BAR TERMS

- **Box-**
  - Pour into and out of a shaker, usually only once. Gives the drink a quick mixing without shaking

- **Call Drink-**
  - A liquor and mixer, of which the liquor is a defined brand. (ie. Tanqueray and Tonic, Bacardi and Coke)
Cobbler- A tall drink of any liquor served in a Collins or Highball glass with shaved or crushed ice and garnished with fresh fruit and mint sprigs
BAR TERMS

- **Chaser** -
  
  A mixer that is consumed immediately after a straight shot of liquor to create a different taste.
BAR TERMS

- **Cocktail-**

- Any of various alcoholic beverages consisting usually of brandy, whiskey, vodka, or gin combined with fruit juices or other liquors and often served chilled
BAR TERMS

- Collins-
  - A drink akin to a sour which is served in a tall glass with soda water or seltzer water
BAR TERMS

- Cooler-
  - A drink consisting of ginger ale, soda water, and a fresh spiral or twist of citrus fruit rind, served in a Collins or Highball glass.
BAR TERMS

- **Crusta –**
- A sour-type drink served in a glass that is completely lined with an orange or lemon peel cut in a continuous strip
BAR TERMS

- Cup-
  - A punch-type drink that is made up in quantities of cups or glasses in preference to a punch bowl
BAR TERMS

- **Daisy**-
- An oversize drink of the sour type, normally made with rum or gin. It is served over crushed ice with a straw, and sweetened with a fruit syrup.
BAR TERMS

➢ Lace-

➢ Normally applies to the last ingredient in a recipe, meaning to pour onto the top of the drink.
BAR TERMS

➢ Eggnog-

➢ A traditional holiday drink containing a combination of eggs beaten with cream or milk, sugar, and a liquor such as brandy, rum, or bourbon
BAR TERMS

- **Fix-**
  - A sour-type drink similar to the daisy, made with crushed ice in a large goblet

- **Fizz-**
  - An effervescent beverage, (i.e. that which is carbonated or which emits small bubbles)
BAR TERMS

- **Flip-**
  - A chilled, creamy drink made of eggs, sugar, and a wine or spirit. Brandy and sherry flips are two of the better known ones.

- **Frappe-**
  - A partially frozen, often fruity drink. It is usually a mixture of ingredients served over a mound of crushed ice.
BAR TERMS

- **Grog** - A rum-based beverage with water, fruit juice and sugar, commonly served in a large mug.

- **Highball** - Any spirit served with ice and soda water in a medium to tall glass (often a highball glass).
BAR TERMS

- **Julep** - A drink made of bourbon, mint, sugar and crushed ice.

- **Lowball** - A short drink made of spirits served with ice, water or soda in a small glass.
BAR TERMS

- **Mist** -
  A liquor served over a glass filled with crushed ice, often a way of serving liqueur as an after dinner drink.

- **Mulls** -
  A sweetened and spiced heated liquor, wine or beer, served as a hot punch.
BAR TERMS

- **Neat-**
  - The consumption of a spirit as a straight, unaccompanied shot

- **Negus-**
  - A punch-like combination containing a wine, such as port, heated with spices and sweetened
BAR TERMS

- **Nip**-
  - A quarter of a bottle

- **Nightcap**-
  - A wine or liquor taken before bedtime
BAR TERMS

- **On The Rocks**-
  - A liquor poured over ice cubes

- **Pick-Me-Up**-
  - A drink designed to relieve the effects of overindulgence in alcohol
BAR TERMS

- **Posset** - An old British drink from which the eggnog was derived. It consists of a mixture of heated ale or wine curdled with milk, eggs, and spices.
BAR TERMS

- **Puff**-
  - A traditional afternoon drink made of equal parts spirit and milk, topped with club soda and served over ice
BAR TERMS

- **Punch**-

- A party-size beverage consisting of fruit, fruit juices, flavorings and sweeteners, soft drinks, and a wine or liquor base
BAR TERMS

- Rickey-
  - A drink made of liquor, usually gin, a half lime and soda water. It is sometimes sweetened, and often served with ice
BAR TERMS

- **Sangaree**
- A tall chilled and sweetened wine / liquor garnished with nutmeg
BAR TERMS

- **Shooter** -
  A straight shot of whiskey or other kind of spirit taken neat

- **Shrub** -
  Spirits, fruit juices, and sugar, aged in a sealed container such as a cask then usually bottled
BAR TERMS

- **Sling**-
  - A tall drink made with either brandy, whiskey or gin, with lemon juice, sugar and soda water. It is served both hot and cold

- **Smash**-
  - A short julep made of liquor, sugar, and mint, served in a small glass
BAR TERMS

- **Sour-**
  - A short drink consisting of liquor, lemon/lime juice and sugar

- **Super-call-**
  - Also known as top shelf or super premium. The high octane, often higher proof alcohols, or super-aged or flavored versions
BAR TERMS

- **Swizzle-**
- A tall, traditionally rum-based cocktail filled with cracked ice. A stirring rod or swizzle stick is quickly rotated between the palm of the hands to form frost on the glass.
BAR TERMS

- **Syllabub**
  A beverage made from a mixture of sweetened milk/cream, wine and spices

- **Toddy**
  A sweetened drink of liquor and hot water, often with spices and served in a tall glass
BAR TERMS

- **Tot**
  A small amount of liquor

- **Virgin**
  A non-alcoholic drink

- **Well Drink**
  A liquor and mixer, of which neither are defined brands, (ie. Gin and Tonic, Rum and Coke)
SUGGESTIVE SELLING

➢ Suggestive selling is to increase a guest’s original order by giving the suggestions and ideas and in turn increasing guest satisfaction and average spend
SUGGESTIVE SELLING

- Suggestive selling is an integral part of guest service.
- It is the responsibility of the front line staff to get the guest order for the product which is right for them, but it should be done discreetly.
And moreover guest’s are open to suggestions because----

- It saves them time
- It saves them effort
- They get for try new dishes
- They feel more served
THE SELLING PROCESS

- Prospecting
- Know your product
- Approaching the guest
- Making the sales
- Handling objections
- Asking for the sale
- Following up
KNOW YOUR PRODUCT

- The name and pronunciation
- The ingredients
- The method of preparation
- The portion size
- The recipe
- The replacements
THE OPENING

- Welcome
- Build Rapport
- Identifying Wants and Needs
MAKING THE SALES

- Identify the opportunities
- Recommend dishes or side dishes as required
- Give the guest choices
- Don’t push sale
- Mention a unique feature of the product
ASKING FOR SALE

- Ask the guest if he/she would like to order the recommended dish
- Reassure the guest of the choice that he/she has made
OBJECTIONS

➢ Don’t take it personally if the guests says no to the sale
FOLLOWING UP

- Ascertain the guests satisfaction
- Thank the guest for presenting you with the opportunity for serving them
IDEAS BEHIND SUGGESTIVE SELLING

- Offer slow moving but highly profitable items
- Consider availability and non-availability
- Suggest snacks that will accompany their drink well
- Offer specialty of the house / day
IDEAS BEHIND SUGGESTIVE SELLING

- Offer second servings of items ordered
- Suggest drinks that will over faster, especially at the time when guests are preparing to go for dinner to the restaurants
- Inform guests about portion sizes
REFERENCES

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THANK YOU

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