



Course: **Bar Management 101:
A Guide to Successfully Managing Beverage Operations.**

Guided Learning Hours: **30 Contact Hours**

Pre-requisite: **Bartending 101 (or equivalent) or two (2) years relevant experience
in the food and beverage industry**

Requirements: Bartending 101 Certification (or equivalent) or relevant experience in the food and beverage industry.

Abstract:

This course introduces participants to the efficient management of contemporary bar operations in a highly competitive and changing environment; especially in times of economic downturn and uncertainty. Students will learn how to strategically control customer-driven beverage operations in order to successfully maximize the financial performance of beverage operations in times of economic uncertainty, and in a Post-Covid 19 environment.

Students will be taught the various factors that should be considered when planning and designing the various bar management systems for the following bar structures, namely: beverage-only bars; food and beverage operations; speciality cocktail and wine bars; and non-alcoholic bars; and the various licensing arrangements underpinning these variegated operations. Students would be exposed to designing, costing and pricing of bar menus, with hands-on professional cost control techniques being discussed. All areas of a bar's Operational Control Cycle, (Purchasing, Receiving, Storage, Issuing, Production, Service, and Sales Revenue Collection), would be analyzed with the concomitant documentation applicable to each stage. Also considered would be the role of the customer in business success, the responsible service of alcohol, controlling wastage and spoilage, and designing internal controls to protect the theft of inventories, assets and sales revenue. Finally, key topics pertaining to staffing, marketing and feasibility studies, environmental and sustainability issues would be discussed and justified given contemporary bar trends globally.

Lectures will be conducted using an online learning platform, with notes and additional readings being issued via emails using PowerPoint presentations and guided discussions on specific topics. Emphasis would be placed upon the flipped classroom and team-based learning through active discussion and group activities allowing for greater individual interaction and group participation.

Target Audience:

Persons completing Bartending 101 Certification (or equivalent), bartenders, bar owners, bar service providers, event coordinators, and individuals with relevant knowledge and experience who are seeking professional guidance, and certification, are ideally suited for enrolment to take this course given its relevance and underpinnings to all bar structures.

Learning Outcomes

On the completion of this course, students would be able to:

- 1. Provide an overview of the Beverage Industry and the need for Beverage Management.**
 - a. Identify the key characteristics of the various bar structures found in the hospitality industry
 - b. Outline the various resources under the purview of the Bar Manager
 - c. Discuss the functions of Management applied daily to beverage operations
 - d. Justify the importance of health, safety, hygiene, sustainability and environmental issues impacting the contemporary bar.
- 2. Outline the Legal Environment and explain its impact on the licencing arrangements and management of bar operations.**
 - a. Distinguish the various Bar Structures and Licensing Arrangements that exist in Trinidad and Tobago.
 - b. Evaluate the responsible service of alcohol upon human physiology and its impact on human health and third-party liability viz. the Bar's Operational Standards and the Responsible Service of Alcohol
 - c. Recognize Alcoholism as a growing societal concern
 - d. Evaluate the Intervention Strategies regarding Alcohol Service and the Law.
- 3. Analyse the Purchasing, Receiving and Storage functions of a Bar's Operational Control Cycle.**
 - a. Explain the series of activities involved in the Purchasing, Receiving and Storage Functions of a Bar's Operational Control Cycle
 - b. Discuss the Systems that must be designed to manage the activities in these three (3) stages, and the associated documentation required in each of these stages.
- 4. Analyse the Issuing, Production, Service and Sales Revenue Collection functions of a Bar's Operational Control Cycle.**
 - a. Explain the series of activities involved in the Issuing, Production, Service and Sales Revenue Collection Functions of a Bar's Operational Control Cycle
 - b. Discuss the Systems that must be designed to manage the activities in these four (4) stages, and the associated documentation required in each of these stages.
- 5. Evaluate the principles involved in the Planning, Design and Merchandising of Physical Beverage Menus.**

- a. Differentiate the various types of Beverage Menus found in the global Beverage Industry
 - b. Outline the design strategies typically considered for the physical bar menu
 - c. Evaluate the various approaches to Marketing and Merchandizing the Beverage Menu.
- 6. Demonstrate the manner by which contemporary Profitable Beverage Menus are Costed.**
- a. Discuss the importance of Environmental Scanning and Trend Analysis in the design of Standardized Recipes
 - b. Justify the importance of the Standardized Recipe as a tool of Operational Control
 - c. Demonstrate the various approaches to costing Standardized Recipes.
- 7. Demonstrate the manner by which contemporary Profitable Beverage Menus are Priced.**
- a. Differentiate Subjective and Objective Pricing Methods
 - b. Demonstrate the manner by which Subjective and Objective Pricing Methods are applied to contemporary Beverage Menus
 - c. Justify the importance of the Price-Value Relationship when engaging in costing and pricing decisions.
- 8. Evaluate the manner by which Menu Engineering principles are applied to Beverage Menu analysis and upgrade.**
- a. Illustrate the application of Menu Engineering Principles using practical examples
 - b. Analyze computed examples forming conclusions and strategies for Beverage Menu Upgrade
 - c. Evaluate strategies applicable for Stars, Plow Horses, Puzzles, and Dogs applicable to Menu Re-Design.
- 9. Justify the essential principles involved in Bar Marketing, Sales Revenue Management and Cost-Volume-Profit Analysis for Beverage Operations**
- a. Identify the marketing tools and strategies required to maximize the awareness and publicity of the bar's brand image, operations and menu offerings
 - b. Examine the marketing communication tools used in the beverage industry (brand management, advertising, public relations, sales promotion, sponsorships, e-commerce, social media, and other forms of digital marketing) to build and increase awareness, target markets and market share by reinforcing purchase behavior
 - c. Evaluate the manner by which the Operational Budget can be an operational control tool for a given bar structure, whilst evaluating the manner by which the Operational Budget can be an operational control tool for a given bar structure
 - d. Develop strategies for maximizing beverage revenue and preventing revenue theft
- 10. Discuss the importance of Bar Labour and the challenges involved in the management of Labour.**
- a. Justify the Human Resource functions of Recruitment, Selection and the Evaluation of Labour in controlling Labour Costs for the period
 - b. Evaluate the factors affecting Work Performance and the Productivity of Beverage Labour viz. Employee Motivation; Employee Leadership; Employee Coaching and Mentorship; Job Design; and controlling of Employee Turnover

- c. Outline the components of Labour Costs for the period using the Staffing Guide for the scheduling of Labour in the calculation of both Standard and Actual Labour Costs for the period, in addition to determining the Variance Analysis of Labour.

Course Content

SESSION 1

- The Beverage Industry: the past, present, and implications for the future
- Bar Structures, their internal characteristics, and implications for managerial control
- Beverage Operations Resource Management and their challenges
- An overview of the seven (7) functions of management and their application to bar operations
- Beverage protocols and standards applicable to health, safety, hygiene, sustainability and environmental issues impacting the contemporary bar.

SESSION 2

- Bar Licensing Arrangements that exist in Trinidad and Tobago
- Overview of the physiology of alcohol and the importance of responsible drinking practices
- Implications of third-party liability using the Liquor Licensing Act of Trinidad and Tobago
- Protocols for the responsible service of alcohol and the responsibilities of the bar's stakeholders with regards to alcoholism awareness and prevention interventions.

SESSION 3

- The role and function of the Bar's Operational Control Cycle
- The Purchasing function, standards, control practices, and documentation
- The Receiving function, standards, control practices, and documentation
- The Storage function, standards, control practices, and documentation.

SESSION 4

- Review of the role and function of the Bar's Operational Cycle
- The Issuing function, standards, control practices, and documentation
- The Production function, standards, control practices, and documentation
- The Service function, standards, control practices, and documentation
- The Sales Revenue function, standards, control practices, and documentation.

SESSION 5

- Outline and description of the various bar menus found in the beverage industry
- The essential principles of designing the physical bar menu
- Introduce the principal strategies in Marketing and Merchandizing contemporary beverage menus
- Pitfalls and practices to avoid when planning, designing, marketing and merchandising beverage menus.

SESSION 6

- The impact of the environment and contemporary beverage trends and standards in the design of the beverage menu's standardized recipes
- Outline the control functions of the standardized recipe
- Practical applications of costing practices to various standardized recipes applicable to: Beer; Wines; Spirits; Mixed Drinks/Highballs; and Cocktails

SESSION 7

- Differentiation between Subjective and Objective Pricing Methods
- Demonstrate the manner by which Subjective Pricing Methods are applied to the various bar menus
- Demonstrate the manner by which Objective Pricing Methods are applied to the various bar menus
- The role and function of the price-value relationship when designing the standardized recipe, and its implications for forecasting and pricing decisions.

SESSION 8

- The role, function, and importance of (re) engineering the beverage menu
- Standards and practices applicable to menu engineering
- Differentiating "Popularity" and "Profitability" criteria applicable to menu items when engineering the beverage menu
- Devising menu engineering strategies applicable to Stars, Plow horses, Puzzles and Dogs
- Pitfalls encountered when engineering the beverage menu.

SESSION 9

- Marketing tools, techniques and strategies when merchandising and promoting the beverage menu(s)
- The role, function and challenges of the various marketing communication tools used in the beverage industry
- The bar's Operational Budget: structure and types
- The bar's Operational Budget as a Control Tool when calculating Beverage Cost for the Period (Standard Beverage Cost versus Actual Beverage Cost)
- Practical applications Cost-Volume-Profit Analysis using examples.

SESSION 10

- Outline the Human Resource Management functions applicable to the management and control of Labour Cost
- Factors influencing the performance, productivity and cost of Labour
- The role and function of the Staffing Guide in scheduling labour and controlling labour cost
- The components of Labour Cost for a given period
- Differentiating and calculating Standard Labour Cost and Actual Labour Cost for the period.