

MODULE 2

UNIT 4 SERVICE OF ALCOHOLIC BEVERAGES

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1.0. INTRODUCTION: In any bar operation business, there are basic technical skills required to serve drinks and wines. The cocktail/dispense bar may be said to be the shop window of an establishment as it is often the meeting point of customers prior to business and social events. The first impressions given here are therefore of prime importance in gaining further sales. The presentation of the bar personnel, together with a well – stocked, organized and efficiently run bar, are essential to give a good service to the customer. The bar personnel must have good technical skills, product knowledge, social skills and must be able to work as part of a team, in order to meet the needs of the customers. This unit therefore examines how alcoholic beverages are served in bars.

2.0. OBJECTIVES

It is expected that at the end of this unit you should be able to:

- i. Identify the various types of alcoholic beverages served in the bars
- ii. Examine how the alcoholic beverages are served

3.0 MAIN CONTENT

3.1. Service of Aperitifs

The term aperitif covers a wide range of drinks that may be served before a meal. Aperitifs may be offered at the table once the customers have been seated, or may be offered in the; lounge/reception area.

3.2. SERVICE OF COCKTAILS

Cocktails should always be served well chilled in an appropriately sized glass with the correct garnish, straw and umbrella, according to the policy of the establishment. Many cocktails are served in the traditional V- shaped cocktail glass but, if the cocktail is a long drink, then a larger glass such as Slim jim will be better suited. The key consideration here should be the total presentation of the cocktail as seen visually by the customers.

3.3. SERVICE OF WINES

The sommelier or wine waiter should be able to advise and suggest wines to the host as required. This means that the wine waiter must have a good knowledge of the wines contained within the wine list and be able to identify examples of wines that will pair well with the menu dishes.

Immediately the food order has been taken, the wine list should again be presented to the host so that they may order wine for their party to accompany the meal they have ordered. There are six key aspects to be taken into consideration when serving wines

1. The wine waiter must be able to describe the wines and their characteristics honestly bluffing should be avoided.
2. Always serve the wine before the food. Avoid waiting too long to serve the food after the wine has been served.
3. Serve wines properly temperatured- it is better to tell the customer that the wine is not at the right temperature for service, rather than resorting to quick heating or cooling methods as these can damage the wine.
4. Treat wine with respect and demonstrate a high level of technical skill, supported by the use of high quality service equipment. As the customer is paying for the wine and the service, they therefore have the right to expect their chosen wine to be treated with care.
5. Do not overfill glasses. Fill glasses to the right level, usually to the widest part of the bowl or to two- thirds full, whichever is the lesser. Sparkling wine served in a flute is usually filled to about two – thirds to three – quarters of the glass. Doing so helps the wine to be better appreciated and looks better too.
6. Avoid unnecessary topping up – it does not sell more wine and it often irritates customers.

Another reason for being cautious about topping up wine glasses is that the customer may be driving. If the wine is constantly topped up the customer may not notice how much they are consuming. In general, it is preferable to ask the customer about topping up their wine.

SELF – ASSESSMENT EXERCISE: List six aspects taken into consideration in serving a wine.

3.4. Service of beer

Beer should be served at a temperature of 12.5 – 15.50C, with lagers generally cooler than other beers at 8.0 - 10.50C. Many different varieties of bottled beers are also served chilled. Draught beer, on its route from the keg/cask to the pump, often passes through a chilling unit

3.4.1. Pouring beers

Draught or bottled beer should be poured slowly down the inside of the glass, with the glass held at a slight angle. This is especially important where a beer may produce a large head if it is not poured slowly and carefully, for example, Guinness or stouts.

Draught beers should have a small head on them, and the bar person should ensure that he/she serves the correct quantity of beer with a small head, and not a large head to make up the quantity required. A beer in a good condition will have the head, or froth of the beer, clinging to the inside of the glass as the beer is drunk (this is sometimes called lace on the glass)

For bottled beers, the neck of the bottle should not be placed in the beer when pouring, especially where two bottles are being held and poured from the same hand. If a bottled beer has sediment, a little beer must be left in the base of the bottle to ensure that the sediment does not go into the poured beer.

4.0 CONCLUSION: Knowing how to serve aperitifs, cocktails, wines, and beers is very essential in the service of alcoholic beverages in a bar operation system. Each of this service requires different expertise which will have one effect or the other depending on how the service is rendered. Beer should be served at a temperature of 12.5 – 15.50C, with lagers generally cooler than other beers at 8.0 - 10.50C. Many different varieties of bottled beers are also served chilled. Draught beer, on its route from the keg/cask to the pump, often passes through a chilling unit

5.0 SUMMARY: Aperitifs, cocktails, wines and beers are found in bars. The ways they are served differ from one to the other. The sommelier or wine waiter should be able to advise and suggest wines to the host as required. This means that the wine waiter must have a good knowledge of the wines contained within the wine list and are able to identify examples of wines that will pair well with the menu dishes. Immediately the food order has been taken, the wine list should again be presented to the host so that they may order wine for their party to accompany the meal they have ordered

6.0 TUTOR- MARKED ASSIGNMENT

I. Discuss in details the service of beers and cocktails

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