

TRAVEL HOSPITALITY SERVICE

ATL – ASW Distillery

BEVERAGE TRAINING

MAY 2025

A black and white photograph of a woman with dark hair, smiling warmly at the camera. She is wearing a white lab coat over a dark top. The background is a blurred clinical or hospital setting with shelves and other people. A blue rectangular box is overlaid on the lower left portion of the image, containing white text.

ROLE OF THE TEAM MEMBER HOSPITALITY & SALES

ASW DISTILLERY: 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 THS 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



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:***

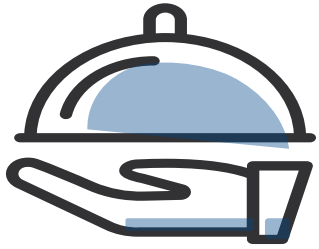
SUGGESTIVE SELLING

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.

STEPS OF SERVICE



Here are standard steps of service for Team Members during a guest experience:

Casual Dining Bar Service (USS)

- The Team Member greets each guest (or group of guests) within 5 feet and speaks first (even when approached) by the guest and verbally welcomes them in a manner that communicates warmth and genuine hospitality including a smile and eye contact. Greetings may include; "Welcome", "Hello" and other similar expressions
- The Team Member's uniform is clean, well maintained, pressed, fits properly and is appropriately worn. Shoes are clean, polished and in good repair
- The Team Member's jewelry is conservative in style and number with no more than two earrings per ear and no other visible body piercings
- The Team Member re-connects with the guest with a smile and friendly eye contact at least once after the acknowledgment and greeting but before the thanking and farewell wish
- The Team Member's posture is friendly, enthusiastic, patient, attentive, and the Team Member's posture is upright, indicating an eagerness to assist guests. The Team Member's facial expressions are alert and confident. The Team Member is forward-facing to guests
- When asked, the Team Member possesses immediate knowledge of the product offerings, facility and service offerings for their work area. These may include menu item knowledge, location of nearest restrooms, elevators, hours of operations, etc.
- The Team Member provides a warm and sincere "thank you" to each guest (or group of guests) communicating the Team Member's appreciation for the opportunity to be of service

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 ensure correct completion. 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 to the kitchen, final checkpoint for food quality, bridges all communication from 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. 1.50 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



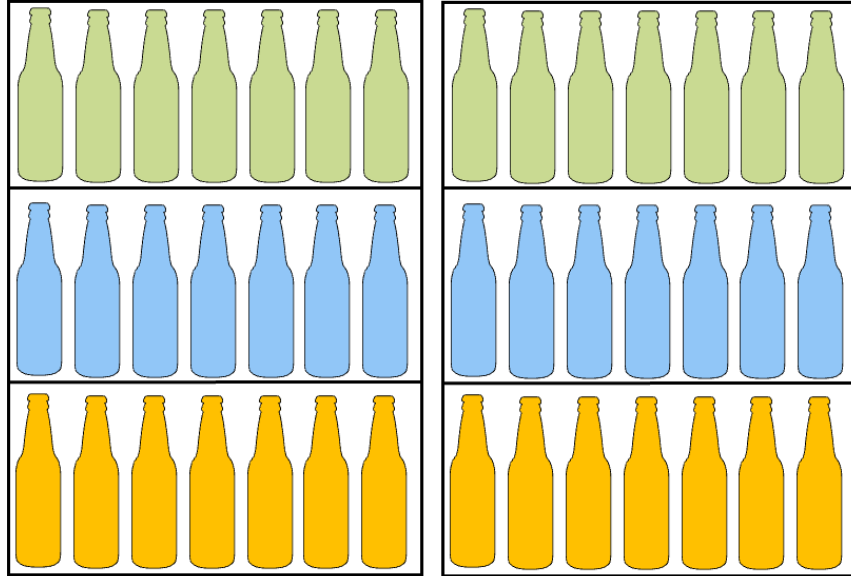
World-class bartenders must always be aware of the service well and server tickets. While you must maintain guest's drinks that are at your bar, it is also your responsibility to make drinks for guests who are dining at tables in a timely manner. While engaging in conversation with your guests, maintain 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.

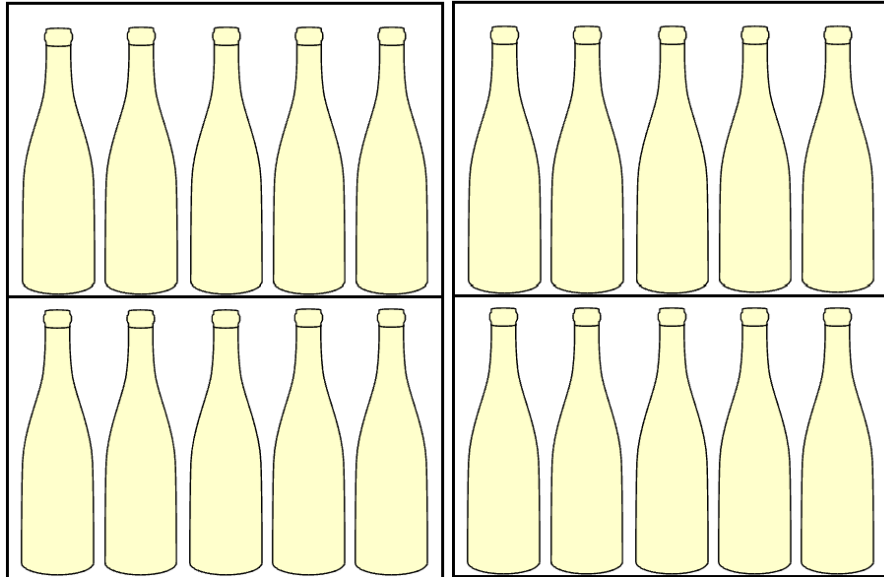
Bar coolers with glass doors must have operating lights to merchandise the product selections.

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

- a. White Wine Brands offered By the Glass

Bottom Shelf - White Wine Brands

- a. 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



CHARDONNAY
(OAKED)



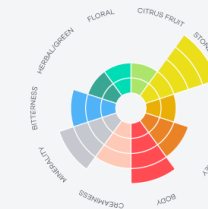
SÉMILLON



VIOGNIER



MARSSANNE



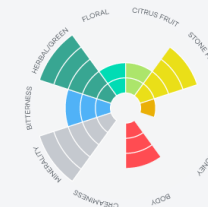
SAUVIGNON BLANC



GARGANEGA



GRÜNER VELTLINER



VERMENTINO



PINOT GRIS



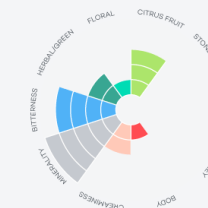
ALBARIÑO



CHENIN BLANC



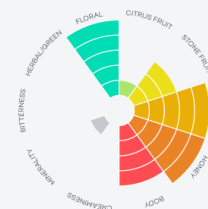
MUSCADET



RIESLING



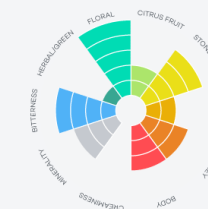
MUSCAT BLANC
(AKA MOSCATO)



GEWÜRZTRAMINER



TORRONTÉS



WINE BASICS

RED WINE

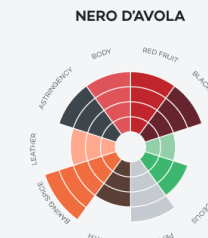
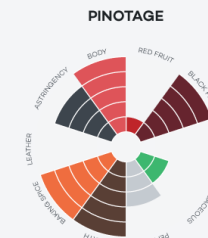
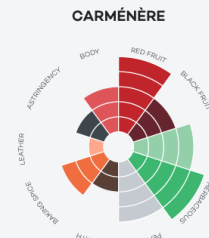
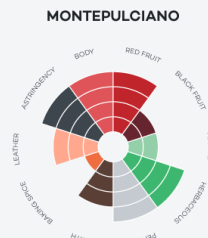
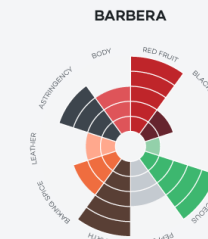
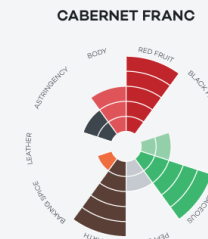
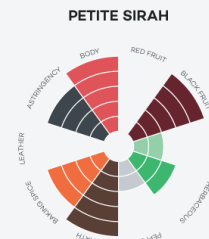
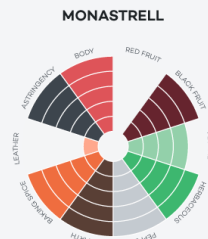
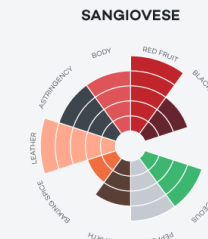
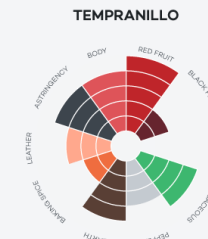
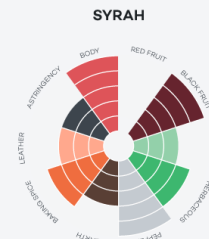
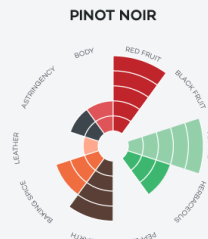
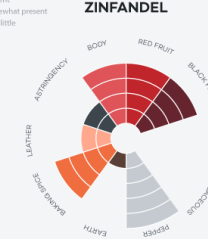
KEY TERMS

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



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



ASW DISTILLERY SPARKLING & ROSÉ WINES

WHITE WINE

TASTING NOTES



BRAND / NAME

Mionetto Avantgarde

VARIETAL

Prosecco

APPELLATION

Treviso

TASTING NOTES

This dry, well-structured sparkling Prosecco stands out for its luminous straw yellow hue and for its emphatic yet stylish mousse. The bouquet is redolent of Golden Delicious apple, while the palate is appealingly marked by aromatic notes of honey, black licorice, and acacia blossom.

WHITE WINE

TASTING NOTES



BRAND

La Jolie Fleur

VARIETAL

Rosé

APPELLATION

Provence, France, Méditerranée

TASTING NOTES

Soft, smooth and beautifully balanced on the palate, fruit-forward notes of white peach, raspberry, strawberry and watermelon blend with refreshing hints of sea spray and herbs.



ASW DISTILLERY WHITE WINES

WHITE WINE

TASTING NOTES



BRAND

Frenzy

VARIETAL

Sauvignon Blanc

APPELLATION

Blenheim, New Zealand

TASTING NOTES

Crisp, refreshing, vibrant, aromatic and energetic with hints of peach, grapefruit, lime, melon and fresh cut grass.

WHITE WINE

TASTING NOTES



BRAND

Chalk Hill

VARIETAL

Chardonnay

APPELLATION

Sonoma Coast, CA

TASTING NOTES

Bright, forward, balanced and approachable. Enticing aromas of bright pear, peach, spice and vanilla lead into a broad-textured, and creamy palate. With its cool-climate influences, this chardonnay has remarkable varietal intensity, balanced acidity and mineral notes that complement the rich and full flavors of fresh pear, orange peel, and toasted almond.



ASW DISTILLERY RED WINES

RED WINE

TASTING NOTES



BRAND

Banshee

VARIETAL

Pinot Noir

APPELLATION

Sonoma, California

TASTING NOTES

An exciting, yet friendly wine, bursting at the seams with aromas of dried cherry, earthy peat moss and Redwood forest with notes of hyacinth, sandalwood and confectioners' sugar.

RED WINE

TASTING NOTES



BRAND

Rickshaw

VARIETAL

Cabernet Sauvignon

APPELLATION

California

TASTING NOTES

Food friendly, approachable Cabernet Sauvignon. Black cherry, black currant and blueberry aromas lead into flavors of dark fruit and vanilla with hints of cedar.

RED WINE

TASTING NOTES



BRAND

Decoy

VARIETAL

Cabernet Sauvignon

APPELLATION

California

TASTING NOTES

Rich blackberry and blueberry aromas with hints of baking spice and black pepper. Full-bodied and bursting with juicy fruit, it has strong tannins for structure.



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

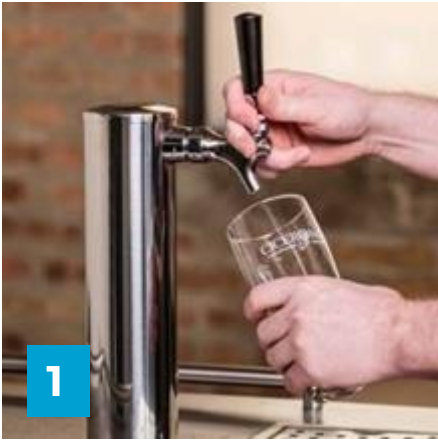
Alcohol by volume, or ABV, is used to measure the alcohol content of beer. Beers typically fall in the 3.0 to 13.0 percent ABV range, with the majority being 4.0 to 7.0 percent ABV.

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

POURING THE PERFECT DRAFT



1. ANGLE

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

2. TAP

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

3. FINISH

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

4. HEAD

This technique will result in a perfect 1" foam pour

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.

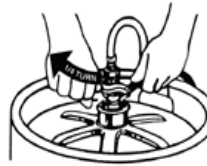
SALT TEST - Sprinkle salt into a wet glass, it should adhere evenly to the glass vs. sinking to the bottom or sticking randomly. Salt will stick wherever a greasy film is present.

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.

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





ASW DISTILLERY DRAFT BEER

BEER

TASTING NOTES



BRAND/NAME

Bud Light

STYLE

Light American Lager

COUNTRY OF ORIGIN

United States – St. Louis, MO

ABV

4.2%

IBU

10

COLOR

Bright gold

AROMA

Sweet malt, elegant hops

TASTE

Light, crisp lager with subtle notes of fruit and citrus followed by a quick, clean finish

☐ PACKAGE

☒ DRAFT

BEER

TASTING NOTES



BRAND/NAME

Blue Moon Belgian White

STYLE

Wheat Ale

COUNTRY OF ORIGIN

United States – Denver, CO

ABV

5%

IBU

9

COLOR

Hazy orange-gold

AROMA

Fresh coriander and bright citrus orange peel

TASTE

Nice and complex with citrus notes, finishing fairly dry

☐ PACKAGE

☒ DRAFT

BEER

TASTING NOTES



BRAND/NAME

Dogfish Head Grateful Dead Juicy Pale Ale

STYLE

Pale Ale

COUNTRY OF ORIGIN

United States – Milton, DE

ABV

5.3%

IBU

30

COLOR

Hazy, pale gold

AROMA

Tropical fruits, mango, pineapple, light citrus

TASTE

Pineapple, mango, passionfruit, lightly sweet & tart, light bitterness

☐ PACKAGE

☒ DRAFT

BEER

TASTING NOTES

Michelob
ULTRA



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



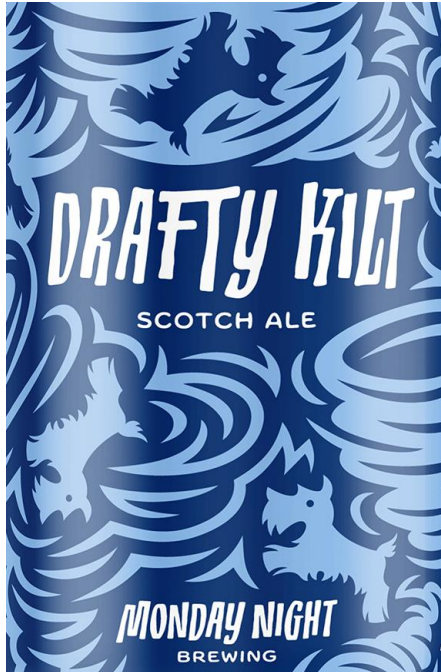
PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Monday Night Brewing Drafty Kilt

STYLE

Scotch Ale

COUNTRY OF ORIGIN

United States – Atlanta, GA

ABV

7.0%

IBU

26

COLOR

Deep amber, brown

AROMA

Roasted malt with a hint of smoke

TASTE

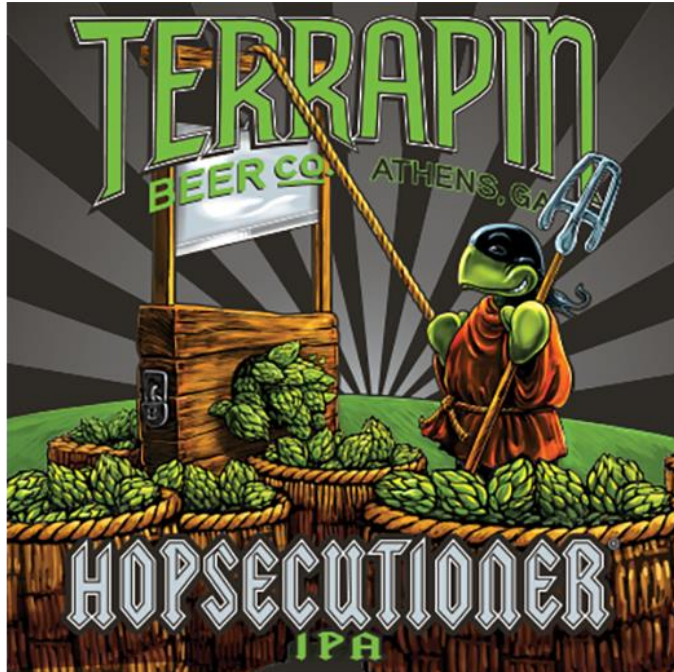
Full-bodied, but not overpowering. Smokey, but not in a creepy bar kind of way. Sweet, but not obnoxiously so.

☐ PACKAGE

☒ DRAFT

BEER

TASTING NOTES



BRAND/NAME

Terrapin Hopsecutioner IPA

STYLE

India Pale Ale

COUNTRY OF ORIGIN

United States – Athens, GA

ABV

7.3%

IBU

58

COLOR

Light copper

AROMA

Pine and grapefruit, with slight malt

TASTE

A strong malt backbone provides balance to an aggressive hop bitterness.



PACKAGE



DRAFT



ASW DISTILLERY PACKAGE BEER

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 gold

AROMA

Floral hops, subtle grain

TASTE

Mild sweet malt with hint of bitterness and a crisp finish



PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Heineken

STYLE

European Lager

COUNTRY OF ORIGIN

Holland

ABV

5.0%

IBU

19

COLOR

Crisp, pale golden

AROMA

A shade of fruitiness

TASTE

Smooth, nicely blended bitterness, clean finish



PACKAGE



DRAFT

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

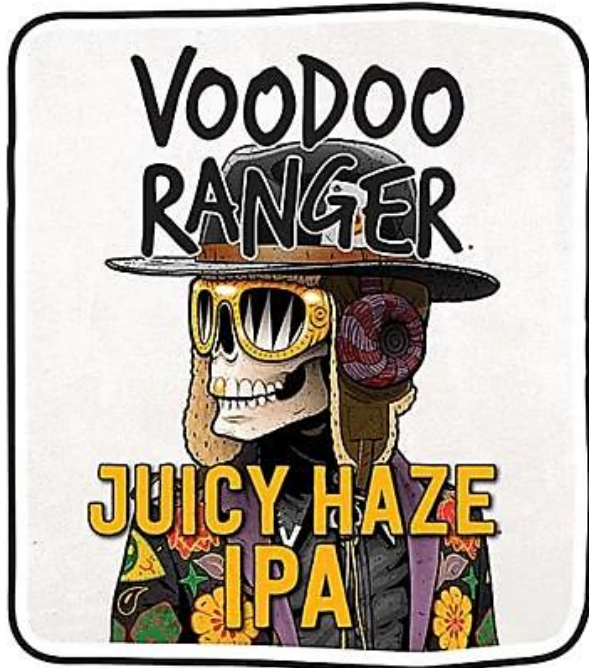
Hop-forward and solid malt character, smooth medium body with a crisp, clean finish

☒ **PACKAGE**

☐ **DRAFT**

BEER

TASTING NOTES



BRAND/NAME

New Belgium Voodoo Ranger Juicy Haze IPA

STYLE

New England IPA

COUNTRY OF ORIGIN

United States – Fort Collins, CO

ABV

7.7%

IBU

50

COLOR

Golden

AROMA

Strong hop, citrus lemon, orange, lime and grapefruit

TASTE

Strong citrus flavors with orange and grapefruit, some piney elements with low tropical notes.



PACKAGE



DRAFT

BEER

TASTING NOTES



COUNTRY OF ORIGIN – United States -Boston, Massachusetts

<u>SEASON</u>	<u>STYLE</u>	<u>ABV</u>	<u>IBU</u>	<u>COLOR</u>
Summer	Wheat Ale	5.3%	8	Golden

AROMA
Citrus and wheat with floral and pepper notes

TASTE
Light, crisp wheat ale with prominent citrus flavors, notably orange, lemon and lime, balanced with a subtle spice and toasted grain.



<u>SEASON</u>	<u>STYLE</u>	<u>ABV</u>	<u>IBU</u>	<u>COLOR</u>
Spring	White Ale	5.3%	12	Golden Hazy

AROMA
Tangerine, black pepper and wheat

TASTE
Zesty and smooth with flavors of bright orange and subtle vanilla with a hint of spice

BEER

TASTING NOTES



COUNTRY OF ORIGIN – United States -Boston, Massachusetts

<u>SEASON</u>	<u>STYLE</u>	<u>ABV</u>	<u>IBU</u>	<u>COLOR</u>
Fall	Lager	5.3%	16	Deep Red Amber

AROMA

Caramel, roasted malt, dark bread

TASTE

Luscious caramel accompanied by sweet bread flavors and roasted malt. Finish is long with lingering notes of caramel, vanilla, clove and baking spice.



<u>SEASON</u>	<u>STYLE</u>	<u>ABV</u>	<u>IBU</u>	<u>COLOR</u>
Winter	Lager	5.6%	22	Deep Ruby

AROMA

Cinnamon, ginger, orange peel and malted barely

TASTE

Rich, full bodied and robust with a nice balance of roasted malt flavors, warm spices and subtle notes of citrus

BEER

TASTING NOTES



BRAND/NAME

Sierra Nevada Hazy Little Thing NEIPA

STYLE

Hazy New England IPA

COUNTRY OF ORIGIN

United States – Boston, MA

ABV

6.7%

IBU

35

COLOR

Hazy bright yellow

AROMA

Sweet citrus and pine

TASTE

Hoppy but not bitter, pine, pineapple and citron with a finish of faint spice and wheat



PACKAGE



DRAFT

BEER

TASTING NOTES



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

SELTZER

TASTING NOTES



BRAND/NAME

White Claw Hard Seltzer

STYLE

Varies

COUNTRY OF ORIGIN

United States – Chicago, IL

ABV

5.0%

IBU

NA

COLOR

Clear, bubbly

AROMA

Slight fruit and malt sweetness

TASTE

Balanced fresh fruit flavors with mild malt sweetness.



PACKAGE



DRAFT

SELTZER

TASTING NOTES



BRAND/NAME

High Noon

STYLE

Varies

COUNTRY OF ORIGIN

United States

ABV

4.5%

IBU

NA

COLOR

Clear, bubbly

AROMA

Fruit forward

TASTE

Bursting with fresh-picked, sun-drenched, perfectly ripe flavors.



PACKAGE



DRAFT

BEER

TASTING NOTES



BRAND/NAME

Athletic Brewing Run Wild IPA

STYLE

Non-Alcohol India Pale Ale

COUNTRY OF ORIGIN

United States – Milford, CT

ABV

0.0%

IBU

35

COLOR

Pale gold

AROMA

Citrus and pine hops, subtle grain

TASTE

Approachable bitterness to balance the specialty malt body

☒ **PACKAGE**

☐ **DRAFT**

BEER

TASTING NOTES



BRAND/NAME

Heineken 0.0

STYLE

Non- Alcohol European Lager

COUNTRY OF ORIGIN

Holland

ABV

0.0%

IBU

19

COLOR

Crisp, pale golden

AROMA

A shade of fruitiness

TASTE

Smooth, nicely blended bitterness, clean finish



PACKAGE



DRAFT



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 more than 200 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 the remaining 49% from other sugars of a non-agave source (typically molasses, cane sugar or corn syrup) and be added prior to fermentation. 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.

100% AGAVE TEQUILA

The main designations of 100% Agave Tequila:

Silver, Plata or Blanco usually unaged, can be rested in stainless steel tanks prior to bottling. It carries the truest flavor of the Blue Agave and is usually fresh, fruity, with a definite hint of pepper and spice.

Oro rarely used, term used for a blend of Blanco tequila with older tequila

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 for at least 1 year in oak casks, are exceptionally smooth, and best drunk on their own to appreciate their flavor and craftsmanship.

Extra Añejo tequilas are aged at least 3 years in oak casks, are exceptionally smooth and most often drunk on their own

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

MIXTO TEQUILA

The main designations of Mixto Tequila:

Silver, Plata or Blanco unaged

Joven Abocado (Gold) unaged, typically has caramel coloring added

Reposado tequilas have been aged from 2 to 12 months in oak or wooden casks.

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

Extra Añejo tequilas are aged at least 3 years in oak casks, are exceptionally smooth and most often drunk on their own

EXAMPLES – Jose Cuervo, Sauza

MEZCAL

Up until recently, Mezcal was a traditional term referring to all agave spirits. Often Mezcal has a “smokier” or “earthier” aroma than Tequila which is a result of the tradition of cooking the piñas in earth-covered pits.

While Mezcal is produced from a wide range of agave species, ~90% are made using *Espadin*. This wide range of different agave plants and species results in a variety of unique beverages. Only Mezcal made using strictly agave may be labeled as 100% Agave Mezcal. Products without this designation must be produced using a minimum of 80% agave, with the remaining 20% being made of non-agave sugars.

Three categories of Mezcal exist. Labels listed with the term *Mezcal* have little production requirements and are usually made with industrial-style equipment including stainless steel ovens, stainless steel fermentation tanks and column stills. The two categories that have specific production methods are:

Artesanal

- Agave must be cooked in pits or cement ovens (no stainless allowed)
- Fermentation must be completed in a vessel made from stone, cement, wood, clay, earth or animal skin
- Distillation must be fueled using direct fire

Ancestral

- Must be made using traditional methods, such as cooking agave in pit ovens and milling the agave plants with wooden bats or a stone wheel (Tahona)
- Fermentation must be completed in a vessel made from stone, cement, wood, clay, earth or animal skin and include agave fibers
- Distillation must also include agave fibers, be accomplished via cement vessels, and fueled using direct fire

*Although Mezcal is typically unaged, aging designations are similar to Tequila

WHISKEY & WHISKY

Whiskey is the fermentation and distillation of grain mash aged in oak containers.

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.



1 PREPARATION



2 MASHING



3 FERMENTING



4 DISTILING



5 AGING



6 BOTTLING

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 189.6 proof, aged in oak for more than 3 years, 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.

SINGLE MALT

Typically considered a premium product. These whiskies are made at a single distillery, by batch distillation in a pot still, from 100% malted barley (no other grains allowed). 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.

SINGLE GRAIN

Produced at a single distillery from other malted or unmalted grains

BLENDED MALT

A blend of two or more single malt Scotch whiskies that have been produced at more than one distillery

BLENDED GRAIN

A blend of two or more single grain Scotch whiskies that have been produced at more than one distillery

BLENDED SCOTCH

A blend of one or more single malt Scotch whiskies with one or more single grain Scotch whiskies. These make up nearly 90% of all Scotch whiskies in the world.

EXAMPLES - The Glenlivet, Macallan, Johnnie Walker

A black and white photograph of a bartender in a dark uniform pouring a liquid into a large, rounded glass. The glass contains ice cubes and several slices of citrus fruit. A stream of liquid is captured mid-pour, creating a splash of water droplets. The glass sits on a dark, rectangular coaster. To the right of the glass, another citrus slice lies on the wet bar surface. The background is blurred, showing the interior of a bar with various bottles and equipment. A solid blue rectangular box is positioned on the left side of the image, containing white text.

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, Strawberries, Raspberries	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)

A black and white photograph of a bartender in a dark uniform pouring a liquid into a large, rounded glass. The glass contains ice cubes and several slices of citrus fruit. A stream of liquid is captured mid-pour, creating a splash. The background is a blurred bar area with various bottles and equipment. A solid blue horizontal banner is positioned across the middle of the image, containing white text. The foreground shows a dark, wet bar surface with water droplets and a single citrus slice resting on a dark rectangular mat.

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?":

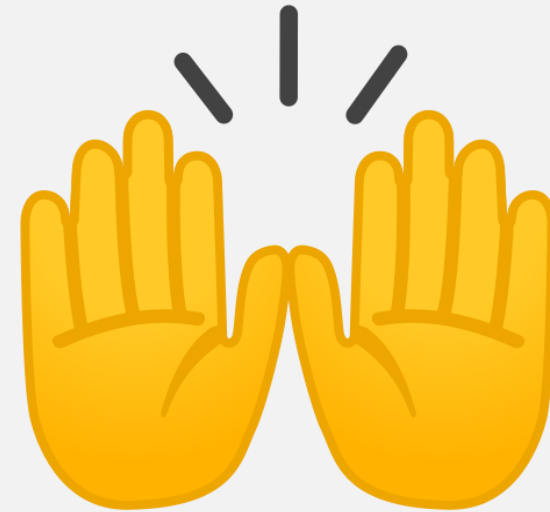
- Service Bar Ticket Orders
- Guests approaching and leaving
- Guests received food; The Check Back
- Half full drinks; time to sell!
- Guests finished eating; clear plates
- Guests ready to pay their tab



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





ASW DISTILLERY MENU COCKTAILS

Bloody Mary

METHOD

Build

GLASS

Hi-Ball Glass (14.75 oz)

THS Glassware



ASW Glassware



INGREDIENTS

1.25 oz. – ASW Bustletown Vodka

1.00 oz. – Lime Juice

1.00 oz. – Olive Juice

3.00 oz. – Zing Zang Bloody Mary Mix

DIRECTIONS

Add ingredients in a hi-ball glass with ice. Garnish and serve.

GARNISH

1 each – Celery Stalk

1 each – Dill Pickle Spear

1 each – Pimento-Stuffed Queen Olive

1 each – Lime Wedge

Manhattan

METHOD

Stir & Strain

GLASS

Martini (7 oz.)

INGREDIENTS

1.25 oz. – ASW Fiddler Toasted Rye Whiskey

0.75 oz. – Cinzano Rosso Vermouth

2 each – Dash Angostura Bitters

DIRECTIONS

Add ingredients in cocktail shaker. Add ice and stir to chill, dilute, and combine. Strain into martini glass. Garnish and serve.

GARNISH

1 each – Dark Cherry

THS Glassware



ASW Glassware



Espresso Martini

METHOD

Shake & Strain

GLASS

Martini (7 oz.)

INGREDIENTS

1.00 oz. – ASW Bustletown Vodka

0.25 oz. – Kahlua Liqueur

3.00 oz. – Starbucks Cold Brew Coffee

3 each – Dash Fee Brothers Fee Foam

DIRECTIONS

Add ingredients in a cocktail shaker. Add ice and shake to chill, dilute, and combine. Strain into martini glass. Garnish and serve.

GARNISH

3 each – Espresso Bean

THS Glassware



ASW Glassware



Old Fashioned

METHOD

Stir & Strain

GLASS

Tumbler (10.5 oz.)

INGREDIENTS

1.25 oz. – ASW Fiddler Wheated Bourbon

0.50 oz. – Simple Syrup

2 dash – Angostura Bitters

DIRECTIONS

Add ingredients in a cocktail shaker. Add ice and stir to chill, dilute, and combine. Strain into a tumbler glass with fresh ice. Garnish and serve.

GARNISH

1 each – Dark Cherry

1 each – Orange Twist

THS Glassware



ASW Glassware



Win & Tonic

METHOD

Build

GLASS

Wine Glass

INGREDIENTS

1.25 oz. – ASW Winterville Gin

0.50 oz. – Lime Juice

4.00 oz. – Fever Tree Indian Tonic

DIRECTIONS

Add ingredients in a wine glass with ice. Garnish and serve.

GARNISH

1 each – Cucumber Slice

1 each – Lime Wedge



Paper Plane

METHOD

Shake & Strain

GLASS

Martini (7 oz.)

INGREDIENTS

0.75 oz. – ASW Fiddler Chin Music Bourbon

0.75 oz. – Aperol

0.50 oz. – Amaro Montenegro

0.75 oz. – Lemon Juice

DIRECTIONS

Add ingredients in cocktail shaker. Add ice and shake to chill, dilute, and combine. Strain into martini glass. Garnish and serve.

GARNISH

1 each – Lemon Twist

THS Glassware



ASW Glassware



Southern Mule

METHOD

Build

GLASS

Mule Mug (14 oz.)

INGREDIENTS

1.25 oz. – ASW Hunker Vodka

0.50 oz. – Lime Juice

4.00 oz. – Fever Tree Ginger Beer

DIRECTIONS

Add ingredients in a mule mug with ice. Garnish and serve.

GARNISH

1 each – Lime Wedge

1 each – Gold-Dusted Ginger Cube



Margarita

METHOD

Shake & Strain

GLASS

Tumbler (10.5 oz.)

THS Glassware

ASW Glassware

INGREDIENTS

1.00 oz. – Sauza Tequila

0.25 oz. – Grand Marnier

3.00 oz. – Finest Call Citrus Sour Mix

0.25 oz. – Agave Nectar

DIRECTIONS

Add ingredients in a cocktail shaker. Add ice and shake to chill, dilute, and combine. Strain into a tumbler glass with fresh ice. Garnish and serve.

GARNISH

1 each – Tajin Rim

1 each – Dehydrated Lime Wheel



Aperol Spritz

METHOD

Build & Stir

GLASS

Wine Glass

INGREDIENTS

2.00 oz. – Mionetto Avantgarde Prosecco

1.25 oz. – Aperol

3.00 oz. – Club Soda

DIRECTIONS

Add ingredients a wine glass with ice. Stir to chill, dilute, and combine
Garnish and serve.

GARNISH

1 each – Orange Slice



Mimosa

METHOD

Build

GLASS

Champagne Flute (7 oz.)

INGREDIENTS

3.00 oz. – Orange Juice

3.00 oz. – Mionetto Avantgarde Prosecco

DIRECTIONS

Build ingredients in the order listed. Serve.

GARNISH

None

THS Glassware



ASW Glassware





ASW DISTILLERY ADDITIONAL COCKTAILS

Bloody Maria *(not on menu)*

METHOD

Build

GLASS

Hi-Ball Glass (14.75 oz.)

INGREDIENTS

- 1.25 oz. – Sauza Blanco Tequila
- 1.00 oz. – Lime Juice
- 1.00 oz. – Olive Juice
- 4.00 oz. – Zing Zang Bloody Mary Mix

DIRECTIONS

Add ingredients in a pint glass with ice. Garnish and serve.

GARNISH

- 1 each – Celery Stalk
- 1 each – Dill Pickle Spear
- 1 each – Pimento-Stuffed Queen Olive
- 1 each – Lime Wedge

THS Glassware



ASW Glassware



Cucumber Cooler *(not on menu)*

METHOD

Shake & Strain

GLASS

Hi-Ball Glass (14.75 oz.)

INGREDIENTS

1.25 oz. – Ketel One Vodka

0.75 oz. – Lime Juice

0.75 oz. – Simple Syrup

3 each – Cucumber Slices

3.00 oz. – Club Soda

DIRECTIONS

Add ingredients except club soda in a cocktail shaker. Add ice and shake to break apart cucumber, chill, dilute, and combine. Strain into a hi-ball glass with fresh ice. Garnish and serve.

GARNISH

1 each – Cucumber Slice

THS Glassware



ASW Glassware



Sazerac *(not on menu)*

METHOD

Stir & Strain

GLASS

Martini (7.0 oz.)

INGREDIENTS

1.00 oz. – ASW Resurgens Rye Whiskey

0.25 oz. – Pernod Liqueur

0.50 oz. – Simple Syrup

2 each – Dash Angostura Bitters

DIRECTIONS

Add ingredients in cocktail shaker. Add ice and stir to chill, dilute, and combine. Strain into a martini glass. Garnish and serve.

GARNISH

1 each – Lemon Twist

THS Glassware



ASW Glassware



Sparkling Paloma *(not on menu)*

METHOD

Build

GLASS

Hi-Ball Glass (14.75 oz.)

THS Glassware



ASW Glassware



INGREDIENTS

1.25 oz. – Patron Silver Tequila

0.50 oz. – Lime Juice

4.00 oz. – Fever Tree Sparkling Grapefruit Soda

DIRECTIONS

Add ingredients in a hi-ball glass with ice. Garnish and serve.

GARNISH

1 each – ½ Tajin Rim

1 each – Dehydrated Lime Wheel

Strawberry Margarita *(not on menu)*

METHOD

Shake & Strain

GLASS

Tumbler (10.5 oz.)

THS Glassware



ASW Glassware



INGREDIENTS

1.00 oz. – Sauza Tequila

0.25 oz. – Grand Marnier

3.00 oz. – Finest Call Citrus Sour Mix

0.50 oz. – Strawberry Reál

DIRECTIONS

Add ingredients in a cocktail shaker. Add ice and shake to chill, dilute, and combine. Strain into a tumbler glass with fresh ice. Garnish and serve.

GARNISH

1 each – Black Salt Rim

1 each – Half Strawberry