



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



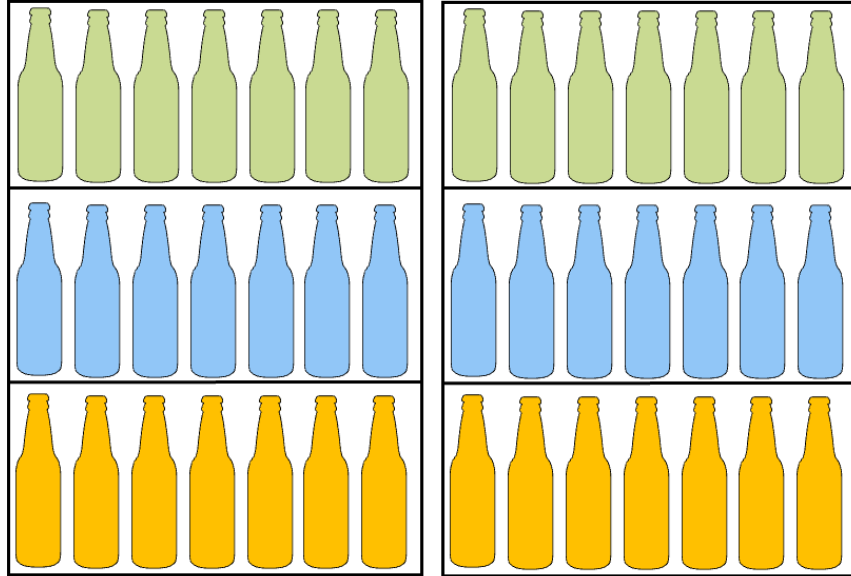
World-class bartenders must always be aware of the service well and server tickets. While you must maintain guest's drinks that are at your bar, it is also your responsibility to make drinks for guests who are dining at tables in a timely manner. While engaging in conversation with your guests, maintain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

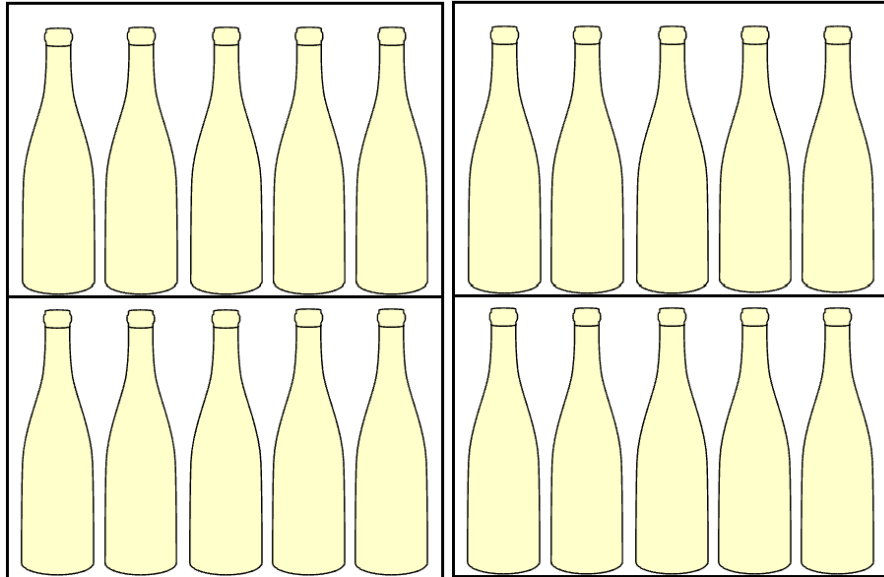
Bar coolers with glass doors must have operating lights to merchandise the product selections.

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
 bold & intense
 pronounced
 somewhat present
 very little

