

BEVERAGE TERMS

Gautam Singh , Hospitality Trainer , 07830294949

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)

BAR TERMS

➤ **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, (ie. 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 drinks

➤ **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

SUGGESTIVE SELLING

- 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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