



BUFFALO ALCOHOL BEVERAGE TRAINING

Bartender Version



BAR MERCHANDISING

MERCHANDISING BEST PRACTICES

A well merchandised bar will drive revenue by providing an opportunity for the guest to choose from the top-quality products that are part of the Top Shelf Program rather than defaulting to a potentially lower margin item.

1. DISPLAY EVERYTHING YOU SELL

We work hard to provide a premium experience for our guests. Let us make sure they know we've got the best selections available.

2. UTILIZE CATEGORY BLOCKING

Displaying a spirit category together so that they form a line, square, or grouping.

3. GROUP BRANDS TOGETHER WITHIN A CATEGORY

Ensure that all line extensions of a brand are displayed side by side so guest can see all similar items easily.

4. ALWAYS FRONT & FLAG BOTTLES

FRONT: Ensuring that bottle labels are displayed in a neat and organized fashion with the label facing the guest.

FLAG: All working display spirit bottles should have a pour spout and those spouts should be pointed to the left.

5. SHOWCASE SIGNATURE

Highlight the categories that we are known for within the display. Elmwood's signature items are American Classics therefore quality ingredients from our classic cocktails are highlighted throughout our displays.



LET'S WALK THROUGH THE BAR!

BAR MERCHANDISING- HANGING DISPLAYS

Left Shelf Product Display (left to right)

1. Grey Goose Vodka
2. Tanqueray 10
3. Patron Silver Tequila
4. Knob Creek Rye
5. Woodford Reserve Bourbon
6. Johnnie Walker Black Label Scotch



Right Shelf Product Display (left to right)

1. Clos du Bois Chardonnay
2. M. Chapoutier "Belleruche" Rosé
3. Kim Crawford Sauvignon Blanc
4. Erath Pinot Noir
5. Storypoint Cabernet Sauvignon
6. 19 Crimes Red Blend



BAR MERCHANDISING WINE COUNTER DISPLAY



Wine Counter Display Product (left to right, on countertop)

1. 19 Crimes Red Blend
2. Erath Pinot Noir
3. MacMurray Estate Pinot Noir
4. Mark West Pinot Noir
5. BV Coastal Merlot
6. Proverb Cabernet Sauvignon
7. Sterling Cabernet Sauvignon
8. Louis M. Martini Cabernet Sauvignon
9. Storypoint Cabernet Sauvignon

Wine Counter Display Best Practice

- Wine bottles and display shelves must be dusted/cleaned as needed weekly.
- Opened, active bottle of each wine:
 - Labeled with date of opening, on the back label not guest facing
 - Sealed with Vacu-Vin closure
- Closed, backup bottles of each wine:
 - Aligned with opened bottle
 - Label faced and fronted

BAR MERCHANDISING - SPIRIT TIERS- FRONT STATION

First Row Product Display (left to right)

1. Absolut
2. Absolut Flavor
3. Svedka

4. Ketel One
5. Grey Goose
6. Patron Silver

Second Row Product Display (left to right)

1. Captain Morgan
2. Malibu Rum
3. Crown Royal

4. Maker's Mark
5. Southern Comfort
6. Sauza Blue Silver

Third Row Product Display (left to right)

1. Bombay Dry Gin
2. Tanqueray 10
3. Tanqueray Gin

4. Patron Anejo Tequila
5. Patron Citronge
6. Camarena Silver Tequila

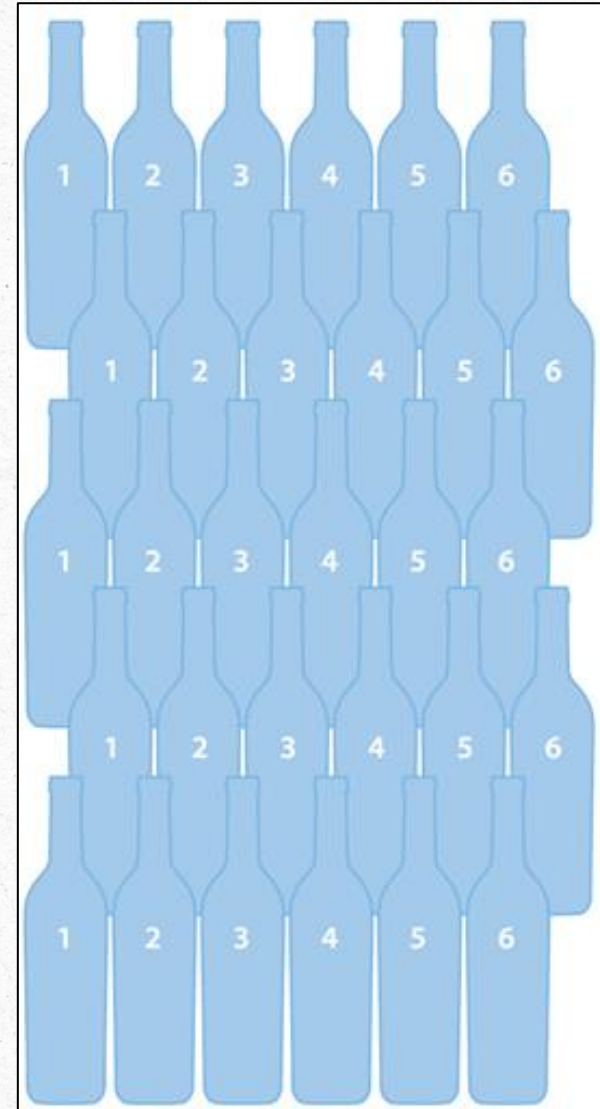
Fourth Row Product Display (left to right)

1. Dewar's White Label Scotch
2. Glenlivet 12 yr Scotch
3. Johnnie Walker Red Label Scotch

4. Johnnie Walker Black Label Scotch
5. Chambord Liqueur
6. Courvoisier VS Cognac

Fifth Row Product Display (left to right)

1. Dekuyper Blue Curacao
2. Dekuyper Sour Apple Pucker
3. Dekuyper Amaretto
4. Dekuyper Peachtree Schnapps
5. Dry Vermouth
6. Sweet Vermouth



BAR MERCHANDISING - SPIRIT TIERS- REAR STATION

First Row Product Display (left to right)

1. Absolut
2. Absolut Flavor
3. Svedka
4. Ketel One
5. Grey Goose
6. Patron Silver

Second Row Product Display (left to right)

1. Captain Morgan
2. Malibu Rum
3. Crown Royal
4. Maker's Mark
5. Southern Comfort
6. Sauza Blue Silver

Third Row Product Display (left to right)

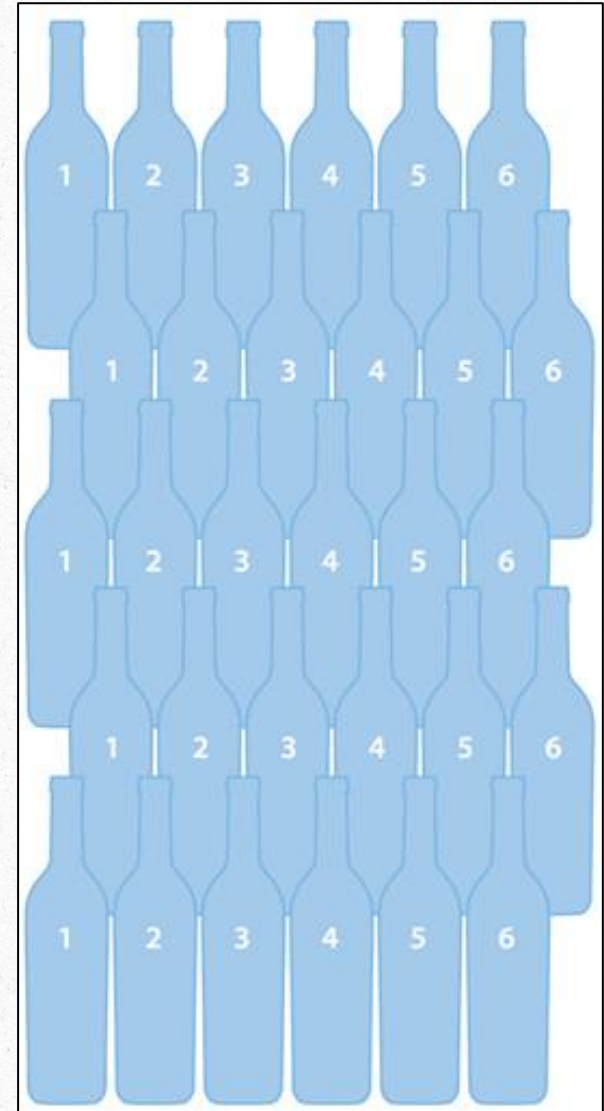
1. Seagram's 7
2. Bulliet Bourbon
3. Bulliet Rye
4. Fireball Cinnamon Whisky
5. Woodford Reserve Bourbon

Fourth Row Product Display (left to right)

1. Bailey's Irish Cream
2. Kahlua
3. Patron XO Cafe
4. Bacardi Mango
5. Bacardi Limon
6. St. Germain Elderflower

Fifth Row Product Display (left to right)

1. Monin Agave
2. Monin Coconut
3. Monin Watermelon
4. Monin Jalapeno
5. Grenadine



BAR MERCHANDISING - DRAFT BEER TOWER

Draft Handle Placement (left to right, both towers)

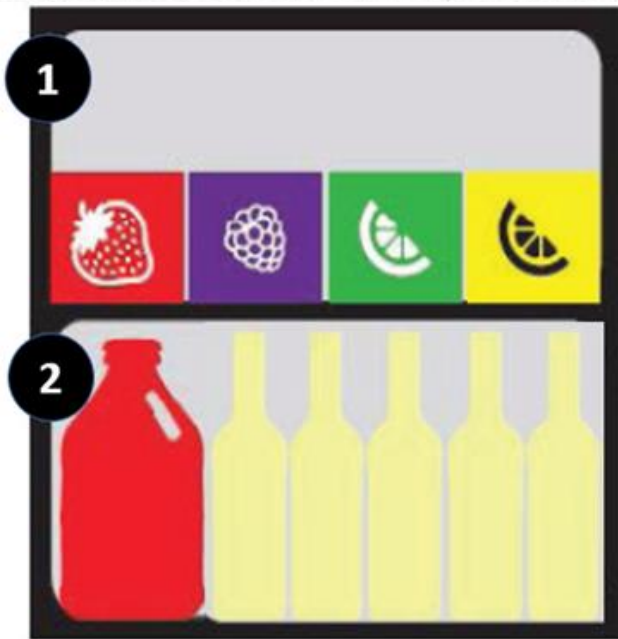
1. Southern Tier IPA
2. Modelo Especial
3. Blue Moon Belgian White
4. Coors Light
5. Bud Light
6. Labatt Blue Light
7. Samuel Adams Seasonal
8. Stella Artois



Merchandising Draft Beer Towers

- Put the craft or local beers on the draft tower closest to the entry of the bar. These are predominantly the highest net return draft beers and should be in the guest's initial line of sight.
- When draft towers have both high and low net return beers, ensure that the low-margin beers are located in the middle of the tower, flanked with high-margin beers. Again, this will allow the guest's eyes to view the premium selections before the lower price-point offerings.

BAR MERCHANDISING - BAR COOLER DOOR #1



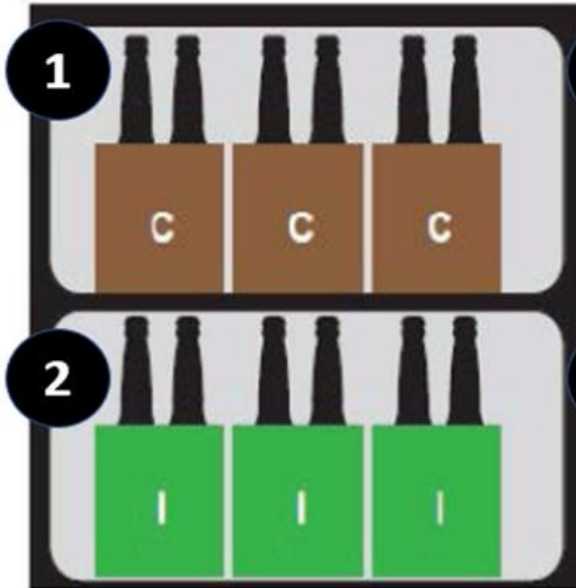
Bar Service Items (left to right, top to bottom)

1. Backup garnishes: fruits and herbs stored properly
2. Backup mixes and batch items, bulk juice and dairy products, including aerosol whipped cream

Bar Service Items Best Practices

- All bar coolers should be operating from 34°F - 38°F
- Routine cleaning of the door gaskets and vent and/or filter are necessary
- Items must be covered, labeled, dated, and rotated "First In, First Out"
- Each shelf should be neat, clean, and organized; all products are in guest sightlines, so items are stored with a place and purpose

BAR MERCHANDISING - BAR COOLER DOOR #2



Package Beer Items (left to right, top to bottom)

1. Top Shelf – Craft & Seltzer
 - a. Sam Adams
 - b. Angry Orchard
 - c. Truly Hard Seltzer
 - d. Yuengling Lager
 - e. Southern Tier IPA
 - f. Woodcock Niagara Lager
 - g. Woodcock IPA
2. Bottom Shelf – Import & Domestic
 - a. Coors Light
 - b. Miller Lite
 - c. Michelob Ultra
 - d. Labatt Blue
 - e. Budweiser
 - f. Corona Extra
 - g. Corona Light

Bar Service Items Best Practices

- All bar coolers should be operating from 34° - 38°F
- Routine cleaning of the door gaskets and vent and/or filter are necessary
- Bar coolers with glass doors must have operating lights to merchandise the product selections
- Packaged beer is fully stocked, fronted, and faced at opening, shift change, and closing
- Every packaged beer sold is present for guest view



BAR SET UP & LAYOUT

BAR SET UP METHODOLOGY

A properly setup bar impacts the efficiency of the associate, while also impacting the guest experience. It is important for the bar to be neat, clean, and organized in order to deliver positive results in both areas. Bar setups must also allow for “World Class Positioning”, creating complete drink stations that are independent from each other. Focus on three key elements when setting up drink stations:

1. EXECUTE TOP 10 COCKTAILS

Associates should be able to execute each of the Top 10 cocktails sold without moving more than one step. This includes all aspects of the drink, glassware, ice, ingredients, garnish, tools, etc.

2. EVERY STATION, EVERY SHIFT

The time spent setting up and breaking down a drink station is not worth the decreased guest engagement due to having to leave the front bar to make a drink at the service well. Staying “on stage” increases guest satisfaction and beverage sales.

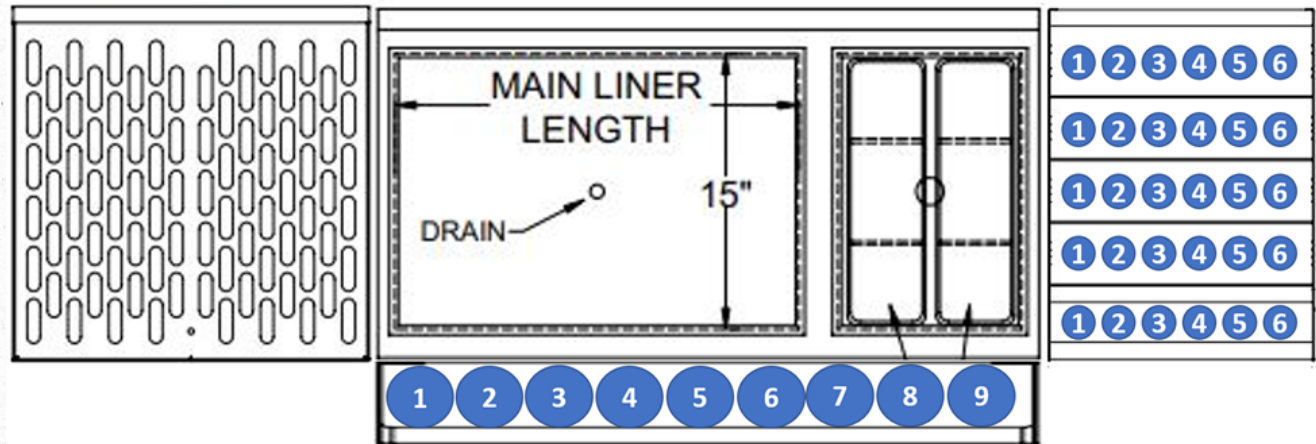
3. EVALUATED WITH LTO'S & MENU LAUNCHES

Setup should change with new LTO's and menu prints. Run P-Mix Reports to evaluate the spirit layout in the speed rails and service tiers. The Top 10 cocktails shift with season, and so should the product layout.

BAR SETUP- DRINK STATION: SPIRITS

Drink Station Speed Rail (left to right)

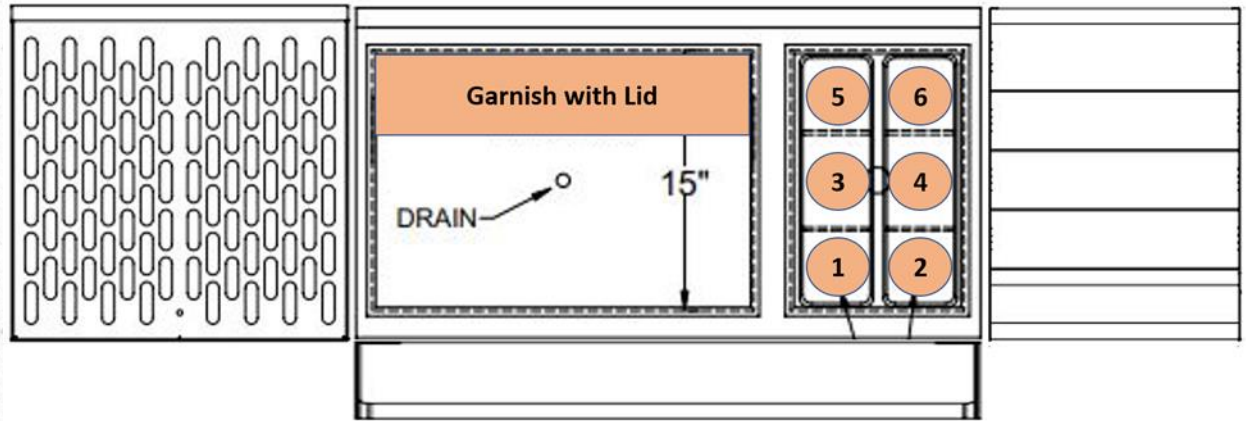
1. Smirnoff Vodka
2. Bacardi Superior Rum
3. Beefeater Gin
4. Dekuyper Triple Sec
5. Sauza Gold Tequila
6. Jim Beam Bourbon
7. Jack Daniel's Whiskey
8. Jameson Irish Whiskey
9. Tito's Vodka



BAR SETUP - DRINK STATION: MIXES & GARNISHES

Mix Well (front to back,
left to right)

1. Sour Mix
2. Bloody Mary Mix
3. Simple Syrup
4. Orange Juice
5. Cranberry Juice
6. Pineapple Juice



Mixes Best Practices

- Mixes & Juices must be stored in proper containers, labeled and dated
- Mixers & Juices in the Well Station must be stored on ice, kept between 36°F - 41°F
- All Mixes & Juices tend to separate naturally; shake or swirl each product before use

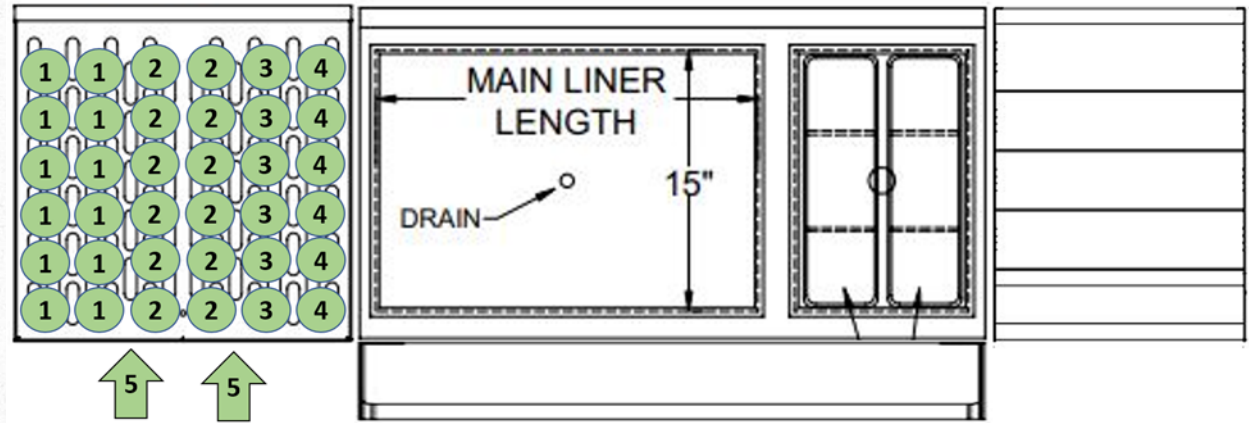
Garnish Container with Lid

- Stored under the counter, on top of the back half of the ice bin lid
- Garnish Containers with Lid must be able to close completely
 - Do not mound prepped fruit into the container preventing closure
- Garnishes at the Well Station must be stored on ice, kept between 36°F - 41°F
- Only stock enough fruit in the containers for a 4-hour period
 - Refresh as needed
 - Prep to order garnishes at the end of the pm Shift
- Use proper labeling and rotate product properly every time
- If prepped fruit is discarded, notify a manager so they can track high waste

BAR SETUP - DRINK STATION: GLASSWARE

Glassware Drain Table (left to right)

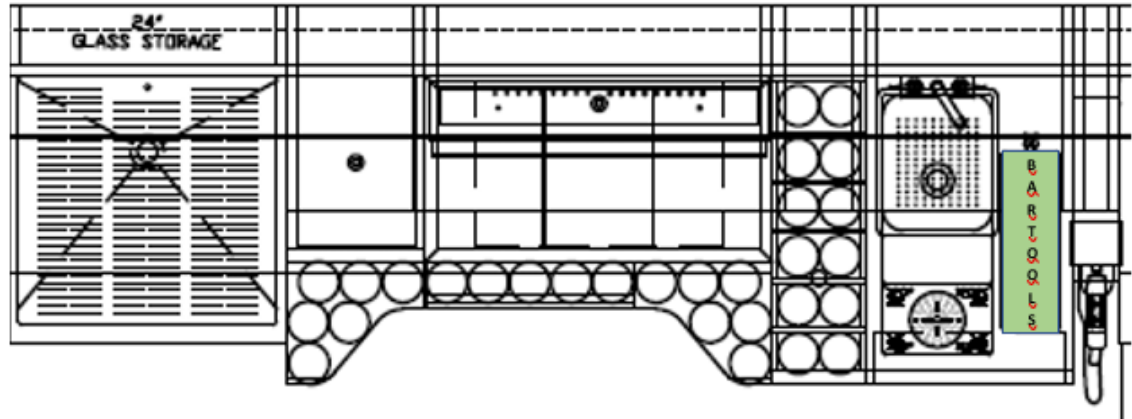
1. NA Tumbler, 20 oz
2. Highball Tumbler, 12 oz.
3. Old Fashioned/Rocks, 9 oz.
4. Cordial/Shot, 3.75 oz.
5. Pub Glass, 19 oz.



Glassware Best Practices

- Glassware should have inventory levels to span all stages of the Glass Cycle:
 - Storage > In Use > Dirty > Clean > Cooling > Storage
- **DO NOT** stack glassware more than THREE high
 - Stacking higher increases breakage
- **DO NOT** stack hot or warm glassware
 - Expanding and contracting with temperature changes increase chipping and breakage
- Wine, 16 oz. & Pub Glass, 19 oz. are stored clean, sanitized, and dry in their proper glass rack, inside the shelves of the Drain Table. As a rack is emptied during service, a new clean, sanitized, dry rack is restocked.
 - Each Drink Station should have full Wine, 16 oz. & Pub Glass, 19 oz. glass racks at opening, shift change, and closing
- Wash all stemware at the bar only
 - Stemware taken to the BOH dish pit has increased chance of breakage

BAR SETUP- DRINK STATION: BAR TOOLS



Bar Tools

- Bar Tools are stored in the water/dipper well to prevent cross-contamination from drink to drink. The water/dipper well must be set to a constant, slow stream so the water circulates and refreshes properly.
 - Jigger
 - Hawthorn Strainer
 - Bar Spoon
 - Muddler
 - Peeler
 - Julep Strainer
- At the end of each business day, the water/dipper well must be drained, cleaned, sanitized properly, with Bar Tools cleaned, sanitized, and dried properly as well.
- Each Drink Station needs its own set of Bar Tools in order to efficiently execute drinks at speed.
- Boston Shakers & Mixing Glasses are stored upside-down in the drink rail. After each drink execution, the Boston Shaker and Mixing Glass are rinsed using the inverted glass rinse at the front of the dump sink unit.



HOSPITALITY & SALESMANSHIP

HOSPITALITY

“The friendly and generous reception and entertainment of guests, visitors, or strangers.”

Below are 6 personality traits associates need to be trained on. Please fill in the attributes.

1. LISTENING-

2. COMMUNICATION-

3. GUEST FOCUS-

4. STRESS TOLERANCE-

5. STANDARDS & ACCOUNTABILITY-

6. MULTITASKING-

SALESMANSHIP

“The skills and methods used in selling or promoting commercial products.”

Below are 4 Salesmanship skills and methods. Please fill in the attributes

1. Upselling

2. Add-on Sales

3. Suggestive Selling


4. Reading the Guest

BEST PRACTICES IN COACHING AND HOSPITALITY

1. WALK THE BAR-

2. COACH & COUNSEL-

3. SETTING STANDARDS-



Add airport alc
safety

ALCOHOL SAFETY

At minimum, an operating unit's Alcohol Service Rules shall require the following:

1. PROHIBITIONS: Servers of alcohol are prohibited from serving alcoholic beverages to anyone who:

- a. exhibits any sign(s) of intoxication or;
- b. is below the legal drinking age (as governed by state or local law).

2. AGE VERIFICATION: Servers of alcohol must verify the age of anyone who reasonably appears to be 30 years old or younger by requesting and inspecting a valid form of identification. Valid forms of identification must contain a clear photo, name and date of birth and are limited to the following government issued documents:

- a. A valid driver's license issued by any state or foreign government;
- b. A valid government issued identification card issued by any state, the United States or foreign government;
- c. A valid United States Military identification card;
- d. A valid United States or foreign Passport and/or Passport Card; and
- e. Other valid forms of identification permitted by state or local law.

Units are not required to accept all of the forms of identification described above. Each unit must also comply with applicable state or local laws governing age verification and valid forms of identification. Each unit must also display signage at any location serving alcohol stating the Company's policy of verifying the age of customers who appear to be 30 years old or younger. Finally, each unit must provide a book at each location serving alcohol which photographically details each state's government issued driver's license.

3. LIMITATIONS: Servers of alcohol may serve no more than two (2) alcoholic beverages per guest for on-premise consumption during a single transaction. Alcoholic beverages in a guest's possession shall count against the service limitation of two (2) alcoholic beverages. For purposes of the Alcohol Service Rules, a "beverage" is defined as a serving of alcohol containing no more than:

- a. 1.5 ounces of liquor (a "double" shall amount to 2 alcoholic beverages); units may serve certain specialty cocktails containing more than 1.5 ounces of liquor subject to approval by the unit's Operating President/General Manager and Subsidiary Regional Vice-President;
- b. 25 ounces of beer in a single serving or in a flight; or
- c. 9 ounces of wine in a single serving or in a flight.

Servers of alcohol may serve a bottle of wine (containing 750 milliliters or more) or a single pitcher of beer (containing 50 ounces or more) to at least 2 guests, but no other alcoholic beverages shall be served during such a transaction. Further, servers of alcohol shall use approved devices to measure liquor when serving alcoholic beverages.

CRAFT COCKTAIL EXECUTION

DRINK MAKING TECHNIQUES

SHAKE & STRAIN

- Pour ingredients into mixing tin
- Fill tin 2/3 with ice and cap with Pint Glass
- Shake – Don't forget to shake it like you are trying to shake it up
- Break seal between tin and glass
- Fill the specified glass with ice
- Strain contents into glass
- Garnish and serve

TYPE - Cosmopolitan



BUILD TECHNIQUE

- Fill glass completely with ice
- Fill in order depicted from recipe
 - Garnish and serve

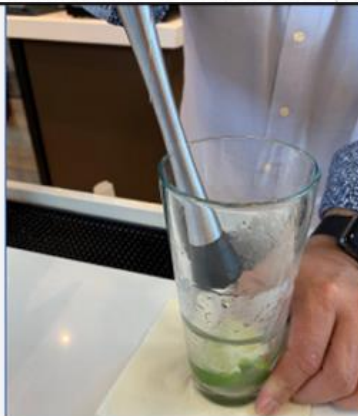
TYPE – Bacardi & Cola



MUDDLE

- Put muddling ingredients into empty glass
- Muddle with flat end of muddler to press on ingredients
- Fill glass with ice
- Pour in ingredients as listed in recipe

TYPE - Mojito



STIR & STRAIN

- Chill Martini Glass by filling with ice and soda water
- Pour ingredients into Pint Glass (chills liquids more thoroughly)
- Stir with bar spoon (or if requested to shake – see below)
- Empty Martini Glass of ice and soda water, shaking out any excess water
- Strain contents from Pint Glass into Martini Glass
- Garnish and Serve

TYPE - Classic Martini



GARNISH SPECIFICATIONS & SENSITIVITY

1. All fruit must be cut fresh for each day
2. All fruit that has been cut and is left over at the end of the night must be thrown away
3. Hands must be cleaned prior to and after cutting the fruit
4. Make sure to cut stem end off of all fruits

Covid Update:
Under no circumstances should garnishes be touch with your hand- please use a bamboo pick, a gloved hand or set of tongs.

GARNISHES	SPECIFICATIONS	SHELF LIFE
Blackberries	whole medium size	3 Days
Cinnamon Sugar Rim	½ cinnamon, ½ sugar	1 Shift
Cinnamon Stick	Full Stick	6 Mos.
Fresh Mixed Berries	whole medium size	3 Days
Lemon Wedge	1/8 Wedge - cut tips off, lengthwise wedge	1 Shift (6 hours max)
Lime Wedge	1/8 Wedge - cut tips off, lengthwise wedge	1 Shift (6 hours max)
Maraschino Cherries	Stored in Juice	1 Shift
Mint Leaves	On the Stem	1 Shift (6 hours max)
Orange Wedge	1/8 Wedge - cut tips off, lengthwise wedge	1 Shift (6 hours max)
Orange Wheel	3/8" Half Wheel Cut	1 Shift (6 hours max)
Pineapple Chunks	1" Cube, rind cut off	1 Shift (6 hours max)
Pineapple Wedge	3/4" Wedge - Core removed, slit in the center for placing on the glass	1 Shift (6 hours max)
Raspberries	whole medium size	3 Days
Luxardo Cherries	Kept in container in juice	3 Years
Demerara Sugar Cubes	Sealed container with lid	30 Days (once opened)

Lemons cut into 6's



Limes cut into 6's



Oranges cut into 8's



JUICE & MIX SENSITIVITY

JUICES & MIXES	BRAND	SENSITIVITY	Shelf Life (on station)
Agave Nectar	Monin	discoloration may indicate spoilage	6 Mos
Apple Juice	Location Specific	fresh smell and taste, flat taste or overly tart may indicate spoilage	7 Days
Bloody Mary Mix	Bloody Good	Thick Red color, fresh smell and taste, bubbling may indicate spoilage	2 Days
Fresh Lemon Juice	Fresh	overly tart or bubbling may indicate spoilage	2 Days
Fresh Lime Juice	Fresh	overly tart or bubbling may indicate spoilage	2 Days
Grapefruit Juice	Location Specific	overly tart or bubbling may indicate spoilage	7 Days
Lemonade	Location Specific	overly tart or bubbling may indicate spoilage	7 Days
Orange Juice	Fresh	overly tart or bubbling may indicate spoilage	7 Days
Simple Syrup	Finest Call	Thick clear syrup no particles	7 Days
Fresh Lemon Sour	Finest Call	overly tart or bubbling may indicate spoilage	30 Days
Fresh Lime Sour	Finest Call	off odor or discoloration may indicate spoilage	30 Days
Whip Cream	Location Specific	Stored in Reach in or over ice	7 Days
Cranberry Juice	Location Specific	overly tart or bubbling may indicate spoilage	7 Days
Ginger Beer	Location Specific	Overly bitter taste and flatness may indicate spoilage	2 Days
Pineapple Juice	Dole	overly tart or bubbling may indicate spoilage	7 Days

STANDARD POURS

TYPE OF DRINK	DESCRIPTION	PORTION
STANDARD DRINK – SHORT	Base liquor + Mixer	1.25oz
STANDARD DRINK - TALL	Base Liquor + Extra Mixer	1.25oz
DOUBLE SHORT	Double Liquor Pour + Nonalcoholic Mixer (less than standard)	2oz
DOUBLE TALL	Double Liquor Pour + More Nonalcoholic Mixer	2oz
ROCKS	Double Liquor Pour + More Nonalcoholic Mixer	2oz
NEAT / UP	Double Liquor Pour + More Nonalcoholic Mixer	2oz
MARTINI – ROCKS	Chilled glass (no ice)	2oz
MARTINI – UP	Shaken and served over ice	2oz
MARTINI – DRY	Refers to the amount of vermouth added	2oz
MARTINI – DIRTY	Refers to the amount of olive juice added (0.75oz.)	2oz
FROZEN DRINKS	Liquors (1.25oz.+) and mixes are blended with ice to create a slushy consistency	Varies
MULTI – LIQUOR DRINKS	Usually a base amount of liquor with one or more flavoring/modifying liquors Smaller quantities or lower proofs combined together to create a drink – total amount of liquor will be at least 1.25oz. and usually no more than 2 oz.	Varies

COCKTAIL BASICS

HOW TO MAKE A GREAT DRINK

- Always look up recipe when uncertain
- Fill glass with clean ice
- Follow all proper drink making techniques
- Leave approx. ½ " from lip of glass
- Use fresh and proper garnishes
- Always check back with guest

RECIPE ADHERENCE

- Right ingredients
- Right Measurements
 - Fill jigger completely to form a "bubble" top
 - Mixes still need to be measured, but a little more room for error
 - Right Tools – **USE YOUR JIGGERS!**
- Right Procedures and Techniques, i.e. shake with ice and strain, rimming glasses, etc.
- "Fill w/"
 - Recipe calculate costs which is why Bacardi & Cola says 3 oz. Cola and "fill w/"
 - Focus on "fill/w" not the ounces of mix

WATERMELON SPRITZER



GLASS

Wine

METHOD

Shake with ice & pour

PRICE & MARGIN

\$5.00	28.8%
\$6.00	24.0%
\$7.00	20.6%

INGREDIENTS

1.00 oz	Absolut	\$0.80
0.50 oz	Monin Watermelon	\$0.07
0.50 oz	Fresh Lime Juice	\$0.03
–	Shake above ingredients with ice	
2.00 oz	Top with Prosecco	\$0.50

GARNISHES

1 ea.	Lime twist	\$0.04
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TOTAL COST: \$1.44

SALESMANSHIP TIPS

Key Words – Crisp, Easy-Going, Bright, Bubbly

Role Play – The Watermelon Spritzer is our most popular, easy-going cocktail. Absolut Vodka, Prosecco and watermelon set this crisp and bubbly drink apart from the rest.

TROPICAL TAKE OFF



GLASS

Rocks

METHOD

Shake, strain over fresh
ice

PRICE & MARGIN

\$5.00	19.8%
\$6.00	16.5%
\$7.00	14.1%

INGREDIENTS

1.50 oz	Bacardi Mango Rum	\$0.78
1.00 oz	Passion Fruit Reàl	\$0.16
0.75 oz	Fresh Lime Juice	\$0.05

GARNISHES

TOTAL COST: \$0.99

SALESMANSHIP TIPS

Key Words – Crisp, Fun, Beachy, Enjoyable

Role Play – My favorite cocktail is the Tropical Take Off, which combines Bacardi Mango Rum, passion fruit, lime, and my favorite beach getaway. It's both fun and tasty!

PINA-MANGO MULE



GLASS

METHOD

Build & stir

PRICE & MARGIN

\$5.00	25.8%
\$6.00	21.5%
\$7.00	18.4%

INGREDIENTS

1.50 oz	Captain Morgan Spiced Rum	\$0.89
0.50 oz	Pineapple Juice	\$0.02
0.50 oz	Monin Mango Puree	\$0.07
2.00 oz	Top with Ginger Beer	\$0.12

GARNISHES

2 ea.	Pineapple Leaves	\$0.08
2 ea.	Pineapple Wedges	\$0.30

TOTAL COST: \$1.29

SALESMANSHIP TIPS

Key Words – Tropical, Crisp, Fruit-Forward, Delicious

Role Play – Off to vacation? Kick-start the trip with our Pina-Mango Mule featuring Captain Morgan Spiced Rum and the awesome, tropical flavors of pineapple and mango.

BUFFALO SOUR



GLASS

Rocks

METHOD

Shake, strain over fresh
ice

PRICE & MARGIN

\$8.00	26.5%
\$10.00	21.2%
\$12.00	17.7%

INGREDIENTS

2.00 oz	Bulleit Bourbon	\$1.82
1.00 oz	Fresh Lemon Juice	\$0.06
1.00 oz	Simple Syrup	\$0.02
--	Shake above ingredients with ice	
0.50 oz	19 Crimes Red Blend	\$0.22

GARNISHES

TOTAL COST: \$2.12

SALESMANSHIP TIPS

Key Words – Fresh, Classic, Refreshing

Role Play – Thanks for stopping by Queen City kitchen, would you like to enjoy our Buffalo Sour made with classic Bulleit Bourbon and delicious 19 Crimes Red Blend?



NOW LET'S GIVE IT A TRY!

A light-colored, monochromatic photograph of two glasses of iced drinks, possibly mojitos, garnished with mint leaves and citrus slices. The glasses are set on a light-colored wooden surface. In the background, there are more ingredients like lemons and mint. The overall aesthetic is clean and fresh.

WINE BASICS & TASTING

WINE BASICS

- All glasses of wine are a 5 oz pour
- Measure and mark a glass to ensure proper pour levels
- 8 oz pours must be served in a carafe
- Measure and mark a carafe to ensure proper pour levels

TERMS:

ACIDITY - the lively or crispness in wine that activates salivation

BODY - the weight of the wine in your mouth

OAK INFLUENCE - gives flavors of vanilla, baking spices

TANNIN - often causes the mouth to feel dry

We use wine Vac-u-Vins to ensure fresh wine

- Open wine has a 5-day shelf life



Write the date on bar code

- Write the date when bottle is opened
- If Vac-u-Vin'd properly, the spoilage date is 5 days from that date
 - Example: Opened = 8/23, then wine must be thrown out 8/28

WINE



BRAND/NAME

La Marca (187 mL)

VARIETAL

Prosecco

APELLATION

Prosecco DOC

VINTAGE

N/V

TASTING NOTES

Pale, golden straw color and sparkles with lively effervescence.

Aromas of citrus and honeysuckle blossoms.

Crisp clean palate brings fruity flavors of green apple, juicy peach and ripe lemon.



WINE

BRAND/NAME

M. Chapoutier "Belleruche"

VARIETAL

Rosé

APPELLATION

Côtes-du-Rhône

VINTAGE

N/V

TASTING NOTES

Pale pink in color with bluish tints.

Aromas of red currant, raspberry and grapefruit, complemented by exotic fruits.

Flavors on the palate which are fresh, delicate, and fruity with strawberry notes.



WINE

BRAND/NAME

Chateau Ste. Michelle

VARIETAL

Riesling

APPELLATION

Columbia Valley

VINTAGE**TASTING NOTES**

Medium-Dry in style

Crisp apple on the nose
Subtle minerality and plenty of acidity

WINE

**BRAND/NAME**

Dr. Konstantin Frank

VARIETAL

Riesling

APPELLATION

Finger Lakes, NY

VINTAGE

2019

TASTING NOTES

Delicate nectarine, pineapple and citrus on the nose

Cool and balanced with a touch of pear and mineral notes

Bright acidity and less sweet



WINE

BRAND/NAME

Ecco Domani

VARIETAL

Pinot Grigio

APPELLATION

delle Venezie IGT

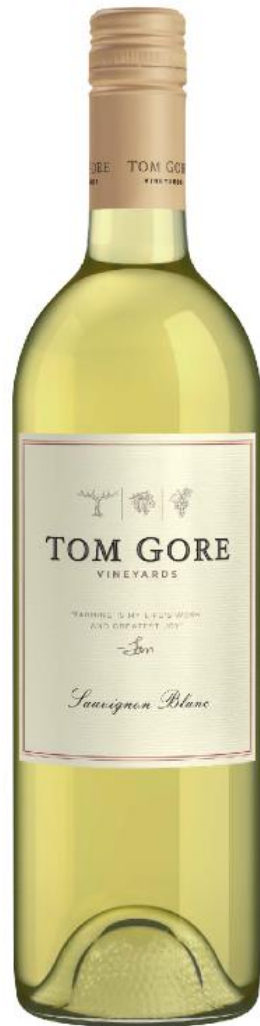
VINTAGE

2019

TASTING NOTES

Delicate floral aroma and a crisp, refreshing finish.

Fruit complexities on the palate of lemon, apple, apricot, and pineapple.



WINE

BRAND/NAME

Tom Gore

VARIETAL

Sauvignon Blanc

APPELLATION

California

VINTAGE

2017

TASTING NOTES

Fresh squeezed lime and grapefruit find on the nose

Mouthwatering citrus fruit and crisp acidity



WINE

BRAND/NAME

Kim Crawford

VARIETAL

Sauvignon Blanc

APPELLATION

Marlborough, NZ

VINTAGE

2019

TASTING NOTES

Pale yellow in look.

Aromas of passion fruit and guava with intense citrus notes of grapefruit, lemon, and a zesty concentration.

Tastes of a fresh, juicy wine with vibrant acidity and plenty of weight and length on the palate.



WINE

BRAND/NAME

Proverb

VARIETAL

Chardonnay

APPELLATION

California

VINTAGE

2016

TASTING NOTES

Layered flavors of baked apple and pineapple with whispers of vanilla and caramel.



WINE

BRAND/NAME

Clos du Bois

VARIETAL

Chardonnay

APPELLATION

California

VINTAGE

2017

TASTING NOTES

Brilliant silver straw yellow in color.

Intense aromas of apple blossom, ripe pear, and sweet lemon drop are complemented by toasty oak, spice, and cream.

Tastes of bright, juicy ripe apple and pear.



WINE

BRAND/NAME

Chateau St. Jean

VARIETAL

Chardonnay

APPELLATION

N/A

VINTAGE

2015

TASTING NOTES

Aromas of apple and pear with tropical notes of pineapple topped with lemon and lime zest.

Flavors of oak spice notes with hints of hazelnut.



WINE

BRAND/NAME

Meiomì

VARIETAL

Chardonnay

APPELLATION

35% Sonoma, 41% Monterey, 24% Santa Barbra

VINTAGE

2019

TASTING NOTES

Layers of stone fruit, and hints of citrus and apple.

Ripe Tropical fruit, honey and baking spice on the nose.

Highlighted by minerality



WINE

BRAND/NAME

Landmark Vineyards "Overlook"

VARIETAL

Chardonnay

APPELLATION

Sonoma County

VINTAGE

2018

TASTING NOTES

Lemony yellow in color

Baked apple, peach and butterscotch on the nose

Yellow apple skin, white peach and just ripe apricot on the palate

French oak aged for 10 mo



WINE

BRAND/NAME

Mark West

VARIETAL

Pinot Noir

APPELLATION

California

VINTAGE

2015

TASTING NOTES

Aromas of dark berry and cassis with notes of sweet baking spice and savory oak.

A pleasing mix of black cherry, cola, strawberry, plum, and soft tannins balanced out by a round mouthfeel.



WINE

BRAND/NAME

MacMurray Estate Vineyards

VARIETAL

Pinot Noir

APPELLATION

Central Coast, California

VINTAGE

2018

TASTING NOTES

Bright and balanced, opening with aromas of red berries and vanilla.

Polished notes of ripe strawberry, cherry, plum and pomegranate, on a layered, medium-bodied palate, accented by hints of rose petal, oak and subtle black pepper.

WINE



BRAND/NAME

Erath Winery

VARIETAL

Pinot Noir

APPELLATION

Oregon

VINTAGE

N/V

TASTING NOTES

Aromas of plum, fragrant violet and an alluring hint of caramel.

Tastes of Bing cherry and pomegranate with smooth caramel.



WINE

BRAND/NAME

BV Coastal Estates

VARIETAL

Merlot

APPELLATION

N/A

VINTAGE

2015

TASTING NOTES

Red fruit and peppery oak on the nose

Lively bright ripe plum and black cherry on the mid palate with hints of coffee and toasted oak on the finish



WINE

BRAND/NAME

19 Crimes

VARIETAL

Red Blend

APPELLATION

N/A (Australia)

VINTAGE

2018

TASTING NOTES

Bright red to crimson in color.

Aromas of vanilla balanced with riper red to dark berry fruits.

Flavors of vanilla complemented by subtle flavors of chocolate and a cedary spice with a soft, fruity finish.



WINE

BRAND/NAME

Proverb

VARIETAL

Cabernet Sauvignon

APPELLATION

California

VINTAGE

2016

TASTING NOTES

Flavors of rich blackberry meld with hints of mocha, vanilla, and oak.



WINE

BRAND/NAME

Sterling Vintner's Collection

VARIETAL

Cabernet Sauvignon

APPELLATION

California

VINTAGE

2018

TASTING NOTES

Aromas of blackberries, with accents of caramel and mocha.

Smooth, balanced flavors of plum, blackberry pie, and toffee.



WINE

BRAND/NAME

Storypoint

VARIETAL

Cabernet Sauvignon

APPELLATION

California

VINTAGE

2017

TASTING NOTES

Expressive notes of dark fruit and fragrant baking spices.

Rich layers of blackberry, dark cherry, mint, sage, and black tea and finishes with unique oak signatures of cocoa, molasses, and gingerbread.



WINE

BRAND/NAME

Louis M. Martini

VARIETAL

Cabernet Sauvignon

APPELLATION

Sonoma County, California

VINTAGE

2018

TASTING NOTES

Ripe notes of blackberry, blueberry and red plum.

Hints of cocoa and oak on the finish add a savory layer of complexity.

BEER KNOWLEDGE & TASTING

4 KEY INGREDIENTS TO MAKING BEER:



MALT



HOPS



WATER



YEAST

MALT

HOPS

YEAST

ABV - ALCOHOL BY VOLUME

IBU - INTERNATIONAL BITTERNESS UNIT

A 1% reduction in Draft Beer Cost of Goods for our company yields millions in savings. You sell more beer and make more money and we operate a more optimal Beverage Program...not to mention serve our guests a higher quality product which in turn creates a better guest experience.

IMPORTANCE OF POURING BEER CORRECTLY

Here is the method:

1. ANGLE
2. TAP
3. FINISH
4. HEAD

HOW TO POUR A PERFECT DRAFT BEER

1

ANGLE

Hold the clean beer glass (or cup) at a 45° angle. Do not let the faucet touch the glass



3

FINISH

Gradually straighten the glass as you pour. Aim for the center of the glass

2

TAP

Fully open the faucet by the base in one fluid motion. Do not let the faucet touch the beer

4

HEAD

This technique will result in a perfect 1" foam pour



**NOW LET'S GIVE POURING
A DRAFT BEER A TRY!**



DRAFT BEER



BEER

BRAND/NAME

Bud Light

STYLE

American Light Lager

COUNTRY OF ORIGIN

United States – St. Louis, MO

ABV

4.2%

IBU

6

COLOR

Pale Yellow

AROMA

Subtle Hops with Delicate Malt Sweetness

TASTE

Light-bodied with a fresh, clean hop flavor, mild sweetness, and crisp finish

PACKAGE

DRAFT

Coors
LIGHT.®

BEER

BRAND/NAME

Coors Light

STYLE

American Light Lager

COUNTRY OF ORIGIN

United States – Boulder, CO

ABV

4.2%

IBU

10

COLOR

Pale Yellow

AROMA

Floral Hop with Malt Sweetness

TASTE

Mild malt sweetness with a crisp finish.

PACKAGE

DRAFT



BEER

BRAND/NAME

Labatt Blue Light

STYLE

Canadian Pilsner

COUNTRY OF ORIGIN

Canada

ABV

4.0%

IBU

10

COLOR

Pale Yellow Gold

AROMA

Citrus Hops with a Blend of Malt

TASTE

Fresh and crisp with a citrus hop character and slight sweetness

PACKAGE

DRAFT



BEER

BRAND/NAME

Modelo Especial

STYLE

Mexican Lager

COUNTRY OF ORIGIN

Mexico

ABV

4.50%

IBU

18

COLOR

Golden

AROMA

Orange blossom and honey aroma

TASTE

Full-flavored with a crisp taste and light hop character

PACKAGE

DRAFT



BEER

BRAND/NAME

Blue Moon Belgian White

STYLE

Witbier

COUNTRY OF ORIGIN

United States – Denver, CO

ABV

5.4%

IBU

9

COLOR

Hazy Orange Gold

AROMA

Fresh Coriander and Bright Citrus Orange Peel

TASTE

Nice and complex with herbal and citrus notes, finishing fairly dry.

PACKAGE

DRAFT



BEER

BRAND/NAME

Stella Artois

STYLE

European Pilsner

COUNTRY OF ORIGIN

Belgium

ABV

5.0%

IBU

24

COLOR

Golden

AROMA

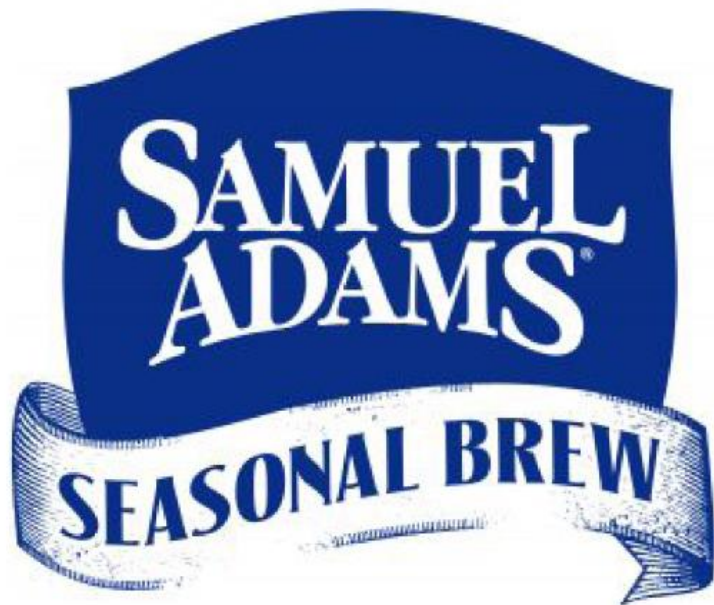
Floral Hops with Toasted Malt

TASTE

Slightly sweet with a clean, crisp hop finish

PACKAGE

DRAFT



BEER

BRAND/NAME

Samuel Adams Seasonal

STYLE

Varies by Season

COUNTRY OF ORIGIN

United States – Boston, MA

ABV

Varies

IBU

Varies

COLOR

Varies

AROMA

Varies

TASTE

Varies

PACKAGE

DRAFT



BEER

BRAND/NAME

Southern Tier IPA

STYLE

India Pale Ale

COUNTRY OF ORIGIN

USA - Lakewood, NY

ABV

7.00%

IBU

60

COLOR

Copper

AROMA

Lightly Floral, Citrus, Pine

TASTE

Malt balances piney hops, with a bit of sweetness juxtaposing the lingering bitterness

PACKAGE

DRAFT

A high-angle, monochromatic photograph of two glasses of beer on a light-colored wooden table. The glasses are filled with beer, ice cubes, lemon slices, and fresh mint leaves. In the background, there are more lemons, a whole lemon, and some scattered mint leaves. The lighting is soft and even, creating a clean and fresh aesthetic.

PACKAGE BEER

Yuengling®



America's Oldest Brewery.

BEER

BRAND/NAME

Yuengling Traditional Lager

STYLE

Amber Lager

COUNTRY OF ORIGIN

United States – Pottsville, PA

ABV

4.5%

IBU

16

COLOR

Rich Amber

AROMA

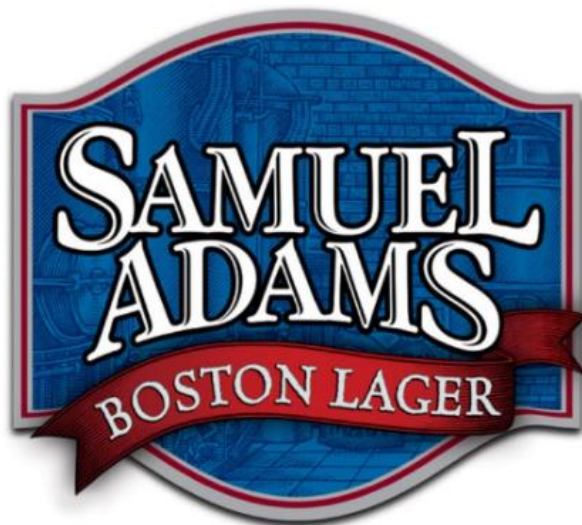
Bready, Toasted Malt with Slightly Floral Hop

TASTE

Medium-bodied with roasted caramel malt for a subtle sweetness.

PACKAGE

DRAFT



BEER

BRAND/NAME

Samuel Adams Boston Lager

STYLE

Vienna-Style Lager

COUNTRY OF ORIGIN

United States – Boston, MA

ABV

5.0%

IBU

30

COLOR

Deep Amber to Golden

AROMA

Toasty, Bready Malt with a Touch of Caramel

TASTE

A distinctive balance of spicy hops, slightly sweet roasted malts, and a smooth finish.

PACKAGE

DRAFT

Coors
LIGHT.®

BEER

BRAND/NAME

Coors Light

STYLE

American Light Lager

COUNTRY OF ORIGIN

United States – Boulder, CO

ABV

4.2%

IBU

10

COLOR

Pale Yellow

AROMA

Floral Hop with Malt Sweetness

TASTE

Mild malt sweetness with a crisp finish.

PACKAGE

DRAFT



BEER

BRAND/NAME

Miller Lite

STYLE

American Light Lager

COUNTRY OF ORIGIN

United States – Milwaukee, WI

ABV

4.2%

IBU

10

COLOR

Deep Golden

AROMA

Medium Malt and Hop

TASTE

Hop-forward and solid malt character, smooth medium body with a crisp, clean finish.

PACKAGE

DRAFT

Michelob
ULTRA



BEER

BRAND/NAME

Michelob Ultra

STYLE

American Light Lager

COUNTRY OF ORIGIN

United States – St. Louis, MO

ABV

4.2%

IBU

10

COLOR

Light Pale Yellow

AROMA

Mild Malt Sweetness with Very Subtle Hops

TASTE

Crisp and refreshing light body with low malt sweetness.

PACKAGE

DRAFT



BEER

BRAND/NAME

Molson Canadian

STYLE

Canadian Lager

COUNTRY OF ORIGIN

Canada

ABV

5.0%

IBU

15

COLOR

Golden

AROMA

Floral Hops with Sweet Toasted Malt

TASTE

Clean, crisp, and fresh from Canadian water and barley.

PACKAGE

DRAFT

ANGRY ORCHARD®

HARD CIDER

BEER

BRAND/NAME

Angry Orchard Crisp Apple

STYLE

Hard Cider

COUNTRY OF ORIGIN

United States – Walden, NY

ABV

5.0%

IBU

N/A

COLOR

Pale Yellow

AROMA

Sweet Apple with Subtle Dryness

TASTE

Bright, crisp apple with balanced sweetness, dryness, and acidity.

PACKAGE

DRAFT



BEER

BRAND/NAME

Corona Extra

STYLE

Mexican Lager

COUNTRY OF ORIGIN

Mexico

ABV

4.6%

IBU

19

COLOR

Golden

AROMA

Fruity, Honey Aromas and a Touch of Malt

TASTE

Crisp, clean and well-balanced between hops and malt.

PACKAGE

DRAFT

TRULY™

HARD SELTZER

BEER

BRAND/NAME

Truly Hard Seltzer

STYLE

Hard Seltzer

COUNTRY OF ORIGIN

United States – Boston, MA

ABV

5.0%

IBU

N/A

COLOR

Clear with High Carbonation

AROMA

Fruity with Malt Sweetness

TASTE

Naturally sweet flavors of juicy, fresh fruit with a subtle, dry malt finish.



PACKAGE



DRAFT



BEER

BRAND/NAME

Southern Tier IPA

STYLE

India Pale Ale

COUNTRY OF ORIGIN

United States - Lakewood, NY

ABV

7.0%

IBU

60

COLOR

Copper

AROMA

Lightly Floral, Citrus, Pine

TASTE

Malt balances piney hops, with a bit of sweetness juxtaposing the lingering bitterness.

PACKAGE

BOTTLE



BEER

BRAND/NAME

Budweiser

STYLE

American Lager

COUNTRY OF ORIGIN

USA - St. Louis, MO

ABV

5.00%

IBU

12

COLOR

Golden

AROMA

Light hops with distinct malt sweetness

TASTE

Medium-bodied, flavorful, crisp lager



PACKAGE



DRAFT



BEER

BRAND/NAME

Woodcock Brothers IPA

STYLE

India Pale Ale

COUNTRY OF ORIGIN

USA - Wilson, NY

ABV

6.50%

IBU

60

COLOR

Slightly hazy, yellow gold

AROMA

Bursting with notes of citrus and pine

TASTE

Hoppy, smooth with robust mouthfeel and solid bitterness

PACKAGE

DRAFT



BEER

BRAND/NAME

Woodcock Brothers Niagara Lager

STYLE

German Style Lager

COUNTRY OF ORIGIN

USA - Wilson, NY

ABV

5.00%

IBU

18

COLOR

Golden

AROMA

Malt sweetness with hop background

TASTE

Crisp, clean, and sessionable



PACKAGE



DRAFT

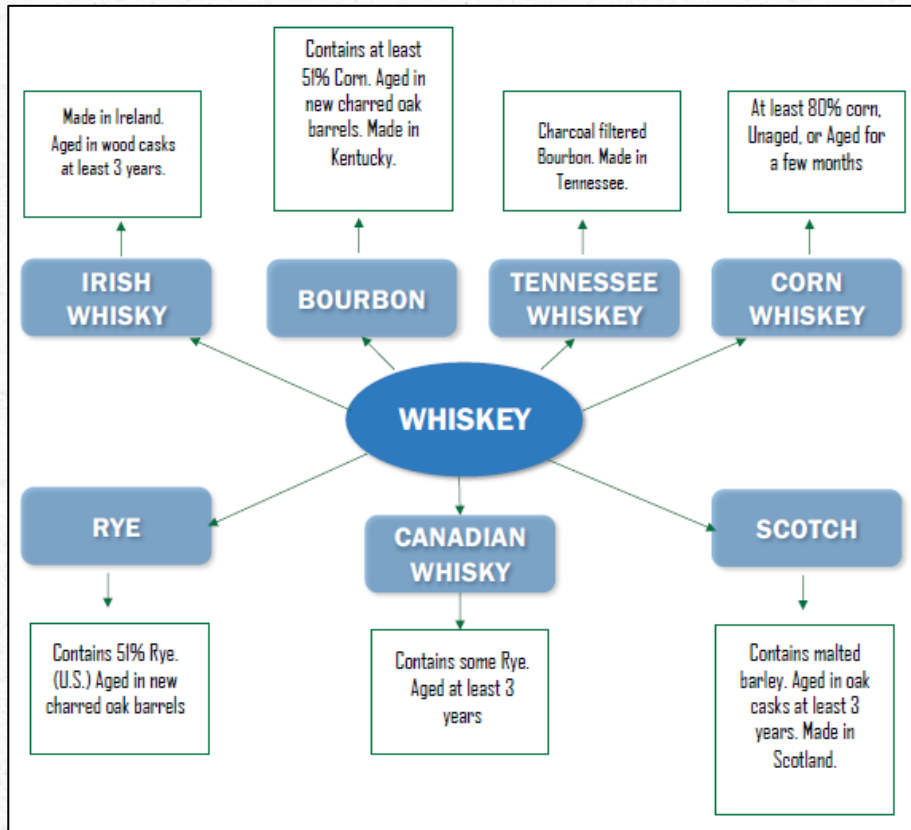
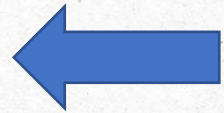


THANK YOU!



APPENDIX

SPIRIT KNOWLEDGE



VODKA - a neutral spirit, intended to be colorless and odorless, very versatile

GIN - a complex, botanical infused spirit

TEQUILA - 2 styles of Tequila and 3 main age expressions

-Mixto - made with 51% Blue Agave and typically 49% less expensive ingredients

-100% Blue Agave - finest expression of the spirit

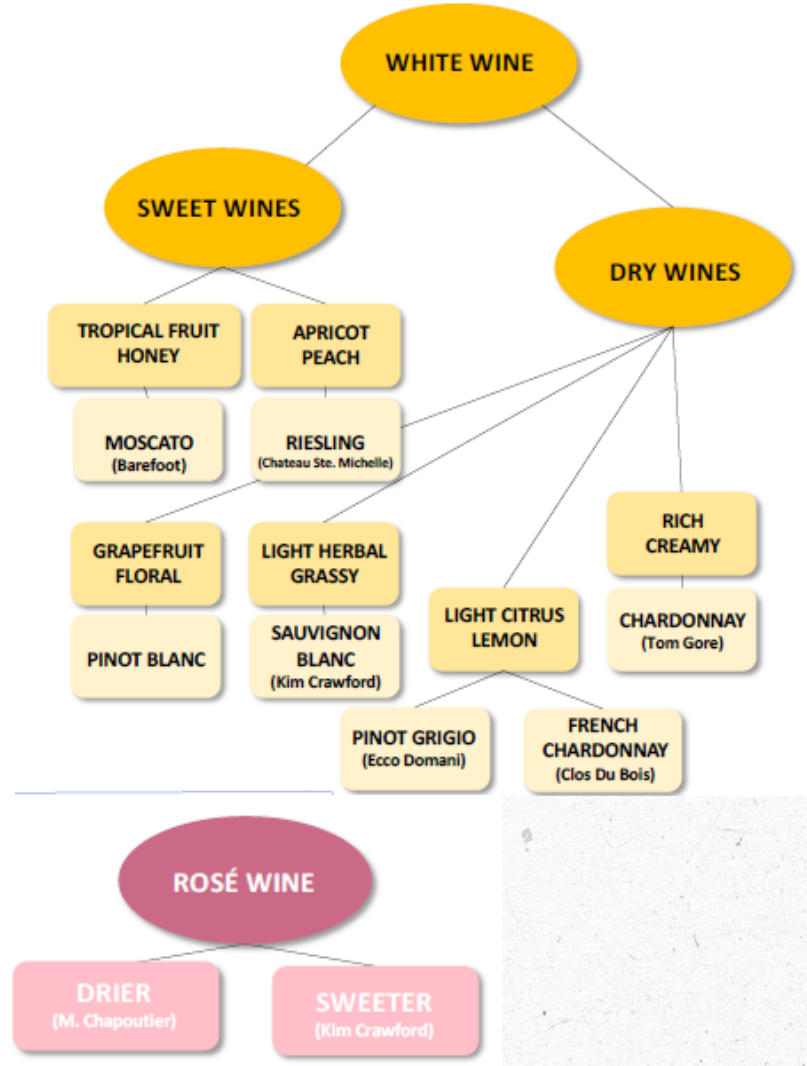
-Blanco - aged up to 60 days in oak

-Reposado - aged 2 to 12 months in oak

-Anjeo - aged more than 1 year in oak

RUM - a spirit distilled from sugar cane

WINE BASICS - TASTING GUIDES



BEER DESCRIPTIONS

IPA (India Pale Ale)

Characterized by floral, fruity, citrus-like, piney or resinous American-variety hop character, this style is all about hop flavor, aroma and bitterness. This has been the most-entered category at the Great American Beer Festival for more than a decade, and is the top-selling craft beer style in supermarkets and liquor stores across the U.S. IBU 40 – 70 ABV 6.3% - 7.5% Example:

Goose Island IPA, Lagunitas IPA

Belgian White

Belgian-style wits are brewed using unmalted wheat, sometimes oats, and malted barley. Witbiers are spiced with coriander and orange peel, a style that dates back hundreds of years. This style is currently enjoying a renaissance, especially in the American market. “Wit” means “white.” IBU 10-17 ABV 4.8 - 5.6% Example: Blue Moon Belgian White

Pale Ale

An American interpretation of a classic English style. Characterized by floral, fruity, citrus-like, piney, resinous, or sulfur-like American-variety hop character, producing medium to medium-high hop bitterness, flavor and aroma. American-style pale ales have medium body and low to medium maltiness that may include low caramel malt character. IBU - 30-50 ABV - 4.5% - 5.4%

Example: Sierra Nevada Pale Ale

Golden Ale

One of the most approachable styles, a golden or blonde ale is an easy-drinking beer that is visually appealing and has no particularly dominating malt or hop characteristics. Rounded and smooth, it is an American classic known for its simplicity. Sometimes referred to as “golden ale.” These beers can have honey, spices and fruit added, and may be fermented with lager or ale yeast. IBU 15 – 25 ABV 4.1% - 5.1% Example: Kona Brewing Co. Big Wave

BEER DESCRIPTIONS

Vienna Style Lager

Ranges from copper to reddish brown in color. The beer is characterized by malty aroma and slight malt sweetness. The malt aroma and flavor should have a notable degree of toasted and/or slightly roasted malt character. Hop bitterness is low to medium-low. IBU 22 – 28 ABV 4.5% - 5.5% Example: Samuel Adams Lager

Belgium Pilsner

Bohemian-style pilsners have a slightly sweet and evident malt character and a toasted, biscuit-like, bready malt character. Hop bitterness is perceived as medium with a low to medium-low level of noble- type hop aroma and flavor. This style originated in 1842, with “pilsener” originally indicating an appellation in the Czech Republic. Classic examples of this style used to be conditioned in wooden tanks and had a less sharp hop bitterness despite the similar IBU ranges to German-style pilsner. BU 30 -40 ABV 4.1% - 5.1% Example: Stella Artois

Cider

An alcoholic beverage made from the fermented juice of apples. The juice of any variety of apple can be used to make cider, but cider apples are best. The addition of sugar or extra fruit before a second fermentation increases the alcoholic content of the resulting beverage. IBU 0 ABV 1.2% - 12% Example: Angry Orchard Cider