

Sport Service

Little Caesars Arena

BEVERAGE TRAINING

August 2024

LCA: A VISION



ELEVATE THE BAR

Raise the quality, execution, hospitality & efficiency to exceed the guests' needs by investing in the Delaware North Team and our team members.

OUR VISION

A parks and resort destination with experiential craft cocktails, dynamic beer offerings, premium wine selections, and craveable food in an energetic atmosphere where people connect and enjoy themselves.

OUR PURPOSE

The bar is the lifeline and soul of Delaware North! We continue to be industry leaders by providing quality ingredients, flawless execution, and purposeful innovation to drive the guest experience resulting in increased sales, traffic & profitability.

YOUR GOAL

Team members working to deliver a positive experience to every guest, every time. This manual provides training to become the best team member in the industry and tools to deliver the highest guest experience.



ROLE OF THE TEAM MEMBER HOSPITALITY & SALES

ROLE OF THE TEAM MEMBER

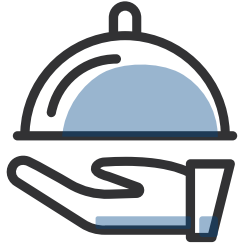


The role of a team member is unique in that you are both a producer and server of products. As a producer, you must demonstrate a commitment to quality and recipe adherence. As a server, you must be dedicated to the quality of your guest's experience. Delaware North team members are known for their skill, knowledge, charismatic personalities and efficient service. These traits will continue to challenge you every shift you work.

Being an **AMBASSADOR** of the bar and brand. This includes complete knowledge of drink recipes, ingredients, and an understanding of the Delaware North team member culture.

Building a **BAR CULTURE**. The atmosphere of the bar is more a feeling than it is aesthetics. This feeling is achieved by making each person feel like a welcomed guest in your home.

HOSPITALITY



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

Here are top personality traits Team Members need to be trained on:

1. LISTENING

Good hospitality team members know how to listen, not just with their ears, but with their entire body. Non-verbal communication is just as important as what the guest is verbally communicating.

2. COMMUNICATION

It's about the team member's general attitude; they need to look the guests in the eye, have a friendly face, speak clearly, etc. Communication is a vital part of a hospitality team member's job and, therefore, an essential skill to master.

3. GUEST FOCUS

Team members often need to go out of their way to make their guests happy. The guests' interest is always number one, no matter what day or time it is.

HOSPITALITY



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

Here are top personality traits Team Members need to be trained on:

4. STRESS TOLERANCE

Whether stress is caused by high volume or an unhappy guest, team members need to be able to handle stressful situations in a calm manner.

5. STANDARDS & ACCOUNTABILITY

Team members need to have a particularly strong attitude when it comes to pride in their work. Knowing and following the proper procedures guarantees a positive guest experience.

6. MULTITASKING

To get a real flow going behind the bar, you must be able to multitask. You're taking orders while you build drinks; you're running credit cards while pouring water for new guests; you're having a heart-to-heart with a regular guest while fielding drink recommendations. It's like directing traffic – you try your best to keep all the lanes running smoothly.

SALESMANSHIP



*“The skill, art or ability
to sell and present
persuasively.”*

***These skills and
methods:***

READING THE GUEST

The skill of knowing what the guest’s individual and specific needs are. This is the most important ability, but also the toughest to coach. Team members need to approach a guest with the desire to genuinely learn things about the guest.

- Where are they from?
- How is their day going?
- Are they with family or friends?
- Are they celebrating a specific occasion? Birthday, anniversary, honeymoon, etc.?

Identifying what the guest is looking for helps the team member cater to their specific needs and will elevate the guests’ experience.

SALESMANSHIP



*“The skill, art or ability
to sell and present
persuasively.”*

***These skills and
methods include:***

SUGGESTIVE SELLING

The ability to influence the guest’s decision on purchasing a product. This method starts before the guest has ordered. It can include the use of a drink menu or through associate recommendation. When using suggestive selling, the Team Members should use “Wow Words” such as “Fresh,” “Crisp,” “Refreshing,” “Delicious,” “Balanced,” etc. These positive descriptors will help influence the guest’s choices.

UPSELLING & ADD-ON SALES

The ability to persuade a guest into a higher quality, higher priced alternative and the skill of getting the guest to purchase an additional product after their original request. An example is having the guest opt into a bottle of wine for the table instead of a couple individual glasses. Also included would be selling a different beverage experience at different places in the guest experience; cocktails with appetizers, wine with entrees, and coffee or after dinner drinks with desserts.

GENERAL F&B TERMINOLOGY

86 - Sold out of a particular item.

2-Top - A table or booth that seats or can seat up to two people.

4-Top - A table or booth that seats or can seat up to four people.

All-Day - Consolidate on drinks or food items, i.e. "3 Dr. Peppers all day"

Bank - Money a server carries to make change for a guest's bill.

Behind You - A verbal warning not to turn around or stop as someone is behind you.

Check-Out - A shift leader checks side work to make sure it has been completed correctly. May also refer to turning in money at the end of their shift.

Closed - The point during a shift when a server will no longer receive tables, however, they will continue to serve their existing tables.

Expediter - Person who calls the orders into the kitchen, the final checkpoint for food quality, bridges all communication from the staff to the kitchen.

Expo - The place where food comes out of the kitchen.

Grazing - To eat food off plates or eating any food items while working a shift. This is prohibited. The exception is the expediter who tastes all the food.

Hobart - The area or machine where dishes are washed.

On The Fly - Needing something immediately –rush it.

P.S. - (Pre-shift) A gathering of servers before each shift. This gives managers a chance to inspect uniforms and deliver important information.

Runner - Any person who takes food from the service line out to the appropriate guest's table.

Roll-Up - 1 fork, 1 knife, rolled together in a white napkin. Roll-ups are placed on every table in the dining room.

Side Work - Duties assigned to a server to do throughout/at the end of a shift.

Spec - To do a job or to make a food item exactly to specification.

Teamwork - DN service philosophy. Everyone (managers, servers, hostesses, and the kitchen staff) helps each other.

Wait Station - The area where servers obtain glasses, iced tea, coffee, etc.

Weaving - This is when a server circulates through the entire restaurant looking to see what is needed by our guests.

Weeds - Not being able to perform up to DN standards. Can occur from being unorganized or simply being extremely busy.

Zone - The point during a shift when a manager closes some stations and enlarges others.

ALCOHOL SAFETY

ALCOHOL SERVICE RULES

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

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).

AGE VERIFICATION

Servers of alcohol must verify the age of anyone who purchases alcohol 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 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 are purchasing alcoholic beverages. Finally, each unit must provide a book at each location serving alcohol which photographically details each state's government issued driver's license.

ALCOHOL SERVICE RULES

Continued

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

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 transaction. Further, servers of alcohol shall use approved devices to measure liquor when serving alcoholic beverages.



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.

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.

UTILIZE CATEGORY BLOCKING

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

GROUP BRANDS TOGETHER WITHIN A CATEGORY

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

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 with the spout pointed to the left.

SHOWCASE SIGNATURES

Highlight the categories that we are known for within the display.



BAR SET UP & LAYOUT



BAR SET UP METHODOLOGY



A properly setup bar impacts the efficiency of the team member, 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.

EXECUTE TOP 10 COCKTAILS

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

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.

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 may shift seasonally, and so should the product layout.

SERVICE BAR ETIQUETTE



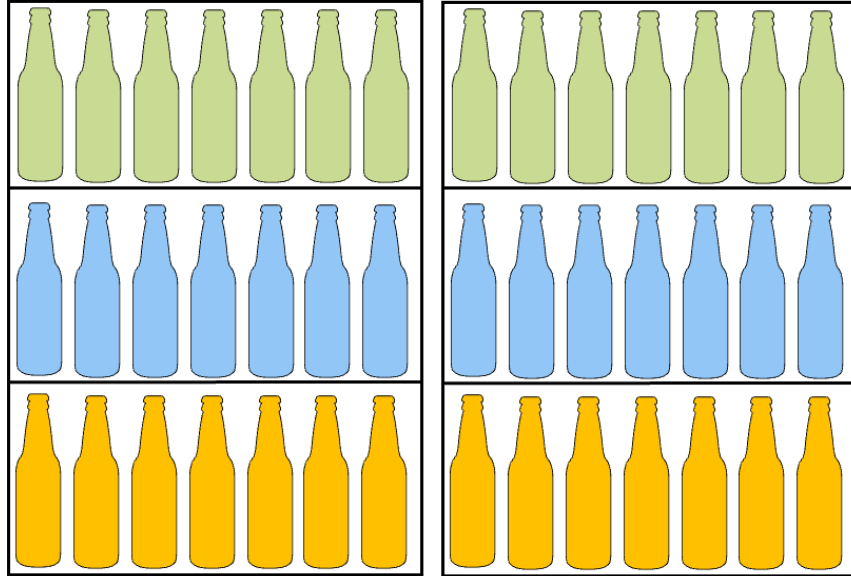
World-class bartenders must always be aware of the service well and server tickets. While you must maintain guest's drinks that are at your bar, it is also your responsibility to make drinks for guests who are dining at tables in a timely manner. While engaging in conversation with your guests, maintain a vantage point that allows you a peripheral view of the service well. It is perfectly acceptable to excuse yourself from a guest to attend to a server's needs.

A few guidelines to remember about the service well and server tickets:

- Never make a server's drinks without a drink ticket.
- Be sure all drinks are entered into the POS correctly.
- Coach servers on correct drink ringing when necessary and do not prepare any drinks that are improperly rung-in until they are rung-in correctly.
- Never allow servers to waste time at the service bar. If they are waiting for drinks, encourage them to help restock items, run drinks or food, etc.

BAR SETUP

BACK BAR COOLER



PACKAGE BEER ITEMS

Top Shelf – Regional & Local Craft Brands

Middle Shelf – National Craft & Import Brands

Bottom Shelf – Domestic Beer & Seltzer Brands

Package Beer Items Best Practices

All bar coolers should be operating between 34°F - 38°F.

Routine cleaning of the door gaskets and vents and/or filters are necessary.

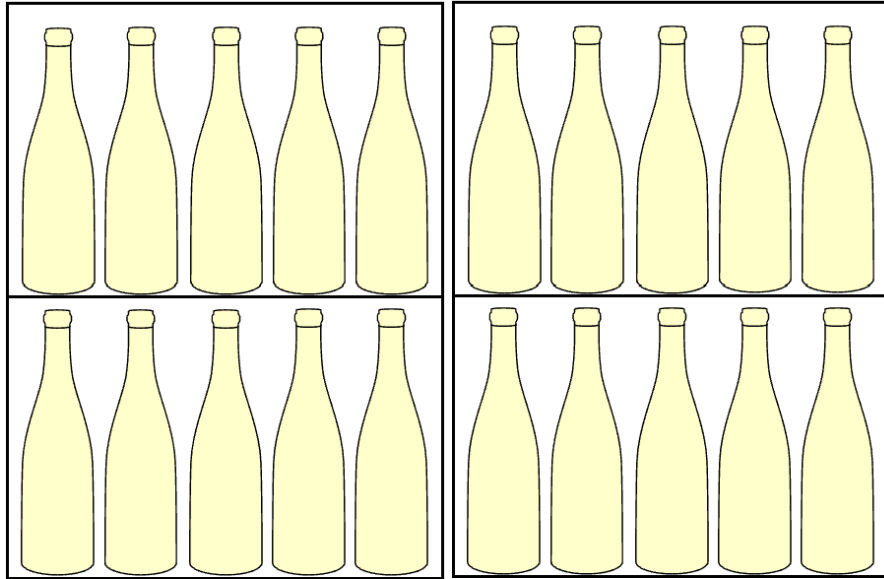
Bar coolers with glass doors must have operating lights to merchandise the product selections.

Packaged beer is fully stocked, fronted, and faced at opening, shift change, and closing.

Every packaged beer sold is present for guest view.

BAR SETUP

BACK BAR COOLER



GLASSWARE & WINE ITEMS

Top Shelf - White Wine Brands

- White Wine Brands offered By the Glass

Bottom Shelf - White Wine Brands

- White Wine Brands offered By the Bottle –
Champagne offered by the Glass

BAR COOLER BEST PRACTICES

All bar coolers should be operating between 34°F - 38°F.

Routine cleaning of the door gaskets and vents and/or filters are necessary.

Bar coolers with glass doors must have operating lights inside to merchandise the product selections.

Wine varietals are fully stocked, fronted, and faced at opening, shift change, and closing.

Front bottle is opened, pouring bottle for items BTG. Others are chilled backups.

BAR SETUP

SERVICE BAR COOLER



BAR SERVICE ITEMS

1. Backup garnishes: fruits and herbs stored properly
2. Backup mixes and batch mix items
3. Bulk juices

BAR SERVICE ITEMS BEST PRACTICES

All bar coolers should be operating between 34°F - 38°F.

Routine cleaning of the door gaskets and vents and/or filters 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.



WINE BASICS & TASTING

WINE BASICS

WHITE WINE

KEY TERMS

1. Citrus Fruit
2. Stone Fruit
3. Tropical Fruit
4. Honey
5. Overall Body
6. Creaminess (Oiliness)
7. Minerality (Astringency)
8. Bitterness
9. Herbaceous Aromas
10. Floral Aromas



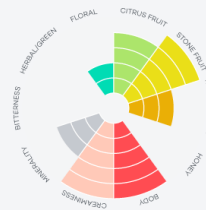
FLAVOR PROFILES

OF 16 WHITE WINE VARIETIES

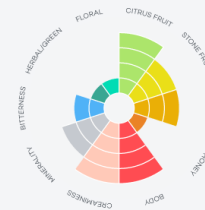


LEGEND
 bold & intense
 pronounced
 somewhat present
 very little

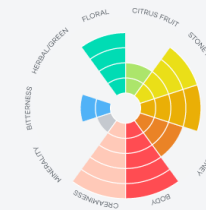
CHARDONNAY
(OAKED)



SÉMILLON



VIIGNIER



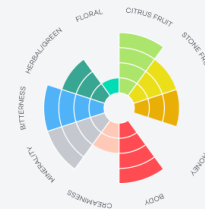
MARSANNE



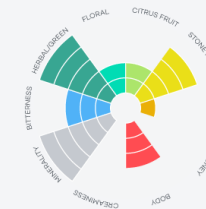
SAUVIGNON BLANC



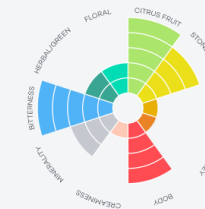
GARGANEGA



GRÜNER VELTLINER



VERMENTINO



PINOT GRIS



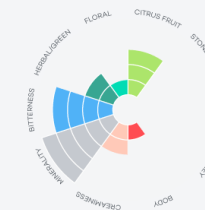
ALBARIÑO



CHENIN BLANC



MUSCADET



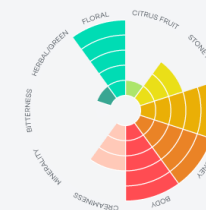
RIESLING



MUSCAT BLANC
(AKA MOSCATO)



GEWÜRZTRAMINER



TORRONTÉS



WINE BASICS

RED WINE

KEY TERMS

1. Red Fruit
2. Black Fruit
3. Floral Aromas
4. Herbaceous
5. Pepper & Spice
6. Earthiness
7. Baking Spices & Vanilla
8. Leathery Flavors
9. Astringency
10. Body

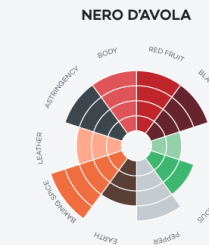
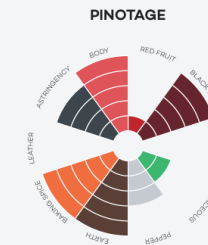
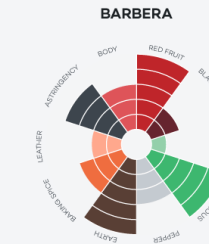
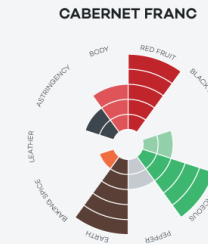
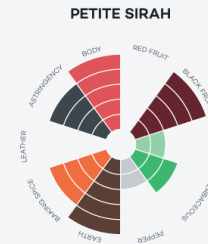
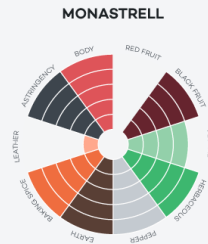
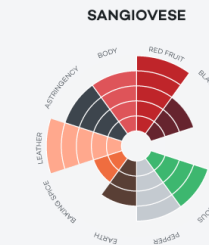
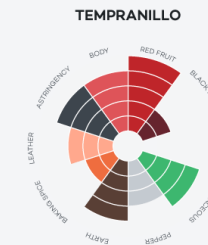
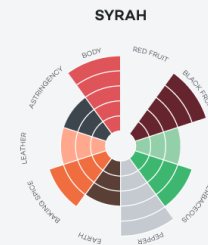
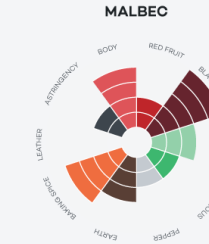
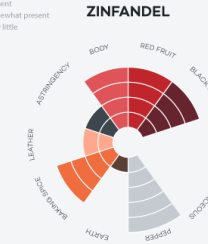
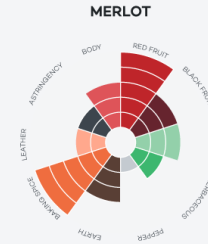


FLAVOR PROFILES

OF 16 RED WINE VARIETIES



LEGEND
 bold & intense
 pronounced
 present
 somewhat present
 very little



WINE BOTTLE OPENING

1. Cut below the neck of the bottle in a circular fashion while the label continues to face the guest.
2. Press your thumb against the neck of the bottle, opposite the knife. Use a scraping motion to peel the foil upwards and away from the bottle. Once you have separated the foil sufficiently from the bottle, finish removing the top portion of it with your hands.
3. Hold the bottle firmly with one hand. Use the other to place the tip of the corkscrew at a 45° angle in the center of the cork. Pierce the cork while slowly twisting the corkscrew and straightening while applying downward pressure. Continue twisting the corkscrew into the cork being careful to keep it travelling down the center of the cork. DO NOT twist the bottle or place the bottle on the table!
4. Place the first step of the corkscrew onto the lip of the bottle. Use sufficient pressure with one hand to leverage the cork out of the bottle as pictured. Raise the cork straight without bending. Set the second step of the corkscrew onto the lip of the bottle and continue to pull the cork straight from the bottle, but do not pop.
5. Unscrew the cork from the corkscrew being careful not to break it. Inspect cork to ensure there are no puncture marks on the side or bottom that would cause cork to flake off and contaminate the bottle. Set the cork in front of the guest who ordered the wine.



WINE BOTTLE SERVICE

All bottled wines should be presented using these steps, regardless of the cost or perceived wine knowledge of the guest.

TAKING THE ORDER

When a glass or bottle of wine is ordered, repeat the order back to the guest. Be clear and succinct. Be sure that you understand the varietal and brand desired.

PRESENTING THE BOTTLE

Treat the bottle gently, as though it were special and delicate. Tip the bottle's top back, toward your body, with the body of the bottle cradled in your arm, label facing the host. "Present" the bottle to them by standing at their right side and restate the name of the wine including the varietal, brand, and year.

OPENING THE BOTTLE

Follow the steps of "Wine Bottle Opening" from the previous page. Once the cork is removed, it is placed to the right of the host's place setting. They may choose to keep or leave the cork altogether.

DECANTING THE WINE

Typically, rich or robust wines known for sediment are on this list, among a few others that are hand selected for this process. Decanters offer a chance for wines to "breathe" and oxygenate at a faster pace than in the bottle, thus hyper-maturing the wine and readying it for drinking.

POURING THE WINE

Pour roughly one ounce into the host's glass. Step back, away from the table, and allow the host to swirl, smell, taste, and nod. Pour for each guest in turn, from the right side with the right hand, beginning with the ladies and then the men, moving clockwise around the table. The host's glass is the last to be filled.

WINE BASICS

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



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



LCA:
SPARKLING WINES

WHITE WINE

TASTING NOTES



BRAND / NAME

Caposaldo

VARIETAL

Prosecco

APPELLATION

Italy

TASTING NOTES

Bright with persistent bubbles, the wine has a fruity aroma of citrus, green apple and acacia blossoms. On the palate, the elegant, brut-style wine has a pleasant acidity and freshness with a soft, round mouthfeel.

WHITE WINE

TASTING NOTES



BRAND / NAME

Cheurlin Brut Speciale

VARIETAL

Champagne

APPELLATION

France

TASTING NOTES

An exquisite sunglow gold with amber highlights, animated with beads of fine bubbles. Subtle aroma of fresh biscuits. This splendid palate of crisp white fruit notes with a hint of brioche blend in perfect harmony with a fresh and balanced finish.

WHITE WINE

TASTING NOTES



BRAND / NAME

Drappier Brut

VARIETAL

Champagne

APPELLATION

France

TASTING NOTES

Champagne with a fine aromatic richness, it opens with aromas of stoned fruits such as white vineyard peach. A spicy hint announces a powerful complex palate. A vinous Champagne of lovely complexity with a characteristic note of quince jelly.



LCA:
WHITE WINE

WHITE WINE TASTING NOTES



BRAND

Mirassou

VARIETAL

Moscato

APPELLATION

California

TASTING NOTES

Sweet aromas of orange blossom and honeycomb. Tropical notes of guava, honeydew melon and peach give the palate a satisfying complexity. The finish is clean with accents of citrus and nectarine.

WHITE WINE

TASTING NOTES



BRAND

Chateau Ste. Michelle

VARIETAL

Riesling

APPELLATION

Columbia Valley

TASTING NOTES

This Columbia Valley Riesling is a blend of Riesling from throughout WA's Columbia Valley. The wine offers crisp apple and white peach aromas and flavors with subtle mineral notes.

WHITE WINE

TASTING NOTES



BRAND

Ecco Domani

VARIETAL

Pinot Grigio

APPELLATION

Delle Venezie

TASTING NOTES

On the palate, it is a complex wine that offers delicate floral and tropical fruit notes of pineapple, passion fruit and mango. On the finish, an intense aroma of Williams Pear complements the bright acidity.

WHITE WINE

TASTING NOTES



BRAND

Santa Margherita

VARIETAL

Pinot Grigio

APPELLATION

Alto Adige

TASTING NOTES

With its straw-yellow hue, clean intense aroma, and bright, well-balanced taste, Santa Margherita Pinot Grigio is as authentic as it is refreshing. For those who love a dry white wine with the delightful aroma of Golden Delicious apples.

WHITE WINE TASTING NOTES



BRAND

Proverb

VARIETAL

Chardonnay

APPELLATION

California

TASTING NOTES

Features layers of baked apple and pineapple with whispers of vanilla and caramel. This vintage is noteworthy for its vibrant flavors and aromas.

WHITE WINE TASTING NOTES



BRAND

Franciscan

VARIETAL

Chardonnay

APPELLATION

California

TASTING NOTES

Bright white wine from California with delicate aromas of white flower and lemon zest. Juicy and light, this wine offers layers of peach and honey that pulls through to a clean finish.

WHITE WINE TASTING NOTES



BRAND

Paul Hobbs 'Crossbarn'

VARIETAL

Chardonnay

APPELLATION

Sonoma Coast

TASTING NOTES

Lifted aromas of freshly picked green apple, and is fragrantly perfumed with Meyer lemon zest, gardenia, honeysuckle, and orange blossom. Notes of Honeycrisp apple lead a well-focused palate punctuated by a burst of fresh guava.

WHITE WINE

TASTING NOTES



BRAND

SeaGlass

VARIETAL

Sauvignon Blanc

APPELLATION

Central Coast, CA

TASTING NOTES

Exhilarating aromas of lemon, lime, grapefruit and fresh cut grass. Crisp and clean flavors of gooseberry and tangerine with a hint of minerality. Balanced acidity with a mildly tart finish.

WHITE WINE

TASTING NOTES



BRAND

Kim Crawford

VARIETAL

Sauvignon Blanc

APPELLATION

Marlborough

TASTING NOTES

Fresh and juicy with ripe, tropical flavors of passion fruit, melon, and stone fruit.

Aromas of lifted citrus, tropical fruit, and crushed herbs, along with vibrant acidity and plenty of weight and length on the palate.



LCA:
RED WINE

RED WINE

TASTING NOTES



BRAND

Mark West

VARIETAL

Pinot Noir

APPELLATION

California

TASTING NOTES

The original. Medium-bodied with black cherry, cola, strawberry, plum, and soft tannins. No wonder this Pinot is a favorite.

RED WINE

TASTING NOTES



BRAND

Boen

VARIETAL

Pinot Noir

APPELLATION

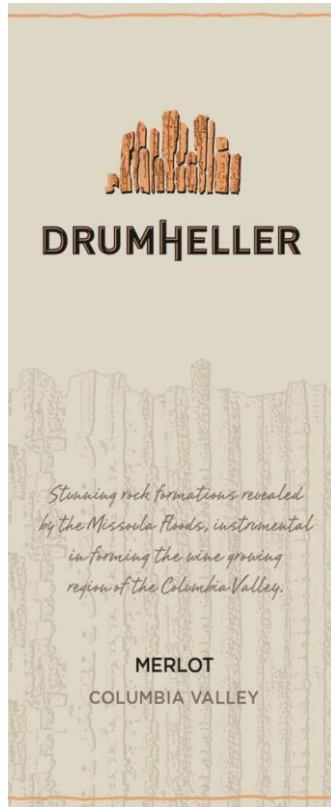
Monterey County

TASTING NOTES

Deep garnet in color with abundant aromas of dark chocolate, black cherry, and blackberry pie with hints of black currant and cedar. There are layered flavors of blackberry and raspberry pie filling on the palate, accompanied by notes of cinnamon, chocolate, and nutmeg.

RED WINE

TASTING NOTES



BRAND

Drumheller

VARIETAL

Merlot

APPELLATION

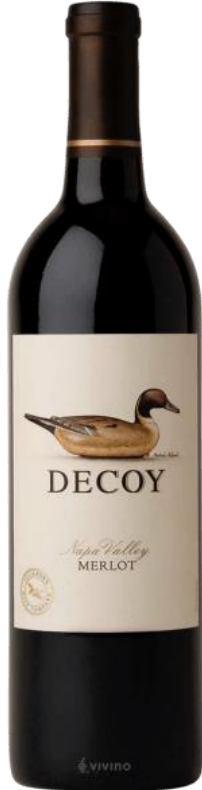
Columbia Valley

TASTING NOTES

Opens with aromas of blueberry, subtle spice and rose petals with hints of cocoa. Balanced in style, this wine is structured and lively.

RED WINE

TASTING NOTES



BRAND

Decoy by Duckhorn

VARIETAL

Merlot

APPELLATION

Napa Valley

TASTING NOTES

Aromas of black currant, black cherry, boysenberry, and sweet baking spices. On the palate, it is plush and polished, with silky tannins carrying the luxurious dark berry, creamy mocha and bittersweet chocolate flavors to a long, supple finish.

RED WINE

TASTING NOTES



BRAND

19 Crimes

VARIETAL

Red Blend

APPELLATION

Australia

TASTING NOTES

Rich and round with a soft fruity finish. Sweet aromatics with notes of chocolate.

RED WINE

TASTING NOTES



BRAND

Proverb

VARIETAL

Cabernet Sauvignon

APPELLATION

California

TASTING NOTES

A deliciously rich Cabernet bursting with flavors of blackberry that meld with hints of mocha, vanilla and oak. The aging of the wine adds a wonderful complexity and balance.

RED WINE

TASTING NOTES



BRAND

Bonanza

VARIETAL

Cabernet Sauvignon

APPELLATION

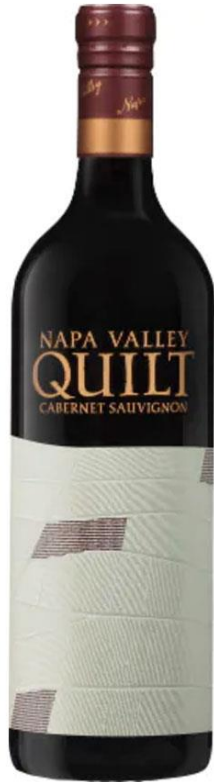
California

TASTING NOTES

From the Wagner Family, makers of Caymus. A delicious Cabernet featuring flavors of dark berry, vanilla, cassis and toast. Aromas of currants and oak are met by a subtle smokiness. Silky tannins create a smooth, easy to drink wine with a long finish.

RED WINE

TASTING NOTES



BRAND

Quilt by Caymus

VARIETAL

Cabernet Sauvignon

APPELLATION

North Coast

TASTING NOTES

Powerful and rich-tasting, this wine from Joseph Wagner is velvety in texture and spicy in aroma. It drips with jammy, Port-like flavors that are backed by fine-grained tannins that tighten a bit on the finish for a good grip.

RED WINE

TASTING NOTES



BRAND

Renato Ratti Marcenasco

VARIETAL

Nebbiolo

APPELLATION

Barolo, Piedmont, Italy

TASTING NOTES

Iris, rose, botanical herb and dark spice aromas lead the way, along with an enticing whiff of graphite. Elegantly structured and boasting youthful tension, the vibrant palate delivers juicy Morello cherry, crushed raspberry, cinnamon and star anise framed in taut, refined tannins. It's balanced and focused, with bright acidity.

RED WINE

TASTING NOTES



BRAND

Poggio Al Tesoro 'Mediterra'

VARIETAL

Tuscan Red Blend

APPELLATION

Tuscany, Italy

TASTING NOTES

Ruby red in color with purple tints, this is a fragrant and intensely fruity wine, in which blackberry, plum and cherry are underpinned by spicy notes of white pepper and elegant herbaceous aromas. On the palate, it is fresh, intense, and surprisingly persistent.



BEER BASICS & TASTING

BEER

KNOWLEDGE & TASTING



WATER



HOPS



GRAIN



YEAST

*4 Key ingredients to
make Beer*

MALT

Barley is the preferred grain for beer. But the starch in a grain of barley isn't ready to be fermented into alcohol, so the barley is generally converted into malted barley, or "malt." The process of malting involves soaking the barley, allowing it to germinate, and then stopping germination with heat.

HOPS

Hops are the spice of beer. They provide bitterness to balance the sweetness of the malt, as well as flavors and aromas ranging from citrus and pine to earthy and spicy.

YEAST

Yeast is the microorganism that is responsible for fermentation in beer. Yeast metabolizes the sugars extracted from grains, which produces alcohol and carbon dioxide, and thereby turns wort into beer. In addition to fermenting the beer, yeast influences the character and flavor.

ABV - ALCOHOL BY VOLUME

Alcohol by volume, or ABV, is used to measure the alcohol content of beer. Beers typically fall in the 3.0 to 13.0 percent ABV range, with the majority being 4.0 to 7.0 percent ABV.

IBU - INTERNATIONAL BITTERNESS UNIT

The standard used by brewers to indicate the bitterness level of a beer. A Pils which has 30 to 40 IBU units, will have the same level of bitterness as an English Ale that is indicated with the same numbers.

BEER

THE IMPORTANCE OF POURING IT CORRECTLY

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.

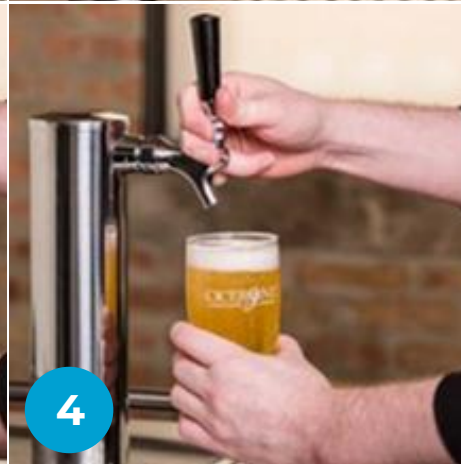
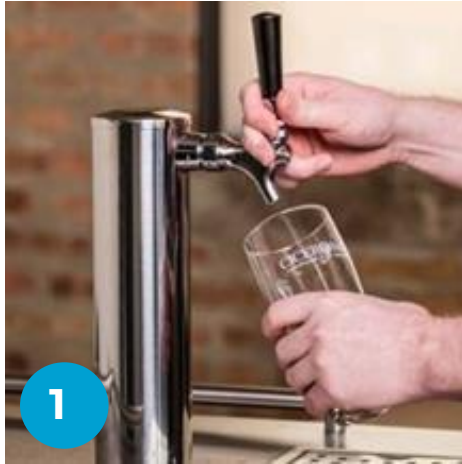


THE PROPER METHOD

1. Tilt
2. Open
3. Straighten
4. Serve

BEER

POURING THE PERFECT DRAFT



1. TILT

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

2. OPEN

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

3. STRAIGHTEN

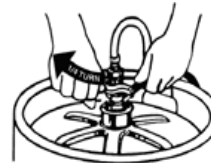
Gradually straighten the glass as you pour. Aim for the center of the glass.

4. SERVE

This technique will result in a perfect 1" foam pour.

BEER KEG TAPPING

1. Do not agitate the keg. If there has been excessive agitation during transport, allow the keg to settle for 1 to 2 hours before tapping.
2. Make sure the beer faucet is in the off position prior to tapping.
3. Make sure that the keg coupler handle is in the up (off) position.
4. Align lug locks on tavern head with lug housing in top of keg; insert tavern head.
5. Turn tavern head handle 1/4 turn clockwise; the tavern head is now secured to keg.
6. Rotate on/off valve hand 1/4 turn clockwise to open beer and CO2 ports in keg. The keg is now tapped.



Tapping the keg properly will activate both the beer and the CO2 pressure line. The keg will be ready to draw beer.

If kegs are attached to FOB regulators, open the airline by untwisting the screw top and letting out the air till the bobber rises to the top. Twist the screw top closed.

BEER TROUBLESHOOTING

WILD / FOAMY BEER

- Warm draft cooler/ frozen glasses
- Beer line system not properly refrigerated or insulated Beer drawn improperly
- Tap/faucets broken, leaking or dirty
- Too much pressure



FLAT BEER

- Beer too cold
- Not enough CO2 / Beer Gas pressure
- Sluggish (broken) pressure regulator
- Air compressor used for pressure
- Pressure required does not correspond to beer temp



CLOUDY BEER

- Beer over chilled or frozen in dispensing system
- Beer has been frozen in barrel
- Old beer hose in poor condition



BEER READY GLASSWARE



"Flat" Beer
Film or grease attack the foam,
reducing the appeal



"False" Beer
Rapid loss of foam requiring refills to
"top off"



"Off" Taste Beer
Odors from sanitizers, bar towels and improper
storage affects quality

WATER TEST - Submerge the glass in water, when you lift it out the water should sheet off of the glass. If droplets cling that is a sign of film present.

SALT TEST - Sprinkle salt into a wet glass, it should adhere evenly to the glass vs. sinking to the bottom or sticking randomly. Salt will stick wherever a greasy film is present.

BUBBLE TEST - Beer in the glass should be clear with no bubbles rising from the bottom of the glass or clinging to the side. Bubbles indicate a dirty glass. (Exception: Sam Adams specialty glasses have an etched bottom to create release of bubbles from the bottom of the glass)

FOAM TEST - The foam or head should stay present as the guest drinks the beer. After each sip, a ring of foam should adhere to the glass. This is called lacing, and when a guest is finished you should be able to count the number of sips taken to finish the beer.



LCA:
BEER

BEER

TASTING NOTES



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

BEER

TASTING NOTES



BRAND/NAME

Budweiser

STYLE

American Lager

COUNTRY OF ORIGIN

United States – St. Louis, MO

ABV

5.0%

IBU

12

COLOR

Pale, golden yellow

AROMA

Hops with malt sweetness

TASTE

Medium-bodied, flavorful, crisp American-style lager. It is brewed with the best barley malt and a blend of premium hop varieties.

BEER

TASTING NOTES



BRAND/NAME

Michelob Ultra

STYLE

Light American Lager

COUNTRY OF ORIGIN

United States – St. Louis, MO

ABV

4.2%

IBU

10

COLOR

Light gold

AROMA

Mild biscuit and subtle light citrus

TASTE

Crisp and refreshing mild, malt taste with hints of citrus and a dry finish

BEER

TASTING NOTES



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

BEER

TASTING NOTES



BRAND/NAME

Coors Light

STYLE

American Light Lager

COUNTRY OF ORIGIN

United States – Golden, CO

ABV

4.2%

IBU

10

COLOR

Pale yellow

AROMA

Floral hops with malt sweetness

TASTE

Mild malt sweetness with a crisp finish

BEER

TASTING NOTES



BRAND/NAME

Bud 0.0

STYLE

Non-Alcoholic American Lager

COUNTRY OF ORIGIN

United States – St. Louis, MO

ABV

0.0%

IBU

12

COLOR

Pale yellow

AROMA

Floral hops with malt sweetness

TASTE

Mild malt sweetness with a crisp finish

BEER

TASTING NOTES



BRAND/NAME

Nutrl Lemonade Vodka Seltzer

STYLE

Vodka Seltzer - Lemonade

COUNTRY OF ORIGIN

United States – St. Louis, MO

ABV

4.5%

IBU

NA

COLOR

Clear, bubbly

AROMA

Fruit sweetness with slight grain

TASTE

Perfectly balanced with the sweetness of real lemonade and the refreshment of seltzer

BEER

TASTING NOTES



BRAND/NAME

High Noon Sun Sips Vodka Seltzer

STYLE

Vodka Seltzer

COUNTRY OF ORIGIN

United States – Modesto, CA

ABV

4.5%

IBU

NA

COLOR

Clear, bubbly

AROMA

Fruit sweetness

TASTE

Perfectly balanced with fruit aromas and flavors and the refreshment of seltzer

BEER

TASTING NOTES



BRAND/NAME

Carbliss Lemon-Lime Vodka Cocktail

STYLE

Vodka Seltzer

COUNTRY OF ORIGIN

United States – Plymouth, WI

ABV

5.0%

IBU

NA

COLOR

Clear, bubbly

AROMA

Fruit sweetness

TASTE

Crisp citrus fruit flavors and the refreshment of a vodka cocktail

BEER

TASTING NOTES



BRAND/NAME

Twisted Tea

STYLE

Hard Iced Tea

COUNTRY OF ORIGIN

United States – Cincinnati, OH

ABV

5.0%

IBU

NA

COLOR

Light brown, amber

AROMA

Citrus and brewed tea sweetness

TASTE

Crisp citrus fruit flavors and the refreshment of iced tea

BEER

TASTING NOTES



BRAND/NAME

Labatt Blue

STYLE

Pilsner

COUNTRY OF ORIGIN

Canada

ABV

5.0%

IBU

12

COLOR

Pale yellow, straw

AROMA

Subtle hops, malt backbone

TASTE

Well-balanced, fully matured, full-flavoured beer with a fruity character and a slightly sweet aftertaste

BEER

TASTING NOTES



BRAND/NAME

Labatt Blue Light

STYLE

Light Lager

COUNTRY OF ORIGIN

Canada

ABV

4.0%

IBU

10

COLOR

Pale yellow, straw

AROMA

Subtle hops, malt backbone

TASTE

Crisp, clean and delicately balanced beer, with a slight sweetness and citrus-like hop character.

BEER

TASTING NOTES



BRAND/NAME

Modelo Especial

STYLE

Pilsner-Style Mexican Lager

COUNTRY OF ORIGIN

Mexico

ABV

4.4%

IBU

12

COLOR

Rich, golden yellow

AROMA

Orange blossom and honey with a hint of herb

TASTE

Well-balanced, light hop character with a crisp, clean finish

BEER

TASTING NOTES



BRAND/NAME

Heineken

STYLE

European Lager

COUNTRY OF ORIGIN

Holland

ABV

5.0%

IBU

19

COLOR

Golden

AROMA

Floral, fruity hops

TASTE

Smooth, nicely blended bitterness, clean finish.

BEER

TASTING NOTES



BRAND/NAME

Blue Moon Belgian White

STYLE

Wheat Ale

COUNTRY OF ORIGIN

United States – Denver, CO

ABV

5.0%

IBU

9

COLOR

Hazy orange-gold

AROMA

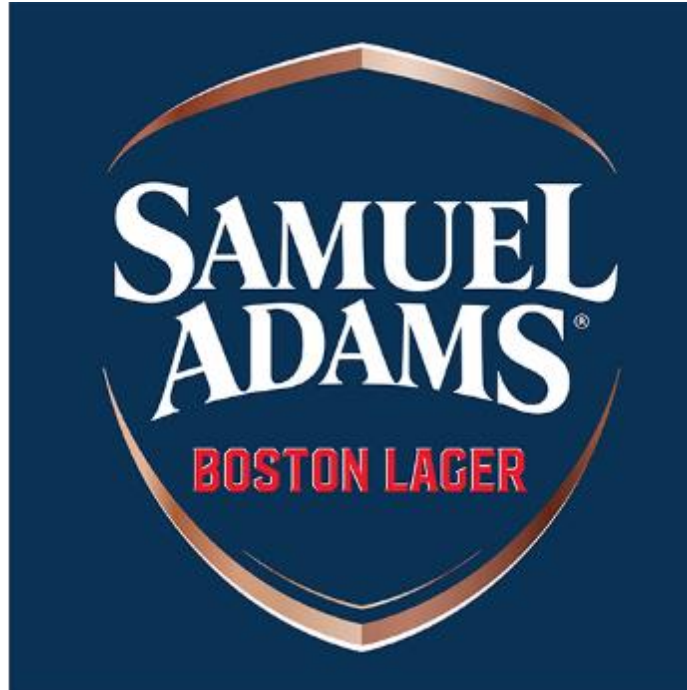
Fresh coriander and bright citrus orange peel

TASTE

Nice and complex with citrus notes, finishing fairly dry.

BEER

TASTING NOTES



BRAND/NAME

Samuel Adams Boston Lager

STYLE

Vienna-Style American Lager

COUNTRY OF ORIGIN

United States – Boston, MA

ABV

5.0%

IBU

30

COLOR

Deep amber to golden

AROMA

Spicy hops, with a sweet biscuity malt

TASTE

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

BEER

TASTING NOTES



BRAND/NAME

Stella Artois

STYLE

European Pilsner

COUNTRY OF ORIGIN

Belgium (US – St. Louis, MO)

ABV

5.0%

IBU

24

COLOR

Golden

AROMA

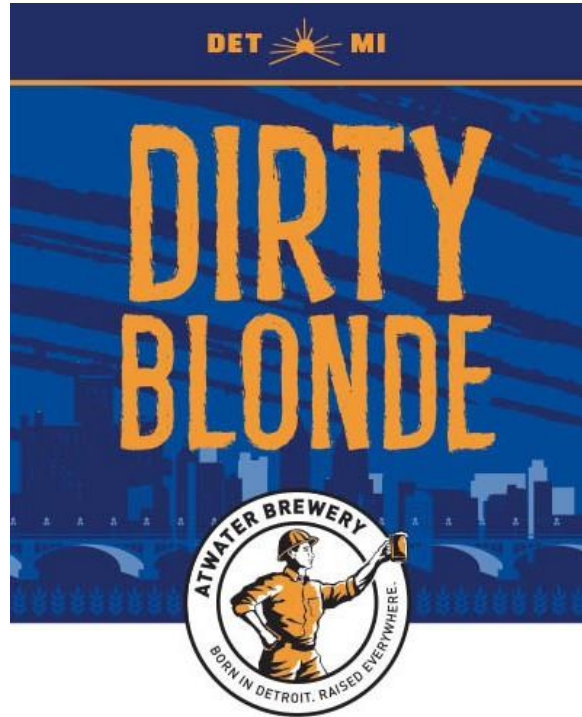
Floral hops with toasted malt

TASTE

Slightly sweet with a clean, crisp hop finish

BEER

TASTING NOTES



WHEAT ALE BREWED WITH ORANGE PEEL & CORIANDER

BRAND/NAME

Atwater Dirty Blonde

STYLE

Wheat Beer

COUNTRY OF ORIGIN

United States – Detroit, MI

ABV

4.5%

IBU

8

COLOR

Cloudy golden

AROMA

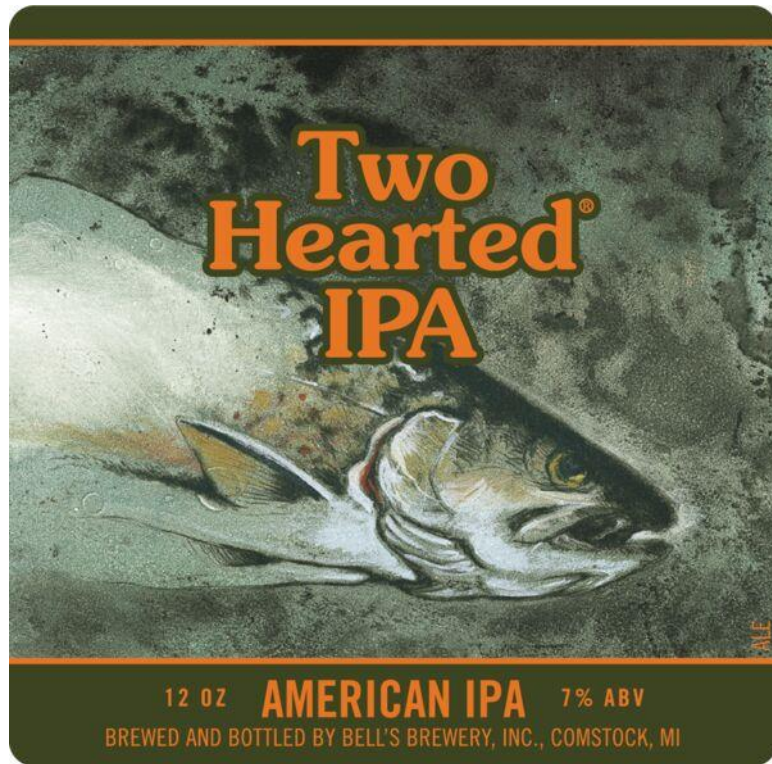
Floral hops with toasted malt

TASTE

Crisp wheat smoothness gives way to a touch of coriander snap and a kiss of sweet orange peel perk that lingers on your lips

BEER

TASTING NOTES



BRAND/NAME

Bell's Two Hearted IPA

STYLE

American India Pale Ale

COUNTRY OF ORIGIN

United States – Comstock, MI

ABV

7.0%

IBU

55

COLOR

Light amber, red

AROMA

Citrus hops with pine and grapefruit

TASTE

Perfectly balanced with a malt backbone and combined with the signature fruity aromas of Bell's house yeast

BEER

TASTING NOTES



Inspired Brewing®

BRAND/NAME

Bell's Rotating Wheat

STYLE

Wheat Ale

COUNTRY OF ORIGIN

United States – Comstock, MI

ABV

Varies

IBU

Varies

COLOR

Varies by selection

AROMA

Varies by selection

TASTE

Varies by selection



SPIRIT KNOWLEDGE

VODKA

Originated in Russia, the name vodka comes from the Russia word “vod”, meaning water. The addition of “ka” brings it meaning more closely to “little water”. Vodka is the world’s fastest selling spirit. There are many reasons for this, the first being that it is the spirit most easily approached by both the regular and non-regular drinker. Vodka’s distinct lack of flavor allows it to blend easily with any ingredients you desire. In the context of a mixed drink, vodka disappears seamlessly into the background, adding merely body and viscosity to the drink, laying the base for the smoothest of cocktails.

Two styles of Vodka: Straight Vodka - Vodka that is bottled without any flavor additives. Flavored Vodka - Vodka that is flavored through maceration or the addition of flavor extract.

Essentially Vodka is a neutral spirit gained from any sugar-bearing material. Potatoes, wheat, corn and grapes are the most common. It is distilled at or above 190 proof and reduced to somewhere between 110 and 80 proof. The spirit must be rectified to render a spirit without distinctive character, odor or taste. This is done by filtering with charcoal, quartz, or many other ground stones and diluted with pure water.

EXAMPLES – Smirnoff, Ketel One, Tito’s, Absolut, etc.

GIN

Until the late 1990's, gin seemed to all but have disappeared behind the more exciting and highly marketed vodkas, single malt scotches, and boutique 100% blue agave tequilas. Gin has a bad name because of its totally unique and intense flavor profile. Luckily, it has made a comeback and is embraced by classic cocktail drinkers, modern cocktail craftsmen, mixologists and bartenders alike.

Gin is a spirit made entirely from 100% neutral grain spirit and flavored with a juniper dominated collection of botanicals. Juniper is a bluish berry with unmistakable dry flavors of pine, menthol, and camphor. The collection of botanicals is what really makes the differences in gin flavor profiles. The most common being cardamom, coriander, angelica, citrus peel, bitter almond, cassia bark. Every gin producer has their own recipe.

EXAMPLES – New Amsterdam, Bombay Sapphire, Hendrick's, etc.

RUM

Rum is a spirit distilled from the fermented juice of the sugar cane plant, sugar cane syrup, molasses, or any other sugar cane by-product at less than 190 proof and bottled at or above 80 proof. With several styles and an amazing level of variety, just about every drinker can find rum that fits their palate.

Around 1650, the earliest forms of rum were first being distilled in the Caribbean Islands with molasses, a by-product of the quickly evolving sugar industry. Depending on the style, rum production begins in the sugarcane fields mainly in the Islands of the Caribbean basin. Once it reaches maturity, the sugarcane is harvested where, either the juice is pressed and directly fermented and distilled, or used to make sugar whose by-product, molasses, goes through the same process. Once the juice or molasses has been fermented, it is distilled in either pot or column stills and aged in various kinds of oak.

There are two distinctive styles of rum, Industrial Rum and Agricultural Rum.

EXAMPLES – Cruzan Aged White, Captain Morgan, Myers's Dark, etc.

TEQUILA

Tequila is a spirit achieved through distillation of the fermented sap of a plant known as the Blue Agave. The Blue Agave is one of 300 species of agave indigenous to the Mexican Countryside.

The agave plants were originally cooked in pits in the ground before fermentation which created Mezcal Brandy, known today as Mezcal. Eventually, it became known that the finest of these Mezcals came from the region in and around the town of Tequila, thus the Tequila designation of Mezcal was born. Today tequila is made by not cooking the agave plants in pits in the ground, but rather steam ovens before fermentation. This allows the starches to be converted to sugar, then the fermentation process allows the yeast to convert the sugar into alcohol. It then goes through the distillation process and is diluted and bottled or rested in wooden barrels to mellow and flavor this spirit.

There are two main styles of Tequila, Mixto Tequilas and 100% Blue Agave Tequila. Mixto Tequilas are made with at least 51% agave and usually 49% less expensive cane sugar, added usually in the form of syrup during the fermentation process. This is the most inexpensive way to produce tequila. 100% Blue Agave Tequila is distilled from a fermentation of 100% Blue Agave and, by law, must say it on the bottle. This style represents the finest expression of the spirit.

TEQUILA, cont'd

The three main designations of Tequila are Silver, Reposado and Añejo.

Silver, Plata or Blanco can age in oak for up to 60 days. It carries the truest flavor of the Blue Agave and is usually fresh, fruity, with a definite hint of pepper and spice.

Reposado tequilas have been aged from 2 to 12 months in oak or wooden casks. This is the most popular tequila among the Mexican people as this light aging process rounds out a few of the rough edges found in many unnamed tequilas.

Añejo tequilas are aged more than 1 year in oak casks, are exceptionally smooth, and best drunk on their own to appreciate their flavor and craftsmanship.

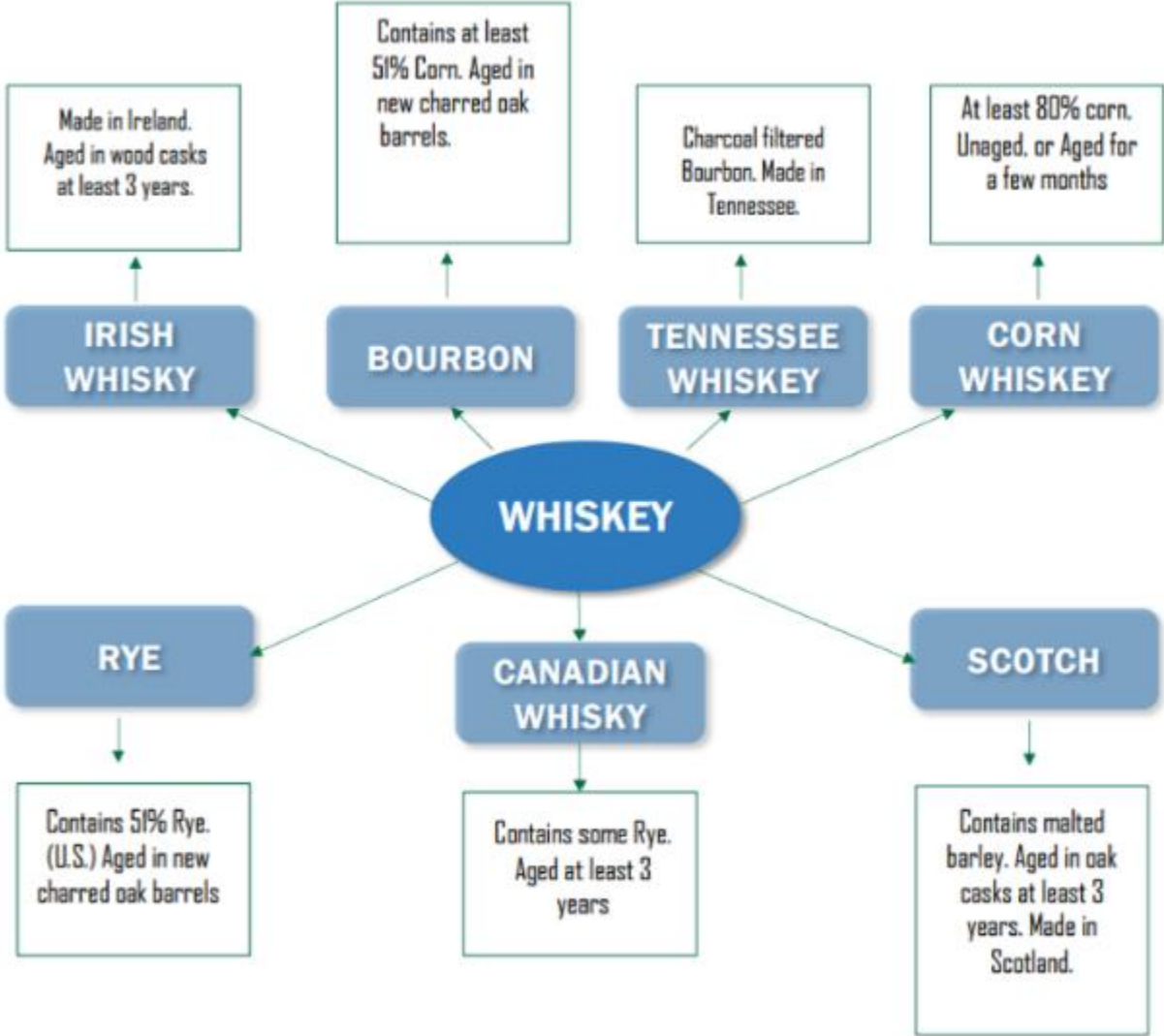
EXAMPLES – Camarena Silver, 1800 Reposado, Patron Añejo, etc.

WHISKEY & WHISKY

Whiskey is the fermentation and distillation of grain mash aged in oak. This aging smoothens out the raw spirit and adds its own unique flavor profile. The simplicity ends here, though with each whiskey having its own individual history and cultural affects, production method, and aging style.



WHISKEY & WHISKY



BOURBON

Bourbon is a spirit made in the United States with a mash bill of at least 51% corn, distilled at no more than 160 proof, barrel aged at no more than 125 proof, and aged a minimum of two years in new charred oak barrels. Further, all Bourbon whiskeys aged at least four years must contain an age statement on the bottle. Production begins with the harvest of corn, rye and other grains which are sent to the distillery, malted and or mashed, milled and added to warm water where enzymes convert the starches into soluble sugars. At this point, solid materials are separated, and the liquid is led into the fermentation tank where yeast is added, and the sugars are converted to alcohol. This fermented matter is then distilled in either pot or column stills, diluted, aged in charred oak barrels, and bottled.

SMALL BATCH

These are bourbon whiskeys bottled from blends of specially selected barrels.

SINGLE BARREL

These bourbons are aged and bottled from a single cask, and represent the highest expression of the bourbon distiller's art.

EXAMPLES - Maker's Mark, Jim Beam, Woodford Reserve

RYE WHISKEY

Rye Whiskey is a spirit made from a mash bill of at least 51% rye grain, distilled to no more than 160 proof, barrel aged at less than 125 proof, and aged a minimum of two years in new charred oak barrels. Rye whiskey came before Bourbon whiskey. It was created by Scottish and Irish immigrants in America seeking a distillable replacement for the malted barley used to make whiskey in their homeland. Production begins with the harvest of rye and other grains which are sent to the distillery for mashing and/or malting, milling, and added to warm water where enzymes convert the starches to fermentable sugars. At this point, solid materials are separated, and the liquid is led into the fermentation tank where a proprietary yeast culture is added, and the sugars are converted to alcohol. This fermented matter is then distilled in either pot or column stills, left to rest in charred oak barrels, and bottled.

SMALL BATCH

Rye Whiskeys bottled from a blend of whiskeys from specially selected barrels

SINGLE BATCH

Rye Whiskeys are aged and then bottled from a single cask and represent the highest expression of the whiskey distiller's art.

EXAMPLES - Bulleit Rye, Templeton Rye, High West Rye

RYE WHISKEY

Rye Whiskey is a spirit made from a mash bill of at least 51% rye grain, distilled to no more than 160 proof, barrel aged at less than 125 proof, and aged a minimum of two years in new charred oak barrels. Rye whiskey came before Bourbon whiskey. It was created by Scottish and Irish immigrants in America seeking a distillable replacement for the malted barley used to make whiskey in their homeland. Production begins with the harvest of rye and other grains which are sent to the distillery for mashing and/or malting, milling, and added to warm water where enzymes convert the starches to fermentable sugars. At this point, solid materials are separated, and the liquid is led into the fermentation tank where a proprietary yeast culture is added, and the sugars are converted to alcohol. This fermented matter is then distilled in either pot or column stills, left to rest in charred oak barrels, and bottled.

SMALL BATCH

Rye Whiskeys bottled from a blend of whiskeys from specially selected barrels

SINGLE BATCH

Rye Whiskeys are aged and then bottled from a single cask and represent the highest expression of the whiskey distiller's art.

EXAMPLES - Bulleit Rye, Templeton Rye, High West Rye

TENNESSEE WHISKEY

Tennessee Whiskey must be made in Tennessee and like bourbon whiskey, contain a minimum of 51% corn and be distilled at less than 160 proof. What differentiates this whiskey, though, is a unique filtration solution known as the Lincoln County Process. This whiskey is fed through 14 feet of sugar maple charcoal before bottling which adds its characteristic round body and silky finish. This creates a soft and mellow American whiskey that clearly differentiates itself from Rye and Bourbon.

*Tennessee Whiskey is made in the same manner as bourbon with the addition of filtration through a bed of sugar maple charcoal.

SMALL BATCH

These Tennessee Whiskeys are bottled from specially selected barrels

SINGLE BATCH

These Tennessee Whiskeys are aged and then bottled from a single cask and represent the highest expression of the whiskey distiller's art.

EXAMPLES - Jack Daniel's Tennessee Whiskey, Gentleman Jack

CANADIAN WHISKY

Canadian Whisky can be made anywhere in North America from a mash bill that contains at least 50% of one grain, distilled to under 190 proof, and aged 2 years in oak. Canadian Whiskies are generally distilled to a higher proof making them lighter, smoother, and less flavorful. Canadian Whisky rose in popularity during American prohibition to take the place of the popular rye whisky. While they generally contained rye, they were diluted with neutral grain spirit making it cheaper to produce and smoother on the palate. After prohibition, Canadian Whisky's popularity exploded as the American palate had become more comfortable with this softer style and were under the impression that Canadian Whisky and Rye Whiskey were the same thing. Canadian Whisky is made following the same production processes of rye and bourbon often taking advantage of the modern column distillation process.

SMALL BATCH

These are whiskies bottled from specially selected oak barrels.

SINGLE BATCH

These whiskies are aged and then bottled from a single cask and represent the highest expression of the whisky distiller's art.

EXAMPLES - Crown Royal, Seagram's 7, Crown Royal, Canadian Club

IRISH WHISKEY

Irish whiskey is a dry, light whiskey made in Ireland from malted and unmalted barley and grain aged for a minimum of 4 years in new or used oak barrels. Production begins with the selected barley being dampened and allowed to germinate making the starch available for conversion to sugar. Germination is then halted when the kernels are heated in closed kilns to terminate the process. Following this heating process, the dried germinated barley is then milled and mixed with warm water at which point enzymes convert the starches into fermentable sugars. This liquid is then strained and becomes what is known as the wort. Yeast is then added which results in the transformation of sugar to alcohol. The fermented matter is then distilled usually three times in pot stills and placed into barrels for aging.

SINGLE MALT

Irish whiskey made at a single distillery with 100% malted barley.

BLENDED

These are a blend of pot distilled barley malt and lighter column distilled grain spirits.

PURE POT STILL

Irish whiskey made in large stills from malted and unmalted barley giving it a spicy smoothness unique to Irish whiskey alone.

EXAMPLES - Jameson, Bushmills, Proper 12, Redbreast

SCOTCH WHISKY

Scotch Whisky must be made in a Scottish distillery from malted barley and other grains, distilled to less than 190 proof, aged in oak for more than 3 years, free of flavor and color additives, and bottled at a minimum of 80 proof. Originally, Scotch Whisky was made strictly in Catholic Monasteries by monks who produced it for medicinal purposes. Production begins with the select barley being dampened and allowed to germinate which is done to open the hard cell walls of the grain, making the starch available for conversion to sugar. The germination process is then halted when the kernels are left to dry on screens over open kilns stocked by peat fire. This interaction between peat smoke and barley is what accounts for Scotch Whisky's completely unique and unmistakable flavor profile. Following the heating process, the dried, germinated barley is then milled and mixed with warm water at which point the starches are converted to fermentable sugars. This liquid is then strained and becomes what is known as wash. Yeast is then added which results in the transformation of sugar to alcohol (wort). The fermented matter is then distilled usually twice, in pot stills and placed into barrels for aging.

BLENDED

These make up nearly 95% of all Scotch Whiskies in the world and are a blend of 100% barley malt and grain spirit. The highest quality blends will contain more malt whiskey than grain.

SINGLE MALT

These whiskies are made at a single distillery from 100% malted barley. The beauty of this spirit truly lies in where it is born, and its styles are defined by regional differences in climate and proximity to the ocean.

EXAMPLES - The Glenlivet, Macallan, Johnnie Walker



MIXER & GARNISH KNOWLEDGE

JUICE AND MIX SENSITIVITY

JUICES & MIXES	BRAND	SENSITIVITY	SHELF LIFE (on station)
Fresh Lemon Juice	Fresh	Overly tart or bubbling may indicate spoilage	3 Days
Fresh Grapefruit Juice	Fresh	Overly tart or bubbling may indicate spoilage	3 Days
Fresh Orange Juice	Fresh	Overly tart or bubbling may indicate spoilage	3 Days
Fresh Lime Juice	Fresh	Overly tart or bubbling may indicate spoilage	3 Days
Fresh Agave Sour	Prep Item	Overly tart or bubbling may indicate spoilage	3 Days
Simple Syrup	ABM/Finest Call	Thick clear syrup no particles	14 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	30 Days
Half & Half	Location Specific	Sour or tar taste may indicate spoilage	7 Days
Pineapple Juice	Location Specific	Overly tart or bubbling may indicate spoilage	3 Days

GARNISH SPECIFICATIONS & SENSITIVITY

GARNISHES	SPECIFICATIONS	SHELF LIFE
Lemon Wedge	1/8 wedge, lengthwise wedge	1 shift (6 hours max)
Lime Wedge	1/8 wedge, lengthwise wedge	1 shift (6 hours max)
½ Orange Slice	¼" width, half moon shape	1 shift (6 hours max)
Lime Wheel	¼" width wheel	1 shift
Fresh Blackberries	Ripe, with no moldy or mushy spots	3 days
Fresh Strawberries	Ripe, with no moldy or mushy spots	3 days
Cucumber Wheel	¼" width wheel	1 shift
Orange Peel	1" to 2" in length	1 shift
Mint Sprig	1" with bud, 3 leaves	1 shift (6 hours max)
Filthy Cherries	Kept in container in juice	3 years

All fruit must be cut fresh for each day.

All fruit that has been cut and is left over at the end of the night must be thrown away.

Hands must be cleaned prior to and after cutting the fruit.



Lemons cut into 8's



Limes cut into 8's



Oranges cut into ¼" thick half slices

COVID UPDATE: Under no circumstances should garnishes be touched with your hand. Please use a bamboo pick, a gloved hand or set of tongs.

GARNISH TERMINOLOGY

Cherry - A stemmed red maraschino cherry. Place the cherry directly into the cocktail. (ex. Rob Roy, Manhattan)

Orange Flag - A stemmed red maraschino cherry speared together with an orange wedge and placed on the rim of glass. (ex. Sours or Collins)

Orange Wedge - A triangular segment of orange. Placed on the rim of the glass.

Grapefruit Slice - A half-moon slice of grapefruit 1/4 inch thick. Placed on the rim of the glass. (ex. Greyhound)

Lemon Wedge - A triangular segment of lemon.

Lemon Twist - A slice of lemon rind 2 inches long, and 1/4" wide. Twist the rind over the drink and then rest it on the rim of the glass. (ex. Martini)

Lime Squeeze - A lime that has been cut in half & then cut the halves into fourths. The shape resembles a pyramid. (ex. Cuba Libre)

Lime Wheel - A round cut slice of lime with a slit that fits on the rim of the glass. (ex. San Pellegrino)

Olives - Pitted queen size olives. Two olives are speared together and placed in the cocktail. (ex. Martini)

Onions - Small, white marinated onions. Three onions are speared together and placed in the cocktail. (ex. Gibson)

Salt/Sugar Rim - A thin rim of salt/sugar around the rim of the glass. The glass rim is dipped into lime juice and then into salt/sugar. (ex. Margarita, Perfect Margaritas, Lemon Drop)



CRAFT COCKTAIL EXECUTION

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

Mixers 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 with”

Recipe calculate costs which is why Bacardi & Cola says 3 oz Cola and “fill with”

Focus on “fill with” not the ounces of mix

COCKTAIL TERMINOLOGY

Aperitif - A beverage taken before a meal to stimulate the appetite. These beverages are usually wine, spirit, or bitters based.

Cocktail - A cocktail was originally defined as a mixed potable beverage containing merely spirit, sweetener, water, and bitters. Today, it is typically considered a drink composed of a base spirit, a modifying flavor, and water imparted from shaking or stirring. A cocktail is usually 3 to 5 ounces in volume and served in a well-chilled cocktail glass or in a short glass over fresh ice.

Collins - A tall mixed drink made with a spirit, freshly squeezed lemon juice, sugar, and soda water. This drink should be served in a tall glass with a volume of about 10 to 14 ounces.

Digestif - An after-dinner drink that aids digestion.

Dry - The addition of dry vermouth.

Extra Dry - Little, to no vermouth.

Float - A small portion of spirit carefully layered over another of greater density. This is done with a bar spoon, cherry, or carefully on the side of the glass.

Highball - A tall drink consisting of one spirit and one mixer served in a tall glass usually 10 to 12 ounces in volume.

Martini - Liquor is served up or on the rocks, well chilled in a cold coupe glass.

Neat - A term for serving a spirit straight, without mixers or ice.

On the Rocks - Ingredients poured/served over ice.

Perfect - equal parts, sweet and dry vermouth.

Proof - The system by which alcoholic strength of a spirit is measured. A spirit's proof is equal to twice its amount of alcohol by volume.

Sweet - The addition of sweet vermouth.

Tall - A "Tall" cocktail is prepared in a larger glass but doesn't result in more liquor. It will result in more "mixer" and usually preferred by guests that don't want a heavy alcohol taste.

BAR TOOLS

TOOL	USE	ITEM
Mixing Tin/Boston Shaker	Combining drink ingredients; chilling, binding, and diluting	
Shaker/Tumbler Glass	Shaking ingredients in combination with Mixing Tin	
Hawthorne Strainer	Straining cocktail after shaking, either onto fresh ice or into the glass	
Measuring Jiggers	Accuracy and precision in cocktail recipes	
Bar Spoon	Stirring cocktails, chilling and binding with gentle dilution	
Muddler	Crushing fruit and herbs to release oils, flavors, aromas	

DRINK MAKING TECHNIQUES



SHAKE & STRAIN

TYPE: COSMOPOLITAN

Fill glass 2/3 with ice and cap with mixing tin

Pour ingredients into mixing 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



ROLL/TUMBLE

TYPE: BATCHED COCKTAIL

Pour ingredients into mixing tin

Fill the specified glass with ice

Roll contents between mixing tin and glass until fully combined

Garnish and serve



BUILD

TYPE: BACARDI & COLA

Fill glass completely with ice

Fill in order depicted from recipe

Garnish and serve



LAYER

TYPE: B52

As listed in recipe, pour ingredients over back of bar spoon

Heaviest liquor must always be poured first and lightest liquors poured last (see recipes)

DRINK MAKING TECHNIQUES



BLENDER

TYPE: PINA COLADA

Pour ingredients into blender cup first using proper recipe

Ice should be measured using the glass the drink will be served in (Ice should be measured full and heaping)

If not blending properly, turn off machine and shake blender cup

Pour beverage into glass

Garnish and serve

Rinse out blender cup immediately and return to blender base



MUDDLE

TYPE: MOJITO

Put muddling ingredients into mixing glass

Muddle with the flat end of muddler by pressing on ingredients

Fill glass with ice

Add ice and pour remaining ingredients as listed in recipe

Shake and pour/strain contents into appropriate glass

Garnish and serve



STIR & STRAIN

TYPE: CLASSIC MARTINI

Chill coupe glass by filling with ice and soda water

Pour ingredients into mixing glass (chills liquids more thoroughly)

Stir with bar spoon until proper dilution is achieved

Empty coupe glass of ice and soda water, shaking out any excess water

Strain contents from mixing glass into coupe glass

Garnish and serve

HEADS UP BARTENDING

Heads Up Bartending allows for the constant surveying and management of all aspects of the bar. Team member's heads & eyes should always be up, anticipating the guest's needs. Having their heads and eyes up also creates good body image & conveys welcome body language.

Team members should always be looking for "What's Next?":

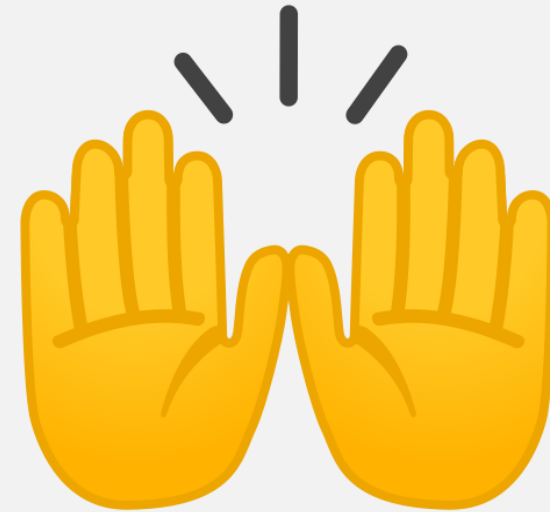
- Service Bar Ticket Orders
- Guests approaching and leaving
- Guests received food; The Check Back
- Half full drinks; time to sell!
- Guests finished eating; clear plates
- Guests ready to pay their tab



TWO-HANDED BARTENDING

Team members need to master the ability of multitasking! Being able to do two things at once will directly impact their success and elevate the guest experience. Two Hand Bartending increases speed of service and maximizes team member efficiency. Two Hand Bartending does not sacrifice accurate pouring, proper drink making techniques, or the guest experience. Following are some examples of what Two Hand Bartending looks like:

- Shaking a cocktail AND Ringing in an order
- Shaking a mixing tin AND Stirring a cocktail
- Serving a drink AND Clearing an empty glass





LCA:
PREMIUM COCKTAILS

Classic Margarita

METHOD

Shake & Strain

GLASS

Beverage

INGREDIENTS

1.25 oz. Lunazul Blanco Tequila

0.25 oz. Triple Sec

0.50 oz. Simple Syrup

0.50 oz. Lime Juice

GARNISH

1 ea. Lime Wedge

DIRECTIONS

Measure ingredients into a mixing tin with ice. Shake and strain over fresh. Garnish and serve.

The Old Fashioned

METHOD

Stir & Strain

GLASS

Beverage

INGREDIENTS

1.25 oz. Elijah Craig Small Batch Bourbon

0.25 oz. Simple Syrup

2 ea. Dash Angostura Bitters

GARNISH

1 ea. Orange Peel

DIRECTIONS

Measure ingredients into a mixing tin with ice. Stir and strain over fresh. Garnish and serve.

La Pina

METHOD

Shake & Strain

GLASS

Beverage

INGREDIENTS

1.25 oz. Lunazul El Humoso Smoked Tequila

2.00 oz. Pineapple Juice

0.50 oz. Simple Syrup

0.50 oz. Lemon Juice

GARNISH

1 ea. Cherry

DIRECTIONS

Measure ingredients into a mixing tin with ice. Shake and strain over fresh. Garnish and serve.

Pomegranate Margarita

METHOD

Shake & Strain

GLASS

Beverage

INGREDIENTS

1.25 oz. Lunazul Blanco Tequila

0.25 oz. PAMA Pomegranate Liqueur

0.25 oz. Triple Sec

0.50 oz. Lime Juice

GARNISH

1 ea. Lime Wedge

DIRECTIONS

Measure ingredients into a mixing tin with ice. Shake and strain over fresh. Garnish and serve.

American Mule

METHOD

Build

GLASS

Beverage

INGREDIENTS

1.25 oz. Depp Eddy Original Vodka

3.00 oz. Ginger Beer

0.50 oz. Lime Juice

GARNISH

1 ea. Lime Wedge

DIRECTIONS

Build ingredients into beverage glass with ice. Garnish and serve.

Tequila Sunburst

METHOD

Shake & Strain

GLASS

Beverage

INGREDIENTS

1.25 oz. Lunazul Reposado Tequila

1.00 oz. Cranberry Juice

1.00 oz. Pineapple Juice

0.50 oz. Simple Syrup

0.50 oz. Lime Juice

GARNISH

1 ea. Lime Wedge

DIRECTIONS

Measure ingredients into a mixing tin with ice. Shake and strain over fresh. Garnish and serve.

Banana Paralyzer – Single Recipe

METHOD

Shake & Strain

GLASS

Beverage

INGREDIENTS

1.25 oz. Bacardi Spiced Rum

2.00 oz. Pineapple Juice

2.00 oz. Orange Juice

1.00 oz. Finest Call Banana Puree Mix

1.00 oz. Coco Reál

GARNISH

1 ea. Cherry

DIRECTIONS

Measure ingredients into a mixing tin with ice. Shake and strain over fresh. Garnish and serve.

Blue Lagoon – Single Recipe

METHOD

Shake & Strain

GLASS

Beverage

INGREDIENTS

1.25 oz. New Amsterdam Vodka

0.50 oz. Finest Call Blue Curacao Syrup

3.00 oz. Finest Call Sweet & Sour Mixer

GARNISH

1 ea. Cherry

Measure ingredients into batching container.
Whisk to combine ingredients. Cover, label, and date before refrigerating.

DIRECTIONS

Measure ingredients into a mixing tin with ice. Shake and strain over fresh. Garnish and serve.

Spicy Watermelon Margarita – Single Recipe

METHOD

Shake & Strain

GLASS

Beverage

INGREDIENTS

1.25 oz. Sauza Blanco Tequila

2.00 oz. Finest Call Citrus Sour Mixer

1.00 oz. Finest Call Watermelon Puree Mix

0.50 oz. Finest Call Jalapeno Flavored Syrup

GARNISH

1 ea. Lime Wedge

DIRECTIONS

Measure ingredients into a mixing tin with ice. Shake and strain over fresh. Garnish and serve.



LCA:
BATCH COCKTAILS

Banana Paralyzer – Batch Recipe

METHOD

Build

GLASS

Batch Container

INGREDIENTS

50 oz. Bacardi Spiced Rum

80 oz. Pineapple Juice

80 oz. Orange Juice

40 oz. Finest Call Banana Puree Mix

40 oz. Coco Reál

DIRECTIONS

Measure ingredients into batching container. Whisk to combine ingredients. Cover, label, and date before refrigerating.

Blue Lagoon – Batch Recipe

METHOD

Build

GLASS

Batch Container

INGREDIENTS

50 oz. New Amsterdam Vodka

20 oz. Finest Call Blue Curacao Syrup

120 oz. Finest Call Sweet & Sour Mixer

DIRECTIONS

Measure ingredients into batching container. Whisk to combine ingredients. Cover, label, and date before refrigerating.

Spicy Watermelon Margarita – Batch Recipe

METHOD

Build

GLASS

Batch Container

INGREDIENTS

50 oz. Sauza Blanco Tequila

80 oz. Finest Call Citrus Sour Mixer

40 oz. Finest Call Watermelon Puree Mix

20 oz. Finest Call Jalapeno Flavored Syrup

DIRECTIONS

Measure ingredients into batching container. Whisk to combine ingredients. Cover, label, and date before refrigerating.