
2. Managing money
3. Beverage management
4. Layered drinks

Customer Service

- Smile!
- Make eye contact (look at customer when **greeting**).
- Place a napkin in front of the customer with emblem facing guest.
- If you are busy, acknowledge the customer and let them know you will be with them shortly.
- Cultivate a good memory of names, faces and tastes of your regular customers. Call them Mr. or Mrs. --- until you know them well enough to call them by their first names.
- **Be mindful of the order in which patrons arrive. Keep in mind the "single" customer gets impatient.**
- If more than one person is in the party, take the order from left to right. If there are women in the party take their order first.
- Suggest premium or call brands when your patron orders a generic drink or type of liquor.
- Try to remember a patron's favorite brand or drink, and how they like it prepared. Never ask a patron if they would like their "usual". Instead, ask if they would like a ---- today.
- If a customer hesitates when ordering, make a helpful suggestion. Ask what type of drink they would like, (example: sweet, sour, act.). Knowledge of drinks and their ingredients is necessary in suggestive selling.
- Always recommend special drinks.
- The time of day is also a factor to keep in mind when suggesting cocktails and mixed drinks. For brunch - Bloody Mary's, Mimosas and Screwdrivers are good suggestions. For after dinner or late evening - Brandies, Cordials, Coffee drinks and Cream drinks can be an effective sale.
- Weather cues should also be followed. Tall cool drinks or chilled mugs on a hot day are inviting. Hot drinks are warm and a good winter suggestion.
- For several guests who order the same type of wine by the glass, the server should offer a bottle or carafe of wine. Patrons appreciate this gesture since it can save them money in the long run.
- Try to make each patron feel important. Make his/her drink just the way they want it.
- Pay close attention to specific requests such as "with a twist", "on the rocks", "no garnish", "very dry".
- This will help eliminate mistakes, customer dissatisfaction, and extra steps.
- Drinks are to be built as specified, and served in the proper glass with the appropriate garnish, unless customer requests a specific change.

- When a drink is ordered, place the required glass on the bar rail. If more than one drink is ordered, place the glasses in a straight row with the rims touching. Place your mixing glass on the bar, and pour the ingredients where the customer can see. Allow for ice melting during the shaking process.
- Always make sure the label of the bottle is turned towards the patron so he/she can see what you are pouring.
- Never use hands when handling ice. Use the ice scoop. Never attempt to scoop the ice with the glass. This invariably results in chipped glass.
- Return each bottle to its proper place immediately after using it so that you and other bartenders can reach for it without losing time looking for it.
- Never fill a glass so full that it spills when the patron attempts to pick it up.
- A whiskey service glass (jigger) or a double jigger might be used for measuring all liquor, except for items that are served in a wine glass. If free pouring, try to be as precise as possible at all times.
- As soon as you mix a drink, put the bottles back in their places, discard the ice, and wash and rinse your glass, mixing cup and strainers. Now are ready for the next drink. Good efficient work habits will save time in the long run.
- If allowed, ask your guest if they will be running a tab. If yes, follow the correct procedures.

Managing money

Money handling

Register drawers are to be kept closed except for ringing in drinks or making change for customer. Your bank is the amount of money that you are given to start your shift.

- Cash transactions must be rung up immediately.
- At no time should there be money left on or near the register waiting to be rung in. All transactions are immediate.
- Checks from the service bar should "Red Lined" by the service bartender after each drink order is completed.
- Repeat back the amount of money the customer gave you.
- Put the money on the top of the draw and then count back the change.
- Say out of \$20....This will help eliminate shortages or overages.
- Count your bank at the beginning of your shift.
- Do not go into other server's drawer.
- Only perform one cash transaction at a time.
- Exact amount given needs to be rung up in register.
- Some registers calculate the amount of change due back.



Cash Registers

PLU..... Price look up

86.....Out of stock

Over.....Register draw has more money than the reading

Credit card procedures

Every establishment may have different procedures. Ample time will be given to train you on credit card procedures.

Tips

If a customer has left money on the bar that you think is intended as your tip but you don't want to seem presumptuous, have your relief bartender nicely ask, "Is this a tip for _____?"

If all else fails, let your relief bartender know that certain customers have not had the chance to tip you yet. The relief should split the tip with you accordingly and put your share someplace where you can pick it up at a later time. Give your customers the **opportunity to** tip you. Never leave the bar without thanking your customers and letting them know that you are leaving!

Declaring Tips

The days of bartenders being able to pay rent with their paycheck and banking the cash tips are gone. Most bartenders are making the same, if not less, than they were ten years ago before the 8% tax rule came into the picture.

The Tax Equity and Fiscal Responsibility Act of 1962 (T.E.F.R.A.) established regulations for the reporting of tips received by employees working in the food and beverage industry. This tax rule makes bar and restaurant owners responsible for seeing that at least 8% of their gross receipts are reported as tipped income by their tipped employees.

The government assumes that we are tipped at least 8% of the business' gross receipts. Therefore, if the total amount of tips reported by employees does not equal at least 8% of the gross receipts by tax time, the business must allocate the difference to the individual employees that created the shortfall.

Avoid any surprise allocations at tax time by declaring your tips as you go. Many businesses compute this figure and allocate for you on a daily or weekly basis. It is best to keep personal records of your tips, hours, and if possible, your gross sales.

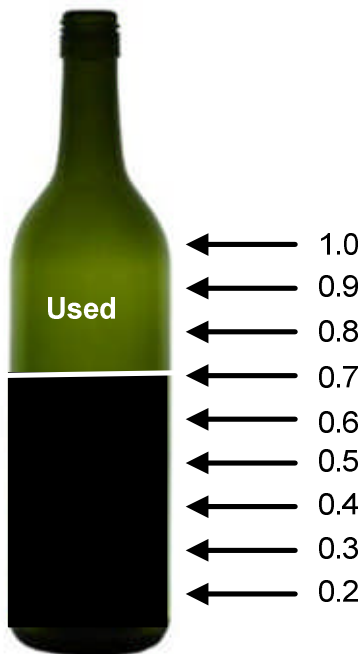
Beverage management

Inventory control

Inventories of all liquor stock are generally done on a monthly basis. The purpose of the inventory is to determine a liquor cost for the bar or restaurant. Partial bottles are inventoried by tenths.

The bottle in the illustration below contains seven tenths (0.7) of liquor. If the total bottle costs \$11.50, then the value of the liquor in the bottle would be \$8.05 ($.7 \times \$11.50 = \8.05). The inventory controls under the bar and remote are a must for a successful operation.

Bottles are inventoried by 10ths.



0.7 x original cost of bottle

Liquor Cost Formula

Months beginning inventory (spirits, beer and wine)	\$11,545.00
Plus purchases for the month (spirits, beer and wine)	+ \$9,752.00
Total	\$21,297.00
Minus months ending inventory (spirits, beer and wine)	-\$10,065.00
Total	<u>\$11,232.00</u>



Total sales for the month: \$49,859.00

What is the liquor cost percentage for the month?

\$11,232 divided by \$49,859 = 22.5% liquor cost percentage

A safe operating margin is between 18% and 25% liquor cost.

Four reasons that cause a higher liquor cost

1. Over pouring
2. Free drinks
3. Under pricing
4. Theft

Layered drinks



Pony glasses are used most often for layered drinks such as Mudslides, B-52's, After Fives & Slippery Nipples.



When layering a drink:

1. Pour the heaviest liqueurs first. Pour the second liqueur slowly over a bar spoon or a cherry and it should layer.
2. For two liqueurs pour $\frac{3}{4}$ oz, for three liqueurs pour $\frac{1}{2}$ oz. of each.

- **B-52** $\frac{1}{2}$ oz. Kahlua, Grand Marnier, Bailey's
- **MUDSLIDE** $\frac{1}{2}$ oz. Kahlua, Vodka & Bailey's
- **SLIPPERY NIPPLE** $\frac{3}{4}$ oz. Sambuca & Bailey's one drop of Grenadine
- **AFTER FIVE** $\frac{1}{2}$ oz. Kahlua, Peppermint Schnapps & Bailey's.



FLOATING (layered drinks) *This lesson will be demonstrated by your instructor.*

Floating or layering will create a rainbow effect in a glass with different colored cordials that requires a special pouring technique. Simply pour each liqueur slowly over an inverted teaspoon (round side up) into a glass. Start with the heaviest liqueur.