CONTENTS

- BAR MENU
- WINE LIST
- DESIGN AND LAYOUT
BAR MENUS

- A Bar Menu is a list of all beverage offerings provided by a Bar or a Restaurant.
- The Bar Menu should be an insight into the highlight and specialty of the particular reference outlet.
BAR MENUS

➢ A Bar Menu should be a comprehensive list of beverages on offer
➢ The Bar Menu should include items such as Wines, Sprits, Beers, Cocktails, Non-alcoholic beverages etc.
BAR MENUS

- A Bar Menu can be planned keeping in mind the following points-
  - List Spirits and Premium drinks first
  - Highlight specials
  - Design according to the theme of the outlet
A Bar Menu can be planned keeping in mind the following points-

- Types of clientele, age group, sentiments
- Place and location
- Availability of items
BAR MENUS

A Bar Menu can be planned keeping in mind the following points-
- Facilities, equipment and manpower
- Competitive rates
- Cost factor
- Profit margin
- Unique selling product
BAR MENUS

- List a small group of appetizers and snacks suitable for consumption with the drinks on offer
- List Wines in a separate list if it is high selling in the Bar
- Wine list should be always separate if used in a Restaurant
BAR MENUS

➢ List a small group of appetizers and snacks suitable for consumption with the drinks on offer

➢ List Wines in a separate list if it is high selling in the Bar

➢ Wine list should be always separate if used in a Restaurant
**SPECIALTY COCKTAILS**

Our mixologists are highly trained in the line of art making classic cocktails. 
For your probilation, we offer a wide range of classic cocktails made with the finest, 
fresh ingredients, mixed with care, love and attention to detail. 
You choose from one of our specially handcrafted from the menu... you may just treat yourself.

- **PROHIBITION-ERA**
- **SOFTENED SPIRITS**

**RECESSION PROOF—FIRST RESPONDERS**

- **Beer’s Knees**
- **Florida**
- **Whites**
- **Reds**

**THE WINE LIST**

*All wine and spirits are the biodegradable, sustainable, or organic.*

- **Lambrusco**
- **Ginger Ale**
- **French Treader**
- **Bees Knees**
- **G第七届**
- **LIMITED**

**DRAUGHTS**

- Weltethsteher Heffe Weisse
- Sierra Nevada Black Label
- Flying Dog Pale Ale
- Palm

**AMERICAN CLASSIC**

- Budweiser
- Blue Ribbon (can)

**AMERICAN MICRO-BREW**

- Bear Republic IPA
- Victory Golden Monkey
- Lagunitas Hop Stoopid
- Allagash Tripel
- Stone Arrogant Bastard
- Stone Arrogant Pale
- Flying Dog (Seasonal)
- Clipper Organic Amber
- Brooklyn Local 1
- Brooklyn Local 2

**IMPORTS**

- Samuel Smith (Seasonal)
- Samuel Smith Oatmeal Stout
- Weihenstephaner Kornbrau
- Heilbronn Light
- Modelo Especial

**IMPORTED**

- **FARMER’S VIDEOS**

- **RECIPE—FREE COCKTAILS**

**FARMER’S MIX**

- **OUR MIXOLOGISTS**

- **THE POST-COVID**

- **DRAFTS**

- **AMERICAN CLASSIC**

- **AMERICAN MICRO-BREW**

- **IMPORTS**

- **IMPORTED**

**BEER**

- **LAMBRUSCO**

- **GINGER ALE**

- **FRENCH TRANDER**

- **BEES KNEES**

- **G第七届**

- **LIMITED**

**Gautam Singh , Hospitality Trainer, 07830294949**
A wine list is typically organized into sections.

A restaurant offering few selections may organize its list in two groups (red wine and white wine).

A more extensive wine list may have several sections, including any or all of the following:

- White wines
WINE LIST

- Rosé wines
- Dessert wines
- Sections or subcategories by varieties
- Sections organized by wine-producing region or country
- Special wines
Designing a Bar Menu

- A good menu design is the key to marketing your products effectively.
- The primary means of representation for your establishment that should convey your brand and personality in a positive way and leave your customers wanting to come back for more.
Designing a Bar Menu

- Menus are your greatest point-of-sale medium that should be designed with sales in mind.
- Specialty items should be clearly advertised and all your content should be easy to navigate.
Designing a Bar Menu

- There is no right or wrong way to design a menu, each must be created in accordance with the kind of style you wish to portray for your restaurant, bar, cafe or night club.
Designing a Bar Menu

- Make sure that Menus are always clean and attractive
- Ask the guest what they think about the menu
- Listen to the guest about their comments on the menu
Designing a Bar Menu

- Check if the new Menu encourages higher average check
- Check if there is a good balance between high & low price
- List the Menu items (Cycle) with the idea to reduce waste
Designing a Bar Menu

- A Menu Should look attractive
- A Menu should be easy to read & understand
- A Menu should reflect the character of the operation
Designing a Bar Menu

- A Menu should help the guest to buy more drinks and provoke a customer’s positive reaction

- **MENU LAYOUT**
  - Size, shape, paper quality, color, typography, logo, pictures
Designing a Bar Menu

- Language & Vocabulary
- Menu compatibility with the bar or Restaurant theme & style, available equipment, staff, space, food variety, nutritional factors, costs, guests need
REFERENCES

- www.wikipedia.com
- www.tastings.com
- www.in-the-spirit.com
- www.buzzle.com
- www.tulleho.com
- Text book of Food and Beverage Service by Anita Sharma and S. N. Bagchi
- Food and Beverage Service by Sandeep Chatterjee
THANK YOU

Gautam Singh, Hospitality Trainer, 07830294949