

The Principles and Practice of Bar and Beverage Management

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Dedication

To my friends and colleagues of the International Bartenders Association (IBA) and the Dublin Institute of Technology (DIT) who have supported and believed in me throughout my industry and academic career to date. Please accept this dedication as a small token of my deep appreciation.

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Preface

Principles and Practices of Bar & Beverage Management has been designed to explain the complexities of managing modern bars, for students and/or those working on a variety of educational programmes in bar and beverage management, and for practicing bar and beverage managers, industry practitioners, in-house trainers and staff members who may wish to formalize and update their knowledge and skills in this area. The purpose of this book is to examine the wide range of subjects that come within the orbit of operational bar and beverage management and to relate these to the wider bar industry, irrespective of the style or size of the bar.

The bar and beverage industry today

The bar and beverage sector worldwide has undergone considerable change in recent years as consumer expectations have changed. A pub visit can be now all about having that one special night out, once a week or twice a month, in which the bar owner and their staff members are required to provide an integrated social experience. This experience must contain the tangible elements of the products, for example food, drinks, entertainment, and the intangible elements such as the service, atmosphere, mood and value for money.

Consumers are more widely travelled now and are more aware of international foods, flavours and styles of preparation and service. Customers expect the latest hot and cold beverages to be offered and served in a professional and engaging fashion. Pubs are driving business through involvement activities which include cocktail making or cooking classes, where customers can prepare their own tasty cocktails and snacks under supervision, plus tutored wine, distilled spirits and beer tasting sessions, carried out by staff members or guest presenters who are knowledgeable, efficient and friendly.

The economic, social and technological environments in which bars function has also changed to meet these challenges. Bars are adopting marketing techniques and technology to understand the competition and to target consumers in promoting their products and services. Recent legislative changes at national and international levels, and the subsequent high costs of accidents (including costs relating to litigation and compensation) have placed serious legal implications on bar owners and on their staff members to be aware of their responsibilities in relation to food safety, the responsible service of alcohol and security. Poor standards in these areas place customers and staff at risk of serious injury if not death. Bar owners must ensure, if necessary by enforcement, that all their staff members follow proper safety and security standards.

The traditional image of the bar as an owner-managed pub premises is changing, the sector now also incorporates bars within hotels, restaurants, micro breweries, night clubs, leisure, theatre and transport complexes. Owners and managers must now operate more effectively with flexible work practices to manage their diverse workforces and operational systems for business success.

Overview of the book

The chapters are each structured with specific learning aims and objectives, comprehensive indicative content, tables, illustrations and models of the significant issues surrounding the topic areas. Chapter 1 provides an overview of the origins and development of beverages and bars. It also outlines the issues involved in the design, location, ownership types, legal aspects and innovative practices currently adopted by bar owners to create the modern pub experience.

The next five chapters cover practical aspects of work in the bar. Chapter 2 highlights the role and professional duties of the modern day bartender and the organization of other beverage service personal in the bar. Chapter 3 provides a foundation knowledge of the identity, description and appropriate use of bar and food service equipment. The service of all types of beverages and the knowledge regarding how to serve them professionally and responsibly are explored in Chapter 4. The key elements involved in serving food and creating good food experiences in the bar are covered in Chapter 5. Chapter 6 considers the application of customer care skills and techniques when serving food and drinks, and also identifies the importance of culture and its influence on food offerings in the bar.

The final four chapters provide a deeper focus on the supervisory and management aspects involved in running a bar. Health, safety and security issues in the bar are explored in Chapter 7; this chapter also details techniques used to manage waste and energy in bars before considering the handling of cash and payment systems in Chapter 8. The areas central to the marketing and sales of products and services offered in bars are examined in Chapter 9, where the influence of loyalty schemes, social media and the use of QR codes are also considered. The key management issues are covered in Chapter 10, which deals with beverage control, identifies the major planning areas used to manage costs and revenue for generating profits and establishes the documentation and standard operating procedures for beverage control in your bar. The chapter also outlines the importance of stock control, and looks at the management tools used for controlling stock and the technological (POS) systems which interface with the stock, and the purchasing and ordering systems used to track sales and revenue in your bar.

It is against the background of these challenges that this book has been designed, to support learners as part of their broader based requirements in the bar, restaurant, hospitality, food and beverage and culinary management fields

of study. The book is also designed as a primary reference source in meeting the professional skills development needs of learners aspiring to a career in bar management. The chapters are each structured with an overview, specific learning aims and objectives, comprehensive indicative content, with contains relevant tables, illustrations and models of the significant issues surrounding the topic area, plus suggested Internet and visual resources to support the reader.

I hope that you enjoy reading, consulting and adopting the principles and best practices highlighted in this publication as we enter the 21st century. *Principles and Practices of Bar and Beverage Management* is dedicated to raising the standards and profile of the pub and bar industry worldwide and to remind consumers of the excellent service and quality that exists within this industry today.

James Murphy, MSc (Hosp Mgt), MA(H.Ed), Mgt Dip.

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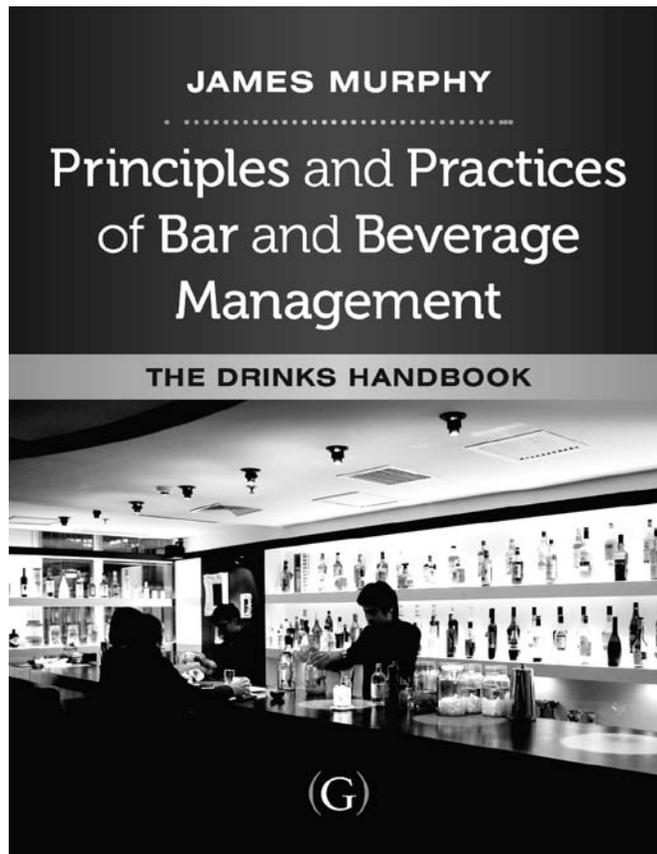
If I was to mention everyone who had assisted me in the compilation of this book then another publication would be required to include them all. So please accept a warm and affectionate thanks to all those special people, with my apologies to anyone I may have inadvertently omitted. I would however like to express my thanks in particular to:

- The incredibly hard working team at Goodfellows Publishing for their support in the development of this book especially Sally North and Tim Goodfellow.
- The trade, industry associations, government and public service bodies around the world whose collective work helps to consistently raise the standards, safety and sustainability of the bar industry.
- The international, national and local food and drinks companies for their research and innovation in bringing new products and services which enhance the bar industry and for their collective sponsorship of awards and scholarships which help to recognise excellence in the bar, its managers and the staff members worldwide.
- My academic colleagues whose support, advice and encouragement has helped me realise that I could develop this book for everyone interested in managing or owning bars and the wider drinks world.
- The authors listed in the reference, bibliography, web and visual resources sections of this publication whose help with research or in the areas of their individual specialist knowledge.
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- Figures 1.10, 3.1 - 3.8, 3.10, 3.11, 3.13 - 3.15, 3.18, 3.20, 4.1, 5.1, 7.10, 7.13, 7.15, 8.2, 9.2, 10.4 were photographed by James Murphy.

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Also available to accompany this text, *The Principles and Practices of Bar and Beverage Management - The Drinks Handbook*. A comprehensive training guide and authoritative resource that is packed with facts, explanatory illustrations and practical guidance. It provides an in-depth knowledge of the products, plus the technical skills, practices and latest developments in the bar and beverage area.

The Drinks Handbook provides a complete guide to beers, wines, spirit, liqueurs, ciders, hot beverages and soft drinks - where they're from, how they're made, how to serve and how to achieve maximum profits – and a detailed coverage of the World's leading brands of beers, spirits and liqueurs, an in-depth look at wines of the World and an indispensable listing of over 90 cocktail recipes.



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