

BEVERAGE SERVICE STANDARDS

“Army Catering & Club Operations”



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Customer Service

Service is the key to beverage sales. **Prompt, friendly, and courteous** service is the overriding requirement.



Always check your personal appearance before interacting with guests.

- ❖ Project a good image: be pleasant and friendly.
- ❖ Cultivate a good memory for faces and names.
- ❖ Be alert and attentive to the customers' needs.

1. PREPARING TO SERVE

Personal Preparation

➤ Great Attitude

- Employees must have a good attitude, a pleasant personality, and a presentable appearance.
- Uniforms should be clean and well pressed, hands and fingernails must be clean, hair, makeup and jewelry should all be in good taste. .

Station and Bar Preparation

- Before the Bar/Lounge open (and before functions), make sure the bar and all Server Stations are fully stocked with:
 - ❖ Glassware
 - ❖ Napkins
 - ❖ Coasters
 - ❖ Condiments
 - ❖ Bar Snacks if necessary.
- Always confirm that all glasses, flatware, etc. have been cleaned and sterilized according to:
 - ❖ Your facility's standards
 - ❖ Health Department requirements
- Keep the station well-maintained throughout your shift



Make sure your station is ready to go before you start serving.

Customer Service

1. PREPARING TO SERVE -Continued-

Bar / Counter Set-Up

- The refrigerator(s) are stocked.
- Juice, purees and consumables are fresh and within expiration date.
- The back bar and speed rails are fully stocked.
- Fruit is prepared.
- Ice station are fully stocked.
- All bar guest supplies and condiments are fully stocked.

Floor & Table Set-Up

- Make certain that:
 - Lounge menus and promotional fliers are
 - **Clean**
 - **In good condition**
 - **Pre-set on each table facing the Bar/Lounge entrance**
- All furniture is positioned correctly according to the approved floor plan.
- Carpets and flooring are clean and free from debris.
- Tables are clean, sanitized and set.
- Lights are at the proper level.
- Music is playing in the background. Music should always be the source for background noise unless there is a television broadcast of a major event.
- Popcorn made or snacks set out if it is appropriate.
- If your facility has televisions, turn them on.



Check that your ice stations and refrigerators are well stocked.



Check to see that all tables are spotless.



Make sure that menus and Promotional materials are in place on the table.

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SEQUENCE OF SERVICE

2. WELCOMING GUESTS TO THE BAR/LOUNGE

➤ Service Skills

Quality service is based on all bar personnel knowing their roles and responsibilities to the guest and to the bar. Specifically all bar employees should be well versed in the art of taking an order, delivering the product and presenting the check.

The Greeting

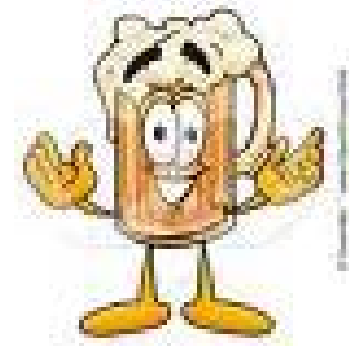
✓ The greeting is the first impression given to the customers. Always greet the guest with a smile and a welcome.

- Wherever you are working, keep an eye on the Bar area
- When customers enter the Bar/Lounge area
 - ❖ Make eye contact within 30 seconds.
 - ❖ Within 1 minute, greet them warmly according to the time of day
 - Good Morning, Welcome to *(facility's name)*
 - Good Afternoon, Welcome to *(facility's name)*
 - Good Evening, Welcome to *(facility's name)*

- ❖ Invite them to sit wherever they like.
- ❖ Offer to take their order within
 - 30 seconds if they're at the bar.
 - 3 minutes if they're at a table.
- ❖ If you are unable to serve the guest immediately
 - Acknowledge that you know they are waiting.
 - Apologize for keeping them waiting when you do serve the.



Greet guests warmly as soon as they enter the area.



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SEQUENCE OF SERVICE

3. TAKING AN ORDER

A bartender is much more than an order taker: A bartender is a sales person. Selling is a part of everyone's life. A prerequisite of selling is sales skills and the knowledge of products. Selling is a combination of; 1) understanding your customer's wants and needs, 2) respecting your customers, 3) helping your customer. PEOPLE like to "BUY", but hate to be "SOLD"

➤ Sales Skills

Selling skills can be broken down into three categories.

1. Interpersonal skills; the ability to handle and resolve conflict
2. Salesmanship skills, having the ability to sell yourself and the product.
3. Technical skills, being knowledgeable about the product your are selling and how it will benefit the guest.

Also the ability to up sell is very important. All this involves is product knowledge and verbalizing it to the guest in a pleasant, positive way.

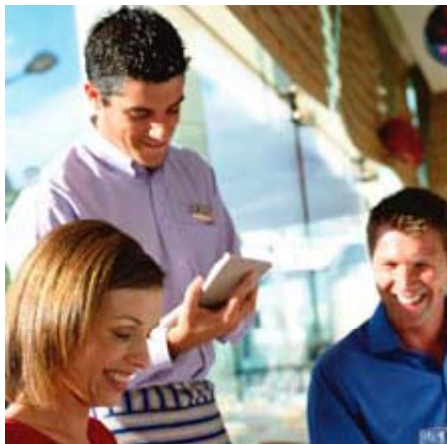
- ✓ Up-selling is an art form and the best do it without guests even noticing.
- ✓ Never ask for a drink order in a manner, which can be answered "yes" or "no".
- ✓ If a guest does not specify a brand of liquor, bartenders should offer a beverage by brand name. This technique is referred to as "up-selling."

Up-selling requires thorough knowledge of the products available in order to be effective: i.e., the customer says, "I'll have a vodka tonic." The bartender responds, "Would you like Absolut or Grey Goose?"

❖ NEVER OVER SELL! Always allow the guest to finish ordering before you start suggesting. Be aware of what the guest is ordering and make sure he/she understands what he/she is getting.



Take accurate notes about every order.



Be prepared to describe and recommend specialty drinks and appetizers.

Taking the guest order accurately.

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SEQUENCE OF SERVICE



3. TAKING AN ORDER

- Continued -

➤ Product Knowledge

It is imperative that all bar personnel know what brands are served at the bar; liquor, beer, wine and non-alcoholic drinks. The name of the product is not enough. All of the staff should know the different flavors and good descriptive elements when recommending brands to guests.

Types of Alcohol

- Spirits
- Beer
- Wine

Spirits

- Gin
- Vodka
- Rum
- Brandy
- Tequila
- Whiskey
- Bitters
- Cognac
- Liqueur or cordial
- Schnapps
- Sherry

Whiskeys

- Bourbon
- Irish Whiskey
- Rye
- Scotch

Beer

- Draft Beer
- Dry Beer
- Light Beer
- Nonalcoholic Beer
- Bock Beer
- Malt Liquor
- Pilsner
- Porter
- Stout
- Ice Beer

Wine

- Table Wine
- Aperitif Wine
- Dessert Wine
- Port
- Sake
- Sparkling Wine
- Still Wine



* Description of each product is founded at Annex A.



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SEQUENCE OF SERVICE

3. TAKING AN ORDER - Continued -

Taking the Order

- Begin by building rapport with your guests
 - ❖ Smile
 - ❖ Be warm, enthusiastic, and welcoming
 - “Good Afternoon/evening, Mr/s. XX or Ladies and Gentlemen
 - My name is XX, Welcome to XX!
 - “To begin I would like to point out our lounge menu and highlight some feature items...”
 - Up-sell premium beer , wine, and liquor whenever possible.
 - ❖ If a single guest is seated anywhere in the Bar or Lounge (and not reading or working)
 - Attempt to strike up a conversation (without being bothersome or intrusive)
 - Offer a newspaper or magazine if facility is provided.
 - ❖ Make sure guests know that wines by the glass are available.
 - ❖ Take orders systematically
 - Ladies first
 - Then elders
 - Host Last (if it is obvious who they are).
 - ❖ Always use a guest position numbering system to link each guest with their order (so you always know who ordered what).
 - ❖ Place a napkin in front of each guest as you take their order.
 - ❖ Engage with each guest as you take their order.
 - Maintain eye contact
 - Nod to acknowledge understanding
 - ❖ When a round of ordering has been completed, repeat all items to avoid mistakes or misunderstanding.
 - ❖ Whenever leaving the table, ask if anyone needs anything else.
 - ❖ Promptly enter the order in the POS system (to avoid delay): be sure to include any special instructions or requests.



Begin by building rapport with your guests.



Engage with each guest as you take or deliver orders.

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SEQUENCE OF SERVICE

4. MAKING AND SERVING DRINKS



Remember that specialty drinks enhance both your guest's experience and your tip.



Mixology

Bartenders are responsible for knowing the beverage recipes to include ingredients, portion size, glassware, mixing technique, and garnishes. It is more than just knowing how to prepare a drink recipe. Bartenders often work in full view of their customers and must perform their tasks in an exemplary manner.

Presentation

A creative, festive beverage traveling through the bar on a cocktail tray will catch the eye of many guests, not just the one for which it is intended. This will encourage other patrons to try something that they might not have necessarily ordered. Presentation is not just for specialty drinks either – a simple highball served in a sparkling clean glass with the right garnish can have great eye appeal.

- Only make drinks after the order has been entered in the POS system and a receipt has been printed.
- Include a current bill when delivering drinks to guests.
- Whenever a guest has finished a drink, always ask if they would like another.
- When serving re-orders:
 - ❖ Replace the old receipt with an updated one
 - ❖ Destroy the old receipt.

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SEQUENCE OF SERVICE

5. DELIVERING ENHANCED SERVICE THROUGH “UPSELLING”



Be sure you know all the specialty drinks your bar offers

- Recommending upgraded beverage and dining options – or upselling – achieves two goals
 - ❖ It enhances your guest’s experience.
 - ❖ It increases your tab and your facility’s revenue.

- Ask “open” questions (that elicit information instead of a yes/no answer) in order to
 - ❖ Win your guest’s trust
 - ❖ Enable you to discover their needs and interests
 - ✓ What is the purpose of your visit?
 - ✓ What kind of cocktails do you enjoy?
 - ✓ What are your favorite types of wine?
 - ✓ What sort of food interests you?

- Product knowledge is essential to both service and up-selling- use it to make recommendations that reflect your guest’s interest.
 - ❖ Specialty cocktails
 - ❖ Premium spirits, beers, wine
 - ❖ Appetizers

- Make suggestions sound delicious and appealing
 - ❖ “If you’re interested in a cocktail, our specialty is a refreshing XX, made with premium XYZ.”
 - ❖ If your party would like to share a bottle of (varietal) wine, we offer a terrific (vintner) that is (describe characteristics)”
 - ❖ “I’d like to point out that we serve a superb XX lager – and that it pairs wonderfully with our XX appetizer.”

- Endorse the Customer’s Choice
 - ❖ “Great cocktail! You will love it.”
 - ❖ “That’s a wonderful wine selection – you’ll see why it’s among our most popular!”.

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SEQUENCE OF SERVICE

6. BEVERAGE SERVICE



Always use a tray to deliver beverages.

- Always use a round, non-slip cocktail service tray with coasters for all table service.
- Always check that all glassware and cups have no
 - ❖ Spots
 - ❖ Cracks
 - ❖ Smears
 - ❖ Watermarks
 - ❖ Lipstick
- Before serving a beverage order, check that it's fully accurate, including
 - ❖ Amount
 - ❖ Ice
 - ❖ Garnish
 - ❖ Temperature
 - ❖ Vintage (for wine).

Delivering Beverages

- Guests should receive their beverage(s) within three minutes of ordering them.
- Serve complementary bar snacks with beverage if your facility provide.
- Serve orders in the same sequence you take them,
 - ❖ Ladies first
 - ❖ Then elders
 - ❖ Host last (if it is obvious who they are).
- When serving cold beverages
 - ❖ Place a coaster in front of the guest
 - ❖ If the drink is not pre-poured,
 - Pour at the table 2/3 full
 - Leave the bottle on the table with the label facing the guest.
 - ❖ Deliver wines by the glass pre-poured in stemware.



Always check glassware for spots and cracks.

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SEQUENCE OF SERVICE

6. BEVERAGE SERVICE - continued-



Guests should always receive beverages within three minutes of ordering..



Whenever you revisit a table remove trash and unused dishware.

Delivering Beverages

- When serving hot beverage, place the cup and saucer in front of the guest with the handle and teaspoon facing right.
- For tea and coffee,
 - ❖ Ask the guest if they would like you to pour it for them; if they do fill the cup 2/3 full
 - ❖ Always place the pot and milk/cream container behind the cup with the handles facing toward the guest.
 - ❖ Make sure there a clean and neat caddy or bowl on the table with
 - ✓ White and brown sugar
 - ✓ Artificial sweetener
 - ❖ For tea service, also provide a small dish (not a saucer) for used tea bags.
 - ❖ As always, before leaving the table, ask the guest(s) if they would like anything else.

Checking Back

- Check on guest satisfaction within 2 minutes of delivering each order.
- On every visit to the table;
 - ❖ Remove:
 - ✓ Paper and debris from the table and floor
 - ✓ Side dish bowls
 - ✓ Anything not needed to enhance the guest experience
 - ❖ Replace any soggy napkins.
 - ❖ Refill bar snacks as needed.
- Pick up glassware without touching the rim of the glass in order to
 - ❖ Maintain a positive image.
 - ❖ Prevent the spread of bacteria.
- Clean and sanitize tables within 5 minutes of a party's departure.

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SEQUENCE OF SERVICE

6. BEVERAGE SERVICE - continued-

- When saying goodbye to guests
 - ❖ Ask about future gatherings
 - ❖ Offer to make future reservations
 - ❖ Recommend other food and beverage opportunities at your facility
 - ❖ Personalize your recommendations with specific suggestions.
 - ✓ Since you are with us for another few days I would like to suggest you visit our lunch program.
 - ✓ The specialty there is XX.
- Sincerely thank them for visiting and express your hope that they will return.



Clean and sanitize bar area within 5 minutes of guest's departure

Alcohol Awareness

Alcohol Awareness is a growing concern within the Hospitality Industry nationwide. By recognizing the “early” signs of intoxication, and monitoring your customer’s consumption.

- Responsible service of alcohol requires a team effort.
- Know and watch for the signs of intoxication. If there is any question, avoid further service and report to a manager who will make the final decision and determine whether the guest should remain or leave.
- If you know what it takes to get someone drunk, you can prevent it by monitoring their consumption and offering alternatives.



WINE SERVICE

PRESENTING AND SERVING WINE



- ❖ Server must present wine to the guest with label forward to ensure it is what they ordered.
- ❖ Open the bottle of wine in front of the guest.
- ❖ Pour a small amount of wine for the person who ordered the wine to sample and confirm satisfaction.
- ❖ Continue serving other guests, ladies first.
- ❖ Red wine must be served at room temperature.
- ❖ White wine must be kept on ice after serving in bucket, by tying a napkin around upper part of bottle.
- ❖ Top off the glass as required.
- ❖ Handle glassware by stem at all times.
- ❖ Offer additional glasses or bottle when finished.



You Must Be Able To Serve Many Different Types of Guests

To make appropriate selling suggestions, and give good service, it is helpful to recognize and know how to handle all types of guests. For example

- **The Timid Guest:**
 - Genuine interest and patient understanding will put this type of guest at ease. Even a comment on the weather can make him/her feel at home.
- **The Aggressive Guest:**
 - This type must be handled in a courteous and businesslike manner. Kindness and politeness can often change him into a steady and appreciative customer.
- **The Fussy Guest:**
 - This is one of the hardest guests to please. Try to stay one step ahead of him by learning the things that irritate him. Be sure to have everything just right, before serving the fussy guest. Remember all of the little things the fussy guest especially likes, even when they may seem peculiar to the average person.
- **The Over-Familiar Guest:**
 - Be courteous, dignified, and avoid long conversations. Stay away from the table, except when actual service is needed. Never try to give a wisecrack answer to a smart remark. You will only cheapen yourself and lower yourself to the same level as the rudeness of the guest.
- **The Guest who is Alone:**
 - Don't call attention by asking if he is alone. Seat him where he can see what is going on. The guest may be lonely and want someone to talk to. Be friendly, but don't neglect other guests. With nobody to talk to, time seems long, so serve as quickly as possible. This could be your most critical guest.
- **The Noisy Trouble-maker:**
 - Don't be drawn into arguments. Speak softly. Don't antagonize. Refuse to participate in criticism of management, the establishment, or other personnel.

As a member of the _____ Club, always know that

Your Work is Valued

Your Service is Important.

Your Success is Critical to the delivery of our Promise.

Thank You

