

Food and Beverage Management

For the hospitality, tourism and event industries

The third edition

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Published by Goodfellow Publishers Limited, Woodeaton, Oxford, OX3 9TJ
<http://www.goodfellowpublishers.com>

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Design and setting by P.K. McBride

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Beverage provision

Aim

This chapter considers beverage provision within foodservice operations.

Objectives

This chapter is intended to support you in:

- Promoting safe, sensible drinking
- Identifying types of wine and drinks lists
- Developing wine, drink and other beverage lists
- Developing skills in operating and managing the purchasing, storage and control of beverage stocks.

6.1 Safe, sensible drinking

There is increasing concern about higher levels of alcohol consumption and the health risks associated with it. Various initiatives are being tried such as improving information on labels, alcohol exclusion areas at certain times, restrictions on price promotions and also on licensing. Those who sell and serve alcoholic beverages, as well as being the subject of various licensing arrangements (see Chapter 1, page 42) are also being given far greater encouragement to become more responsible.

The majority of the population drink alcohol for many reasons: to quench a thirst, as a relaxant or simply because it is enjoyable. A small amount of alcohol does no harm and can even be beneficial. However, the more you drink and the more frequently you drink, the greater the health risks.

Alcohol depresses the brain and nerve function, affecting a person's judgement, self-control and skills. The four general stages of becoming drunk are:

Stage 1: Happy (relaxed, talkative and sociable).

Stage 2: Excited (erratic and emotional; movement and thinking affected).

Stage 3: Confused (disorientated, loud, out of control).

Stage 4: Lethargic (unable to stand, talk or walk).

It is important that members of the service staff are aware of these stages so that potential problems can be identified and handled properly before they become more serious. This can include refusing to serve more alcohol to intoxicated persons, which is either required under the law or may be undertaken as a safety precaution – such as with people on aircraft.

■ Alcoholic strength

The two main scales of measurement of alcoholic strength may be summarised as:

- OIML Scale (European): range 0% to 100% alcohol by volume.
- American Scale (USA): range 0° to 200°.

The Organisation Internationale Métrologie Légale (OIML) Scale, previously called Gay Lussac Scale, is directly equal to the percentage of alcohol by volume in the drink at 20°C. It is the universally accepted scale for the measurement of alcohol. The by volume measurement indicates the amount of pure alcohol in a liquid. Thus, a liquid measured as 40% alcohol by volume will have 40% of the contents as pure alcohol (under the American Scale 80° (80 degrees proof) is equal to 40% alcohol by volume). The alcoholic content of drinks, by volume, is now almost always shown on the label. Table 6.1 gives the approximate alcoholic strength of a variety of drinks

Chapter extract

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