

# BAR

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- BAR PLANNING
- BAR DESIGNING
- COSTING
- CORKAGE

# BAR PLANNING

- Size and shape of the bar area
- Activities within the bar area
- Entry / exit and relationship of bar to restaurants and service areas
- Décor, equipment, furniture and fittings
- Licensing regulations, state laws, dry days
- Budget limits

# BAR PLANNING

- The environment of bar is cozy seating, with dim lights, may have channel or live instrumental music
- Bottles are displayed at the back
- There is an ice machine

# BAR PLANNING

- It has an upper counter and a lower working counter, with wash basin, chopping board, garnishes, stirrers, cocktail swords, pourer bottles with juices, fresh lime juice, syrups, coasters, straws, tooth picks, napkins, ice bucket with ice etc.

# BAR PLANNING

- Chilled bottles of soft drinks, beer, juices etc are arranged in the fridge
- Unopened Spirits bottles are kept in the cupboard
- Bar glasses are arranged in the glass racks

# BAR PLANNING

- Bar garnishes are –cherry, pineapple, olives, nutmeg powder, cinnamon powder, lemon wedges, lemon zest, mint leaves etc.
- Bar requisition – there are separate requisition books for hard and soft beverages

# BAR PLANNING

- These are triplicate, par stock of drinks is maintained by the barman as decided by the management



# FRONT BAR /PLANNING

- Its the customers area where they order their drinks and where their drinks are served
- The bar is typically 16-18 inches wide with a laminated surface
- The last few inches of the Front bar rail is used by the bartender to dispense drinks

# FRONT BAR /PLANNING

- The front as an armrest for guests
- The bar is like a wall separating the customer from the working area

# FRONT BAR /PLANNING

- If it is a sit down bar, it will have stools tall enough to turn the counter into a table
- All of the front bar – the surface, die, armrest, footrest and stools must be planned as visual elements in the total décor

# BACK BAR/PLANNING

- It has a double function:
- The decorative function of display
- and the work function of storage
- Its an area where the bottle displays and the glassware are displayed

# BACK BAR/PLANNING

- Mirrors maybe used
- It adds depth, the customers view of others at the bar and of the action that goes on behind them
- Stemware hanging from slotted racks overhead is popular as a design element as well as for functional glass storage

# BACK BAR/PLANNING

- The base is likely to be storage space or it may house special equipments
- Frozen drink and espresso machines maybe on top of the back-bar
- The cash register is usually on the back-bar too

# THE UNDER BAR

- It's the heart of the entire bar operations, in its space the equipments and supplies for the products you are selling must be arranged compactly and efficiently with speed the overriding concern

# THE UNDER BAR

- Each barman must have an individual supply of pouring liquor, ice, mixes, glasses, blender and garnishes all within arms reach in the pouring station
- A pickup station maybe provided for main bars



# THE UNDER BAR

- The supply of glasses in close proximity, the blender maybe on a recessed shelf besides the ice bin, while the garnishes are typically on the bar top in a condiment tray
- A mechanical dishwasher, compartment sink, waste disposal and a hand sink is essential

- Beverage Cost :-** This refers to the cost of the beverages incurred in preparing the drinks served.

**\*\*\* Formula:**

	<i>Opening stock</i>
	<i>+ Issues</i>
	<i>+ IDT in</i>
	<i>+ Direct purchases</i>
	<i>= Total</i>
<i>(Less)</i>	<i>- Closing stock</i>
	<i>- Sales</i>
	<i>- IDT out</i>
	<i>- Spoilage</i>
	<i>- House consumption</i>
	<i>= (Total Beverage Cost)</i>

- Beverage cost % :-** This refers to the cost of beverages sold as a percentage of sales of the beverages.

<b>Formula</b>	<b>=</b>	$\frac{\text{Total Beverage Cost}}{\text{Total Beverage Sales}} \times 100$
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# SUBJECTIVE PRICING METHODS

- Reasonable Price
- Highest price
- Loss leader
- Intuitive price

# Mark-Up Pricing Methods

- Ingredients mark-up method
- Prime-ingredient mark-up method
- Mark-up with accompaniment costs method

# Mark-Up by Multiplier Issues

- Impact of sales mix
- Variations in labor and energy costs to produce items
- Transfers to and from food department
- Theft, over portioning, spoilage
- Minor costs add up over time

# Contribution Margin Pricing Method

## Step 1

Determine the average contribution margin required per guest by adding non-food costs to required profit and dividing by the number of expected guests

## Step 2

Determine the base selling price by adding required average contribution margin per guest to an item's standard food cost

# Ratio Pricing Method

## Step 1

Determine the ratio of food costs to all other costs plus profit requirements

## Step 2

Calculate the amount of non-food costs and profit required for a menu item

## Step 3

Determine base selling price by adding result of Step 2 to the standard food cost for the menu item

# Prime Costs Pricing Method

## Step 1

Determine the labor cost per guest by dividing labor costs by the number of expected guests

## Step 2

Determine the prime costs per guest by adding the labor cost per guest to the menu item's food cost

## Step 3

Determine the base selling price by dividing the prime costs per guest by the desired prime costs percentage



# PRICING CONSIDERATIONS

- Value (price relative to quality)
- Supply and demand
- Volume of business
- Competition
- Elasticity of demand

# CORKAGE

- In hotels (having bar license) specially in banquet parties when the guest requests the manager to allow him to get his own wine or whisky etc
- A certain amount of money is charged per bottle opened as per policy. This is called as **corkage** charge

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**THANK YOU**

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