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### **Managing Bar & Beverage Operations**

**Course Description:** This course is designed to provide students with the practical knowledge needed to manage a bar or beverage operation. The course presents principles and theories to support and reinforce the practical aspects. Future managers gain a thorough understanding of how to deliver the responsible alcohol service demanded in today's society. Students also see how to balance marketing and control objectives, effectively plan the business, and select and train employees.

#### **Students will understand:**

- How bar and beverage operations qualify as production, marketing and service operations
  - Legal concerns and responsibilities regarding alcohol service
  - Primary control systems needed in bar and beverage operations
- The importance of product knowledge to successful bar and beverage operation management.

#### **Objectives:**

1. Identify and discuss the three primary legal concerns with regard to alcohol service, and describe the nature and growth of third-party liability laws and the effect of these laws on bar and beverage operators today.
2. Outline the changing drinking patterns of the U.S. public.
3. Apply techniques of server intervention and monitoring alcohol consumption.
4. Apply aesthetic and functional considerations to space allocation in bar and beverage operations.
5. Understand the "people skills" required of a bartender, the functions performed by an effective bartender, and how an effective bartender can increase sales without necessarily pouring more drinks.
6. Understand the basics of mixing cocktails and the importance of standard recipes and standard measurements.
7. Describe a guest-oriented approach to service and explain why such an approach is important.
8. Outline the major steps in serving cocktails, pouring beer, and opening and serving a bottle of wine.
9. Identify potential labor pools and various internal and external recruitment methods that can be used to recruit applicants from these pools.
10. Describe criteria that should and should not be used during the employee selection process.
11. Understand the importance of the guest profile in bar and beverage marketing, and describe the variables that affect a guest profile.

12. Develop various types of promotions and guest merchandising techniques that might revive lagging sales.
13. Describe considerations affecting the choice of purveyors, explain the role of purchasing controls in an overall control system, and identify general practices of good storeroom management.
14. Discuss the various standards that should be established to enhance product control, and explain how to determine product cost and ensure sales accountability.
15. Identify various employment laws that influence internal operations, and describe the general nature of state licenses and permits as well as the basic provisions of the Federal Alcohol Administration Act of 1935.
16. Define the three classifications of alcoholic beverages and differentiate between distillation and fermentation.
17. Define "malt brew" according to U.S. government standards, estimate the consumption of beer in the United States, and discuss the alcohol content of various types of malt beverages.
18. Understand the importance of wine knowledge to bar and beverage managers, and briefly describe the basic wine classifications.
19. Outline the procedure for judging wines, and explain how taste and smell are linked together in wine tasting.

**Group Teaching Guidelines:** This course comprises sixteen chapter sessions which can be combined or broken down to meet a variety of scheduling needs.

**Evaluation:** The student must complete sixteen basic self-scoring review quizzes and a comprehensive final examination.

**Learning Resources:** Managing Bar and Beverage Operations, by Lendal H. Kotschevar, Ph.D., and Mary L. Tanke, Ph.D., CFBE.

Gives you everything you need to know about bar and beverage management in one easy-reading book! Includes the big picture of how to plan and market the business, as well as details on all of the practical day-to-day beverage service procedures that bring guests back and prevent liability problems. Highlights include: Responsibility in Alcohol Service, Architecture and Interior Design, The Bar, Mixology, Service Procedures and Selling Techniques, Selection and Training of Human Resources, Marketing, The Purchasing Process, Control Systems, The Legal Jungle, Alcoholic Beverages, Distilled Spirits, Beers, Ales, and Malt Liquor, Wines.