



**THE BAR EXPERTS**  
BAR & RESTAURANT CONSULTANTS

[www.TheBarExperts.com](http://www.TheBarExperts.com)

# BARTENDER TRAINING MANUAL

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# BARTENDER TRAINING PACKAGE





## Bartender Training Packet

Welcome! Congratulations on being the newest candidate to become an COMPANY NAME Team Member. Less than 1% of applicants get this far. We're sure you have many questions. This packet will serve as your guide during the training process. Of course, if you have any questions or concerns, please don't hesitate to ask any of our qualified cast members. Again, you're a welcome addition to our already spectacular cast.

This packet includes:

1. COMPANY NAME Bartender Job Description
2. COMPANY NAME Bartender Operations Manual
3. COMPANY NAME Bartender Sidework Checklist
4. COMPANY NAME Bartender Training Schedule
5. COMPANY NAME Alcohol Management Program
6. COMPANY NAME Receipt Of Manuals Acknowledgment

Before your first day of training:

1. Have New Hire paperwork completed at Manage Staff or equivalent.
2. Read and understand all the policies and procedures in the Employee Handbook, including the Costume Guidelines.
3. Read and understand the entire Bartender Training Manual. Especially the BAR SERVER SUPER SEVEN.
4. Female Bartenders must have Black Non-Slip Mary Jane type shoes with a single strap (can be a wedge style heel). Male Bartenders must wear black non-slip 3/4 length boot. Remember, your Managers have final approval of footwear.

Please listen carefully to your trainer. Always stay close when following and don't hesitate to ask any questions or interact with the guests. Study the Bartender Drink Recipes (Specialty Drinks / Shots and Drink Archive Recipes) and make flash cards if necessary. You must know the ingredients, portions, glassware and garnish for each and every drink on the Bartender Drink Recipe List. Study, study, study. You and your trainer will initial each item in the Bartender Training Checklist as they are completed. The manager will file the completed and signed Bartender Training Checklist in your personnel folder. Bring this Training Packet to every training shift.

And, remember, have fun!!!

# BARTENDER JOB DESCRIPTION





**Title: BARTENDER**

**Reports to: General Manager**

### **Summary of Position:**

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Provide friendly, responsive service to create an exceptional experience for all of our guests. Each entertainer's primary objective is to show our guests such a marvelous time; they will want to return again and again. We are entertainers first and servers second.

### **Duties & Responsibilities:**

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- Take food and beverage orders from bar guests, enter orders in our point-of-sale system.
- Prepare drinks for servers at service well in a timely manner.
- Prepare and serve alcoholic and non-alcoholic drinks consistent with the COMPANY NAME Bartender Drink Recipes.
- Build regular bar guests. Learns and uses frequent bar guests names.
- Welcome and greet guests. Make all our guests feel comfortable and let them know you're there to personally take care of them. Make a connection with your guests.
- Inform guests of specials and menu changes.
- Make recommendations you genuinely feel your guests will enjoy.
- Answer questions about our food, beverages and other restaurant functions and services.
- Perform side work at the start and end of each shift as assigned.
- Maintain clean service areas.
- Monitor and observe guests dining experience. Ensure guests are satisfied with the food and service. Respond promptly and courteously to any requests.
- Adhere to our "Responsible Service of Alcohol" guidelines.
- Prepare final bill, present check to guest, accept payment, process credit card charges or make change (if applicable).
- Record drink orders accurately and immediately after receipt into the register system.
- Wash and sterilize glassware.
- Clear and reset the bar top quickly.



- Present drink menus, make recommendations and answer questions regarding beverages.
- Maintain cleanliness in all areas of the bar including counters, sinks, utensils, shelves and storage areas.
- Report all equipment problems and bar maintenance issues to restaurant manager.
- Assist the restocking and replenishment of bar inventory and supplies.
- Be available to fill in as needed to ensure the smooth and efficient operation of the restaurant as directed by the restaurant manager or immediate supervisor.
- Ensure proper portion control by adhering to the established free pouring technique.

### **Qualifications:**

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- Be 25 years of age.
- Be able to communicate and understand the predominant language(s) of our guests.
- Have working knowledge of beer, wine, liquor and common drink recipes.
- Must have a basic knowledge of bar and service procedures and functions.
- Possess basic math skills and the ability to handle money and operate a point-of-sale system.
- Be able to work in a standing position for long periods of time (from 4 to 10 hours).
- Be able to walk and be “on your feet” for long periods of time (from 4 to 10 hours).
- Be able to reach, bend, stoop and frequently lift up to 40 pounds.
- Entertain your guests with stories, games, questions and conversation. Remember, we are in the entertainment business.
- Must adhere to the established appearance guidelines.
- Must maintain a costume fit, as detailed in the appearance guidelines

BARTENDER OPERATIONS





Congratulations on your employment. This manual is your foundation for success. It's comprised of our standard operating procedures, guidelines and service sequences outlining our expectations. This framework is designed to streamline bar operations enabling you to produce high-quality drinks and deliver superior customer service.

Our bar's success is built on drink making and great bartenders are the foundation. Becoming a great bartender doesn't happen overnight. It requires training, product knowledge and dedication to drink making while embracing teamwork and maintaining integrity. This manual will accelerate your journey. **Read It. Learn It. Live It.** Welcome to our Team.

**Let's begin with introductions.**

- First name
- Last name
- Where are you from
- Years bartending
- Where have you bartended
- What do you like most about bartending
- What do you find most difficult about bartending
- Say something funny about yourself

TRAINING & DEVELOPMENT





## **TRAINING CANNOT DEVELOP**

1. Personality...you either have it or you don't.
2. Politeness...you either already say "please" and "thank you" or you don't.
3. Integrity...people who steal will and those who don't won't.

## **TRAINING CAN DEVELOP**

1. Teamwork
2. Professionalism
3. Drink Making Skills
4. Drink Consistency
5. Product Knowledge
6. Cleaning Routines
7. Salesmanship
8. Environmental Awareness
9. Confidence Behind The Bar



## ACCEPTABLE BARTENDING STANDARDS

- Smile...have fun behind the bar
- Be a team player
- Early arrival is on time. On time arrival is late
- Know your schedule
- Clock in and out
- Approve schedule changes through management
- Make schedule requests two weeks in advance
- Request an ID from anyone under the age of 30
- Discontinue service and notify management immediately
- Make eye contact and speak clearly while taking drink orders
- Exceed guest expectations by providing superior service
- Exceed guest expectations by providing high-quality drinks
- Adhere to drink recipes
- Bartend with a sense of urgency
- Secure funds for the house prior to rendering service
- Ring in all drink orders
- Deliver receipts with every transaction
- Zone bartending
- Multi-task
- Clean as you serve
- Keep in mind “customer line of sight”
- Execute “gap placement”



## UNACCEPTABLE BARTENDING STANDARDS

- Not being a team player
- Exceed one percent cash handling variance per \$1,000 in sales
- Ask to be cut early
- Address a low or no tip with a customer
- Serve a visibly intoxicated, underage or non ID customer
- Not acknowledging or purposely making customers wait for service
- Leaving the bar, during shift, without management approval
- Leaving prior to cleaning and bar inspection
- Not securing funds for the house
- Not providing receipts with every transaction
- Ignoring customers while engaged in conversation with another bartender
- Responding in-kind, antagonizing or engaging customers in an argument
- Telling off-color jokes, using coarse language or making racist remarks
- Storing personal belongings behind the bar
- Texting, receiving or making cell phone calls behind the bar
- Eating, drinking, chewing gum or brushing hair behind the bar
- Coming to work under influence of drugs or alcohol
- Drinking behind the bar
- Running cash tabs
- Not zone bartending
- Not cleaning
- Complaining to customers about bar operations, management or co-workers



## **BARTENDING TECHNIQUES RESULTING IN TERMINATION**

1. Short ringing - pouring call, ringing well and collecting call payment
2. Phantom walk off - serving drinks, collecting cash payment but requesting management comp for walk off
3. Bootlegging - supplying, pouring and selling liquor not purchased by the bar
4. Pouring free drinks
5. Short pouring - pouring less liquor than the recipe requires in an attempt to offset inventory to cover up free drinks
6. Service well collusion - working in collusion with servers to manipulate tickets
7. Undercharging - pouring premium and charging well in exchange for gratuity
8. Short changing - collecting cash and purposefully returning incorrect change
9. Altering credit card receipts - adjusting tips or forging customer signatures
10. Loading your register
11. Ringing off - using another bartender's MICROS Access Card to sign in, ring up and cash out a phantom transaction shorting their bank
12. Marking transactions - using paperclips to mark loaded transactions
13. Overcharging - serving drinks to one customer and charging another customer
14. Using a manager's MICROS Access Card to perform comps and voids



## THREE STRIKES RULE

### Strike 1 – Verbal warning

Management issues verbal warnings when a bartender breaks company policy or exhibits unacceptable performance standards. All verbal warnings must be signed by bartenders and management to document discussion.

### Strike 2 – Written warning

Management issues a written warning when a bartender continues breaking company policy or exhibiting unacceptable performance standards previously addressed by a verbal warning. All written warnings must be signed by bartenders and management to document discussion.

### Strike 3 – Final written warning

Management issues final written warning when a bartender continues breaking company policy or exhibiting unacceptable performance standards previously addressed by a verbal and written warning. All final written warnings must be signed by bartenders and management to document discussion.

- **Termination** occurs when policy breaking and unacceptable performance continues after receiving a verbal warning, written warning and final written warning.
- However, **No Call No Show** and **Bartending Techniques Resulting In Termination** are not subject to verbal warnings, written warnings and final written warnings. They result in **Immediate Termination**.

Our **Three Strikes Rule** is fundamental to our training and development program. It's ok to make mistakes. Three Strikes is not about focusing on mistakes, it's about focusing on growth through documentation and discussion.



### PERSONAL APPEARANCE

Your image is our image. The image you create either enhances or detracts from our bar. Every night, 30 minutes prior to opening, management will conduct a bartender pre-shift and line up. Bartenders violating our personal appearance policy will be written up and sent home.

- It's your responsibility to clean your uniform
- Wearing a dirty uniform is not acceptable
- Nose rings or facial piercings are not allowed
- Arrive in full uniform. Do not get dressed at work
- Refrain from wearing glitter make up and perfume
- Hair is washed, styled and pulled back
- Moderate makeup and jewelry
- Must be well-groomed and clean shaven

### BARTENDER UNIFORM

<b>Male uniform</b>	<b>Female uniform</b>
<ol style="list-style-type: none"><li>1. Black dress pants</li><li>2. Black dress belt</li><li>3. Black dress shirt</li><li>4. Black t-shirt</li><li>5. Black socks</li><li>6. Black dress shoes (polished)</li><li>7. Bar blade</li></ol>	<ol style="list-style-type: none"><li>1. Black and red corset</li><li>2. Black dress pants</li><li>3. Black dress belt</li><li>4. Black dress boots (polished)</li><li>5. Bar blade</li></ol>



## PRO ACTIVE BARTENDING

We embrace proactive bartending to prevent intoxication. Our goal is to exceed customer expectations by providing superior service and great tasting drinks, not intoxication by over servicing. **Serving a visibly intoxicated person is unlawful and it violates our alcohol awareness policy!** Bartenders are responsible for recognizing visible signs of intoxication such as;

<ul style="list-style-type: none"><li>• Slurred speech</li><li>• Swaying or staggering</li><li>• Stumbling gate</li><li>• Bloodshot or glassy eyes</li><li>• Overly animated speech</li><li>• Speaking loudly then quietly</li><li>• Drinking too fast</li><li>• Ordering doubles</li><li>• Careless with money</li><li>• Buying drinks for strangers</li><li>• Purposefully annoying</li><li>• Complaining about drink strength</li><li>• Excessive cursing</li><li>• Argumentative or confrontational</li><li>• Aggressive or belligerent</li><li>• Obnoxious or mean spirited</li><li>• Making off color comments</li><li>• Crude, rude or vulgar</li><li>• Inappropriate sexual advances</li><li>• Making irrational statements</li><li>• Depressed or sullen</li><li>• Crying or screaming</li><li>• Extreme changes in behavior</li><li>• Overly entertaining</li></ul>	<ul style="list-style-type: none"><li>• Excessive drowsiness</li><li>• Lacking focus</li><li>• Difficulty remembering</li><li>• Rambling speech</li><li>• Slow response to questions</li><li>• No response to questions</li><li>• Spilling drinks</li><li>• Difficulty handling money</li><li>• Difficulty handling credit card</li><li>• Difficulty handling cell phone</li><li>• Difficulty standing up</li><li>• Difficulty sitting up straight</li><li>• Difficulty turning corners</li><li>• Bumping into other customers</li><li>• Leaning for support</li><li>• Falling down</li><li>• Falling asleep</li><li>• Can't find mouth with glass</li><li>• Disheveled appearance</li><li>• Overly friendly</li><li>• Aggressive or territorial</li><li>• Aggressive speech</li><li>• Aggressive body language</li><li>• Aggressive eye contact</li></ul>
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These signs are not all inclusive. Exhibiting one or two of these behaviors is not always indicative of intoxication. However, exhibiting a combination of these signs strongly indicates intoxication caused by alcohol consumption or drug use.



## ALCOHOL CONSUMPTION AND TOLERANCE

1. Blood alcohol concentration is the amount of alcohol present in the bloodstream.
2. Alcohol goes directly to the bloodstream affecting every system in the body.
3. Alcohol is a nervous system depressant.
4. A 12-ounce beer, 5-ounce glass of wine and 1.5 ounce shot of liquor all has the same amount of alcohol.
5. It takes less than three drinks to affect motor skills and coordination.
6. The presence of food in the stomach slows the alcohol absorption rate.
7. Vomiting is a defense system to prevent more alcohol from being absorbed.
8. Mood changes occur when blood alcohol levels are between .02 g/100ml to .08.
9. Passing out and unresponsiveness are signs of alcohol poisoning. Call 911.
10. Blackouts are often associated with heavy drinking. During blackouts, a person may seem coherent but later have no recollection of events.
11. Blackouts are less likely to occur when blood alcohol levels rise slowly.
12. Women absorb alcohol into the bloodstream faster than men.
13. Women metabolize alcohol slower than men.



## **ALCOHOL AWARENESS POLICY**

Our alcohol awareness policy is simple and straightforward. We deny entrance to visibly intoxicated customers, under age minors and guests unable to provide valid ID. Our door staff is well trained and strictly enforces our alcohol awareness policy. Bartenders are prohibited from serving visibly intoxicated customers, under age minors or customers unable to produce ID. Our alcohol awareness policy promotes responsible service and encourages responsible drinking.

## **BARTENDER ALCOHOL AWARENESS SERVICE SEQUENCE**

- Adhere to drink recipes and pour counts
- Recognize visible intoxication signs
- Monitor behavior and consumption
- Discontinue or deny service
- Notify management immediately
- Assist management in closing tab
- Provide witness statement

## **MANAGEMENT ALCOHOL AWARENESS RESPONSE SEQUENCE**

- Confirm bartender observations
- Engage customer and discuss observations
- Resolve by cutting off
- Assist customer with closing tab
- Escort customer to the door
- Arrange safe ride
- Collect witness statement
- Complete incident report
- Xerox copy of customer tab

WORKING THE BAR





## BARTENDER SEQUENCE OF SERVICE

1. **Greet guests as they approach the bar.** Immediately, while making eye contact and with a smile, greet the guest by saying, “welcome to our bar, my name is, and I will be taking care of you.” If you are not in proximity to greet the guest, acknowledge their arrival with eye contact and a hand gesture.
2. **Place a cocktail napkin down and take their drink order.** Placing a cocktail napkin down, while taking a drink order, indicates the guest has been greeted letting other bartenders and management know service is being rendered.
3. **Upsell when customer does not specify brand by name.** Always upsell each time a customer places a drink order but does not specify a pouring brand. For example, when a customer orders a vodka tonic respond by saying, “Would you like Absolut or Stolli”?
4. **Quote price and secure funds for the house.** Upon receiving a drink order, after attempting to upsell, quote a price then secure funds for the house. Always secure payment before making drinks. Close cash payments immediately or pre-auth a credit card.
5. **Make drinks according to our recipes.** Begin by icing glassware to capacity but do not breach the rim. Always use a jigger and make drinks according to recipe then garnish accordingly. If you are not sure how to make a drink, ask another bartender or ask the customer. Telling the customer “no” or “ I don’t know” is not an option. It’s better to ask and learn than remake and comp.
6. **Deliver drinks and receipt to customer.** Deliver by making eye contact and calling out drinks by name or brand. Always, place drinks on a cocktail napkin and provide a receipt. Attempt to serve ladies first. Never deliver by gripping glassware rim.
7. **Say thank you, invite back and say goodbye.** Address the customer by name.

## **UP SELLING**

When a customer places a drink order, without specifying specific liquor, respond by offering brand names or up selling. For example;

- Customer order: I'll have a screwdriver.
- Bartender response: Would you like Absolut or Stoli?
- Requires product knowledge and pricing
- Takes less than 3 seconds
- Increases average check per person

## **SUGGESTIVE SELLING**

Quite often, new customers are unfamiliar with our bar where as regular customers might not be familiar with our entire product line or night of the week specials. Making brand suggestions and providing drink information is your responsibility.

- Always allow customers to finish ordering before making suggestions
- People buy with their eyes, use bottles as props
- Avoid over selling
- Monitor voice inflection
- Avoid sounding like a robot
- Ensure guests understand what you are pouring

## **TERMINOLOGY**

- **Up** refers to chilling then straining into glassware containing no ice
- **Back** refers to serving an additional mixer on the side
- **Dirty** means add olive juice
- **Dash** means a few drops
- **Neat** means poured into glassware with no ice
- **Rocks** means served over ice
- **Splash** refers to splash of water when pouring whiskey, bourbon or scotch
- **Shaken** refers to filling a shaker tin with ice and shaking until chilled
- **Top** shelf refers to super premium brands
- **Training Wheels** refers to serving salt and lime with tequila
- **Well** refers to house brand spirits located in service well speed rail
- **Burn Ice** refers to cleaning out the entire ice ben and removing all glass.

# CONDUCTING TRANSACTIONS





## REGISTER OPERATIONS

Each bartender will be issued a MICROS Access Card. Do not disclose your pin code to anyone and never use another bartender's pin code. Each terminal is positioned beneath a camera. Each camera is recording and scrolling real time keystrokes monitoring every transaction.

You will be issued a \$600 bank and assigned a MICROS terminal with an individual cash drawer every shift. Never let anyone use your register and do not use another bartender's register. Sharing cash drawers and co mingling banks is strictly prohibited.

Each bar has four tip jars located on each back bar. Do not relocate or reposition these jars. Back bar tip jar placement provides tremendous distance between registers and tip jars. This prolonged distance helps everyone distinguish transactions from tips.

- Never make change with tip money
- Always ask management to break large bills
- Never remove money from tip jars during operating hours
- Do not pull tip jars until management conducts bar inspection
- Never count tips alone

## PAYMENT METHODS

### CASH

Immediately close all cash transactions. We do not run cash tabs.

### CREDIT CARDS

1. We accept Visa, Master Card and American Express.
2. We do not accept money cards or pre loaded gift cards.
3. Always match credit cards with an ID to prevent identity theft.
4. Always pre-auth and return credit cards and ID.
5. Never hold onto credit card or ID.

### CASH HANDLING

Good bartenders reduce transaction times by getting in and out of their register as fast as possible. Great bartenders reduce transaction times by getting in and out of their register, as fast as possible, while accurately handling cash and making fewer mistakes. Our bar holds each bartender individually responsible for cash handling.



## **CASH HANDLING SEQUENCE**

1. Quote drink order total.
2. Receive cash.
3. Count back bills or state denomination to the customer.
4. Immediately go to the register and ring in the drink order.
5. Press cash on the check out screen.
6. Place cash in drawer, make change and shut drawer.
7. Tear the receipt from the printer.
8. Hand-deliver change and receipt.
9. Count back change.
10. Prepare drinks.

## **CREDIT CARD PREAUTHORIZATION**

- Bartenders are required to pre-auth tabs before rendering service
- Always request identification prior to pre-auth
- Do not pre-auth if ID and credit card information doesn't match
- Request matching ID or cash payment
- Swipe credit card with magnetic strip facing down through MICROS card reader
- MICROS will open and auto-populate a tab using the last name on the credit card
- Ring in the drink order and press save. Saving automatically prints a receipt
- Return the credit card and deliver a receipt prior to making drinks

## **CREDIT CARD AUTHORIZATION FOR TOTAL AMOUNT**

Credit card authorization for total amount increases the preauthorization by charging the guest check total amount to the credit card. Full authorization requires pressing the credit button not save and print. Save and print does not authorize a credit card. All it does is save and print a check. Checks cannot close until fully authorized.

### **Authorization For Total Amount Sequence**

1. Open tab and go to check out screen.
2. Press credit and pop up box will appear.
3. Pop up will ask, "Do you want to fully authorize this check?"
4. Press yes and MICROS will print merchant, customer and itemized receipts.



## GUEST CHECK PRESENTATION AND DELIVERY

- Place the merchant copy on top of the customer receipt
- Place both inside right pocket of the guest check presenter
- Place the itemized copy inside the left pocket of the guest check presenter
- Close and deliver the check presenter with a pen
- Ask the customer to sign the top copy while making eye contact and smiling

## GUEST CHECK RETRIEVAL

Depending on volume, continue taking orders and making drinks while the customer signs the credit card receipt. Make yourself available, if the customer has a question or pen fails to write.

After the customer signs and closes the check presenter;

1. Retrieve the check.
2. Ensure the merchant copy has been signed.
  - Tip line - tips exceeding 100% of total require management signature
  - Total line - must be calculated correctly
  - Signature - must be legible
3. Place the signed merchant copy in your bank bag.
4. Add tips and close checks at the end of your shift.
5. Do not close checks during your shift.

## THANK YOU

After retrieving the signed guest check.

1. Say thank you, make eye contact and address the customer by name.
2. Invite back citing specific example of when and why to return.
  - “Please come back next Saturday. I’ll be working the main bar.”
  - “Please come back Friday at 10pm, when the best band in the world is playing”
  - “Please come back for Happy Hour on Thursday for \$2.50 domestic bottles.”
3. Say goodbye.



## CREDIT CARD TIP POLICY

There are no exceptions to our credit card tip policy. Management will audit your credit card receipts every shift to ensure charged tips are correct.

1. Tip line must be filled in.
  - Blank tip line = No tip charged to the credit card
2. Total line must be calculated correctly.
  - Blank total line = No tip charged to the credit card
  - Total line not calculated correctly = No tip charged to the credit card
3. Legible signature.
  - Blank or illegible signature = No tip charged to the credit card



## COMPS

All comps must be rung in, printed and delivered to management for signature prior to drink preparation. You will never be reprimanded for requesting management comp signatures. It's their job to sign comp receipts but it's your responsibility to collect signatures.

## VOIDS

Voids are administrative mistakes, such as miss rings and over rings, not affecting inventory. All administrative mistakes must be voided and signed by management. Do not split checks and ring off voids.

### Void Sequence

1. Re-ring the mistake.
2. Circle the mistake on the original receipt.
3. Provide void reason on the original receipt.
4. Provide the re-rung check number on the original receipt.
5. Request management void and signature
6. Staple voided receipt to closed out check

## MAKE COPIES

At the end of your shift;

- Copy and staple all of your signed comps and voids
- Deliver signed comp and void copies when closing out
- Failure to produce management signature is a strike
- Forging management signatures results in termination

# COMPS AND VOIDS





## COMPLIMENTARY OR "COMPS" & VOID POLICY

Complimentary "Comps" of products and services provided by any of the COMPANY NAME locations are opportunities to provide unique benefits, a special thank you and or marketing tools used to make an experience exceptional, generate additional business or help to turn around a potentially negative experience. Comps are not to be used as a gift, a crutch for poor execution of lack of training or Hookups! Misuse of Comps outside of the guidelines will result in disciplines as outlined below.

Applying a Comp to an item removes the cost of the item from the customer bill. Items can be Comped to fix a mistake or as a goodwill gesture. A record of the Comped item will display on the POS system.

*Example: A server accidentally adds 'Roast Chicken' instead of 'Baked Chicken' to a customer's order, but doesn't realize the mistake until after the order is prepared. The server Comps the 'Roast Chicken' and rings in the correct order—which they might also comp as an apology for long waits.*

All POS systems are set with specific Comp buttons (see [Chart B](#)) that address all Comp opportunities. All product/services provided to any employee, customer, investor, owner or any other identified party (see below list), must be rung into the POS system without exception. No product or service can be provided without a ticket being rung in and sent to the bar or kitchen. A receipt must be provided, signed and returned by the recipient.

**Policy:** All Comps shall not exceed 1% of total Net Sales in any one day. The 1% cap excludes Comps for Owners, Investors, Employees and Office Personnel. Comps that exceed the 1% cap on any one-day are the mutual responsibility of the General Manager and the employee responsible for entering the order. Amounts that exceed the 1% cap, must be accompanied an Owner approval by email, verbal or text. See [Chart A](#) for details.

**Responsibility:** General Managers, Servers, Bartenders and Asst. Managers are mutually responsible for maintaining this policy. Servers, Bartenders and other Managers may ring in Comps, but location caps are the General Manager's responsibility. The General Manager has insight to all checks, therefore must maintain the location's 1% non-Employee / Owner related cap.

**What:** Comp guidelines as stated above and outlined in [Chart A](#).

**When:** The policy takes effect immediately and remains in effect at all times.

**Why:** Provide a clear policy that can be easily executed consistently.

**Where:** All locations, at all times.

**Location Comp Cap:** All sites will maintain total Comps 1% or below of total Net Sales (excluding all Comps related to Owners, Investors, Employees and Office Personnel) and included in the day's receipts. The appropriate level employee for approval must also initial receipts. Approval guidelines are in [Chart A](#).



**Progressive Discipline<sup>1</sup>:** 1st Violation – Verbal warning  
 2nd Violation – Written warning  
 3rd Violation – Final warning, possible suspension  
 4th Violation – Suspension or termination

Chart A

Category	Note	Comp	Cap	Approval Needed
<b>Goodwill Comp</b>	See definition		Less than \$50 Less than \$100 Less than \$250 Greater than \$250	Bartender / Server Asst. Manager General Manager Owner 2
<b>Negative Comp (Dissatisfaction)</b>	See definition		Less than \$50 Less than \$100 Less than \$250 Greater than \$250	Bartender/Server Asst. Manager General Manager Owner
<b>Quality Control</b>	See definition		Less than \$50 Less than \$100 Less than \$250 Greater than \$250	Bartender / Server Asst. Manager General Manager Owner
<b>Employees 50%</b>	Anytime	50%	Less than \$250 Greater than \$250	Asst. Manager Owner approval
<b>Employees 100%</b>	When working a double shift	100%	Up to \$50	Asst. Manager
<b>Managers</b>	Use your wise discretion, subject to review	100%		General Manager
<b>Owners</b>		100%	None	N/A
<b>Investors</b>	See list	40%	None	Asst. Manager
<b>Office Personnel</b>	See definition	100%	\$100	Asst. Manager
<b>VIPs and Subcontractors</b>	DJs / Bands Sound Guys (\$25 per)  Promoters (2 Bottles & 20 Tix)  Self Promoter (20 Drink Tix)  VIPs (\$50)		DJs / Bands Sound Guys (\$25 per)  Promoters (2 Bottles & 20 Tix)  Self Promoter (20 Drink Tix)  VIPs (\$50)	Asst. Manager, General Manager for higher
<b>Officers and Fire Fighters</b>	Blue Shirts White Shirts	50% 100%	\$100	Asst. Manager
<b>Neighbors</b>	See list	25%	None	Server or Higher

<sup>1</sup> Internal only – subject to review of situation, company has the right to suspend or terminate any violation at any time.

<sup>2</sup> Acceptable approvals from Owners can be receipt of text, email or verbal confirmation. Recognizing that owners may not always be available to respond at the time of the transaction, let them know by text or email and follow up with an explanation.



<b>Industry</b>	See definition	25%	None	Bartender / Server or Higher
<b>Happy Hour</b>	See definition	50%	None	Bartender / Server or Higher

**Definitions**

**Goodwill Comps:** This category represents Comps provided to customers to enhance their experience. These comps can be viewed as marketing tools or incentives to entice customers to return to any of the locations. This can be used as a special thank you for an exceptional experience or a high dollar event (\$1,000+) held at the establishment. Friends and Family approved comps go in this section.

**Negative Comp:** This category should be used when a customer is dissatisfied with their experience. Poor or slow service, rained on, food or drink splashed on them, several wrong order, food or specialty drink or generally dissatisfied. This is not to be used as a crutch or as a substitute for poor training. Use your discretion as to how much to Comp in these situations.

**Quality Control:** This category should be used if the food or drink is not prepared to ZZ standards. This includes quality testing for wine, food and drinks. Spills and Training comps also go in this section.

**Employees:** Employees that work at any of the COMPANY NAME sites are provided a 50% comp/discount on all food and drinks at all other COMPANY NAME locations. Individual checks are capped at \$250 per visit without Owner approval. Hourly Employees that work a double shift are entitled to a Comp up to \$50 per day.

**Owners:** PRINCIPLES NAMES.

**Office Personnel:** The category includes all employees that work in the corporate office located at .....

**VIPs/Subcontractors:** The category includes all individuals with special relationships to the COMPANY NAME brand. DJs, bands, sound guys and Promoters comps are in this group.

**Officer/Fire Fighters:** This category includes all identified police officers or fire fighters. Blue Shirts are uniformed officers and receive 50% Comp. White Shirt officers are upper ranking Police and Fire Fighters and are Comped at 100% up to \$100 per individual, per visit.

**Neighbors:** This category includes all employees of nearby businesses as set forth in the neighbor's list.



**Industry:** This category includes all identified employees of businesses in the restaurant & bar industries. Ideally, obtain their place of employment and note it on the POS system.

**Happy Hour:** This category includes items listed in the rotating Happy Hour menu. Pay close attention to the time and items on this list.

**Chart B**

Comp Buttons	Discount Amount	Micros Approval Level
Goodwill \$	Open \$	Manager
Goodwill %	Open %	Manager
Negative Comp \$	Open \$	Server / Bartender
Negative Comp %	Open %	Server / Bartender
Quality Control %	Open %	Server / Bartender
Quality Control \$	Open \$	Server / Bartender
Employees 50%	50%	Server / Bartender
Employees 100%	100%	Manager
Owners 100%	100%	Server / Bartender
Neighbors 25%	25%	Server / Bartender
Industry 25%	25%	Server / Bartender
Investors 40%	40%	Manager
Office Personnel 100%	100%	Manager
VIPs/Subcontractors	Open \$	Server / Bartender
Police/Firefighters Blue 50%	50%	Server / Bartender
Police/Firefighters White 100%	100%	Server / Bartender

**VOID POLICY**

Voids are administrative mistakes, such as miss-rings and over rings, which do not affect inventory. All administrative mistakes must be voided and signed by management. Do not split checks or ring unqualified voids.

An employee can Void an item and remove it from the customer bill if the item if the item was not yet prepared. A record of the voided item will display on the reprinted internal checks and stored on the POS systems.

Example: A server accidentally adds ‘Bud Bottle’ instead of ‘Miller Bottle’ to a customer’s order, but doesn’t realize the mistake until after the order is sent to the bar. If the server can inform the bar before preparation, a Void is used. Use the Error Correct to Void.

**Policy:** All Voids shall not exceed 0.75% of total Net Sales in any one-day. There are only two Void codes in the POS system, Error Correct and Manager approved Voids. Example total Net Sales: \$35,000, Voids cannot exceed \$262.50 or 0.75%.



**Responsibility:** General Managers, Servers, Bartenders and Asst. Managers are mutually responsible for maintaining this policy. Servers, Bartenders and other Managers may ring in Voids, but it is the General Manager's responsibility. The GM has insight to all checks, therefore must maintain the location's 0.75% cap.

**When:** The policy takes effect immediately.

**Why:** Provide a clear policy that can be easily trained and consistently executed.

**Where:** All locations at all times.

**Location Void Cap:** All sites will maintain total Voids at less than 0.75% Total Net Sales.

Chart C

<b>Void Buttons</b>	<b>Micros Approval</b>
Void - Manager Approval	Manager
Void - Wrong Check	Server / Bartender
Void – Error Correct	Server / Bartender
Void – Not Made	Server / Bartender

# PRICING STRUCTURE





## CATEGORY AND PRICING

- Well = \$4.00
- Call = \$5.00
- Premium = \$6.00
- Super = \$7.00
- Super Premium = \$8.00
- Deluxe = \$9.00
- Deluxe Premium = 10.00
- Domestic Beer = \$5.00
- Import Beer = \$6.00
- Wine = \$6.00
- Champagne = \$6.00
- Multi liquor drinks with three liquors = \$8.00
- Red Bull = \$2.00
- Doubles are true double pricing



Vodka	Price	Tier
Absolut	\$7.00	Super
Absolut Citron	\$7.00	Super
Absolut Mandarin	\$7.00	Super
Absolut Pepper	\$7.00	Super
Absolut Vanilla	\$7.00	Super
Crystal Head	\$9.00	Deluxe
Depp Eddy	\$5.00	Call
Deep Eddy Cranberry	\$5.00	Call
Deep Eddy Lemon	\$5.00	Call
Deep Eddy Ruby	\$5.00	Call
Deep Eddy Tea	\$5.00	Call
Dripping Springs	\$5.00	Call
Frio Texas	\$5.00	Call
Grey Goose	\$8.00	Super Premium
Ketel One	\$7.00	Super
Smirnoff Cherry	\$5.00	Call
Smirnoff Grape	\$5.00	Call
Smiths	\$5.00	Call
Starlight	\$5.00	Call
Stoli	\$6.00	Premium
Stoli Orange	\$6.00	Premium
Stoli Razz	\$6.00	Premium
Stoli Vanilla	\$6.00	Premium
Takka	\$4.00	Well
Texas Tail	\$5.00	Call
Titos	\$6.00	Premium
Troubadour	\$5.00	Call
Western Son	\$5.00	Call
Western Son Blueberry	\$5.00	Call
Western Son Pear	\$5.00	Call
GIN	Price	Tier
Hendricks	\$8.00	Super Premium
Tanqueray	\$7.00	Super
Takka	\$4.00	Well



Tequila	Price	Tier
1800 Reposado	\$7.00	Super
Jose Cuervo Gold	\$5.00	Call
Don Julio Blanco	\$9.00	Deluxe
Dulche Vida Blanca	\$9.00	Deluxe
Herradura Reposado	\$9.00	Deluxe
Patron Anejo	\$9.00	Deluxe
Patron Silver	\$9.00	Deluxe
Torrado Gold	\$4.00	Well
Republic Texas	\$9.00	Deluxe
Rum	Price	Tier
Bacardi Silver	\$5.00	Call
Captain Morgan	\$6.00	Premium
Malibu	\$5.00	Call
Ron Pontabo	\$4.00	Well
BOURBON / WHISKEY	Price	Tier
1792	\$7.00	Super
Bookers	\$9.00	Deluxe
Buffalo Trace	\$6.00	Premium
Bulleit	\$8.00	Super Premium
Crown	\$7.00	Super
Fireball	\$6.00	Premium
Herman Marshall	\$9.00	Deluxe
Herman Marshall Rye	\$9.00	Deluxe
Jack Daniels	\$6.00	Premium
Jim Beam	\$5.00	Call
Knob Creek	\$8.00	Super Premium
Makers Mark	\$7.00	Super
Rebecca Creek	\$8.00	Super Premium
Seagram's 7	\$5.00	Call
Silver Star	\$7.00	Super
Southern Comfort	\$5.00	Call
TX	\$8.00	Super Premium
Woodford Reserve	\$8.00	Super Premium
Samuels	\$4.00	Well



IRISH	Price	Tier
Bushmills	\$7.00	Super
Jameson	\$7.00	Super
Tullamore Dew	\$6.00	Premium
Scotch	Price	Tier
Dewar's	\$7.00	Super
Glenlivet 12	\$9.00	Deluxe
J&B	\$6.00	Premium
JW Black	\$8.00	Super Premium
Cordials	Price	Tier
Baileys	\$6.00	Premium
Goldschlager	\$6.00	Premium
Grandmariner	\$8.00	Super Premium
Jager	\$6.00	Premium
Midori	\$5.00	Call
Rumchata	\$5.00	Call
Rumpleminz	\$6.00	Premium
Tuaca	\$6.00	Premium
Beer	Price	Tier
Bud Light	\$4.00	Domestic
Budweiser	\$4.00	Domestic
Coors Light	\$4.00	Domestic
Miller Lite	\$4.00	Domestic
Mich Ultra	\$4.00	Domestic
Dos XX	\$5.00	Import
Corona	\$5.00	Import
Corona Light	\$5.00	Import
Wine	Price	Tier
CK Chardonnay	\$6.00	House
CK Merlot	\$6.00	House
CK Cabernet	\$6.00	House
CK Zinfandel	\$6.00	House
Wine	Price	Tier
Andre	\$6.00	House

WORKING BAR SET UP





## THE WELL

We have eight service wells. Each well is strategically placed and set up to streamline drink production. Each well has identical bottle placement. All wells have double speed rails consisting of a top rail and bottom rail. Bottle placement is labeled inside each rail.

<b>Top Rail From Right To Left</b>	<b>Bottom Rail From Right To Left</b>
1. Titos	20. Jameson
2. 4 Rebels	21. Jim Beam
3. 4 Rebels Dragon	22. Jack Daniels
4. Ketel One	23. Tanqueray
5. Grey Goose	24. Captain Morgan
6. Belvedere	25. Canadian Club
7. Absolut	26. Peach Schnapps
8. Absolut Citron	27. Crown Royal
9. Absolut Mandarin	28. Makers Mark
10. 3 Olives Cherry	29. JW Black
11. 3 Olives Grape	30. JW Red
12. Effen Black Cherry	31. Dewar's
13. Effen Cucumber	32. Malibu
14. Southern Comfort	33. Beefeater 24
15. Roses Lime	34. PAMA
16. Grenadine	35. St. Germaine
17. Amaretto	
18. Butterscotch	
19. Apple Pucker	



## WELL SET UP

- Three ice buckets per well
- Two drink mats on the bar top centering the well
- Four rail mats on the bar rail centering the well
- Two shaker tins, rim down, on the right side of the drink mat
- Two strainers on the right rail mat directly above the soda gun
- One ice scoop handle up in the ice
- One fruit tray to the right of the drink mat
- One napkin caddy, filled to capacity, left of the drink mat
- One sugar and salt rimmer, filled to capacity, beside the napkin caddy
- One lined garbage can to the right of the well

## SPEED RAIL

<b>Top Rail From Right To Left</b>	<b>Bottom Rail From Right To Left</b>
1. Bourbon	4. Rum
2. Triple Sec	5. Gin
3. Tequila	6. Vodka



**TOP SHELF**

<b>Top Rail From Right To Left</b>	<b>Top Shelf Whiskey North to South</b>
1. Old Overholt	<b>Shelf 1:</b>
2. Old Forester	19. Knob Creek
3. Templeton Rye	20. Bookers
4. Bulleit Rye	21. N.H. Beer Barrel
5. Bulleit Bourbon	22. Breckenridge
6. Buffalo Trace	23. Basil Haydens
7. Makers 46	<b>Shelf 2:</b>
8. Evan Williams	24. Knob Creek Rye
9. Jack Daniels Honey	25. 1776
10. Strawberry Moonshine	26. J.P. Wisers Spice
11. Sweet Tea Moonshine	<b>Shelf 3:</b>
12. Watermelon Moonshine	27. Jim Beam
13. Apple Pie Moonshine	28. 12 Year
14. Whitelightning Moonshine	29. Bonded
15. Cherry Moonshine	30. Fire
16. Hunch Punch Moonshine	31. Apple
17. Peach Moonshine	32. Black
18. Blackberry Moonshine	<b>Shelf 4:</b>
	33. Tin Cup
	34. Wild Turkey
	35. 8 Sec
	36. Jameson Black Barrel



BACK BAR BOTTLE PLACEMENT DIAGRAM

1	2	3	4	5	6	7	8	9	10	11	12	13	14
15	16	17	18	19	20	21	22	23	24	25	26	27	28
29	30	31	32	33	34	35	36	37	38	39	40	41	42
43	44	45	46	47	48	49	50	51	52	53	54	55	56

- 1 Bushmills
- 2 Jameson
- 3 Tullamore Dew
- 4 Dewars
- 5 Glenlivet 12
- 6 J&B
- 7 JW Black
- 8 1800
- 9 Cuervo Gold
- 10 Don Julio Blanco
- 11 Herradura
- 12 Patron Anejo
- 13 Patron Silver
- 14 Republic
- 15 1792
- 16 Bookers
- 17 Buffalo Trace
- 18 Herman Marshall
- 19 Herman Marshall Rye
- 20 Knob Creek
- 21 Makers Mark
- 22 Rebecah Creek
- 23 Seagram's 7
- 24 Silver Star
- 25 TX
- 26 Woodford Reserve
- 27 Hendricks
- 28 Tanqueray

- 29 Absolut
- 30 Absolut Citron
- 31 Absolut Mandrin
- 32 Absolut Pepper
- 33 Absolut Vanilla
- 34 Crystal Head
- 35 Deep Eddy
- 36 Deep Eddy Cran
- 37 Deep Eddy Lemon
- 38 Deep Eddy Ruby
- 39 Deep Eddy Tea
- 40 Dripping Springs
- 41 Frio Texas
- 42 Grey Goose
- 43 Ketel One
- 44 Smirnoff Cherry
- 45 Smirnoff Grape
- 46 Smiths
- 47 Starlight
- 48 Stoli
- 49 Stoli Orange
- 50 Stoli Razz
- 51 Stoli Vanilla
- 52 Texas Tail
- 53 Titos
- 54 Troubadour
- 55 Western Blueberry
- 56 Western Pear



1. Back bar bottle risers are labeled.
2. Laminated diagrams are behind the bar.
3. Bottle placement mirrors the diagram.
4. There should never be gaps between bottles.
5. Close gaps by replenishing bottle (gap placement).
6. Labels facing out.
7. Pour spouts facing right.

There is a place for every bottle. However, that place isn't wherever you decide to leave it. Our bars are designed for speed and efficiency. Every well, speed rail and back bar has identical bottle placement. Pour and return bottles to their designated location. There is nothing more frustrating than reaching for a bottle and grasping air.

# PREPARING DRINK ORDERS





## DRINK MAKING

1. Retrieve, set up and group glassware according to liquor.
  - Never retrieve glassware by the rim. Always grip the base or stem
  - Grouping, same liquor glassware side by side expedites production
2. Ice glassware to capacity but do not breach the rim.
  - Never use glassware as an ice scoop. Always use the ice scoop
  - Failing to ice glassware to capacity produces a weaker drink
  - Less ice doesn't equal more liquor. Less ice equals more mix
  - More mix melts ice quicker causing drinks to become watered down
3. Always bartend using both hands.
  - One hand pouring and one hand holding the jigger
  - Hold the jigger slightly above glassware or shaker tin
  - Never free pour. Always use a jigger
4. Prepare entire order before distributing drinks.
5. Preparation is not complete without garnish and stir straw.

Collectively setting up, grouping and icing glassware streamlines drink production where as making one drink at a time exponentially slows service.

Employ a stir straw technique when faced with a large drink order comprised of similar drinks, in identical glassware with the same garnish, but different mixers or possibly different liquors.

Use one stir straw for Coke, two for Diet Coke and three to identify specific liquor. The key to marking drinks is to always use the same amount of straws to identify the same mixer or certain liquor.



## DRINK SERVICE AND DELIVERY

Always place a cocktail napkin in front of each customer. Napkin placement notifies bartenders and management customers have been approached and are receiving service.

- Serve ladies first
- Handle glassware by base or stem, never by the rim
- Place drinks on napkin used to mark service
- Replace soiled napkins
- Call out drinks by name or pouring brand
- Make eye contact and speak clearly
- Multi-task by cleaning the bar top while delivering drinks
- Conclude delivery by asking, “May I get you anything else?”
- Attempt a reorder prior to drink completion
- Ask for reorder by product name, “May I get you another Jack and Coke?”
- Replace the customer’s cocktail napkin upon reorder
- Discard the empty glass and napkin together, replace cocktail napkin
- Provide the type of service you would like to receive if you were across the bar

## BARTENDER TRANSACTION TIME

1. Meet, greet and seat the customer
2. Take drink order
3. Attempt up sell
4. Quote price
5. Secure funds for the house
6. Close cash tab or preauthorize credit card
7. Return credit card and ID.
8. Drink production
9. Drink and receipt delivery

## CUSTOMER TRANSACTION TIME

Customer transaction time is skewed by the customer’s perception of service received not the actual time elapsed during the transaction. Although both transactions are identical, the customer’s perception can be manipulated.

- Never underestimate the power of eye contact and a smile
- Immediately acknowledge customers as they approach the bar
- Remember and call out drink orders as customers approach for 2<sup>nd</sup> round
- Always attempt a reorder prior to drink depletion

# ANATOMY OF A COCKTAIL





Customer expectations demand drink consistency each round. In order to achieve consistency and exceed customer expectations, we codified our recipes including;

- Glassware
- Ice
- Garnishes

## **PROPER GLASSWARE**

Each recipe includes specific glassware instructions. Using specific glassware ensures consistent liquor to mixer ratios while providing the flair required for presentation. Prior to tasting, customers can be visually stimulated into consumption.

## **DIRTY GLASSWARE**

A drink is destroyed and presentation is purposeless when drinks are created then served in dirty, chipped, cracked or broken glassware. Each bar is equipped with a glass washing machine. A 3<sup>rd</sup> dish machine is located in the kitchen.

## **GLASSWARE RULES**

- Always use prescribed glassware
- Discard all broken, cracked or chipped glassware
- Never use glassware as an ice scoop
- Never re-use glassware upon reorder
- Always serve room temperature glassware
- Never use glassware straight out of the dishwasher. It's not room temperature.
- Never place glassware in ice bins
- Never chill glassware by placing and spinning inside ice bin



## ICE

Ice should be translucent and hard. Ensure ice beneath the soda gun remains translucent. Soda lines can disconnect from the holster resulting in contaminated ice due to drainage. If this occurs, immediately reattach the drain line, burn your well, and replenish with new ice.

- Ice must remain dry. If your well begins to hold standing water, burn your well and check the drain for debris obstructing drainage
- Ice must be clean and remain contaminate free. Never store anything in your ice bin other than an ice scoop with its handle facing out. Keep bottles, speed pourers, fruit trays and red bull cans out of the ice bin
- Fill glassware to capacity with ice but do not breech the rim
- Use new ice when making a new drink
- Discard old ice along with used glassware
- Immediately burn your ice if glass breaks in proximity to your well. Do not attempt to find and remove broken glass from your ice
- Use ice scoops when handling ice, never hands, glassware or shaker tins
- Place ice scoops shovel down with handle facing up
- Never contaminate ice by storing liquor bottles in the well



## Garnishes

Correctly garnishing a drink enhances its appearance while elevating its appeal. However, when done incorrectly, becomes a distraction sometimes making drinks difficult to consume. Our recipes include garnishes and we expect all drinks be garnished before going across the bar. Drinks are not complete until garnished.

1. Always wash fruit with cold water before cutting.
2. Always cut fruit with clean knife and cutting board.
3. Always cut fruit to garnish specifications.

### Orange slices

- Cut off the ends
- Cut in half
- Lay on side
- Cut 1" deep from end to end
- Turn over and cut 3/8" slices from side to side
- Par level 18 oranges

### Lemon wedges

- Cut off the ends
- Cut in half.
- Cut a 1" slit across 1/2" deep
- Cut each half into 6 even wedges
- Par level 42 lemons

### Lime wedges

- Cut off the ends
- Cut in half
- Cut a 1" slit across 1/2 " deep
- Cut each half into 6 even wedges
- Par level 60 limes

1. Store cut fruit in containers with corresponding color lid.
2. Discard fruit trays at closing. Cut new fruit daily to ensure freshness.

# SPECIALTY SHOT RECIPES





## The Bar Experts Specialty Drink Guide

## SPECIALTY SHOTS

Drink	Ingredients	Build	Glass & Garnish
<b>Gold Rush</b>	½ oz. Ole Smoky Apple Pie Moonshine	Shake all ingredients	Rocks Glass
	½ oz. Goldschlager	Strain into a rocks glass	
	½ oz. pineapple juice		
<b>Bourbon Cowboy</b>	½ oz. Old Smokey bourbon	Shake all ingredients	Rocks Glass
	½ oz. Ole Smoky Apple Pie Moonshine	Strain into a rocks glass	
	½ oz. cranberry juice		
<b>Caramel Apple</b>	½ oz Jim Beam Apple	Shake all ingredients	Shot Glass
	½ oz Butterscotch Schnapps	Strain into shot glass	
<b>Daisy Dukes</b>	¾ oz Ole Smoky Strawberry Moonshine	Shake all ingredients	Rocks Glass
	¼ oz PAMA liqueur	Strain into a rocks glass	
	½ oz lemon sour		
<b>Smashville Shooter</b>	½ oz Ole Smoky Blackberry Moonshine	Pour directly into a shot glass	Shot Glass
	½ oz Ole Smoky Peach Moonshine		
<b>Mud on the Tires</b>	¼ oz RumChata	Shake ingredients	Shot Glass
	¾ oz Patron XO Café	Strain into a shot glass	

# SPECIALTY DRINK RECIPES





## The Bar Experts Specialty Drink Guide

SPECIALTY DRINKS			
Drink	Ingredients	Build	Glass & Garnish
<b>Front Porch Punch</b>	1 1/2 oz. Ole Smoky Blackberry	Build In Jar	Mason Jar
	3/4 oz. St. Germaine Elderflower Liqueur	Top with Soda Water	Garnish with Blueberries and Raspberries
	2 oz. lemon sour		
<b>Kentucky Breakfast</b>	1 1/2 oz. Makers 46 bourbon	Shake vigorously with ice	Short mason jar (no ice)
	3/4 oz. triple sec		
	2 oz. lemon sour	Strain	Garnish with an Orange twist
	1 Heaping bar spoon of orange marmalade		
<b>Signature Manhattan</b>	2 oz. Old Smokey bourbon	Build in pint glass	Short mason jar
	1 oz. sweet vermouth	Add ice & Stir about 30 times	Garnish with moonshine cherry and orange twist
	2 dashes Regan's Orange Bitters	Strain	
<b>Peach Collins</b>	1 1/2 oz. Ole Smoky Peach Moonshine	Shake	Mason Jar
	1/2 oz. Beefeater 24	Dump into a Mason Jar	Garnish with lemon slice
	1 1/2 oz. peach puree	Top with Soda Water	
	2 oz. lemon sour		



## The Bar Experts Specialty Drink Guide

## SPECIALTY DRINKS

Drink	Ingredients	Build	Glass & Garnish
<b>Strawberry Hoedown</b>	1 ½ oz. Ole Smoky Strawberry Moonshine	Shake	Mason Jar
	2 oz. fresh sour mix	Dump into a Mason Jar	Garnish with Lemon squeeze & Strawberry
	¾ oz St Germain	Top with Soda Water	
	Muddled Strawberries (4)		
<b>Pomegranate Sour</b>	1 1/2 oz. Evan Williams Black Bourbon	Build in mason jar	Mason Jar
	3/4 oz. PAMA liqueur		Garnish with lemon peel
	2 oz. lemon sour		
	2 oz. POM pomegranate juice		
<b>Spiced Apple</b>	2 oz. Ole Smoky Apple Pie Moonshine	Shake vigorously with ice	Mason Jar
	½ oz. Gingerbread Syrup	Dump into Mason Jar	Garnish with nutmeg dusted green apple slice
	½ oz. Lemon Juice		
	3 oz. Apple Cider		
	2 dashes Black Walnut Bitters		
<b>Mad Moonshine</b>	2 oz. Ole Smoky Hunch Punch Moonshine	Shake vigorously with ice	Short mason jar (no ice)
	3 oz. cranberry juice	Dump into Mason Jar	Garnish with cherry and orange twist
	1 ½ oz. fresh orange juice		



## The Bar Experts Specialty Drink Guide

SPECIALTY DRINKS			
Drink	Ingredients	Build	Glass & Garnish
<b>Blackberry Crow</b>	2 oz. Ole Smoky Blackberry Moonshine	Muddle blackberries and mint	Mason Jar
	2 oz. lemon sour	Add sour and Moonshine	Garnish with mint sprig and blackberry
	4 blackberries	Shake	
	Pinch of mint leaves	Dump into mason jar and top with soda water	
<b>Bucking Mule</b>	1 ½ oz. Absolut Vodka	Muddle limes in mason jar	Mason Jar
	½ oz. simple syrup	Fill with ice	Garnish with lime wedge
	5 lime slices	Add vodka and simple syrup	
		Top with Cock 'n Bull ginger beer	
<b>Old Fashioned</b>	3 oz. Makers Mark	Muddle simple syrup, orange slice and cherry.	Rocks glass filled half way with fresh ice
	3 dashes Angostura Bitters		
	½ oz simple syrup		Garnish with orange peel.
	1 cherry	Add Makers and bitters and ice	
	1 thin orange slice	STIR for 30 revolutions	
	Strain over fresh ice in rocks glass and garnish		

WORKING THE SERVICE WELL





## **COCKTAIL SERVER RESPONSIBILITIES**

Operating a dedicated service well requires teamwork. Cocktail servers and bartenders must work in tandem to ensure seamless drink production, presentation and delivery.

### **COCKTAIL SERVER RESPONSIBILITIES INCLUDE**

- Providing table service
- Taking drink orders
- Ringing drinks
- Delivering drinks
- Securing funds for the house

### **SERVICE WELL BARTENDER RESPONSIBILITIES**

- Drink preparation
- Garnishing
- Providing drink information
- Assisting cocktail servers with product knowledge and pricing
- Assisting management with server comp and void explanations

# BARTENDER SHIFT RESPONSIBILITIES





## OPENING SHIFT RESPONSIBILITIES

The two opening bartenders are the designated service well bartenders. They are responsible for setting up service wells and preparing the bar to open and operate.

1. Cut fruit and distribute eight fruit trays.
2. Remove well, speed rail, and back bar pour spout covers.
3. Set up primary and back up glassware stations.
4. Bleed soda guns to rid lines of overnight soda trapped in lines.
5. Set up bar, rail and drink mats.
6. Mix puree to par. (1) Pouring (1) Back up per flavor per well.
7. Ensure Red Bull cooler is stocked to capacity.
8. Ensure reach in is filled to capacity.
9. Ensure reach in thermometers reads 38 degrees.
10. Ensure reach in chilled shot bottle.
  - 4 Jager
  - 4 Patron Silver
  - 2 Don Julio Blanco
  - 2 Tuaca
  - 1 Rumpleminz
  - 1 Goldschlager
  - 1 Baileys
11. Ensure well, speed rail and back bar bottles are mirrored.
12. Ensure each MICROS has two back up rolls of single side thermal paper.
13. Par, set up and polish glasses for each bar.
14. Ensure dishwashers are working and have proper chemical levels.
15. Fold and place clean bar towels beneath each POS.



## **MID SHIFT RESPONSIBILITIES and MULTI-TASKING**

- Return speed rail and back bar bottles to designated locations
- Replace and replenish all bottles
- Maintain bar top, bar floor and floor drains free of all debris
- Prevent hand sinks from becoming dump sinks
- Immediately remove any debris from hand sink
- Wipe, clean and dry bar top spills immediately
- Monitor ice bin levels and request ice as needed
- Monitor glassware depletion and request as needed
- Monitor beer levels and request as needed
- Monitor fruit tray and puree levels, request as needed
- Maintain your zone while providing assistance to adjacent zones
- Serve multiple customers by taking additional orders
- Take additional orders while making drinks
- Remove debris and wipe down the bar top while taking orders or serving drinks
- Attempt drink reorders prior to depletion
- Answer questions with as much detail as possible
- Provide solutions to service problems or notify management
- Discard used towels into the designated bus tub beneath the bar



## END OF SHIFT RESPONSIBILITIES

Cleaning does not begin until banking out. Do not clean before closing out.

1. Wipe, clean and dry using clean towel, hot water and bleach.
  - Back bar risers, bottles and surface area
  - Speed rails, bottles and surrounding wall
  - Service well and bottles
  - Soda gun, holster and line
  - MICROS terminal and printer
  - Reach in exterior and chilled shot bottles
  
2. Wash in kitchen dishwasher, dry, replenish and reset.
  - Napkin and straw caddies
  - Salt and sugar rimmer
  - Shaker tins and strainer
  - Jiggers
  - Bar mesh, rail and drink mats
  - Puree bottles and speed pourers
  
3. Ensure hand and dump sinks, and floor drains are free of all debris.
  
4. Clean hand and dump sinks, and floor drains with hot water and bleach.
  
5. Restock your well, speed rails, reach in and back bar with liquor.
  
6. Restock hand sinks with paper towels and soap.
  
7. Discard fruit trays and any open Red Bull cans.
  
8. Deliver used towel bus tubs to used towel storage bins.



## SERVICE WELL DEEP CLEANING GUIDELINES

1. Burn ice.
2. Deep clean inside, outside and beneath well.
3. Remove, clean and reattach speed rail.
4. Clean soda gun, holster and nozzle but do not disconnect nozzle from gun.
5. Dry entire well, speed rail and soda gun using clean towel.
6. Wipe down, clean, dry and restock liquor bottles.

## BACK BAR DEEP CLEANING GUIDELINES

1. Remove all bottles from the back bar.
2. Wipe down, clean and dry back bar.
3. Wipe down, clean and dry liquor bottles.
4. Return clean bottles to assigned location.
5. Restock missing liquor bottles (gap placement).
6. Ensure correct bottle placement with labels facing out (customer line of sight).

## WEEKLY INTENSIVE CLEANING UNIT GUIDELINES

- **Monday night:** deep clean, rotate and replenish reach in beer cooler
- **Tuesday night:** clean pour spouts using kitchen dish washing machine
- **Wednesday night:** clean all walls adjacent to wells and speed rails
- **Thursday night:** wipe down the front of the bar removing scuff marks
- **Friday night:** remove, clean, dry and reattach reach in compressor vent cover
- **Saturday night:** run all glassware through kitchen dishwasher
- **Sunday night:** pull out, clean and mop behind reach in beer cooler



## HEALTH DEPARTMENT COMPLIANCE

1. Ensure hand sinks have hand towels and soap.
2. Ensure hand sinks are free of all debris.
3. Ensure lined trashcan is adjacent to each hand sink.
4. Fill four health department buckets with ster-bac-blue.
5. Ster-bac-blue ratio is one cap per one gallon of water.
6. Place one red health department bucket at each end of both bars.
7. Ensure ster-bac-blue test strips are located inside each MICROS cabinet.
8. Check soda gun holster for build up by swabbing napkins to remove debris.
9. Ensure floor drains are free of all debris.
10. Do not place anything in the ice well except for ice scoop with handle facing out.
11. Immediately report fruit flies, insects or gnats to management.
12. Ensure each reach in has a thermometer.
13. Verify each thermometer reflects 38 degrees.
14. Ensure pens, money, credit cards nor paper clips are stored in glassware.
15. Ensure fruit trays are not cracked or broken.
16. Wipe off condensation inside reach-in cooler.
17. Ensure bar mesh is beneath all glassware.

## GARBAGE CANS

- Avoid shattering glass by not throwing bottles into garbage cans
- Remove garbage cans before garbage impedes customer line of sight
- Dragging garbage cans, across the floor, destroys the bottom of the can causing it to break and bleed liquid. Ask for assistance or use the dolly to move garbage cans

## BREAKING BOTTLES

- Notify management when bottles break to ring in and comp shots
- Burn ice bin if a bottle breaks in proximity
- Do not pick up broken glass with your hands
- Use broom and dustpan to clean up broken glass

CONCLUSION





## CONCLUSION

Although this is the conclusion, it's not the end. This is just the beginning. Everything we discussed barely scratches the surface of what it takes to become a bartender. This training manual provides a tremendous amount of information. However, teamwork and integrity is the most.

## TEAMWORK

Our bar is a team. Our bartenders are team players who embrace teamwork by opening, operating, closing, cleaning, counting tips and leaving the bar together. Our bar staff is no different than a sports team. We are both comprised of multiple players, with different strengths and weaknesses, working towards a common goal. Our goal is superior service and great tasting drinks. Achieving this requires;

- Returning bottles after pouring (bottle placement)
- Replenishing bottles after depletion. (gap placement)
- Cleaning as you go (multi-tasking)
- Recommending drinks (up selling)
- Well, rail and back bar set up (opening responsibility)
- Mirroring back bars (customer line of sight)

Some bartenders are phenomenal in service, but struggle at mid, while others feel caged in both positions but thrive at the Point. Regardless, all bartenders should be of equal value in terms of production and work ethic.

Teamwork isn't about who makes the least mistakes or who rings the most. It's about coming to work, doing your job and providing assistance to the bartender beside you.

## INTEGRITY

Integrity is everything. Without it, you have nothing and no place behind our bar. You will encounter opportunities and make decisions throughout your shift. No matter what, maintain your integrity. Build a reputation beyond reproach by establishing your cash handling accuracy, honesty and work ethic.

BARTENDER SIDEWORK





**Opening Sidework**

<b>Opening Sidework – Bartender</b>	<b>Assigned To:</b>
Ask busser to fill ice bins to the top	
Ask busser to bring 2 set up sanitizer buckets with towels to bar	
Set up condiment trays. Cut Lemons, Limes, Oranges (all wedges) and place in condiment trays over ice. Use a Safety Cutting Glove and Label, Date and Store properly. Cut fruit has a 24-hour shelf life. Cut at least 1 back up container for each and refrigerate	
Set up/Stock straw caddies, salt rimmers, towels	
Clean/Wipe down all stainless, coolers, glass, bar top and bar stools	
Stock coasters, thermal and impact paper, black appetizer plates, check presenters, Team Sign-ups, and roll-ups	
Set up 3 clean bus tubs	
Fill dishwasher and set up 3 compartment sink	
Check bar log for helpful notes	
Angle all chairs at bar top	
Stock/Refill any needed items or products including backups	
Stock/Refill hand towels, soap	
Face all liquor/beer bottles. All pour spouts point to the left	
<b>SEE DAILY BEAUTIFICATION SHEET- Accomplish the listed task</b>	

**Afternoon Sidework**

<b>Afternoon Sidework – Bartender</b>	<b>Assigned To:</b>
Ask busser to refill ice bins to the top	
Ask busser to bring 2 new set up sanitizer buckets with towels to bar	
Top off condiment trays. Restock Lemons, Limes, Oranges (all wedges) and replace condiment tray ice. Discard any fruit that is dry or has brown edges. Leave at least 1 backup of lemons/limes/oranges for pm shift	
Clean, refill and face all table caddies. Replace bus tubs with new	
Set up/Stock straw caddies, salt rimmers, towels	
Clean/Wipe down all stainless, coolers, glass, bar top and bar stools	
Stock coasters, thermal and impact paper, black appetizer plates, check presenters, VIP Sign-ups, and roll-ups	
Drain and refill dishwasher and 3 compartment sink	
Write pertinent notes in Bar Log (86 list, issues, etc)	
Angle all chairs at bar top	
Completely Restock/Refill all bar items or products including liquors, bottle beers, mixers, wines, red bull, etc	



Closing Sidework

Closing Sidework – Bartender	Assigned To:
Clean, refill and store all table caddies	
Clean/Wash straw caddies, salt rimmers, all bar utensils and tools	
Saran wrap leftover condiments. Top off condiment trays. Discard any fruit that is dry or has brown edges.	
Take bus tubs/sanitizer buckets back to dishwasher	
Drain/Scrub/Polish dishwasher and 3 compartment sink	
Stock coasters, thermal and impact paper, black appetizer plates, check presenters, Team Sign-ups, and roll-ups	
Drain/Scrub/Polish dishwasher and 3 compartment sink	
Write pertinent notes in Bar Log (86 list, issues, etc)	
Clean/Wipe down all stainless, coolers, glass, bar top and bar stools	
Clean/Wipe/Polish beer towers, drain, speed rails and counter	
Saran wrap or cover beer taps and bottles	
Clean/Wipe down POS terminals/screens/stations	
Clean/Wipe all check presenters	
Burn all ice and clean/wipe out jockey boxes	
Completely Restock/Refill all bar items or products including liquors, bottle beers, mixers, wines, red bull, etc.	
Remove floor mats, sweep floors and mop (especially under equipment).	
Disassemble soda fountain guns, scrub with brush, soak in soda water overnight.	
<b>SEE DAILY BEAUTIFICATION SHEET- Accomplish the listed task</b>	



Daily Beautification

AM Beautification – Bartender	Assigned To:
<b>MONDAY AM</b> - Remove all liquor bottles from display towers, shelves, speed racks. Wipe/Polish/Clean all surfaces/counters, etc. and wipe down bottles.	
<b>TUESDAY AM</b> - Clean under/inside all cabinets and drawers, removing all items, cleaning thoroughly and replacing.	
<b>WEDNESDAY AM</b> - Empty out all beer pint glasses and clean coolers. Remove any debris/broken glass, etc. and wipe thoroughly.	
<b>THURSDAY AM</b> - Clean/Wipe down all under bar walls, especially where trash cans go.	
<b>FRIDAY AM</b> - Dust art/décor behind bar and polish all décor mirrors, picture frames.	
<b>SATURDAY AM</b> - Clean under/around all POS terminals...carefully.	
<b>SUNDAY AM</b> - Clean/Polish beer taps, tower and handles to a shine.	

PM Beautification – Bartender	Assigned To:
<b>MONDAY PM</b> - Windex all mirror services behind the bar. Update and re-do any chalkboards.	
<b>TUESDAY PM</b> - Wipe down and oil all woodwork all the way down to the floor.	
<b>WEDNESDAY PM</b> - Empty out all bottle beer coolers, wash racks, clean thoroughly. Record any expired product on Spill tab and discard.	
<b>THURSDAY PM</b> - Clean and polish all stainless steel surfaces with stainless polish.	
<b>FRIDAY PM</b> - Pull and wash all pour spouts and red soda gun nozzles.	
<b>SATURDAY PM</b> - Clean/Scrub floor under dishwasher and 3 compartment sink.	
<b>SUNDAY PM</b> - Clean all straw and condiment caddies, run through dishwasher, let dry and refill.	

# BARTENDER TRAINING SCHEDULE





BARTENDER TRAINING

DAY ONE (Opening Shift)

- \*Confirm New Hire paperwork has been completed and submitted.
- \*Receive costume.
- \*Your training schedule needs to be initialed by your trainer for each training day.

\_\_\_\_\_ Go over Bartender Training Manual with Trainer and go over Costume Guidelines. Go over Liquor Offerings, Draft and Bottle Beer Offerings, and Wine offerings.

\_\_\_\_\_ Go over BAR SERVER SUPER SEVEN in detail. Explains Parking Policy, schedule request, shift cover policy and store costume disbursement policies.

\_\_\_\_\_ Guided tour of restaurant, patio, bar, kitchen, walk-ins, draft beer coolers and supply areas. Explain Beer Gas, FOB and Keg Changing operations.

\_\_\_\_\_ Trainee understands MSDS Book and signs MSDS Book Sign In Sheet.

\_\_\_\_\_ Follow shift with trainer. Train on COMPANY NAME Pour Count Method with the Exacto Pour Tester. Practice Pour Counts.

\_\_\_\_\_ Go through Bartender Close out including VIP Sign Ups and Side work.

\_\_\_\_\_ Go over each menu item, including Beer & Wine and Happy Hour.

**\*\*Homework: Learn appetizers, soups, and salads. Learn the Bar Server Super Seven. Go over all menu items, including Beer & Wine and Happy Hour. Review the Bartender Training Manual and Costume Guidelines. Study the Table/Bar map and position points. Begin study of Bartender Drink Recipes.**

\*REMEMBER: Entertainer Menu, Bartender Drink Recipe and Entertainer Drink Test will be given on your last day of training. A passing score of

BARTENDER TRAINING

DAY TWO

\_\_\_\_\_ Go through opening procedures with Trainer. Go over Soups, Salads, Appetizers and Non-Alcoholic Beverage Offerings. Go over Table/Bar Map and position points.

\_\_\_\_\_ Go over proper Garnish preparation procedures including proper cutting/labeling/storing with Trainer.

\_\_\_\_\_ Review BAR SERVER SUPER SEVEN. Go over Liquor Offerings. Go over Beer, Wine, and Specialty Drinks.

\_\_\_\_\_ Practice pour counts with the Exacto Pour Tester for at least 15 minutes.

\_\_\_\_\_ Follow shift with trainee taking a more involved role in serving guests. Making sure you are becoming familiar with the POS, Bar Seat Numbers and Liquor Bottle Arrangement.

\_\_\_\_\_ Close out. Go over entire menu, including Beer & Wine and Happy Hour. Review BAR SERVER SUPER SEVEN and review Bartender Training Manual in depth. Go over each Bartender Drink Recipe.

**\*\*Homework: Learn entire Menu and Bartender Drink Recipes. You will be tested at the end of your fifth shift. A passing score of 80% will be required for final approval.**



BARTENDER TRAINING

DAY THREE (Closing Shift)

\_\_\_\_\_ Go over Menu, especially Sandwiches, Wraps, Entrees, Pizza's and Desserts and BAR SERVER SUPER SEVEN. Verbal quiz on Specialty Drink / Shot recipes. Question and answer time.

\_\_\_\_\_ Follow trainer in assigned section but you, the trainee, should enter all orders into the POS. Make sure you can do this with very little explanation.

\_\_\_\_\_ Trainee makes all service well drinks under supervision. Administer Exacto Pour Test to set benchmark.

\_\_\_\_\_ Go over closing duties including side work needed to be done.

\_\_\_\_\_ Close out. Menu review. Drink review, Bar review, BAR SERVER SUPER SEVEN Review.

**\*\*Homework: Study entire Menu. Know drinks, specials and policies. Know the Bar Server Super Seven in detail. Commit the Bar Seat Numbers to memory.**

BARTENDER TRAINING

DAY FOUR

\_\_\_\_\_ Go over Menu, especially Combos, Wraps, Entrees, Appetizers and Desserts and BAR SERVER SUPER SEVEN. Verbal quiz on Archive Drink recipes. Question and answer time.

\_\_\_\_\_ Follow trainer in assigned section but you, the trainee, should enter all orders into the POS and take a more involved role in servicing Bar Guests. Make sure you can do this with very little explanation.

\_\_\_\_\_ Trainee makes all service well drinks under supervision.

\_\_\_\_\_ Go over closing duties including side work needed to be done.

\_\_\_\_\_ Practice pour counts with the Exacto Pour Tester for at least 15 minutes.

\_\_\_\_\_ Close out. Menu review. Drink Recipe review, bar review, BAR SERVER SUPER SEVEN Review.

**\*\*Homework: Study entire Menu. Know drinks, specials and policies. Know the Bar Server Super Seven in detail. Commit the Bar Seat Numbers to memory.**



BARTENDER TRAINING

DAY FIVE

\_\_\_\_\_ Go over all food and drink menus before your shift. If you have any questions now would be the time to ask.

\_\_\_\_\_ Work assigned station with the trainer following closely behind you. Prepare all Bar Drinks according to recipes including proper garnish/glassware.

\_\_\_\_\_ Make sure you hit all on the Bar Server Super Seven.

\_\_\_\_\_ Proper Cash Handling, Pour Counts, Check Updating Policies adhered to.

\_\_\_\_\_ Computer knowledge ready (including proper Bar Seat Numbers for Food Orders)

\_\_\_\_\_ Close out with the trainer watching what you do.

\_\_\_\_\_ Check out with your trainer and the closing bartender.

\_\_\_\_\_ Take Exacto Pour Test with Manager. You must score 14 or lower to pass.

\_\_\_\_\_ **Take and pass Entertainer Drink Test, Entertainer Menu Test and Bar Drink Recipe Test.**

# BARTENDER TRAINING CHECKLIST





Bartender Training Checklist

Employee \_\_\_\_\_

Date \_\_\_\_\_ (1st day of training)

Table with 4 columns: Activity, Trainer Initials, Employee Initials, Date Completed\*. Rows include tasks like 'Review of Appearance/Costume Guidelines', 'Bartender Drink Recipes List Review', 'Exacto Pour Test practiced for 15 minutes each training shift', etc.

\*"Date Completed" is dated when activity is consistently observed, test/review completed, and/or the trainer observes employee performing activity in a satisfactory manner.

Signed by Manager, Primary Trainer and Trainee when training is completed and tests are passed.

Trainer's Signature \_\_\_\_\_ Date \_\_\_\_\_

Trainee's Signature \_\_\_\_\_ Date \_\_\_\_\_

Manager's Signature \_\_\_\_\_ Date \_\_\_\_\_

# SOCIAL MEDIA POLICY





## Social Media

Social Media: Any website or web service that utilizes a 'social' or 'Web 2.0' philosophy. Including, but not limited to: blogs, social networks, social news, wikis, etc.

The Social Media world is constantly changing and evolving. Accordingly, the COMPANY NAME policies will also be constantly updated and revised to address concerns and opportunities as they arise.

A Social Media presence offers the COMPANY NAME a great outlet to spread the word about us and more deeply establish the growing COMPANY NAME Brand Community.

However, there are rules that must be followed by anyone who is an COMPANY NAME employee including, but not limited to, Managers, Franchisees, Area Developers, FOH staff and BOH staff.

The following rules must be adhered to:

- Do not disclose private, confidential or proprietary information of COMPANY NAME or its franchisees, employees, business partners or suppliers. You must comply with COMPANY NAME's confidentiality and privacy policies as outlined in your Franchise Agreement, Employee Handbook, and the XX Operations & Systems Manual.
- Do not speak or make commitments on behalf of COMPANY NAME. We DO encourage you to have fun interacting by being social and promoting local XX specials, national promotions, and events within your local XX. We DO encourage you to promote yourself and our brand in a positive way.
- You may NOT speak derogatorily or negatively about the brand, our guests, or anyone employed by any COMPANY NAME or COMPANY NAME in any aspect.
- The use of all marks and logos must comply with the terms and conditions outlined by ownership.
- The use of photos will require a Model Release signed by your team member. These photos are discretionary and COMPANY NAME may require you to remove any photos at any time that they feel are not in line with the brand. Photos in which staff is not following the Costume Guidelines, are lewd in nature, offensive, derogatory or discriminatory will not be allowed. Photos that would be considered rated higher than PG-13 in nature will not be allowed.
- Do not violate applicable laws or terms of use. Even when you participate in Social Media for personal reasons, COMPANY NAME expects you to comply with applicable law, including laws regarding copyright, fair use, privacy and financial disclosure, and to comply with the terms of use and privacy policies applicable to any site you access. You may be held legally responsible for your own postings or other content on social media sites.



- Keep in mind that you are a representative of the COMPANY NAME brand; therefore, any posting anywhere on any online social site whether it be Twitter, Facebook (Personal or Fan Page), YouTube, Blogs, etc., will be held to the standards outlined here.
- You must disclose that you are an employee of the COMPANY NAME when promoting or discussing the COMPANY NAME anywhere online.
- COMPANY NAME reserves the right to eliminate an account if it is not being consistently monitored, updated, and/or violates the rules outlined here.

ALCOHOL MANAGEMENT PROGRAM





## Introduction

Congratulations on your employment at **COMPANY NAME**! As an establishment that serves alcoholic beverages, it is our responsibility to provide you with the necessary training to responsibly sell and serve alcoholic beverages. The following material is intended to be used as a guide and educational tool. Most states require servers of alcoholic beverages to participate in a state certified alcoholic beverage training in addition to the training they receive from their employer. This course is not intended to meet state certification. Rather, it is intended to educate our employees on company policy with regard to alcohol awareness. We take great pride in our quality beverages and friendly, responsive service. Our high standards can only be maintained through great people like you who share our values and desire to do the very best job possible for our guests every day.

Upon completion of this course you will be given a test over the material covered in this program. Only persons able to correctly answer 80% of the questions will be allowed perform jobs that include the service of alcoholic beverages.

Once again, welcome to the **COMPANY NAME** Team!



## Facts Regarding Alcohol Related Crashes

The term "drunk driving" is an inaccurate characterization of the problems caused by motorists who are impaired by alcohol. The first criminal laws targeting this problem prohibited "drunk driving," encouraging the notion that the problem involved drivers who were visibly drunk. In fact, many alcohol-impaired drivers do not appear drunk in the traditional way. Research has shown that even small amounts of alcohol can impair the skills involved in driving, but the persistent notion that the problem is predominantly one of drunk drivers has allowed many drinking drivers to decide they are not part of the problem. For these reasons, the term "alcohol-impaired driving" is a more accurate and precise description of what is commonly referred to as "drunk driving."

**The National Center for Injury Prevention and control has published the following facts with respect to alcohol related crashes.**

- Y Impaired driving will affect one in three Americans during their lifetimes.
- Y Alcohol-related motor vehicle crashes kill someone every 30 minutes and non-fatally injure someone every two minutes (NHTSA 2003a).
- Y During 2002, 17,419 people in the U.S. died in alcohol-related motor vehicle crashes, representing 41% of all traffic-related deaths (NHTSA 2003a).
- Y In 2001, more than 1.4 million drivers were arrested for driving under the influence of alcohol or narcotics (FBI 2001). That's slightly more than 1 percent of the 120 million self-reported episodes of alcohol-impaired driving among U.S. adults each year (Dellinger 1999).
- Y Drugs other than alcohol (e.g., marijuana and cocaine) have been identified as factors in 18% of motor vehicle driver deaths. Other drugs are generally used in combination with alcohol (NHTSA 1993).
- Y Nearly two-thirds of children under 15 who died in alcohol-related crashes between 1985 and 1996 were riding with the drinking driver. More than two-thirds of the drinking drivers were old enough to be the parent of the child who was killed, and fewer than 20% of the children killed were properly restrained at the time of the crash (Quinlan 2000).



- Y Adult drivers ages 35 and older who have been arrested for impaired driving are 11 to 12 times more likely than those who have never been arrested to die eventually in crashes involving alcohol (Brewer 1994)
- Y In its publication *The Economic Impact of Motor Vehicle Crashes*, the National Highway Traffic Safety Administration reported that alcohol-related crashes in 2000 were associated with more than \$51 billion in total costs (Blincoe 2002)
- Y Male drivers involved in fatal motor vehicle crashes are almost twice as likely as female drivers to be intoxicated with a blood alcohol concentration (BAC) of 0.10% or greater (NHTSA 2003a). A BAC of 0.08% is equal to or greater than the legal limit in most states.
- Y At all levels of blood alcohol concentration, the risk of being involved in a crash is greater for young people than it is for older people (Mayhew 1986). In 2002, 24% of driver's ages 15 to 20 that died in motor vehicle crashes had been drinking alcohol (NHTSA 2003b).
- Y Young men ages 18 to 20 (too young to buy alcohol legally) report driving while impaired almost as frequently as men ages 21 to 34 (Liu 1997).
- Y In 2002, 22% of the 2,197 traffic fatalities among children ages 0 to 14 years involved alcohol (NHTSA 2003c).
- Y Adult drivers ages 35 and older who have been arrested for impaired driving are 11 to 12 times more likely than those who have never been arrested to die eventually in crashes involving alcohol (Brewer 1994).
- Y Nearly three quarters of drivers convicted of driving while impaired are either frequent heavy drinkers (alcohol abusers) or alcoholics (people who are alcohol dependent) (Miller 1986).



## Ten Steps to Responsible Alcohol Beverage Service

**COMPANY NAME** is committed to the responsible service of alcoholic beverages. In accordance to this commitment, all employees are required to follow the procedures listed below:

1. No employee will serve an alcoholic beverage to anyone under the age of **21**.
2. All employees will carefully check Identification of anyone who appears to be under **30** years of age.
  - a. Acceptable documentation is a valid state driver's license with a photo or a photo ID issued by the state.
  - b. The employee will carefully check the identification to determine its authenticity. The manager should be informed if there is any appearance of forgery or tampering.
  - c. In the absence of authentic identification, or in case of doubt, the employee will refuse service of alcoholic beverages to the customer.
3. No employee will serve an alcoholic beverage to anyone who is intoxicated.
4. No employee will serve alcoholic beverages to anyone to the point of intoxication.
5. It is the employee's responsibility to notify a manager when a guest shows signs of intoxication or is requesting alcoholic beverages above the limits of responsible beverage service.
6. Any intoxicated customer wishing to leave the **COMPANY NAME** will be urged to use alternative transportation.
7. All employees are obligated to inform law enforcement authorities when intervention attempts fail.
8. No employee will drink alcoholic beverages while working.
9. A single guest may not be served more than 32 ounces of beer or 3 ounces of liquor at any one time. Keep a record and inform management whenever a guest reaches 4 alcoholic drinks.
10. All employees who serve/sell alcoholic beverages will successfully complete a state certified Seller/Server training course when beginning employment.

**The sale/service of alcoholic beverages should not be a routine! It is one of the few legal products you can sell that could put you in jail.**

**THE MANAGEMENT FULLY SUPPORTS THESE POLICIES AND WILL STAND BEHIND OUR EMPLOYEES IN THEIR DECISIONS TO PROMOTE RESPONSIBLE SERVICE.**



## Understanding the Physiological Effects of Alcohol

Alcohol passes from the mouth down the esophagus and into the stomach and on into the small intestine. At each point along the way ethyl alcohol can be absorbed into the blood stream. However, the majority of the alcohol is absorbed from the stomach (approx. 20%) and the small intestine (approx. 80%). In general drinking more alcohol within a certain period of time will result in increased blood alcohol concentrations (BAC) due to more alcohol being available to be absorbed into the blood.

The presence of food delays absorption of alcohol. Physiological factors such as strenuous physical exercise also decrease alcohol absorption. Additional factors such as drugs (e.g. nicotine, marijuana, and ginseng) that modify physiological factors regulating gastric emptying also modify alcohol absorption. Diluting alcoholic beverages with water may decrease the absorption rate, but mixing with carbonated beverages increases the absorption rate. A healthy body eliminates 90% of alcohol through the liver at a rate of approximately ½ oz. of pure alcohol (1 drink) per hour.

Alcohol's direct action on the brain is as a depressant. It generally decreases the activity of the nervous system. Alcohol's action on the brain produces a number of behavioral effects. These effects are dependent upon the amount of alcohol taken in, the time period over which the alcohol is drunk, and other factors such as whether other drugs are being taken at the same time, the previous drinking history of the individual, the physical state of the person doing the drinking, and the genetic background of the individual (i.e. ethnicity, gender). Higher blood alcohol levels may impair balance, memory and muscular coordination. Increased amounts of alcohol consumption within a short time span may cause severely affected judgment, blunted sensory perception and loss of control.



## Blood Alcohol Content

Blood alcohol concentration (BAC) describes the amount of alcohol in a person's blood expressed as weight of alcohol per unit of volume of blood. For example, at 0.10 percent BAC, there is 100 mg of alcohol per 100 ml of blood. As of this revision date driving with a BAC of 0.10 percent is a crime in 5 states. It is a crime to drive with a BAC of 0.08 percent in 45 states and the District of Columbia. A BAC of 0.08 is evidence of an alcohol violation in Massachusetts. In response to a potential loss of federal highway funding, all states likely will have a BAC defining impaired driving at 0.08 percent within the next few years.

Most beers contain 4-5% alcohol; wines 12% on average, and distilled beverages average from 40% (80 proof) to 50% (100 proof) alcohol. The following chart provides an estimate of the BAC for an individual based on the weight of the person and the number of drinks they have consumed. This chart assumes that one drink is 1oz. of 80 proof liquor at 40%, 12oz. of beer at 4.5%, or 4oz. of wine at 12%. Drinks with higher percentage of alcohol or more alcohol will yield an even higher BAC.

### Approximate Blood Alcohol Percentage In One Hour

# of Drinks	Body Weight in Pounds								Influenced
	100	120	140	160	180	200	220	240	
1	0.04	0.03	0.03	0.02	0.02	0.02	0.02	0.02	Possibly
2	0.06	0.06	0.05	0.05	0.04	0.04	0.03	0.03	
3	0.11	0.09	0.08	0.07	0.06	0.06	0.05	0.05	Impaired
4	0.15	0.12	0.11	0.09	0.08	0.08	0.07	0.06	
5	0.19	0.16	0.13	0.12	0.11	0.09	0.09	0.08	Legally Intoxicated
6	0.23	0.19	0.16	0.14	0.13	0.11	0.10	0.09	
7	0.26	0.22	0.19	0.16	0.15	0.13	0.12	0.11	
8	0.30	0.25	0.21	0.19	0.17	0.15	0.14	0.13	
9	0.34	0.28	0.24	0.21	0.19	0.17	0.15	0.14	
10	0.38	0.31	0.27	0.23	0.21	0.19	0.17	0.16	

Subtract .015% for each hour of drinking.

**KNOW YOUR LEGAL LIMIT** In most states that means .08% of Blood Alcohol Content or any amount, which results in loss of normal use of mental or physical faculties. This is only a guide and NOT sufficiently accurate to be considered legal evidence. The figures you calculate are averages. Individuals may vary somewhat in their personal alcohol tolerance. Food in the stomach affects the rate of absorption. Medications, health, and psychological condition are also influential factors. In any case, if you've been drinking at all, be careful!

**OUR POLICY IS . . . DON'T DRIVE AFTER DRINKING**



## Other Facts About Blood Alcohol Content

**What BAC is considered illegal?** Driving with a BAC of 0.10 percent is a crime in 5 states. It is a crime to drive with a BAC of 0.08 percent in 45 states and the District of Columbia. A BAC of 0.8 is evidence of an alcohol violation in Massachusetts. In response to a potential loss of federal highway funding, all states likely will have a BAC defining impaired driving at 0.08 percent within the next few years.

**What is the effect of alcohol on driving skills and crash risk?** At BAC as low as 0.02 percent; alcohol affects driving ability and crash likelihood. The probability of a crash begins to increase significantly at 0.05 percent BAC and climbs rapidly after about 0.08 percent. For drivers' age 35 and older with BAC at or above 0.15 percent on weekend nights, the likelihood of being killed in a single-vehicle crash is more than 380 times higher than it is for non-drinking drivers.<sup>1</sup>

**How many drinks does it take to reach significantly impairing BAC?** The effects of alcoholic drinks vary greatly because the rate of absorption and BAC attained vary from person to person due to such factors as weight, amount of fat tissue, and stomach contents. Nevertheless, various organizations have developed charts intended to help people estimate their BAC based on the number of drinks consumed. These tables can be used to estimate BAC, but they are subject to error.

**Are beer and wine less impairing than hard liquor?** Impairment is not determined by type of drink but rather by the amount of alcohol ingested over a specific period of time. There is a similar amount of alcohol in such standard drinks as a 12-ounce glass of beer, a 4-ounce glass of wine, and 1.25 ounces of 80 proof liquor. Beer is the most common drink consumed by people stopped for alcohol-impaired driving or involved in alcohol-related crashes.



## Detection of Intoxicated Persons

The responsible service of alcohol requires that servers be able to recognize intoxicated patrons. Use these detection guidelines to help you recognize intoxication.

### 1. Common Indicators

- Bloodshot/unfocused eyes
- Slurred speech
- Smell of alcohol on breath
- Mental confusion
- Impaired motor skills/Spilling a drink
- Dishevelment
- Impaired balance
- Signs of nausea or loss of bladder / bowel control

### 2. Warning Signs of Illegal Intoxication

- Development of one or more common indicator
- Heated altercations
- Rapid or pronounced changes in mood, behavior or emotional state.

### 3. Mistaking Illness for Intoxication

- Similar symptoms
- Need for prompt, correct action
- Medic - alert jewelry, a warning sign
- Visual representation of medic - alert jewelry

### 4. Atypical Drinkers

- Experience and tolerance may mask intoxication
- Special efforts required to detect intoxication in some very experienced drinkers



## Detection of Intoxicated Persons - Contd

### 5. Monitoring Customers

- Count drinks and use BAC Chart
- Interview and rate guests prior to sale. Be alert to and probe for hidden indicators and warning signs.
- Note guest's initial mood and conduct and watch for changes in mood or behavior
- Observe guest interactions
- Re-interview and re-rate guests prior to each additional sale.



## Detection of Minors

The service of alcoholic beverages to minors is a crime. You, as well as the restaurant, can be charged with a crime for doing so. The following points can be used in recognition of minors. The primary deterrent we have against serving minors is to ask for identification. The policy for our restaurant is to request identification from anyone appearing to be **30 years** or younger.

### **1. Physical Characteristics Common to Minors**

- Signs of underage status
- Lack of physical maturity
- Most minors mature in physical appearance before age 21

### **2. Fads and Fashions in Clothing, Accessories, and Grooming Popular with Minors**

### **3. Behavior Patterns Characteristics of Minors.**

### **4. Suspicious behaviors typical of minors attempting an illegal purchase.**

- Pooling money and giving it to the oldest appearing member of the group
- Minor waiting in the background away from the point of purchase while adult obtains more than one serving
- Adult making repeated purchase for a young appearing person

### **5. Detecting Invalid ID:**

### **6. Fake ID Warning Signs**

- Deceptively similar
- Counterfeit
- Altered
- Borrowed / stolen



## Intervention with Minors

Professional and respectful intervention is required once you recognize that a minor has received or tried to receive alcoholic beverages.

1. **Proper Demeanor of seller.** Remain professional, courteous, and calm.
2. **Examination of an identification card.** Request to see their I.D. always including the word 'please'.
3. **Removal of Alcoholic Beverages from Minor's Reach or Possession.** Once it has been determined that the guest is a minor, you must remove the drink from their possession.
4. **Sample Words and Phrases.**
  - *"May I see your I.D. please?"*
  - *"I'm sorry; it is against the law to serve minors. We'll have to take your drink."*
  - *"I'll have to take your drink until a manager can verify you are of legal age."*
5. **Contacting Law Enforcement Authority when Intervention Fails.** The server should always call a manager before contacting law enforcement. The manager can then inform the minor patron that unless the patron complies, there will be no other choice than to call law enforcement.



## Intervention with Intoxicated Patrons

Professional and respectful intervention is required once you recognize that a patron is intoxicated.

1. **Proper Demeanor of seller.** Remain professional, courteous, and calm.
2. **Designated Driver Programs.** Intoxicated patrons should be urged not to drive. All properties should offer complimentary non-alcoholic beverages to anyone who identifies himself/herself to a manager as the “designated driver”.
3. **Early Intervention Techniques**
  - Use various methods to slow service of beverages.
  - Try to serve food and alternative beverages.
  - Warning concerning caffeine products. Caffeine has no effects against the alcohol; both compounds will remain in the person. The alcohol is a depressant and will make the person tired, caffeine will only make them awake but they would remain intoxicated. Time is the only real effect to neutralize alcohol.
4. **Cut - Off Intervention**
  - Remove alcoholic beverages.
  - Arrange an immediate safe ride.
  - Contact police if they refuse a safe ride option.
5. **Sample Words and Phrases**
  - *“Management has prohibited me from serving any more drinks to you.”*
  - *“You have reached the maximum # of drinks I am allowed to serve you. Would you like me to call a manager for approval to serve more?”*
  - Managers can use a discreet method to cut off a patron by calling them away from the table or bar as not to embarrass the patron. One method is to tell the patron they have a phone call. Once they are away from other guests you can politely inform them that they will not be served any more alcohol.



- 6. Obligation of seller to inform law enforcement authorities when intervention attempts fail.** The server should always call a manager before contacting law enforcement. The manager can then inform the minor patron that unless the patron complies, there will be no other choice than to call law enforcement.
  
- 7. Sanctions for employee violations.** Illegal service of alcoholic beverages is a crime. You, as well as the restaurant, can be charged with a crime for doing so. Additionally, DRAM shop laws are such the both the employer and employee may be held liable for serving intoxicated patrons that are later involved in accidents related to alcohol impairment.



## Alcohol Awareness



Alcohol Awareness is a growing concern within the Hospitality Industry nationwide. By recognizing the "early" signs of intoxication, monitoring your customer's consumption, and treating them as you would a guest in your own home; you fulfill your responsibility and protect the guest.

### To serve or not to serve?

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By understanding and fulfilling your responsibilities...

#### Your Role:

- Observe
- Monitor
- Report

Assisted by the guidance and support of management...

#### Your Manager's Role:

- Confirm
- Confront
- Resolve



## **Dram Shop Laws - Liability**

Many states have enacted “dram shop” acts that create a civil cause of action (i.e. the basis for a lawsuit) against a business (and in some cases the employee) if the sale of alcohol to an intoxicated person results in injury to a third party. These laws also create liability for businesses that serve any alcohol to a minor who injures another person as a result. Not only do you need to understand the dram shop laws in your state, but also you need to make sure that anyone in your operation who serves alcohol understands and has training in them.

If a patron shows up drunk, not only should you refuse alcohol service, but also you should document the incident on a form created for this purpose. It need not be any format in particular, but it might include the following: the time of arrival and leaving, a description (including name, if possible) of the patron, descriptions of other people in his party, his actions or behavior that indicated inebriation, and the name and signature of the person filling out the form.

### **Case Study 1: Shattered Lives and Bad Press**

Five years after a drunken driver crashed into a carload of teens leaving an alcohol-free school dance, a bar and its principals were ordered to pay the victims almost \$1 million. That was the decision entered by a Texas district court judge in 2002 when a jury handed down a \$964,000 judgment, against a saloon and its two owners.

Four students were injured in the 1997 crash on their way home from a Valentine's Day dance sponsored by Students Against Drunk Driving. During the civil trial, the driver testified that he drank 21 beers and two liquor shots at the establishment. The driver's blood-alcohol level was three times the legal limit when tested several hours after the crash, which happened less than 1,000 feet from the bar's parking lot.

### **Case Study 2: San Antonio Bartender Arrested In DWI Probe.**

Tuesday March 26. 2002. San Antonio TV News 12. In a first-ever arrest in San Antonio, a bartender was recently charged for serving a drunken driver who was later involved in a deadly DWI crash. ...."When they find out not only is the drunk driver responsible, but the person who served the alcohol is also responsible."





9) It is a crime to drive with a BAC of \_\_\_\_\_ percent.

10) There is a \_\_\_\_\_ amount of alcohol in such standard drinks as a 12-ounce glass of beer, a 4-ounce glass of wine, and 1.25 ounces of 80 proof liquor.

11) Name at least three common indicators of intoxication.

i> \_\_\_\_\_

ii> \_\_\_\_\_

iii> \_\_\_\_\_

12) Name one method of detecting a minor. \_\_\_\_\_

13) Coffee helps an intoxicated person sober up. (True of False) \_\_\_\_\_

14) Your role for Alcohol Awareness involves:

i> \_\_\_\_\_

ii> \_\_\_\_\_

iii> \_\_\_\_\_

15) The manager's role for Alcohol Awareness involves:

i> \_\_\_\_\_

ii> \_\_\_\_\_

iii> \_\_\_\_\_

16) Employees serving alcoholic beverages to an intoxicated patron can be charged with a crime. (True or False)

17) Establishments that serve an intoxicated person cannot be held liable if that person is involved in a crash. (True or False)



**Completion Certificate**

**Alcohol Management Program**

This certifies that \_\_\_\_\_ has attended and completed the Alcohol Management Program for COMPANY NAME. Completion of this program and signature of the above named individual indicates that he/she understands, supports, and will comply with all company policies as well as all state and local laws governing the sale and service of alcoholic beverages.

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
General Manager's Signature

\_\_\_\_\_  
Date



RECEIPT OF ACKNOWLEDGMENT





## Receipt of Bartender Training Packet

This Receipt of Bartender Training Packet (herein referred to as "Manuals") is made and entered into as of this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ by and between the **COMPANY NAME**, a Las Vegas limited liability company. (Herein referred to as the "Company") and \_\_\_\_\_ (Herein referred to as "Recipient").

WHEREAS, the Recipient is interested in being associated with the Company's business and desires to learn about, participate in and be exposed to the Company's services and non-public information in pursuit of a business relationship and/or the consummation of a transaction between the Recipient and the Company.

WHEREAS, the Recipient agrees that they will be in receipt of confidential Manuals and information created, designed, gathered, ordered by and conceived by the Company or prepared by a third party such as a client, attorney, partner, employee, representative, for the Company's business purposes.

**WHEREAS, the Recipient agrees that the dissemination of such information to any other party could cause significant harm to the Company and is strictly prohibited.**

WHEREAS, the Company agrees that the Manuals constitute the majority of the systems, operations, policies and procedures necessary to operate an COMPANY NAME. Note: Additional materials and updated manuals shall be available upon request to the recipient as needed.

WHEREAS, the Company retains ownership rights of the Manuals and all other programs, tools, and materials included within this packet. The Materials must be returned if the Recipient is no longer legally attached to the Company and/or upon request by the Company.

The Recipient hereby acknowledges they have accepted receipt of the Manuals.

IN WITNESS THEREOF, the undersigned parties have hereby executed this Agreement through their duly authorized representatives as of the date first written above.

Recipient (print): \_\_\_\_\_ Restaurant Location/Store #: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

Restaurant Rep: \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_