

BAR MANAGEMENT

1. Introduction to Bar and Beverage Operation

- A brief History
- Types of Bar and Beverage Operation
- Managing Bar and Beverage Operation
- The future of Bar

2. Social Concerns and Management

- Definitions
- Responsibility in today's Alcohol Market
- Third – Part liability
- Changing Drinking Patters
- Health Concerns
- Maintaining a professional and Hygienic appearance

3. The Bar

- Bar layout
- Basic Bar Arrangements
- Bar equipment, Accessories
- Bar Sanitation

4. The Bartender and the Art of Mixology

- The Bartender
- The art of Mixology
- A guide to Bartending

5. Service procedures and Selling Techniques

- A service Orientation
- Establishing Service Standards
- Handling Service Problems
- Selling – Techniques and Strategies

6. Marketing Bar and Beverage Operations

- Special consideration in Bar and Beverage Marketing
- The Marketing Mix
- Product and Place
- Price: Beverage-Pricing Strategies

7. Bar Control Systems

- The Control System
- Product Control
- Sales Profitability and Control

8. The Legal Tangle

- Federal Control
- State Control
- Community or Local Regulations
- The importance of Prudent preparation.

REFERENCE:

1. Managing Bar and Beverage Operations – Lendal H. Kotschevar & Mary L Tanke
2. Serving Food and Drink in the Bar – Stanley Thornes