

346.2 MANAGING BEVERAGE OPERATIONS

Course Description: This course lays the groundwork for a basic understanding of beverage operations by explaining the beverage service process, describing the types of positions commonly found in beverage operations, and focusing on such beverages as beer, spirits, and wine. Included in the course are instructions on responsible alcohol service, supervisory techniques, and procedures for entry-level beverage service positions.

Objectives: At the completion of this course, students should be able to:

1. Describe food and beverage trends affecting bars.
2. Outline the process involved in beverage service.
3. List types of beverage establishments and discuss the major types of beverages they serve.
4. Describe the major beverage staff positions.
5. Describe the duties of a beverage server and explain the role that a bartender plays in a bar.
6. Identify the rituals and procedures associated with the service of coffee, tea, beer, wine, and champagne.
7. Discuss legal restrictions and liability issues affecting the service of alcoholic beverages.
8. Identify signs of intoxication and explain how a “traffic light” system is used to monitor and control guests’ alcohol consumption.
9. List ten leadership practices helpful for managers and others who want to grow as leaders, and discuss skills essential to being an effective leader.
10. Outline the seven control points of a bar operation.

11. Explain how beer, wine, and spirits are marketed and sold in bars.
12. Explain the stages in the process of making beer, and identify storing and handling concerns in relation to beer.
13. Summarize mixology basics, including standard recipes and methods of mixing drinks.
14. Distinguish the various types of wines and explain the wine-making process, from the pressing of grapes to the storage of bottled wine.
15. Describe procedures for tasting and judging wines.
16. Explain the classification and labeling systems for wine in such countries as France, Italy, Germany, Spain, Portugal, and the United States.
17. Identify the major wine-producing areas of such countries as France, Italy, Germany, Spain, Portugal, and the United States.
18. Identify basic characteristics of wines from such countries as Argentina, Australia, Austria, Bulgaria, Canada, Chile, Cyprus, Greece, Hungary, India, New Zealand, Romania, Russia, and South Africa.