

TRAINING MANUAL

Bartender

Name



Table of Contents

Page 1: Mission Statement
Page 2: Traditions Spirits Inc.

Page 3: "Tending Bar"

Page 4: Congratulations

Page 5-6: Job Responsibilities

Page 7-10: The Traditions Spirits Team

Page 11-12: Bar Etiquette Page 13-14: Salesmanship

Page 15: Taking Orders/Ringing in Orders

Page 16: Ending "The Experience"

Page 17: Attention to Detail

Page 18: Service Tips

Page 19-20: Bar Equipment/ Glassware/ Common Bar Terms

Page 21-22: Cocktail Procedures/ Mixology Training

Page 23-55: Alcohol Knowledge

Page 56-62: Drink Recipes

Page 63-67: Policies and Procedures

Page 68-89: Bartender Performance Training

Mission Statement

"Traditions Spirits believes in exceeding employee and guest expectations by treating them like family and acknowledging them as our most valuable assets. Our success is measured by teamwork, growth, profitability and delivering legendary service to every guest, every time."



Traditions Spirits, Inc.

Since 2007 Traditions Spirits, Inc. has been the premier hospitality management company for several gaming facilities throughout Oklahoma. Our services, ranging from alcoholic beverage service to restaurant and hotel management, have been implemented at Riverwind Casino, Newcastle Gaming Center, WinStar World Casino, Texoma Gaming Center and Ada Gaming Center. Our organization revolves around teamwork and we take pride in providing exceptional service to our guests and clients.

TENDING BAR

"Bartending may, to the man who knows nothing about it, seem a simple matter; but like everything else it is a business, and requires considerable study to become an expert. Of course, this is leaving the art of mixing drinks entirely out of consideration; what is referred to now is the act of waiting upon a customer so that there will be no hitch of any kind nor any misunderstanding. The successful barman of today is alert, bright, cheerful, and courteous, speaks when spoken to, or only so far as a query concerning the drink, and is clean and neat in dress. He/she should try to remember a customer's name and their particular kind of beverage. To be abrupt, insolent, to talk too much, or to be slovenly in appearance is definite detriment, and inexcusable.

When mixed drinks are called for, they should be mixed above the counter and in full view of the customer. There should be no mistakes and no accidents, as at that particular time they are inexcusable; everything should be done neatly and with dispatch. Nine out of ten customers should be served quickly and without any unnecessary fuss of unusual elaboration. Remember that perfect service is half the game; after the drink is served, any debris should be immediately cleared away and the bar wiped dry. Bear in mind that a place for everything will save a lot of time, trouble, and confusion, especially behind the bar, and no rush should interfere with this system. This especially applies to the working bench, which is an area of immense importance.

A good barman can always be told by the way his bench looks.

The really great bartenders are people who have the ability of suiting and pleasing their customer; who recognizes that there are several grades of cocktails. There are a certain number of individuals behind the bar who think they know it all, and who turn out drinks irrespective of the individual taste of the person most to be considered – those who pay for them and drink them. It will not take a good bartender long to work up a big personal following which may be of great value to him later on if he has a place of his own."

Harry MacElhone
Harry's ABC of Mixing Cocktails
1920's

Congratulations

"The achievements of an organization are the results of the combined efforts of each individual"
-Vince Lombardi

We are delighted to welcome you to the Traditions Spirits team and would like to congratulate you on your new position.

The goal is for this company to execute at a level above anything that has been done in this industry. In order for us to achieve this, it is imperative that every employee shares our priorities and buys into our beliefs. With respect to service and production, we must take the level of performance to a level above all other operations. As an employee of Traditions Spirits, you are expected to perform and provide service at this unprecedented level, while still developing a rapport with your guests and performing your job functions in a timely manner.

In order for us to maintain the level of service for which we would like to be known for, it is crucial that every employee share our priorities. Our service goal is to constantly take the degree of performance to a higher level. Even with four stars for performance, there is always room improvement.

- This training manual should be thoroughly studied prior to your first shift worked.
- The performance of the organization is only as good as the performance of each individual employee.

As a bartender at Traditions Spirits you are a part of a great beginning of setting the standard for exceptional service. You are an important key in the company. As much as anyone working in the company, your performance will determine whether or not we continue to be successful. Not everyone is cut out to be a guest service employee. It takes dedication and an honest desire to serve and please others. We want you to be successful and to be comfortable with the items discussed on the following pages because they will help you to make the right decisions. Remember: when in doubt, ask. Also, as you become more comfortable in your new job, we welcome your expert input and any suggestions that may help improve our high standard of service.

Remember, most of all:

Always treat guests as though they were guests in your own home.

Job Responsibilities- Bartender

Sells and serves beverages. Uses HOSPITALITY and GRACIOUSNESS (smile, greeting, and eye-contact) in dealing with guests. Performs duties in a pleasant, conscientious, and professional manner to ensure guest satisfaction.

PRINCIPAL DUTIES:

- Has complete knowledge of products and specifications. PRIORITY #1
- Knows and uses service and merchandising techniques described in this guide.
- Greets guests promptly with a smile, making eye contact and using their name whenever possible.
- Serves beverages to guests in accordance with established guidelines regarding specified glassware and correct pouring, recipes, measures and garnishes.
- Prepares and serves beverages in a professional and efficient manner according to Traditions Spirits standards.
- Describes specialty cocktails featured as needed (including changes and additions.)
- Oversees bar maintenance.
- Maintains a clean and organized bar at all times.
- Keeps bar area supplied in glassware, soda, garnishes, etc.
- Coordinates cocktail service in a timely manner.
- Provides guests with all utensils necessary to have a great experience at the bar. Guests
 drinking at the bar are not an excuse to give different service than those guests at a
 table.
- Operates as a member of a team, helping others and requesting help as needed.
- Performs other bar duties as requested by all management.
- Knows how to operate cash register correctly. Responsible for accurately counting the drawer. Over/short policy (listed in the back of the manual) will apply and the necessary action will be taken for over/short amounts.
- Performs assigned opening and closing side work.
- Adheres to the structure of the bar and returns all items to their proper location.
- Communicates the needs of the guests to management. Informs management of guests' reactions and comments.
- Assists management as needed to ensure smooth operation and quality service.
- Serves alcoholic beverages only to guests over 21 years of age.
- Controls the amount of alcohol served, so that guests do not become intoxicated.
- Helps promote a safe and clean environment for co-workers and guests.

Further duties not currently listed in this outline may be added at the manager's discretion.

Personal Responsibilities

You are responsible for the neatness, cleanliness and appearance of your uniform. You are an important part of Traditions Spirits' image. Be proud of your appearance! Report for work at a scheduled time. Uniform shall be complete and in place.

Uniforms consists of:

- Spot-free clean and pressed shirt
- Black undershirt or undergarment is required
- Spot-free clean and pressed slacks
- Clean black belt
- Clean, black, slip resistant shoes with black socks
- Well-groomed fingernails
- o Minimal cologne or perfume
- 1. Hair, makeup and personal hygiene preparations should be complete before clocking in and beginning work. Arrive at an appropriate time so that these preparations are completed before the start of the shift.
- 2. Hair must be contained and neatly styled in such a way as to keep from falling in face. Makeup and jewelry should adhere to Traditions Spirits standards (see handbook).
- **3.** Once clocked in, and the shift has begun, it is expected that each employee shall maintain a neat and professional appearance with all aspects to the uniform in place.
- **4.** Each bartender should begin their shift fully equipped with the following:
 - Wine key
 - Pens
 - Lighter
 - Beer opener
 - Smile!!!!!

Qualities, Attributes, and Characteristics

<u>Acceptable</u>	<u>Unacceptable</u>		
Graciousness	Abruptness		
Descriptive language	Vagueness, non-specific		
Professional	Unprofessional		
Friendly	No smiles or eye contact		
Refined	Unpolished		
Interested in listening	Not listening intently		
Enthusiastic	Lacking passion, dull		
Calm and in control	Rushed for no reason		
Proactive	Unorganized		
Continuously improving	Complacent		
Team Oriented	Uncooperative		

The Traditions Spirits Team

The Chickasaw Nation allows Traditions Spirits to have the privilege to serve food and beverages to their guests. We work together as one streamlined team. A guest should not see a difference in the management between Traditions employees and Chickasaw's employees. If something needs to be done in an area other than your own, try your very best to do it, or inform a manager. Do anything and everything to ensure the complete satisfaction of the guest.

Remember, you are an integral part of the success of the company and everyone needs to take this responsibility seriously.

- Working as a team is good business. By helping another bartender, you are directly helping the guest.
- Everyone is expected to be a contributor. This is the key to teamwork. If you are not willing to contribute, you do not belong on our team.
- Show a sense of urgency at all times.
- Go the extra mile for the guest. Treat them like family.
- The best people will always be expected to do more. They should be willing to help the
 rest of the staff be more efficient.
- The best way to be successful is to concentrate on improvements daily.
- Do not hesitate to ask for help. Everyone gets overwhelmed once in a while.

Gambling and Drinking Alcoholic Beverages

At no time will any employee of Traditions Spirits be permitted to gamble or consume alcoholic beverages at the casino where he/she is employed. There are zero exceptions to this rule! If we find out this policy has been violated, it will result in an automatic termination.

Employee Benefits

Soft drinks, coffee and tea are complimentary while you are working, but they must be kept in designated areas only, and **never in view of the guest.** Meals may be purchased at a 25% discount. All parties must be present to receive the discount. If you plan on eating before your shift, you must arrive at least 45 minutes early without your uniform shirt on. Do not clock in while you are eating. If you plan on eating after your shift, you must be off the clock and out of uniform. You are not permitted to eat during your shift and are not allowed to eat at the bar.

NO EXCEPTIONS!

Responsible Alcohol Service

Traditions Spirits personally commits to handling all alcohol- related problems with our guests and are responsible for alcohol service at all times. We will assist in taking action to help reduce drunk driving by calling for a cab or a designated driver. We take alcohol awareness very seriously and we never want to put ourselves or our employees into a compromising situation.

We ask that you:

- Obtain a liquor license and turn it into management before beginning your first shift.
- Maintain a high level of awareness about guests drinking in excess.
- Bring all potential alcohol-related problems to management's attention immediately
- ID everyone you serve... EVERYONE!
- Never knowingly serve a minor. <u>NO EXCEPTIONS! YOU WILL BE FIRED ON THE SPOT.</u>
- Everyone under 30 is required to present a valid photo ID to verify that they are of the legal drinking age. If you are in doubt about the authenticity of a guest's ID, take it to a manager and allow them to make the decision.
- Never knowingly serve a guest who is visibly intoxicated. It is a violation of state law to do so, and by doing this, you run the risk of fines and jail time.

Last Call

Last call for sale will be at 1:20 AM. The last sale of alcoholic beverages will occur no later than 1:50 AM. All alcoholic beverages shall be removed from the floor by 2:00 AM.

Alcohol Awareness

All employees need to be aware of the apparent signs of intoxication. Keep a watchful eye out for these signs so we can ensure the safety of our guests as well as our employees.

Some common signs to watch for are:

- Loud talking, uncontrollable laughter or yelling
- Vulgar language and inappropriate gestures
- Slurred speech
- Difficulty walking, poor coordination and slowed reflexes
- Moodiness
- Aggressive or belligerent behavior
- Vomiting/illness

Please keep in mind that alcohol affects people differently. The above are only general behavioral guidelines.

Special or Unusual Circumstances

There will always be unusual circumstances that you may not be accustomed to dealing with. Here are a few difficult situations that may arise and how we suggest you handle each:

Credit Cards

Occasionally, when trying to obtain an approval for a credit card, you may receive one of the following messages: "declined" "please call" or "reference number". At this point, notify your manager for assistance. Do not assume the card has been stolen or is bad. Many times, these messages are due to a communication with the phone line or a guest has simply reached his/her limit on the card. Handle this situation with professionalism and tact. We never want to make the customer feel uncomfortable or embarrassed.

Items that have been 86'd

There will be times when taking someone's order, you will find an item has been 86'd (out of). When informing a guest that we do not have that item at this time, handle the situation without negativity or in an aggravated manner. The guest should never know your frustration level. Use your product knowledge skills and suggest another item. Be positive and enthusiastic.

Guest Complaints

Guest complaints, no matter how insignificant, unfounded or absurd, must be referred to the manager the day the complaint took place. It does not help us resolve the situation if the complaint is brought up at a later time and the guest has already left. Managers have the authority to do whatever is necessary to satisfy the guest and ensure we retain them as a customer.

Difficult or Rude Guests

There will come a time where you will have a rude or uninviting guest. This may be due to circumstances beyond your control or could be due to intoxication. Although it is very hard to try to deal with these guests in a pleasant manner, **we must!** There is never an excuse to talk back, argue or belittle a guest, no matter what the provocation. Stay professional and remain calm. If the situation escalates, inform a manager. We never want you to feel you have to suffer abuse from a guest. A manager will make the necessary decisions regarding the guest.

Guest Accidents

Any type of accident involving a guest must be reported to a manager immediately whether the guest desires you to or not. This includes if a guest falls, has something spilled on them, finds a foreign object in their food or drink or anything else of this nature. These situations can lead to lawsuits, and in many cases, Traditions Spirits can be liable for up to four years after the incident occurs. Managers are trained to respond to these situations in a manner that will keep the casino from incurring expensive liabilities. Do not try to handle these situations yourself.

The Experience

There are a number of elements that contribute to the success of the areas Traditions Spirits operates that have nothing to do with the products served or the efficiency of the service. For example: The manner in which a guest is greeted, the appearance of the surroundings, the cleanliness, etc. Another element is the demeanor of the staff. It is your responsibility to convey the most positive message and set a high standard of excellence from the very beginning.

- Hospitality, graciousness and willingness to serve others are our business. Be sincere and genuine to help others. This is expected at all times.
- Convey a positive image, avoid sounding negative. When responding, use "My pleasure."
 Or "Let me see what I can do for you!"
- Consider every situation from the guests' point of view. A request may seem out of the ordinary to us, but from their point of view, it may seem perfectly warranted.
- Always try to move aside to allow the guests to pass. Guests should always have the right of way.
- Perform your job tasks with enthusiasm.
- Even during busy times, try to always make each guest still feel important and not rushed.
- If a guest is seated outside of your assigned station and you are unable to assist them, quickly inform the person assigned to that station, or a manager, of the guests and their requests, if you are able to do so.
- Always, Always, Always, take pride in your work.
- Be honest about your knowledge or lack of it. Do not guess, always offer to find out. A guest may know more than we do and we never want to appear as if we are telling them the wrong information.
- Interaction with co-workers regarding matters other than work are to be kept to a minimum during service. We can never be sure what the guest may hear or see.
- NEVER LEAVE YOUR BAR UNATTENDED!!!
- Maintain a polite and friendly demeanor with co-workers in front of the guests. Behave as if the guests are watching our every move because there is a strong chance that they are.
- Avoid touching hair or face during service.
- Avoid leaning on walls or furniture. *If you have time to lean, you have time to clean.*
- Refrain from touching the guests. Be familiar with them, but not too familiar.
- Do not keep your hands in your pockets, on hips or your arms folded.
- While on the floor, a smile is considered part of your uniform.
- We cannot be "too good" for our guests.
- Pay attention to each guest to make sure that each cocktail has been enjoyed.
 Unconsumed or hardly consumed cocktails are a red flag that the guest is not enjoying it and should be attended to.

Bar Etiquette

Bar etiquette is one area that Traditions Spirits cannot stress enough. Knowing the proper way to occupy your time behind the bar, deal with guests on the everyday scale and give attention to detail is the key to a successful bar and will ensure your guests come back every time. We have to give quality service that our guests will enjoy and we can be proud of!!!

- Remember a guest's name! Recalling a guest's name every time they come to your establishment leaves a positive impression and gives that feeling of personal service.
- Change out cocktail napkins regularly. In a perfect world a cocktail napkin would last longer than 2-3 minutes, however, this is not the case. Cocktail napkins should be changed regularly.
- When dealing with gin and tonic or vodka and soda drinkers, squeeze the fruit into their drink. Nothing disturbs a guest more than having to fish the fruit out of the drink to squeeze the juice out.
- Nothing wears out a smoker's welcome more than a dirty ashtray. Changing an ashtray
 after each butt is excessive, but leaving more than two butts is not appropriate. After
 cleaning out the ashtray, a clean one should be returned to the exact same spot where
 the customer had it. Remember, no one likes a wet ashtray either. When cleaning, make
 sure you dry the ashtray as well.
- **DO NOT COUNT YOUR TIPS IN PUBLIC!** Your tips are a private matter and counting should also be done in private. Tip jars that are overflowing with large bills should be changed out or kept out of plain view. It is unlikely guests will want to dig deep into their pockets if they see the overflow of large bills.
- Failure to acknowledge that a guest exists is not an option. Once a guest sits down, they typically extend a grace period to the bartender before they expect to be greeted. The grace period is a short one. If you fail to acknowledge them without even a smile, chances are, you will have an irritated customer on your hands.
- Forgetting what a guest is drinking leaves a negative impression. If they have ordered a drink from you and you forget and have to constantly ask them, this makes you look bad.
- Maintaining professionalism when the bar is busy is a must! A bartender that remains
 calm under stress will succeed every time! A really good bartender is a pleasure to watch;
 on the flip side, a bartender that loses his cool and makes the customer bear the brunt of
 his anger is a slap in the face. Guests come to the bar to be happy, and do not need to be
 subjected to your bad attitude.
- Guests are notorious for asking bartenders to make a drink suggestion. A shrug of the shoulder is not an appropriate response. Bartenders should be well advised and have a repertoire of good-tasting, creative drink recipes in mind. A bartender should also note the entirety of the drinks ordered such as: "with a twist," "with a splash" or "with a water back." Guests seldom hide their frustrations and irritation when their drinks are not made to their specifications. After all, the guest is the one paying for it, not you.

The Do's and Don'ts Behind the Bar

- **1. DON'T-** Settle for mediocrity. This is unprofessional. Bartenders should not serve drinks that have been improperly prepared. Amateurism will guarantee a low tip.
- **2. DON'T-** Gossip, argue, or lend money to clientele. It is highly unprofessional. Taking sides in debates weighs a heavy toll on service and gratuities.
- 3. DO- Treat all guests fairly and equal.
- **4. DO** Strive to keep the bar as clean as possible. "A bartender's professionalism can be measured by the cleanliness of the bar."
- **5. DON'T-** Listen in on other people's conversations and bartenders should only comment if something was addressed directly.
- **6. DON'T-** Make a drink for a person that is not yet present. Wait to prepare the cocktail until the person arrives. The missing person could be a minor or already intoxicated.
- **7. DO-** Up-sell! A bartender should automatically ask a guest, who orders a generic call drink if there is a particular name-brand product that he would prefer the drink to be made with.
- **8. DO** Maintain eye contact whenever speaking directly with a guest. This establishes a positive impression, but also is a reliable means of assessing a guest's alcohol-induced level.
- **9. DO-** Light guests' cigarettes. This is a time-honored tradition and is always an appropriate gesture.
- **10. DO-** Handle glassware by the bottom half, carefully avoiding areas of the glass that will be in contact with the guest's mouth or the drink itself. Touching the top half on the rim or the inside of the glass is unsanitary and unprofessional.
- **11.** When you think a piece of glass may have shattered in to the ice bin, completely empty all of the ice out of the bin and rinse ("burn") with hot water.
- **12.** Metal mixing cups and blender cups should be rinsed out after every use, particularly after using cream, fruit or liqueurs.
- **13.** Keep garnishes covered so they do not dry out.
- **14.** Always use an ice scoop to fill glasses. Anything else is a health violation.
- **15.** Taste fresh fruit juices and cream daily to ensure freshness. If it tastes bad to you, it will taste bad to a guest.
- **16.** Check CO2 bottles if draft beer or sodas in the gun become flat.
- **17.** Do not store opened juices in the refrigerator in metal containers.
- **18.** Never put anything but ice in the ice bin.
- **19.** When using an ingredient that has been standing for a while, such as fruit juices or Bloody Mary mix, always shake them before using.
- **20.** If using the "three-sink-system" for washing glassware, be sure to change the water when it is no longer hot enough or if the cleaning chemicals have lost their effectiveness in the dirty water.

Salesmanship

We cannot stress enough how important it is for you to know all of the products Traditions Spirits has to offer, knowing the products, how they are prepared, theirs flavors, their garnishes and other important knowledge pertaining to the products is an integral part of your job. Without knowing this, you are simply an order taker.

Traditions Spirits believes in the concept of "up-selling" or "suggestive selling." The idea behind up-selling is to expose our guests to the variety of different products we have to offer as well as increasing our check averages which, in turn, increases your tips. Everyone wins!

REMEMBER: Suggestive selling benefits the guests; up-selling benefits the bartender

- Guests will be impressed by your personal concern to help them make their selections. This promotes a positive experience and repeat business.
- As a bartender, your best suggestive selling tool is your personality. We are actors on a stage! The more energy and thought you apply to utilizing your own techniques, the better the results.
- Develop a style which you feel comfortable with.
- Your style needs to be honest and sincere; guests will recognize if you're being fake or phony.
- Your language must be flexible. Do not use memorized phrases or speeches. Be unique!
- Be descriptive and accurate. Create a mental picture for the guest when suggestive selling.
- Be prepared to answer any questions the guest may have. The guest may want to experience something different and may need you to push them in the direction that will fit their needs.
- Try to suggest items that you personally enjoy. If you enjoy them, it is easy to describe
 and be enthusiastic about them. A guest will sense this and will most likely take your
 suggestions.
- Be specific; using the names of the products with appropriate adjectives will make the guest more eager and curious to take your suggestions.
- You may also consider complimenting a guest on their selections after ordering. "Excellent choice sir or ma'am." Use their name if possible.

Remember, no "hard selling" is permitted. To a great extent, the verbiage used and the reputation of a cocktail will sell itself. All you need to do is make suggestions. Being helpful, enthusiastic and knowledgeable is all it takes. Never bully a guest or embarrass them into ordering something they do not really want. We hold many contests that result in prizes for the bartenders. Suggest the featured item, but if the guest is not interested, do not push the issue.

Income from Up-Selling Drinks

If you can up-sell ten drinks a shift from a \$4.00 "Well" to a \$6.00 "Call," You can add \$720.00 per year to your income

Drink Price	15% tip per drink	Tip for 10 Drinks	After 1 Month	After 3	After 5	After 1 Yr.
\$3.00	\$0.45	\$4.50	\$90.00	\$270.00	\$540.00	\$1,080.00
\$3.50	\$0.53	\$5.25	\$105.00	\$315.00	\$630.00	\$1,260.00
\$4.00	\$0.60	\$6.00	\$120.00	\$360.00	\$720.00	\$1,440.00
\$4.50	\$0.68	\$6.75	\$135.00	\$405.00	\$810.00	\$1,620.00
\$5.00	\$0.75	\$7.50	\$150.00	\$450.00	\$900.00	\$1,800.00
\$5.50	\$0.83	\$8.25	\$165.00	\$495.00	\$990.00	\$1,980.00
\$6.00	\$0.90	\$9.00	\$180.00	\$540.00	\$1,080.00	\$2,160.00
\$6.50	\$0.98	\$9.75	\$195.00	\$585.00	\$1,170.00	\$2,340.00
\$7.00	\$1.05	\$10.50	\$210.00	\$630.00	\$1,260.00	\$2,520.00

This chart allows you to see how much more money you can make per shift with minimal effort. Merely suggesting a higher-end product or a mixed cocktail can make all the difference in your pocket as well as in company sales!!!

Taking Orders/Ringing in Orders

Ordering should be recorded on the InfoGenesis POS system immediately after completing the order. Every order should be on a separate ticket! We all get busy in our jobs, but waiting to ring items in results in missing drinks and not being accurate. Do not hesitate to tender or authorize a guest's check before helping the next guest with their order.

- Greet each guest with a smile and eye contact within 30 seconds of the guests being seated. Think of how long a minute is to you and now put yourself in the shoes of the guest.
- Before taking the guest's order, make sure the appropriate numbers of cocktail napkins are placed for each individual's order. THIS IS A PRIORITY.
- Introduce yourself upon greeting the guest. A guest does not want to have to yell out "Hey you," or "Bartender," if their order was wrong or if they need further assistance.
- Always make eye contact with the guest as you take their cocktail or beverage order.
- Inform guests of specials or present them with a cocktail list (if one is available).
- As you take the order, be sure to ask about specific modifications. Use this as the opportunity to up-sell!!!!!!
- Be sure to verify the guest's order. If confused ask the guest what they would like again and verify it to be sure. Never assume, always ask. Your time is precious and when you are busy, you do not have time to be careless. Be smart!
- From the time the drink is ordered, one-minute delivery of the drink is encouraged!
- Be sure to properly garnish all cocktails as needed. Know your garnishes!!!!
- Always review all orders before tending the check.
- Present the guest with the proper change and a RECEIPT. This completes the transaction.
- With the Berg system, all drinks are precisely calculated in the computer, however a
 few products are not. Jägermeister, Bailey's, Goldschlager, etc. are items that are
 free- poured. If these items are not properly rung up, regardless of circumstances,
 disciplinary action for all parties involved will result. Example: Guest asks for a "shot"
 and they will give you a larger tip. This also applies to service bartenders. No free
 drinks to the cocktail servers for guests. This includes Red Bull!

For Traditions Spirits to successfully execute the quality of its cocktails, you, as a bartender, must understand the importance of timing. Any time the simple rules of timing are not followed, there is a chance you will fall behind and will not be able to guarantee the proper customer service.

- Always prioritize your actions.
- Always be attentive to where each party is at your bar.
- Again, no more than one minute should lapse from the time the drink was ordered to the time of delivery.

Ending the Experience

Ending the experience for the guest is also a key element. This is the lasting impression that the guest will have before they leave the establishment. We need to be sure to fulfill the duties from beginning to end and give excellent service the entire time the guest is in front of us.

- Ask the guest if they would care for anything else; another cocktail, a bottle of water or an after-dinner drink (for the restaurants).
- Never automatically present the guest with a check. A check should be presented in a timely fashion and at the request of the guest.
- When presenting the check, make eye contact at all times and thank them.
- After you have presented the check to the guest, remain in the general vicinity. Do not appear eager to cash them out, but make yourself available for the guest. Guests do not like to have to wait once they are ready to leave.
- When presenting a room charge or credit card receipts for the guest to sign, always provide a pen for their convenience.
- Once the room charge or credit card receipt has been signed and the guest has their copy, thank them again graciously. Consider using their name or refer to a personal fact they may have mentioned to you earlier for example, "Enjoy your stay at WinStar, and travel home safely." This allows the guest to know that you listened to what they had to say. Always invite the guest to come back again. A hand shake is appropriate if you feel inclined to do so.
- If the guest stays after their bill has been paid, do not assume they do not need further assistance. Check and ask if they would like anything else. The experience ends when they leave the bar, not when they pay for the drinks and leave a tip!!!

Attention to Detail in Set-up and Side-work

Opening side-work is an important element in setting the stage for a successful evening. If you are not prepared, you will set yourself up for failure and will not be able to provide the high standard of customer service Traditions Spirits expects.

The way your bar is set up is a reflection of both you as the bartender and the business as a whole. This is the first opportunity for the guests to experience our standards. We strive for perfection and want to give the unprecedented level of service. You, as the bartender, must take pride in the way your bar looks and the surrounding areas.

- The bar should be spotless. Wipe down the bar top. Straighten all bar chairs.
- Check for gum underneath chairs and the bar top. Guests are infamous for placing their gum in the nooks and crannies we rarely think to check. Make this a part of your daily routine.
- The bar should be well-stocked. You should always anticipate the day or night's business and stock accordingly.
- Make sure all straws and napkins are fully stocked. There is nothing worse than your
 first guest of the shift sitting down and you are not prepared with even the smallest of
 items.
- Wipe down all menus (if your bar offers food). Guests do not want to be presented with sticky menus.
- All side-work needs to be completed before your shift begins. There should be no reason as to why you cannot be prepared prior to the guests arriving.
- Once you have finished your side-work, make sure all rags, sanitizer buckets and anything else related to bar cleaning is out of plain view of the guests. Guests do not need to or WANT to see dirty rags.

Important note: A bartender is ultimately responsible for preparing their own bar. Example: If you prefer your speed rack to be in a certain order or you prefer your juices on a certain side. Not everyone bartends the same and not all barbacks can be responsible for the specific set-ups to the bartender's liking.

Bartenders opening/closing checklists are enclosed in the back of the manual for further references.

10 Service Tips for Bartenders

- **Have a Good Attitude** This is the hospitality industry and every bartender must remember that. Keep a good attitude no matter how bad your day has been. Treat every customer the same. Always greet the guest, introduce yourself and always smile!
- **Keep the Bar Clean-** Nothing says "unprofessional bartender" (or one that just does not care) more than a dirty bar. Use clean towels to wipe bar top and always clean spills as soon as you are aware of them. Dispose of empty glasses right away, remove straws, napkins or anything else the guest is not using and has laid on the bar top.
- **Make Suggestions** This is one thing that will tip customers off that you care about their experience.
- Memory, Memory, Memory- There can be a lot going on at one time at the bar; beverage servers ringing in drink orders, a messy bar top because a large group has left all at once, or guests needing another drink. Also, have a good stock of drinks in your memory for when a guest is unsure of what they want.
- **Anticipate** It is better to be overstocked than under-stocked. Be prepared! If you see a guest's drink getting low, ask them if they want another. By anticipating the needs of the bar, your shift will go nice and smooth.
- **Be Fair** It is human nature to give special treatment to one person over another, but a good bartender will have to drop that habit. Give everyone the same treatment, old friends and newcomers.
- **Be Honest** Every person that walks through the door is entrusting you. Give them a great experience. Do not under-pour or over charge/undercharge. Inflating tabs for money in your own pocket or a drink for a friend is not acceptable.
- **Do not Fixate on Tips** It is true that your tips will make up a majority of your income, but you cannot be disappointed if a guest does not leave you a tip. Take the tips you are given, do your best every time and the pay will add up.
- Card, Card, Card- It is your responsibility to make sure everyone at your bar is of the legal drinking age. Once the guest has been carded and is of the legal age, a wristband must be provided. This will indicate to other bartenders or cocktail servers it is ok to serve the guest. Consequences for serving a minor are severe and are not worth losing your job and paying fines over.
- Most of All, Be Professional- All of the above that is stated points to this one rule of thumb. Customers will trust you and come back again if they had a great experience.
 Whether bartending is your career choice in life or a temporary position, always remain professional.

Common Bar Terms

- Back- A beverage mix served in a separate glass than the glass the alcohol or cocktail is served in. Example: Customer: "Can I have a Crown Royal on the rocks with a Coke back?" This means the crown is served in a short glass and the Coke is served in a Collins glass next to the Crown
- Chaser- A drink that follows immediately after the first drink. Usually not alcohol
- Dash- The smallest measurement or just a splash of the desired product
- Dirty- To add olive juice to the cocktail. Usually added to gin or vodka-based drinks
- Dry- A term used when adding Dry Vermouth to a cocktail. Usually added to gin or vodka
- **Float** A small amount of liquor that is carefully poured as to sit on the very top of the cocktail
- **Garnish** Something of an ornamental nature served on the rim of a glass. Example: lemon wedge, olives, lemon twist or cherries
- Gimlet- Martini made with lime juice
- Gibson- Vodka or gin martini served with a cocktail onion rather than an olive
- Neat- An unmixed drink with no ice
- On the Rocks- A cocktail served on ice
- Plain- A drink without any additions, usually straight from the bottle
- Press- A liquor mixed with half soda and half Sprite or Ginger Ale
- Rocks- Another way of saying ice
- **Straight up** A cocktail that has been shaken with ice and strained and served neat in glass with no ice
- Tall- Term used to signify the drink is desired in a tall glass (Collins glass). The same amount of alcohol is poured, but more of the mixer is poured to make the drink less strong
- Toddy- A drink made with hot water, coffee or tea, and alcohol and sugar
- Twist- A small piece of fruit peel that is squeezed over ice
- Virgin- A non-alcoholic drink

Common Glassware

Cocktail Glass- Also known as "Martini" glass, is used for cocktails that are shaken or stirred and typically served straight up

Collins Glass- Also known as a "High Ball" glass, is used for higher volume drinks such as Long Islands. Usually 10-12 oz.

Flute- A long glass with a stem used for serving champagne. Usually 6-8 oz.

Hot Drink Glass- a heat tempered glass with a stem and a handle that can be used for any hot drink, typically hot toddies or Bailey's and coffee

Short Glass- Also known as a "Tumbler" or "Rocks" glass is used for drinks typically served on ice. Used for lower-volume drinks

Shooter or Shot Glass- Used for alcohol that contains no ice and is typically 1-2 oz

Snifter- A round glass with a stem used for serving cognacs or brandies. Typically, not served with ice and is around 8-10 oz.

Wine Glass- A glass with a stem used for serving wine. By holding by the stem, this prevents warming the glass with your hand. Usually is around 8.5 oz.

Bar Equipment

Back Bar- Located behind the bar, generally where the more expensive liquor is displayed

Bar Spoon- Used for stirring and layering cocktails

Bar Key- Used for opening beer bottles

Bar Station- Also known as the SPEED RACK. Where house brand liquors are stored

Cork Screw- Used to open bottles of wine

Front Bar- Counter area where all drinks are made

Ice Bucket- used to transport ice from one location to another

Ice Scoop- Scoops that are used to handle the ice and transport ice into a cocktail or mixing glass

Jiggers- Devices used to accurately measure liquor – usually an ounce to an ounce and a half **Mixing Glass**- A glass that is used for building and mixing cocktails

Muddler- Used to muddle herbs or fruit for specialty cocktails such as Mojitos or an Old Fashioned

Paring Knife and Cutting Board- Used to cut fruit for garnishes

Shaking Tin- A cup that is placed over the mixing glass and used to mix the cocktail

Speed Pourers- Used to control the flow of the alcohol poured

Strainer- A device that is placed over the shaking glass that allows the cocktail to freely pour into the cocktail glass without adding the ice.

Cocktail Procedures/ Mixology Training

Building a cocktail- With the exception of only a few drinks, building cocktails always begins with a 16-oz. pint glass (never build the drink in a shaker tin). First, pack the glass full of ice (3/4 full for stirred cocktails). The next step is to add the spirit, the sweetener and finally, any juices or mixers.

Blending a cocktail- A blender is used whenever the drink recipe calls for ingredients that cannot be broken down by shaking. Blenders are used for daiquiris, margaritas, pina coladas, etc. Layer the ingredients based on the technique described above. Usually the ice required for most drinks is ½ cup to ¾ cup. Blend until smooth.

Shaking a cocktail- Once the cocktail is built, place the shaker tin over the shaker glass straight up and down and firmly secure it with a quick slap. Next, tip the shaker into your hand, tin forward and grip it like a football. At shoulder height, shake front to back in long strokes for six seconds. Remember, proper shaking not only chills the cocktail, but builds the necessary amount of dilution that helps soften and balance the drink.

Stirring a cocktail- When stirring a cocktail, once again, add the spirits and fill the glass ¾ full of ice. Take the stirring spoon between your thumb, index and middle finger and stick it directly in the center of the cocktail. Using your fingers, twist the spoon back and forth while moving the spoon up and down through the drink. Always stir for 30 seconds for the proper chill and dilution.

Layering a cocktail- Layering or floating drinks is the process of building different liqueurs, liquors and creams upon one another to develop a layered look. To layer a drink, pour the densest liquid first over the back of a spoon. The spoon should lightly touch the side of the glass. The key is to pour SLOWLY. Properly layering drinks is difficult so you should take your time to create the full effect. Liquids should be layered heaviest to lightest. Layering can be desirable because certain tastes should be experienced at different levels of the drink.

Straining a cocktail- Straining single cocktails occurs from the glass and not the tin. Strainers are used for this function. Straining should be done quickly without hesitation with a slight twist at the end of the pour to ensure a clean pour.

Garnishing a cocktail- Garnishes on the rim of the glass should always meet around 2 o'clock.

- **Fruit Twists** This is a basic procedure that adds the essence of the fruit directly to the top of the cocktail.
- Flaming Citrus Peels- Begin by cutting a thin disc of rind from the desired fruit (1/2-inch circular diameter, being careful not to cut into the meat). Place the disc between your thumb and index finger, rind facing out. With your other hand, hold and ignite a lighter. Firmly pull back in the ring, displacing fruit zest which will flame over the cocktail.

Sugar or Salted-Rimmed Glasses- A standard sugar or salted-rimmed glass should be done according to the following steps:

- 1. Take a lemon wedge and slice it width-wise halfway through the fruit.
- 2. Holding the wedge in your hand, take the glass and insert it into the cut fruit.
- 3. Pressing lightly, twist the cocktail glass around three times until the rim is completely coated with the juices from the wedge.
- 4. At an angle, press the outside of the glass into a deep dish of sugar or salt and twist coating the entire rim of the glass.
- 5. Shake the excess sugar or salt off of the rim.
- 6. Ready to serve.

Berg System

Every bottle of liquor has a computer programmable spout. The bottle will not pour unless a bartender is signed on to the computer and the bottle's spout is in the Berg ring. When the bottle is tipped to pour, the perfect amount is poured and automatically shuts off. The type of alcohol and the amount poured is precisely calculated in the computer.

Every bottle that is given out has to have this spout on the top. If a new spout is needed then it will have to be coded up by a supervisor or commissary. If this is needed, there will be a note on the bottle. Some liquor is too thick to pass through the Berg spout. These bottles will have free pour spouts on them.

- **Free Pouring** You will be expected to deliver an accurate free pour of the selected liquors that are not attached to the Berg system. Hold the bottle from the neck when pouring.
- **Hand pressing** The muddler should be applied directly to the fruit or herb without any ice. This is known as bruising.

Alcohol Knowledge

This section contains specific information regarding spirits, beer and wine. After reading this section, you should have a better grasp on:

- The origin
- The production processes
- Aromas, flavors and tastes
- Specific examples of each type

Introduction

The drinking of alcoholic beverages is as old as civilization, and serving them for profit developed hand-in-hand with history. In most cultures, they have been accepted as an essential part of everyday life. However, these beverages also possess a magic that can sometimes take the edge off human troubles or add a special dimension to a ceremony or celebration.

Alcoholic beverages can be organized into three categories:

- 1. Spirits gin, rum, tequila, vodka, whiskey, scotch, bourbon, brandy and liqueurs
- 2. **Wines** still, sparkling and fortified
- 3. **Beers** ales and lagers

They all have different origins, production methods, flavors, colors, serving methods and uses.

Production

All alcoholic beverages begin with the *fermentation* of a liquid food product containing sugar (starch).

Fermentation: Yeast + Sugar = Alcohol + Carbon Dioxide (CO₂)

Beers and wines are fermented beverages. If you separate the alcohol from the fermented liquid, you have its essence, or *spirit*. This process is called *distillation*.

Distillation: fermented liquid is heated in a still; the alcohol vaporizes and is carried off through a coil that passes through cold water, which condenses them into liquid spirit.

At this point they are raw and sharp (i.e., gin, kirsch). Some spirits go through multiple distillations to refine them to the point at which they are smooth and consumed without much difficulty. Others are aged in oak barrels, or *casks*, to mellow the flavors, and still others (i.e., vodka, Tennessee whiskey) are filtered through charcoal.

Vodka

Origin

Vodka (from the Russian "voda" meaning water) is believed to have originated in either Poland or Russia around the turn of the 15th century. In 1780 a Russian scientist invented the use of charcoal filtration to purify Vodka, and by the 18th and well into the 19th centuries the Russian Vodka industry was probably the most technologically advanced industry in the nation.

Vodka came to America in the 1930s with the arrival of the Smirnoff family; however, it was rarely drunk in the United States before the 1950s. Today there are dozens of brands on the market distilled from a variety of countries, with new ones appearing regularly.

Production

Vodka is a clear liquid originally distilled from a fermented substance also known as mash (usually rye or wheat). It can also be produced from potatoes, sugar beet molasses, corn or other fruits such as grapes. Vodka goes through an extensive distillation and filtration process before it is ready to be bottled and sold to the public. Vodka is typically distilled in a fractional still, which are numerous rounds of distillation to improve the taste and enhance the clarity.

During the distillation process, the vodka is also filtered to adhere to strict regulations imposed by the U.S and European law. According to the law, vodka may not have any distinctive aroma, character, color or flavor. Countries that do not have to abide by these regulations prefer minimal filtering to preserve unique flavors and characteristics of the product.

Because of repeated distillation, vodka's ethanol level can much higher than is considered acceptable. Depending on the method used by the production company, the final vodka produced may contain as much as 95-96% ethanol. Vodka is distilled until it is almost pure alcohol and then it is diluted with water prior to bottling. Cutting the vodka with water gives the vodka its final alcohol content and the unique flavors it will possess.

Aromas & Taste

Vodka can be classified in to two main groups:

- clear vodkas
- flavored vodkas

Clear vodkas do not have flavor, aroma, or any distinct characteristics that will set them apart from other clear vodkas. Flavored vodkas are much different. Flavored vodkas have been seasoned with herbs, fruits, and spices to produce specific flavors.

The following is a list of the leading countries in vodka production, the primary source(s) of their vodka, and popular examples of their vodkas:

1. Russia- Wheat; world leader in Vodka production

- **Stolichnaya** Produced from winter wheat in Russia's oldest distillery. It is filtered through quartz sand, then activated through charcoal, and finally through quartz sand again. On the nose, butter and white pepper aromas with a smooth, sweet taste on the palate and a soft almond finish.
- **Smirnoff** Considered the world's best-selling vodka. Smirnoff is sold in over 130 countries and 6 different continents. Smirnoff is ultra-smooth with a pure, clean taste

2. Poland- Rye, Potatoes

- **Belvedere** Premium vodka, distilled from a single grain, rye. This vodka is 100% additive free. A faint scent of vanilla can be discovered on the nose, it is medium-bodied on the palate with a velvety texture. It possesses a nice almond finish.
- Chopin- Single- ingredient vodka, distilled four times from organic potatoes.
 It is the only luxury potato vodka in the world. Chopin features a full, round character with a crisp and clean finish and possesses a hint of apples on the nose.

3. Sweden- Wheat

 Absolut - The third largest brand of spirits in the world after Bacardi and Smirnoff. It is marked in 126 countries. On the nose, Absolut is subtle and mellow. It is full body on the palate with a fresh grainy character.

4. France- Grapes, grains

- *Grey Goose* A popular wheat vodka by reputation for quality. Produced in the Cognac region of France. Clear, soft, fresh, and full balanced with an almond after taste.
- *Ciroc* The only vodka produced from grapes. Ciroc is also produced in the Cognac region. It is very refined, smooth and compliments whatever it is mixed with.

5. Netherlands- Wheat

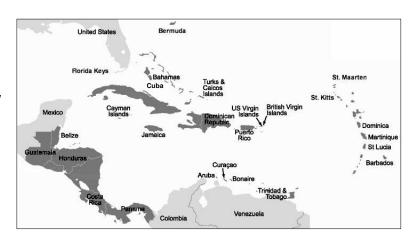
- Ketel One- A winter wheat vodka that is considered one of the best in the
 world. Ketel One is family-owned and to this day, a member of the family still
 samples each batch of vodka before it is bottled.
- **6. United States-** Wheat, rye, corn, potatoes, molasses and grapes
 - **Skyy** Produced in San Francisco and made from grains. Claims to have fewer impurities than other leading vodkas. Skyy is the leading domestic vodka in the U.S. Skyy Infusions are made 100% from all natural and real fruit.



Rum

Origins

Rum was first made in the East Indies in the 17th century, and quickly spread to other areas where sugarcane was grown. Spanish and Portuguese explorers brought sugarcane to the new world when they saw that the Caribbean and South American climate was perfect for this crop. Rum's association with the British Navy began when they captured the island of Jamaica then rationed the highly available spirit to their sailors.



Rum was very popular in 17th century Europe and 18th century America as well, and it was part of the infamous *Triangle Trade* in which slaves, molasses and rum were traded between Africa, the Caribbean and the Americas. It is the national drink of the Caribbean, and is second only to vodka in U.S. sales and growing.

Production

Rum by definition is a distilled beverage made from sugarcane by-products such as molasses and sugar cane juice by a process of fermentation and distillation. Unlike other spirits such as Cognac and Scotch, rum has no defined production method. Traditional styles among different locations

Fun Fact

In the 1800's, rum was considered excellent for cleaning hair and keeping it healthy.

and distillers determine the method of choice for rum making. Yeast and water are key agents to start the fermentation process of rum production. Faster working yeasts will create lighter rum and slower working yeasts will result in fuller-tasting rum. When it comes to the distillation process, again, there is no set standard.

Most countries require that rum be aged for at least one year. This aging is done in bourbon casks, wooden casks, or stainless steel tanks. The aging process determines the coloring of the rum. Along with the yeast types used, darker rum is produced in the oak casks and the stainless steel tanks produce rum that is almost colorless.

Most rums production takes place in tropical climates and this type of environment speeds up the maturity level of rum. Within the Caribbean, each island or production area has a unique style which can be grouped by the area's traditional language:

- 1. Spanish- Cuba and Puerto Rico. Light rums; clean taste
- **2. English-** *Jamaica, Barbados* and the *Demerara region*. **Darker** rums; fuller taste; retain molasses flavors
- **3.** French- *Martinique* and *Guadeloupe*. Agricultural rums; produced exclusively from sugarcane juice; retain sugar cane flavors

Aromas, Tastes and Examples:

The following terms are frequently used to describe the various types of rum:

- **1. Light** *or* **White Rum** Very little flavor; general sweetness; highest alcohol content; least refined; aged 1-2 years
 - **Bacardi** Puerto Rico; charcoal filtered; light-bodied; dry; smooth and light taste of almonds and tropical fruits; usually mixed in cocktails
- **2. Gold** *or* **Amber Rum** Medium-bodied; more flavor and mellower than the whites; can obtain flavor from the addition of spices and caramel; aged at least 3 years in oak casks.
 - Mount Gay Eclipse Barbados; first produced in 1703 and is one of the world's famous rums; floral and spicy notes
 - Captain Morgan's Spiced Rum Puerto Rico; mellow aged; fruit flavors, spices and a delicate hint of vanilla
- Dark Rum Dry, mellow, full-bodied; hints of spices and strong molasses or caramel overtones; slightly lower alcohol content; aged at least 6 years
 - Myer's Jamaica; full-bodied, almost sticky; sweet aromas, smooth buttery molasses flavors
 - Goslings Bermuda; deep, assertive and highly flavored; herbal sharpness; complex
- **4.** Flavored Rum Infused with flavors of fruits such as mango, orange, citrus, and coconut; generally *less than 40% alcohol*
 - Malibu Barbados; light-bodied; coconut, mango, pineapple flavors
- 5. Over proof Rum Much higher than the standard 40% alcohol; most are over 75%
 - Bacardi 151 Puerto Rico; full-flavored; often used for flavoring and flaming
- **6. Premium** or **Añejo Rum** Most character and flavor; very aged; carefully produced; generally consumed straight
 - Cruzan Single Barrel U.S. Virgin Islands; blend of aged rums (up to 12 years); mellow and deep
 - Appleton Estate Extra Jamaica; aged in oak for 12 years; dark, mellow, smooth

Fun Fact

The Cuba Libre originated after the Spanish-American War when American soldiers mixed Coca Cola, rum and a wedge of lime to toast to freedom of Cuba

Gin

Origins

Gin was invented in the 17th century by a Dutch physician for medicinal benefits. He called it "Genever," meaning juniper in French. It quickly spread throughout the country and into England, where the name "gin" was created. Over the years gin production has spread to countries such as Spain, France, Lithuania, Argentina, New Zealand, the Philippines and Africa.

Production

Gin is basically a clear distilled grain spirit flavored with various "botanicals," the most prominent of which is juniper. The production is a two-stage process:

- 1. Grain alcohol is distilled to a very high proof, totally flavorless spirit.
- 2. It's diluted with de-mineralized water and distilled a second time with botanicals.

There are two types of gin: Dutch and English-style.

- 1. **Dutch-style gin** is a product of the Netherlands made by infusing juniper and a small number of other botanicals into *malt wine*. It is full-bodied with a definite flavor of malt and juniper, and typically is not used in mixed drinks. It is also produced in Belgium and Germany.
- 2. **English-style gin** was invented in the 19th century. It is the most popular type of gin, and most of it is produced in England, the United States and Spain. It is usually called "London Dry" ("dry" meaning "lacking sweetness"), with the exception being the more full-bodied *Plymouth Gin*. The latter is made only by one distillery in Plymouth, England, which also controls the right to the term "Plymouth Gin."

Fun Fact

When British soldiers in India became susceptible to malaria, quinine, an ingredient in tonic water, was used in fighting the disease. However, unless you've developed a taste for it, drinking tonic water alone can be rather nasty, and as you might imagine, the British had trouble getting their troops to drink it. Therefore, gin was mixed with the tonic water to make it more palatable, and the "Gin & Tonic" was invented.

Aroma & Taste

The chief flavoring agent in gin is **juniper**, and other botanicals may include anise, angelica root, cinnamon, sage, nutmeg, rosemary, caraway, orange peel, coriander, and cassia bark. All makers have their own secret combination of botanicals, the number of which can range from as little as four to as many as 15.

Dutch-style gin is straw-colored, relatively sweet and aromatic. Some are aged for one to three years in oak casks. They tend to be lower proof than English gins (72-80 proof).

English-style gin typically has citrus-accents from the use of dried lemon and Seville orange peels in the mix of botanicals. It tends to be higher proof than Dutch gins (80-90 proof), and is usually blended into mixed drinks. *Plymouth Gin* is clear, slightly fruity, and very aromatic. America's best-selling gin, *Seagram's Extra Dry*, is a rare cask-aged dry gin. Three months of aging in charred oak barrels gives it a pale straw color and a smooth palate.

Examples:

1. Dutch-style

• **Bols** - Smooth-bodied and sweet with soft, rounded flavors. On par with gins such as *Tanqueray*, though in a different style.



Juniper Berries

 de Kuyper – It has a strong and somewhat unpleasant aroma that hits first, a flavor that is strong for a Dutch gin.

2. English-style

- **Beefeater** A classic London dry gin, it is the last of the London gins to be distilled in the capital. The combination of juniper berries, coriander, angelica, citrus peel and other secret ingredients is known only to six people.
- Bombay Dry The aroma is of medicinal juniper and is slightly alcoholic. The taste has an initial sweetness with a clean juniper flavor. It has a rough finish; not the smoothest of gins.
- Bombay Sapphire Somewhat spicy, superpremium version of Bombay Dry Gin. It is made from a combination of ten botanicals, including juniper, almonds, Spanish lemons, and licorice, which impart crisp, light and refreshing flavors. It has an extremely smooth texture.
- Tanqueray Flavored with juniper from Tuscany, grains, coriander and angelica root. A unique, quadruple-distillation process is applied.



- NO. 10 by Tanqueray Tanqueray's super-premium gin. It claims to have "ultimate smoothness, silky texture and fresh, lively flavors." These flavors are a result of the fresh, whole fruit botanicals, herbs and spices used during the flavoring process.
- **Plymouth** It has a woody, aromatic, arboreal flavor. The British Royal Navy officers have adopted the habit of drinking this gin with a dash of angostura bitters, a drink that has become known as a "Pink Gin."

Fun Fact

A "gimlet" is a tool used for opening barrels of limes.

Tequila

Origins

The agave plant has had mystical meaning to the Mexican people for centuries. Its fermented juice was used in celebrations and religious ceremonies to bless land, crops and so on. Don Jose Antonio Cuervo was granted the first commercial tequila distillery license in 1795, and from there, tequila was first mass-produced in the early 1800s in and around the town of Tequila in the Mexican state of Jalisco. Cuervo made the first shipment to the United States in

1873, however tequila was not heavily exported until after WWII, following the invention of the margarita.

Production

Tequila is an agave-based spirit. This spirit is produced in a town called Jalisco in Mexico. Mexican laws require **all** tequila be produced in **only** Jalisco and limited regions in the states of Guanajuato, Michoacán, Nayarit and Tamaulipas and **only** from the **blue agave plant** that is harvested in these areas.

1800 Tequila^(tm) is marketed today in commemoratio n of the year in which the first successfully aged tequila was produced.

Tequila goes through a fermentation and distillation process.

White or "Blanco" tequilas are distilled up to three times for clarity and are diluted with water and bottled for distribution. These tequilas remain clear because they are not aged in barrels.

All other tequilas that are not labeled "Blanco" are then pumped into barrels to begin the aging process.



"When you're through with your tequila, can I have the worm?"

Tequila is classified into two categories:

- Mixtos
- 100% agave

Mixtos use up to 49% of other sugars used in the fermentation process and the other 51% is made from agave.

If tequila is said to be 100% pure agave, this means the tequila is made entirely from the sugars of the blue agave plant. The production of this type of tequila is more complex than that of the mixtos.

Within the two main categories of tequila, there is another division of how tequila is bottled.

Listed below are descriptions of those categories.

1. Blanco- ("white") or plata ("silver")

- Colorless
- Considered unaged, always under 60 days old
- Stronger agave flavors and more robust aromas

2. Joven ("young") or oro ("gold")

- Unaged silver teguila that has been colored and flavored with caramel
- Not 100% agave

3. Reposado ("rested")

- Aged from two months up to one year in oak casks or barrels
- Richer with more complex flavors
- Sweet and spicy notes, peppery and still remains mellow

4. Añejo ("aged") or ("vintage")

- Aged one to three years in government-sealed barrels, may be aged as long as eight to ten years
- Many are dark and the influence of the wood is more apparent
- Sweet, caramel, roasted nuts, and tobacco aromas and flavors

5. Extra Añejo ("extra aged")

• Aged minimum of three years

Examples:

Plata

Patron Silver - Moderately light-bodied. Fennel, chicory, lime, wet clay. Light, yet firm texture. A nice "sipping" tequila.

Centenario Plata – Dry, medium-bodied. Light toast, agave juice, herbaceous sandalwood, and cinnamon. Refined and very close to reposado in nature.

Herradura Silver – Medium-bodied. Delicate floral nose. Very dry, slightly woody palate with a peppery snap.

Dorado

Sauza Gold – Mild and dry, light-bodied. Condensed milk and fruity, agave flavors.

Jose Cuervo - #1 selling tequila in the world. Sweet, subtle agave flavors with hints of vanilla.

Reposado

Centenario - Dry, medium bodied. Roasted agave, honey, caramel, nuts, and spice notes. Smooth, elegant, and well-structured.

Añejo

Don Julio – Dryish, medium-bodied. Buttered caramel corn, dried tropical fruits, cola nut, mocha, and peppery brown spices. A refined, flavorful and delicate añejo.

El Tesoro - The only tequila still produced entirely by hand. Remarkably full and balanced flavor, described by many connoisseurs as one of the world's finest sipping tequilas.

Whiskey & Whisky

Origins

The art of whiskey making was exported to American colonies from the British Isles in the 1600s. Here, the spirit of independence and rebellion marked the departure of American whiskeys from their European cousins in both technique and taste. Today, the four major whiskey producing countries of the world are Canada, Ireland, Scotland and the U.S.

Production

Whiskey is made from three main ingredients: grain (barley, rye and/or wheat), water and yeast. The process for producing whiskey is:

- 1. Ground grain is cooked to release starches from the touch coating.
- 2. Malt is added to convert the starches into fermentable sugars.
- 3. This mix is then soaked in water which forms "wort."
- 4. Yeast is added to the wort which goes into fermenting vats to ferment.
- 5. The fermented mix, now called "beer," is distilled and then called "whiskey."
- 6. The whiskey is aged, usually in charred white barrels and sometimes it is blended.

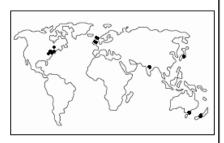
Whiskey is distilled in several different styles:

Malt whiskey- a whiskey made from not less than 51% malted barley Singlemalt whiskey- made only from malted barley from a single distillery Straight whiskey- a bourbon, rye or Tennessee whiskey; minimum 51% single grain; aged at least two years in new charred white oak barrels; minimum 80- proof Blended whiskey- mixture of at least 20% of a straight whiskey blended with neutral spirits or other straight whiskies, lighter flavor and body than straight whiskies

Light whiskey- contains less than 20% straight whiskey

Aromas & Taste

When doing a whiskey tasting, add a drop or two of water to the whiskey to open up the flavor and aromas. There are 32 primary aromas in whiskey that range from wine and sherry smells to nuts, vanilla and honey. There are more astringent smells such as carbolic, pear drops and citrus oils. When tasting, focus on the texture and focus on the balance of the four main flavors: **sweetness**, **sourness**, **dryness** and **saltiness**.



Whiskey or Whisky?

With few exceptions, the e in "whiskey" is used only in spelling the names of Irish and American whiskies, whereas there is no e in whiskies from Scotland or Canada. An easy way to remember is because Ireland and America both have an e in their names; Canada and Scotland do not.

Examples:

Each of the four-major whiskey-producing countries has its own unique formula for making whiskey.

- 1. Scotch whiskey- distilled in Scotland from mash made from barley that has been dried over a peat fire (giving the spirit its distinctive flavor); aged at least 3 years in American oak or used sherry casks.
- 2. Irish whiskey- Triple distilled whiskey made in Ireland from the same fermented grains the Scots use to make Scotch whiskey. Irish whiskey has a
 - Jameson- Light-bodied, very smooth, and clean with grainy notes and heat

smooth, full body and a clean, malty flavor

- Bushmills- Moderately light- bodied, delicate blend. Spicy and toasted-wood notes, oldest licensed whiskey distillery in the world
- **3.** Canadian whiskey- Made in Canada, distilled from mash of corn, rye, wheat and barley. Aged six to eight years in oak casks. It has a light body and is slightly pale in color with a more mellow flavor.

Taste Map Although all areas of the tongue can detect every flavor, certain receptors are grouped more densely in certain areas of the tongue.

4. American whiskey

- Bourbon distilled at 160-proof or less from a fermented mash of at least 51% corn;
 aged two years in charred new oak containers
- **Tennessee whiskey** a bourbon that's filtered through maple charcoal after distillation; Tennessee whiskey is a close cousin of bourbon. Both are sour mash whiskies, but unlike bourbon, Tennessee whiskey is filtered through maple charcoal before it is barreled for aging. This eliminates some of the harsher elements, and it adds its own touch of flavor and romance. *Jack Daniel's* and *George Dickel* are the only legal distilleries in the state.
 - Rye whiskey distilled at 160-proof or less from a fermented mash of at least 51% rye and aged in charred new oak for at least two years.
 - Rip Van Winkle Rye Sweet; full-bodied. Has been described by some as "nectar."
 The overall impression is rich and deep with a hint of caramel.

Scotch

Origins

Whisky has been produced in Scotland for hundreds of years. The first known batch of Scotch whisky was recorded June 1, 1495.

In 1644, the first taxes on Scotch whisky production were imposed which caused a rise in illegal whisky distilling. It wasn't until 200 years later that Parliament eased restrictions on licensed distilleries, making it harder for the illicit stills to operate. This ushered in the modern era of Scotch production.

By the 1970s, international liquor companies owned most of the malt whisky distilleries, a situation that continues to this day.

Production

There are two major categories of Scotch whisky:

- **1. Single malt** produced from malt whisky alone and made by a single distillery, has very full body and flavor.
- **2. Blended** A combination of several malt whiskies with grain whisky. Smoother, better balance and more uniform than single malt.

Scotch goes through the same production process as other whiskies except for a few differences:

- **1. Peat-** is the main fuel used to fire kilns during the drying process. The "peat reek" imparts a distinctive aroma that contributes to the character and final spirit.
- 2. It is distilled **twice**.
- 3. Aged **at least three years** (most from five-15, 20 or 25 years) in used American or Spanish oak barrels, which impart hazelnut, almond and fresh fruit or old fruit and sherry flavors.

Aroma & Taste

There are 92 geographical regions, each with its own unique water source, peat components and air characteristics which add distinctive aromas and flavors to the Scotches produced in each region.

- 1. **Highlands** Geographically the largest region. It covers a large vast of styles; all are elegant, fragrant and smooth
- 2. **Speyside** runs the length of the River Spey, northeast of the highlands. This region is noted for elegance and complexity; sweet, fruity and honey flavors
- 3. Campbeltown- with certain exceptions, used primarily for blending
- 4. **Lowlands** area south of Dundee and Greenock; softer, mellower than Highland whiskies; dry characteristics with a hot, alcoholic quality. Also used for blends
- 5. **Islay-** small island off of the west coast, easily identified due to their intensity and specific flavor. Strong, briny, peaty and sea-weedy flavors

Examples:

Single Malt-

- **Glenmorangie-** *Highlands:* light to medium-bodied, fresh and spicy, with flowers and a hint of smoke and vanilla
- **Oban-** West Highlands: medium bodied, late Autumn fruits, honeyed spices and distinctive peat smoke and malty dryness
- **Glenfiddich-** *Speyside*: largest selling single-malt in the world. Citric, medium-sweet with light flavors
- Macallan- Speyside: only distillery to exclusively use Sherry casks for aging, very smooth, hint of smoke, licorice and orange liquor
- Glenkinchie- Lowlands: light to medium bodied- grassy, fresh with a hint of spice
- Laphroaig- Islay: dry, lots of peat-smoke, nectarines and plums with a hint of salt

Blended

- Chivas Regal- leading premium blended Scotch whisky, light to medium-bodied; toast, dried fruit, brown spice and malt flavors
- **Dewar's-** most popular brand in America, medium to full-bodied, butter, caramel; coconut, light peat with brown and peppery spices
- J.W. Red- largest selling brand of Scotch in the world, full –bodied; slightly spicy with smokiness and saltiness
- **J.W. Black** deluxe 12 year old version, much more intense than Red Label; peppery, spicy hints with a rich, creamy vanilla flavor
- **J.W. Blue-** ultra premium, dry, sweet, toasty with a sweet aroma. Also takes on dark chocolate and fruitcake flavors.

Bourbon

Origins

Bourbon is as old as America itself. Bourbon has been around since 1776 when a law was passed that gave settlers free land in Kentucky. On this land, bourbon was created.

Today, most bourbon is made in Kentucky, although there is no working distillery in Bourbon County.

Outside Kentucky, Tennessee is the second most famous bourbon- producing state followed by Virginia, Illinois, Pennsylvania, and Indiana.

Production

Bourbon is the American form of whiskey. Restrictions concerning its production state that bourbon must:

- Contain *a minimum of 51% corn* (usually 70%) and the remainder is either rye combined with a small amount of malted barley
- Be distilled at no more than **160-proof**
- Be aged in new charred white oak barrels for at least two years.

Aromas & Taste

After corn, *rye* or *wheat* is the second most dominant grain in the blend of bourbon.

Each contributes different flavors. Rye possesses a spicy flavor, while wheat has a denser flavor.

Other flavors and aromas that might be found in bourbon include the following:

apple, butterscotch, charcoal, flower, maple, orange, plum, tangerine, apricot, mint, cherry, orange peel, toffee, hazelnut, banana, cinnamon, honey, candied fruit, honey, vanilla, lemon, licorice, nutmeg, peach, violet, walnut, caramel, malt, oak, pepper

Examples:

- **Booker's** Smoky charcoal aroma. Very "hot" straight; sweet, with caramel and vanilla flavors when cut with water.
- **Evan Williams Single Barrel Vintage** The only vintage-dated Single Barrel Bourbon. Every year, a new vintage is released to critical acclaim. Most recently, the 1992 Vintage was named "Spirit of the Year" by *Food & Wine* and "Best Bottling of 2001" by *Wine Enthusiast*.
- **Knob Creek** Its deep reddish orange color reveals a strong oaky character. Some burnt caramel notes, but the wood dominates.
- *Makers Mark* Dry; medium-to full-bodied. *Wheat* in the blend adds flavors of rich roasted nuts, dried fruits, caramel, tea leaves, and pepper.
- Wild Turkey Fruity, yet dry; medium-bodied. Caramel, vanilla and toasty oak notes. A
 robust, rustically-styled bourbon with good flavor; however, it needs a touch of water to
 tame things down.
- **Woodford Reserve** Fruity, sweet; medium- to full-bodied. Honeyed rye toast, caramel, vibrant brown spices, and gentle nuttiness. 90.4 proof; *super-premium* bourbon.

Southern Comfort is a popular cousin of bourbon, but unlike bourbon it is not classified as "straight whiskey." In the late 19th century, a cocktail called "Cuffs and Buttons" was created to make bourbon much more acceptable to people who didn't like the taste of straight whiskey: it was a blend of bourbon and peach liqueur. A bartender in Missouri changed the name to "Southern Comfort," and it was so popular that a distiller has marketed and sold the blend as "Southern Comfort" ever since.



Brandy

Origins

Brandy's roots can be traced as far back as the 7th and 8th centuries when Arab alchemists experimented with distilling fruits in order to make medicinal spirits.

Their knowledge and techniques quickly extended outside the borders of Islam, with grape brandy production appearing in Spain by the end of the 8th century.

Fun Fact
In the 1600's thermometers were filled with brandy instead of mercury.

It eventually made its way to France where it was called *eau de vie*, or "water of life," and it was the French who refined and perfected the art of making this spirit. In the 16th century, Dutch traders introduced it to Northern Europe from Spain and France.

Production

Brandy, in its broadest definition, is a spirit made from fruit juice or fruit pulp and skin.

More specifically, it is broken down into three basic groupings:

1. Fruit brandies

(eau de vie) Colorless brandies made all over the world. They are most commonly distilled from apples, cherries, and plums.

Those made from berries tend to lack enough sugar to make a wine with sufficient alcohol for proper distillation.

Therefore, they're soaked in a high-proof spirit to extract flavor and aroma before distilling the extract once at a low proof.

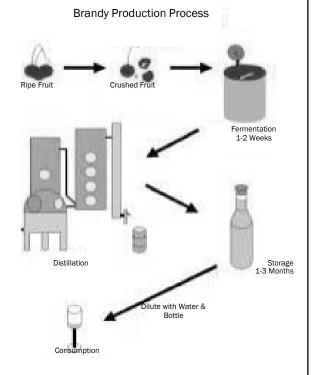
2. Pomace brandy

Produced from fermented grape pulp, seeds, and stems that remain after the grapes are pressed for their juice. They can be unaged or aged for a few

years in old casks that reduce the hard edge of the spirit without imparting much flavor or color. "Grappa" is an Italian pomace brandy.



Distilled from fermented grape juice (wine) or crushed but not pressed grape pulp and skin. It is aged in oak casks which mellow the palate and add additional color, aromas and flavor



Cognac

While all Cognac is brandy, not all brandy is Cognac. Like Champagne, it can only be called "Cognac" if it comes from the Cognac region of France.

Strict rules govern the production of Cognac:

- 1. Only *certain types* of white grapes can be used. *Ugni blanc* is the primary grape.
- 2. It goes through **two** distillations in traditional copper **pot** stills.
- 3. Aged in oak casks for at least 1½ years, most two to four years.
- 4. During aging, alcohol evaporates through the porous casks at an average of two percent per year, which is poetically known as "the angels' share".
- 5. Quality is described with cryptic letters or special words.
- 6. The vintage cannot be displayed on the label.
- 7. The Cognac region is divided into six zones, ranked in order of the Cognac made.

The zones are listed below in order of decreasing appreciation:

- Grand Champagne- Long and powerful in the mouth with hints of floral
- Petite Champagne- Similar characteristics as Grand Champagne, but tend to be shorter on the palate
- Borderies- Very distinctive with nutty flavors and aromas
- Fins Bois- Robust with more fruit flavors
- Bon Bois and Bois Ordinaires- Influenced by poor soil and climate conditions, ages more quickly and excluded from blends by most manufactures. When you see a Cognac bearing the name "Grande Champagne" or "Petit Champagne," it means that at least 50% of the blend must be from grapes grown in that specific region.
 - Examples: Remy Martin, Courvoisier

Armagnac

Like Cognac, Armagnac is made in a particular place: Gascony, France, home of the "Three Musketeers." It is the oldest brandy made in France, and it is also made from white grapes. It does have its differences, however. Besides being less expensive, it tastes different, and some of the rules that govern its production are slightly different.

- 1. It can be made from any of a dozen grape varietals. Ugni blanc is the primary one
- 2. It goes though only **one** distillation in a **column** still
- 3. Aged in oak casks
- 4. Quality is described with the same letters, (labeling) as Co
- 5. Permitted to have age printed on the label
- 6. Blended ones frequently have a greater percentage of *older vintages* in their mix than comparable cognacs, making them a better value for the buyer.



V= Very S= Superior O=Old P=Pale E=Extra F=Fine

X=Extra

Cordials & Liqueurs

Origins

Liqueurs (also known as Cordials) were originally developed by medieval alchemists as potions for medicinal purposes. Until the end of the 18th century, people were concocting their own liqueurs at home. The first cream liqueur, *Bailey's Irish Crème*, was developed in 1975, and since then, cream liqueurs have become a staple in every bar. Today liqueurs, come in a variety of flavors and styles.

Production

Liqueurs are sweet, flavor-infused spirits that are categorized according to the flavoring agent. The rule is that a liqueur must contain at least 2 ½ percent sugar, although most contain between 30 and 40 percent.

A liqueur begins as a distilled spirit, such as whiskey, brandy, rum, or gin. Flavorings are then combined with the spirit either by soaking the flavors in the spirit (*steeping*, like hot tea) or by pumping the spirit over the flavors (*percolation*, like coffee). Some form of sugar, the main distinguishing factor for a liqueur over a spirit, is then added along with any coloring agents.

Liqueurs can be broadly classified into two categories:

- Generics- a particular type of liqueur that can be made by any producer
 - Examples: Crème De Cacao, Curacao, and Peach Schnapps
- **2. Proprietaries** trademarked names that are made according to a specific formula
 - Examples- Kahlua, Grand Marnier, and Baileys Irish Crème

Schnapps is a general term used for an assortment of white and flavored spirits that originated in northern countries and regions as Germany or Scandinavia.

Liqueurs are usually served straight up as after-dinner drinks, or mixed in drinks. However, some liqueurs such as *Campari* are intended to be sipped and enjoyed before a meal (aperitif). Liqueurs are also common agents used in cooking.



Fun Fact
Bailey's is a
homogenized blend of
fresh cream, Irish
whiskey and other Irish
spirits. The alcohol not
only preserves the
cream, but it also
guarantees freshness for
24 months from the day
it was made.

Aroma & Taste

Liqueurs typically have either a sweet or bittersweet taste and their flavors and aromas can range from fruity, or nutty to chocolate or full of herbs. The flavoring agents used include fruits, seeds, spices, herbs, roots, plants, bark, and flowers. In fact, any combination of flavorings can be blended to give each liqueur its own unique character.

Examples of Popular Liqueurs

<u>Liqueur</u>	Flavor	Classification
Amaretto	Almond	Generic
Angostura Bitters	Herbs	Brand B
& B*	Herb/Spice	Brand
Bailey's Irish Crème	Irish-Chocolate	Brand
Benedictine	Herb/Spice	Brand
Campari	Herb/Fruit	Brand
Chambord	Black Raspberry	Brand
Chartreuse	Spicy Herb	Brand
Cointreau	Orange	Brand
Crème de Cacao	Chocolate	Generic
Crème de Cassis	Black Currant	Generic
Crème de Menthe	Mint	Generic
Curacao	Orange	Generic
Dubonnet	Aromatics	Brand
Frangelico	Hazelnut	Brand
Galliano	Anise/Vanilla	Brand
Grand Marnier	Orange	Brand
Jägermeister	Herb/Anise	Brand
Kahlua	Coffee	Brand
Midori	Honeydew	Brand
Peach Schnapps	Peach	Generic
Pernod	Anise	Brand
Sambuca	Licorice	Generic
Sloe Gin	Sloe**	Generic
Tia Maria	Coffee	Brand
Triple Sec	Orange	Generic
Tuaca	Eggnog/Cocoa	Brand

Fun Fact

Is there really deer's blood in my Jäger?

The name Jägermeister means "a master-hunter," or "hunt master." That's why Saint Ubert, protector of hunters, is the deer symbol on the label, *not* because it contains deer's blood. This drink is actually a mixture of 56 plants, roots, and fruit peels, which is matured for 12 months.



^{* &}quot;B & B" stands for "Benedictine & Brandy"

^{** &}quot;Sloe" is the small, sour, black plum of the blackthorn shrub

Beer

Origins

Humans have been making grain into beer even before they were baking it into bread. The first society to record their brewing process was the ancient Egyptians, over 6,000 years ago! Since then, beer has been brewed by every society on every continent. The practice of putting hops into beer for flavor was introduced by the Dutch in the 15th century. Beer was brought to the United States by the Pilgrims, at a time when it was often safer to drink beer than water. It was brewed in individual households until 1632 when the first public brewery in America was established in lower Manhattan.

Beer has fewer calories than many spirits!!!!

Fun Fact



Production

Beer is a brewed and fermented drink consisting of four main ingredients: malted barley (or other grain), hops, water, and yeast. "Malt" comes from soaking a grain in water until it germinates, then drying the germinated grain in a kiln. Malting produces the enzymes that will eventually convert the grain's starches into fermentable sugars.

There are four basic stages to brewing beer:

- 1. Mashing Malted grains are ground and soaked in warm water, creating a malt extract. The enzymes created during *malting* now convert the starches into fermentable sugars.
- 2. Boiling The extract is boiled along with any remaining ingredients (excluding yeast) to create the **wort**. Hops or a hop extract is added.
- 3. Fermentation Yeast is added and the beer is left to ferment, during which time the yeast settles out. Some beers go through a second fermentation.
- 4. Packaging At this point the beer contains alcohol, but not much carbon dioxide. The brewer either adds CO₂ gas to the keg or bottle, or extra sugar or newly fermented wort to the final vessel, which creates carbon dioxide. Now the beer is kegged, bottled or canned.

Aroma & Taste

There are many different types of beer, each of which is said to belong to a particular style. Most beer styles fall into one of two large families: ale, using top-fermenting yeast, or lager, using bottom-fermenting yeast.

- 1. Ale Full-bodied. Flavorful, with a slightly "flowery" or "fruity" aroma resembling but not limited to apple, pear, pineapple, grass, hay, plum or prune.
- 2. Lager Light bodied. "Crisp" tasting, ranging from sweet to bitter with a medium to high hop flavor.

Wine

Origins

Grapes were first used to make wine around the year 4000 B.C. in the Middle East. Winemaking quickly spread across northern Africa; ancient Egyptians were among the first known for their winemaking skills. The ancient Greeks soon discovered their techniques, and introduced grape growing and winemaking to all of Europe. Romans, in particular, invested much time and money into classifying grapes and recording ripening trends in order to perfect the wine being produced. They were so successful, in fact, that the French and Italian vineyard roots that are grown today came from the early Roman vineyards.

In the 13th and 14th centuries, winemaking followed the explorers across the Atlantic Ocean. Spanish missionaries developed vineyards in South America, and in 1769, a Franciscan missionary, Father Junipero Serra, brought the first grape vine to southern California.

Production

Winemaking takes place in two locations: the **vineyard**, "**viti**culture," and the **winery**, "**vini**culture." The most important factors that affect the quality and flavor of a wine are:

- **1. Grape varietal** the most fundamental decision; most wines are made from the European species *vitis vinifera* (i.e., Pinot Noir, Chardonnay, etc.).
- **2. Geographic location** all of the wine-grape growing regions are located between the 30th and 50th parallels (lines of latitude).
- **3. Terroir** the combination of natural factors unique to a particular vineyard site.
 - Soil can be, for example, chalky, limestone, gravel, or clay
 - Climate sun, wind, rain, etc.
 - Slope of the land
 - Altitude
 - Drainage
- **4. Weather** affects grapes seasonally. A warm summer one year can produce riper, bolder wines than during a cool summer.
- **5. Vinification** *see next page.*

Wine can be grouped into three categories:

- 1. still
- 2. sparkling
- 3. fortified

The processes for making the latter two vary from the basic still vinification process, and they are discussed in more detail further in the manual.

Tannin

Tannin is not a taste. It is a dry, tactile sensation that comes from the skins and stems of grapes. It's what gives wine longevity. Tannin can also be found in nut skins and black tea. Just as milk is added to tea to soften its tannins, cheese or cream sauces are often paired with red wines to soften their tannins.

The **vinification** process for still wine is as follows, with slight variations on white, red and rose wines in *Step 2*:

Grapes are pressed and de-stemmed, producing a "must" that's placed in a fermenting vat.

White wine – the skins are removed from the must.

Red wine – the skins remain, because reds take their color from the skins, which also release tannin.

Rose wine – the skins are left in the must briefly, to impart some color.

The must is **fermented** – the process by which the juice turns into wine.

Fermentation: Sugar + Yeast = Alcohol + Carbon Dioxide (CO₂)

The wine is aged in oak or stainless-steel vats, a process that differs from wine to wine, winemaker to winemaker. Finally, it's bottled and shipped, or stored for more aging.

Wine Labels

Wines are named in three ways:

1. Grape Varietal (Chardonnay, Merlot)

 New World wines, such as those from the United States, Australia, New Zealand and South America, fall into the "varietal" type. Wine with a varietal label is named for the grape variety that makes up at least 75% of the wine.

2. Geographic (Burgundy, Chianti)

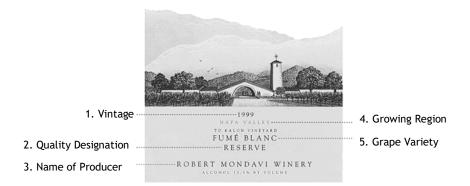
• Old World wines, such as those from France, Italy and Spain, take their names from the geographic region where the grapes were grown because they place high emphasis on "terroir" in these regions.

3. Proprietary (Conundrum, Insignia)

• Can be New World wines made from a blend, or Old-World wines made from grapes not approved for that region. Usually made in small quantities, and can be quite expensive; often trademarked.



There are several items that are always on a wine label, regardless of where the wine is named



Aromas & Flavors

The taste of wine involves factors such as the wine's aroma, body (light to full), texture (very dry to sweet), length (does it stop short or can you taste it across your tongue?), and complexity (multiple aromas and flavors).

There are three components of wine:

- 1. Acidity
- 2. Sweetness, or alcohol
- 3. Tannins

In white wine, flavor is the balance of sweetness and acidity. In red wines, tannin interacts with sweetness and acidity, depending on its balance with those two; it can either make a wine very attractive or very dry and pungent.

Have you ever tasted an unripe grape? If so, remember it lacked sweetness and had a very tart flavor. This could be due to *cold weather*, which inhibits and slows the ripening, or because the grape was *picked at an early stage* in the ripening process. The same holds true when growing wine grapes and making wine.

Cold regions- produce wines with higher acidity and tart flavors

Warm regions- results in riper grapes, therefore results in wines with higher alcohol content (from sugar) and ripe fruit flavors

Early picking- results in higher acidity and lower sweetness

Late picking- results in lower acidity and more sweetness. Many dessert wines are labeled "late harvest" for this reason

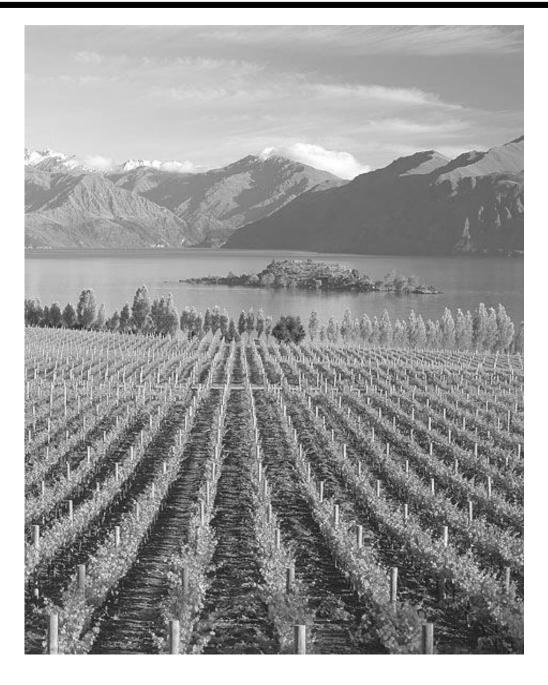
There are 12 aromas and flavors that may be present in a wine:

Fruity (citrus, berry, tropical, dried) Vegetative (fresh, canned, dried) Nutty

Caramelized (honey, chocolate, butter)

Woody (vanilla, oak, coffee)
Earthy (mushroom, dust, mold)
Chemical (kerosene, sulphur)
Pungent (alcohol)

Oxidized
Microbiological (yeast)
Floral (roses, violets)
Spicy (anise, pepper)



White Wine

Production

Wine can become white in one of two ways:

- 1. It can be made from white grapes.
- 2. It can be made from the juice of red grapes, a more complicated and expensive process, therefore very few white wines are made this way (*Champagne* is the classic example).

The difference in white wine production from that of red wines is that the skins are removed from the must *before* fermentation. In addition, white wines are *barrel fermented*, whereas reds are fermented in stainless steel tanks.

Dessert wines are sweet, white wines that are made from grapes affected by *Botrytis*, or "noble rot," a mold that causes the water in the grapes to evaporate; they shrivel, concentrating the flavors and sugar. During winemaking, not all of the sugar is allowed to ferment into alcohol, resulting in high residual sugar levels. Many are better after aging; in fact, some of the best may age from 10-30 years or more!

A specific kind of dessert wine, called **Eiswein** (Ice-wine) is made by allowing the grapes to freeze on the vine. This concentrates the flavors, sugars and acidity, and in order to maintain these concentrated flavors, the grapes are pressed while still frozen in order to extract these intense flavors.

Aromas, Tastes & Examples:

White wines can be categorized into three general styles:

- Dry and crisp, with no sweetness and no oakiness
 - Soave; Pinot Grigio; Sancerre; Chablis; some Rieslings
- Dry and full-bodied, with oaky characteristics
 - California and Australian Chardonnay; most white Burgundies
- Semi- or off-dry
 - Inexpensive American whites; some



Rieslings

Grapes infected with

noble rot

A rosé by any other name...

Today many rosé wines are called "blush," or by the name of the most popular grape used in its production, "White Zinfandel." They are usually served chilled, and tend to be fruity, light and somewhat sweet. Tavel, in Southern Rhone, is the most famous rosé producing region in the world.

Dessert wines boast intensely concentrated flavors of honey, apricots, lychee, pear, fig and orange blossoms. Some of the most famous examples come from Sauternes (France), Germany and Tokaji (Hungary).

Eiswein lacks the intense honeyed character of wines that are made from noble rot infected grapes because, in addition to the sugars, the acidity is also concentrated. They have sweettart aromas and flavors that include some honey, apricot, tropical fruits, and candied citrus. The best Eisweins come from Germany and Canada.

Grape Varietal	Best-known Production Regions	Style	Aromas/Flavors
Pinot Grigio	Pinot Grigio Italy Alsace, Fr. Burgundy, Fr	Dry to slightly sweet; light-bodied	Pears, apples, melon, lemon grapefruit, gently perfumed
Riesling	Germany Alsace, Fr. New York State Washington State	Bone dry to very sweet dessert styles	Floral, peach, apricot, apple, lychee, petrol, butterscotch, honey, grass, oranges, limes, cloves, pine, pineapple
Chenin Blanc	Loire Valley, Fr California	Dry or semi-sweet; light bodied	Apricot, peach, pear, apple, melon, honey, orange blossom, grass, lemon
Sauvignon Blanc	Loire, Fr Bordeaux, F	Dry	Grass, hay, dill, apple, citrus, figs, celery, lemon, melon, grapefruit
Gewurztraminer	Alsace, Fr	Dry; medium sweet	Spice, floral, citrus, grapefruit, peach, honey, jasmine
Chardonnay	Burgandy, Fr Australia Champagne, Fr	Dry	Grapefruit, lemon, pineapple, banana, cooked apple, vanilla-tossed nuts, butter, honey
Semillon	Sauternes, Fr	Dessert	Lemon, perfume, orange, grass, fig, pear, honey, apples, cream

Red Wine

Production

Red wines are made from black grapes (although they are really red or blue in color). The red color comes from the skins of the grapes, which are left on during fermentation. The skins also contribute "tannin," which is the most important taste difference between red and white wines.

Unlike white wines, which are barrel-fermented, red wines are fermented in stainless steel tanks. This is mainly because the skins can make the process rather messy, and it's much easier to clean them out of a tank than a wooden barrel. After fermentation, the wine is sent to age in oak barrels before being bottled.

Many top producers make quality, full-bodied red wines, such as *Red Bordeaux*, *Red Burgundies* and some *Super Tuscans*, that do not reach their prime for ten or more years. When drank young, these wines may taste, dry, harsh and highly tannic. With maturity, they gain complexity, smoothness and finesse, making them some of the most sought after and expensive wines in the world.

Red Wine & Health

Red wine has health benefits not found in white wine because many of the "healthy" compounds are found in the skins of the grapes, and only red wine is fermented with the skins. In the early 1990s, a "60 Minutes" report on the "**French paradox**" brought this to the attention of many Americans.

The *French paradox* is the notion that the French have lower rates of heart disease, despite the fact that they have diets rich in saturated fats, smoke more cigarettes, and exercise less than Americans. It was suggested that France's high red wine consumption was a primary factor in the trend, spurring a boom in red wine sales in the U.S.

Aroma & Taste

Red wines can be categorized into three styles:

- Light-bodied, not much tannin
 - Beaujolais Nouveau; inexpensive American reds
- Medium-bodied, moderately tannic
 - Less expensive Bordeaux wines; Chianti; Australian reds; some American merlots
- Full-bodied, tannic
 - Barolo; expensive Cabernets, Zinfandels, Merlots, Bordeaux and Australian reds

With the exception of light-bodied reds, most tend to be consumed as part of a meal.

The most common red varieties include:

Grape Varietal	Best-Known Production Regions	Style	Aromas/ Flavors
Pinot Noir	Burgandy, Fr. California Oregon Champagne, Fr.	Light and fruity to full and complex; medium to full-bodied	Cherry, black fruits, violets, plum, tobacco, spicy, cinnamon, earthy, smoky
Merlot	Bordeaux, Fr. California Washington State	Soft and fruity to dry, can be powerful; full- bodied	Raspberry, plum, cassis, grassy, vanilla, tea, violet, black pepper, wild cherry, cedar, roses, chocolate
Sangiovese	Tuscany, (Chinanti) Italy	Light to full-bodied	Cherry, nuts, spice, raspberry, anise
Syrah	Rhone, Fr. Australia California	Dry; medium to full- bodied	Pepper, spice, black cherry, roasted nuts, berries
Cabernet Sauvignon	Bordeaux, Fr. California Chile	Very dry and firm to soft, rich and powerful; full-bodied	Black currant, cassis, herbal, tea, eucalyptus, vanilla, mint, chocolate
Zinfandel	California Italy	Medium to full-bodied, dry and rich	Raspberry, blackberry, black pepper, raisin, prune, black licorice, spicy, chocolate



Sparkling Wine

Origins

Nobody knows for sure who first made sparkling wine. Contrary to popular belief, the French monk Dom Perignon did not invent it, although he did develop many advances in its production. At the end of the 17th century, the sparkling method was imported in the Champagne region, and around 1700, sparkling Champagne was born. Most sparkling wine was produced



sweet until *Brut* Champagne was created in 1876. The Veuve (widow) Clicquot popularized it in Russia, and now her yellow label is recognized the world over.

Production

Sparkling wine is produced in just about every country that makes wine. The **Champagne** region, located approximately 90 miles northeast of Paris, is by far the most famous. According to law, for a sparkling wine to be called "Champagne" it must come from that particular region, otherwise it is labeled "champagne," "sparkling wine," or any of the following:

- Cremant France; produced outside the Champagne region
- **Spumante** Italy
- Asti Italy, made from the Muscat grape
- Cava Spain
- **Sekt** Germany

There are three grapes used to produce sparkling wine, each contributing something different. They are:

- 1. Chardonnay delicacy, freshness, elegance
- 2. **Pinot Noir** body, structure, longevity
- 3. **Pinot Meunier** precocity (faster aging), floral aromas, fruitiness

Sparkling wine comes about during a *second* fermentation of the wine. Remember, **Sugar** + **Yeast** = **Alcohol** + **CO**₂. When this happens in a closed container the CO_2 is trapped and the wine becomes sparkling. There are three methods of producing sparkling wine:

- Method Champenoise Second fermentation takes place in the bottle; takes 15 months
 to three years or more; most expensive; the traditional method of producing Champagne
 in France
- **Charmat Method** Second fermentation takes place in large, closed, pressurized *tanks*; can take just a few weeks; usually least expensive
- **Transfer Method** Second fermentation takes place in *bottles*, but is then transferred under pressure to other bottles, filtering it during the transfer; moderate quality and price.

Blanc de blancs "white of whites" 100% Chardonnay

Blanc de noirs "white of blacks" 100% Pinot Noir Sparkling wine can be categorized into three groups:

- 1. Non-Vintage (NV) a blend of different years
- 2. Vintage from a single vintage
- **3. Prestige cuvee** from a single vintage; longer aging requirements

Recent vintages of note: 1995, 1996, 1999, 2000, 2002

Fun Fact

The pressure in a bottle of sparkling wine is 90 pounds per square inch. That's three times the pressure in your car tires!!

Aroma & Taste

Sparkling wines can be made in a variety of styles. They range anywhere from light- to full-bodied, and anywhere from bone dry to very sweet. On the label, driest to sweetest, they are:

Extra Brut	Brut	Extra Dry	Sec	Demi-sec	Doux
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Young sparkling wines have light, fruity and floral flavors. As they age, they begin to take on rich toasty flavors, and some of the best vintages may take on the flavor of fresh baked biscuits (yeasty). Aromas and flavors that one might find in sparkling wine:

Apple	Creamy	Floral	Lemon	Pear	Spice	Yeasty
Apricot	Doughy	Ginger	Nutty	Pineapple	Toasty	
Cherry	Fig	Honey	Peach	Smokey	Vanilla	

Examples:

When choosing a sparkling wine, first, choose the level of sweetness you prefer (*Brut, Extra Dry, Demi-sec*) then decide what style you want. Different houses produce different styles:

Medium-Light	<u>Medium</u>	Medium-Full	Full, Rich
Perriet-Jouët	Charles Heidseick	Louis Roederer	Krug
Tattinger	Moët & Chandon		Veuve Cliquot

Other examples:

- Prestige cuvée Moët & Chandon's Dom Pérignon and Louis Roederer's Cristal
- Blanc de blancs Salon produces only blanc de blancs, only vintage years
- Blanc de noirs Bollinger is the most famous
- **Spumante** Asti Spumante
- California Chandon, Korbel, Roederer Estate, Iron Horse



Glossary

ABV- Is a three-letter-acronym that refers to a measure of the alcohol content of alcoholic drinks. (Alcohol by Volume).

Aperitif- Any alcoholic drink taken before dining

Balance- A wine has balance when its elements are harmonious and no single element dominates

Body- The impression of weight or fullness on the palate

Cuvee- A blend or special lot of wine

Column Still- A still consisting of cylindrical columns fitted with a system of interconnecting tubes; the alcohol liquid is fed into the tubes where it is distilled, redistilled and removed in a highly concentrated purified form

Distillation: fermented liquid is heated in a still; the alcohol vaporizes and is carried off through a coil that passes through cold water, which condenses them into a liquid spirit

Dry- Having no perceptible taste of sugar

Eaux-de-vie- is a French term for a colorless fruit brandy that is prepared via fermentation and double-distillation

Finish- The aftertaste- a measure of the taste or flavors that lingers in the mouth

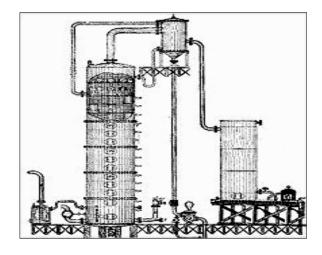
Fermentation- The anaerobic conversion of sugar to carbon dioxide and alcohol by yeast.

Yeast+ Sugar = Alcohol + Carbon Dioxide (CO₂)

Fractional Distillation- Is a special type of distillation designed to separate a mixture of two or more liquids that have different boiling points

Maceration- During fermentation, the steeping of the grapes skins and solids in the wine **Neutral grain-** A clear, colorless flammable liquid that is distilled from cereal or corn grains and has high ethanol content

Pot Still- A still consisting of a large, broad based copper pot topped with a long column; it produces only single batches and must be refilled; primarily used to distill high quality Irish grain whiskies and single-malt Scotch whiskies







Pot Stills

Winstar Beverage D	Orink Recipes 2020			
Drink	Ingredients	Glass	Garnish	Price
Amaretto Sour	1 1/4 oz Amaretto, Fill with Sweet & Sour	12 oz	Cherry	\$6.00
AMF	1 1/4 oz LIT, 3/4 oz LIT, 1/2 oz Blue Curacao, Fill with Sweet & Sour, Splash sprite	12 oz Beer Cup	Lemon, Cherry	\$9.75
Apple Martini	1 1/4 oz vodka, 1 1/4 oz Apple Pucker, Splash of Sweet and Sour, Splash of Triple Sec	9 oz	Cherry (no stem)	\$12.00
Bahama Mama	1 1/4 oz Malibu, 3/4 oz Light Rum, Equal Parts OJ and Pineapple, Splash Grenadine	12 oz	Cherry	\$10.50
Bay Breeze	1 1/4 oz Vodka, Equal Parts Cranberry and Pineapple Juice	12 oz	Lime	\$6.00
Black Russian	1 1/4 oz Vodka, 1/2 oz Kahlua, Build on rocks	9 oz	Cherry	\$9.00
Bloody Mary	1 1/4 oz Vodka Worcestershire sauce Tobasco (if spicy), Fill with Zing Zang	12 oz	Salted Rim, Lime, Olive stick	\$6.00
Blue Hawaiian	1 1/4 oz Malibu, 1/2 oz Blue Curacao, Equal Parts Pineapple and Sweet n Sour	12 oz	Cherry, Lemon	\$9.50
Breakfast Shot	3/4 oz Jameson, 3/4 oz Buttershots, Splash OJ	9 oz	N/A	\$8.00
Buttery Nipple	Layer, 3/4 oz Buttershots, 3/4 oz Irish Cream	9oz	N/A	\$7.50

Cape Cod	1 1/4 oz Vodka, Fill with Cranberry	12 oz	Lime	\$6.00
Club Special	1 1/4 oz Vodka, Fill with Equal Parts Sweet and Sour, Sprite and Soda	12 oz	Lemon	\$6.00
Colorado Bulldog	1 1/4 oz Vodka, 1/2 oz Kahlua, Fill with Creamer, Splash Pepsi	12 oz	Cherry	\$9.00
Chilton	1 1/4 Vodka, Fill with Soda, 3 lemon squeezed, salted rim	12 oz	Lemon(s)	\$6.00
Cosmopolitan	2 1/2 oz Vodka, 3/4 oz Triple Sec, Lime Squeeze, Spash Cranberry, Shake and Strain	9 oz	Lemon twist	\$12.00
Cuba Libre	1 1/4 oz Rum, Fill with Coke	12 oz	Lime	\$6.00
French Connection	1 1/4 ozHennessey, 1 1/4 oz Grand Marnier	9 oz	N/A	\$18.00
Fuzzy Navel	1 1/4 oz Peach Schnapps, Fill with OJ	12oz	Orange	\$6.00
Gimlet	1 1/4 oz Vodka,Splash Rose's Lime Build in glass, Serve up or on the rocks	9oz	Lime	\$6.00
Green Tea Shot	3/4 oz Jameson, 3/4 oz peach schnapps , Splash sweet and sour	9oz	N/A	\$8.00
Greyhound	1 1/4 oz Vodka, Fill with Grapefruit Juice	12oz	Lime	\$6.00
Hairy Navel	1 1/4 oz Vodka, 1/2 oz Peachtree, Fill with OJ	12oz	Cherry	\$8.50

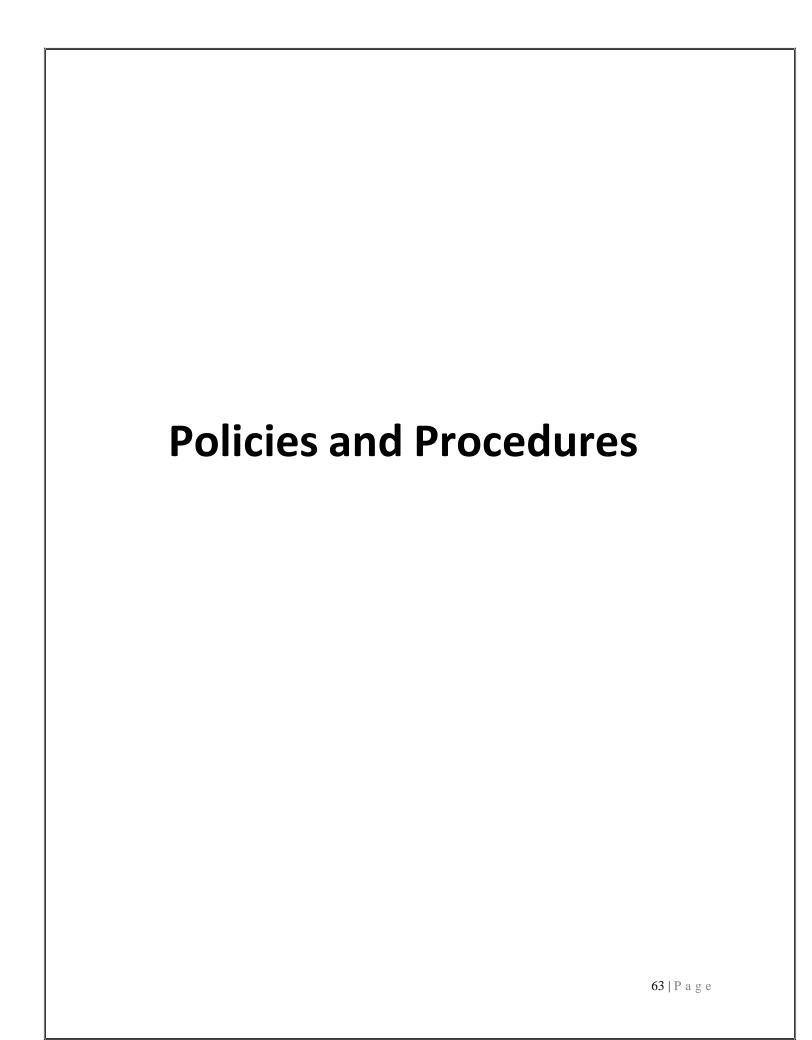
Hurricane	3/4 oz Light Rum, 3/4 oz Myers Dark Rum, Equal parts Orange and Pineapple, Splash of grenadine	12oz	Cherry , Lime, Orange	\$7.50
Irish Coffee	3/4 oz Jameson, 3/4 oz Irish Cream (Coffee not provided)	9 oz	N/A	\$8.50
Kamikaze	1 1/4 oz Vodka, 1/2 oz Triple Sec, Splash Sweet and Sour Lime Squeeze, Shake and Strain	9oz	N/A	\$6.00
Lemon Drop <u>Martini</u>	2 1/2 oz Deep Eddy's Lemon Flavored Vodka, Sugar, Splash Sweet and Sour, Shake and Strain	9 oz	Sugar Rim Lemon	\$14.00
Liquid Marijuana	1/2 oz Captain Morgan, 1/2 oz Malibu, 1/2 oz Blue Curaco, 1/2 oz Melon, Fill with Pinnapple, Splash Sweet and Sour	12 oz	Lemon, Cherry	\$11.00
Long Island Tea	2 1/2 oz LIT mix Fill with Sweet and Sour Splash Coke	12 oz Beer Cup	Lemon, Cherry	\$9.00
Lynchberg Lemonade	1 1/4 oz Jack Daniel's Lemon Squeeze, 3/4oz Triple Sec, 1/2 oz Sweet and Sour, Splash Sprite	12 oz	Lemon	\$7.00
Mai Tai	1 1/4 oz Captain, 1/2 oz Malibu, Equal parts pineapple and orange juice, Splash of grenadine	12 oz	Lemon Cherry	\$10.00
Malibu Barbie	1 1/4 oz Malibu, Fill with Pineapple, Add Grenadine until Pink	12oz	Cherry	\$7.00

Manhattan	2 1/2oz Bourbon, Splash of sweet vermouth 2 dashes of Bitters, Up or on the rocks to guests' preference	9oz	Cherry	\$12.00
Martini	2 1/2 oz Vodka or Gin, Splash of dry vermouth Add olive juice based on preference ("Dirty") Shake and Strain	9 oz	Olives	\$12.00
Mimosa	6 oz Champagne, Fill with OJ	9 oz	N/A	\$6.00
Moscow Mule	1 1/4 oz Vodka, 1/2 oz lime juice, Fill with Gosling's Ginger Beer (Upcharge)	12 oz	Lime	\$8.00
Old Fashioned	Muddle cherry, orange, sugar, splash of water and 2 dashes of bitters in shaker Add 2 1/2 oz Bourbon Stir until chilled Strain over ice.	9 oz	Cherry Orange Twist	\$12.00
Paloma	1 1/4 oz Tequila Fill with Grapefruit	12 oz	Lime	\$6.00
Pina Colada	1 1/4 oz Rum, Frozen Pina Colada Mix, 1 1/2 scoops Ice, Blend	12 oz	Cherry	\$6.00
Pineapple Upside Down Cake	1 1/4 oz Stoli Vanilla Vodka, Fill with Pineapple Splash grenandine	12 oz	Cherry	\$7.00
Pink Panther	1 1/4 oz Malibu Equal Parts Creamer and Pinapple Grenadine until Pink	12 oz	Cherry	\$7.00

Pink Paradise	3/4 oz Malibu, 3/4 oz Amaretto, Equal Parts Pineapple Juice and Cranberry	9 oz	Lemon, Cherry	\$7.50
Poinsetta	6oz Champagne, Fill with Cranberry	9 oz	None	\$6.00
Red Headed Slut	3/4 oz Jager 3/4 Peach Schnapps, splash cranbery, Shake ad Strain	9 oz	N/A	\$7.50
Red Snapper	3/4 oz Crown, 3/4 oz Amaretto, Splash Cranberry	9oz	None	\$8.00
Royal F*ck	3/4 oz Crown, 1/2 oz Peach Schnapps, Splash Cranberry Juice	9 oz	N/A	\$7.00
Salty Dog	1 1/4 oz Vodka or Gin, Fill with grapefruit	12 oz	Salted Rim, Lime	\$6.00
Scooby Snack	3/4 oz Malibu, 3/4 oz Melon, Splash Pineapple, Splash Creamer	9oz	N/A	\$7.50
Screwdriver	1 1/4 oz Vodka, Fll with OJ	12 oz	N/A	\$6.00
Seabreeze	1 1/4 oz Vodka, Equal parts Cranberry and Grapefruit	12oz	Lime	\$6.00
Sex on the Beach	1 1/4 oz Vodka, 1/2 oz Peach Schnapps, Equal parts OJ Pinapple and Cranberry	12 oz	Cherry	\$8.50
Spritzer	5 oz Wine, Splash Soda	12 oz	N/A	\$5.50

Tequila Sunrise	1 1/4 oz Tequila, Fill with OJ, Splash Grenadine	12 oz	Cherry	\$6.00
Toasted Almond	3/4 oz Kalhua, 3/4 Amaretto, fill with half and half	12 oz	Cherry	\$7.50
Tom Collins	1 1/4 oz Gin, Equal parts Sweet and Sour and Club Soda	12 oz	Lemon or Lime, Cherry	\$6.00
Top Shelf Margarita	1 1/4 oz Patron, 1/2 oz Grand Marnier, splash OJ, fill with sweet and sour	12 oz	Salted Rim, Lime	\$14.00
Top Shelf Long Island	1/2 oz Grey Goose, 1/2 oz 1800 Gold, 1/2 oz Bacardi, 1/2 oz Tanqueray, Fill with Sweet and Sour, Splash Coke	12 oz Beer Cup	Lemon, Cherry	\$13.50
Vegas Bomb	3/4 oz Crown, 1/2oz Peach, 1/2 oz Malibu, Splash Red Bull (Upcharge)	9 oz	None	\$12.00
Vodka Press	1 1/4 Vodka, lime and lemon squeeze, equal parts soda and sprite	12oz	Lemon, Lime	\$6.00
Vodka Collins	1 1/4 oz Vodka Equal parts Sweet and Sour and Club Soda	12 oz	Cherry, Lemon	\$6.00
Washington Apple	1 1/4 oz Crown Apple, Splash Cranberry	9oz	Cherry	\$8.00
Water Moccasin	3/4 oz Crown 1/2 oz Peach Splash Sweet and Sour Splash Triple Sec	9oz	None	\$7.00

Whiskey Sour	1 1/4 oz Whiskey Fill with Sweet and Sour	12 oz	Cherry	\$6.00
White Russian	1 1/4 oz Vodka, 1/2 oz Kahlua, Fill with Creamer	12 oz	Cherry	\$9.00



Opening Duties

- Fill sink as follows:
 - Dish Soap Hot water
 - Clean water- Cold water
 - Sanitizer Cold water (Test water with sanitizer strip water, should be at 200ppm. If not add more sanitizer until water reaches the correct level) Write information in the sanitizer log. Sanitizer needs to be changed at least every two hours
- Fill all fruit trays and ice bins.
- Cut lemons and limes for the entire day; place in a storage container and date dot with the date, time and name.
- Check date dots on all products in all coolers; pull any that are expired.
- Fill a Sanitizer bucket with water and Sanitizer (test water with a sanitizer strip; water should be at 200ppm. If not, add more sanitizer until water reaches the correct level).
- Wash down all bar counter tops and table tops with the sanitizer
- Make sure all ash trays are clean, have matches tented in the middle, and are placed on the bar and all tables. *Ash trays should be cleaned consistently throughout your shift!!
 No more than two butts empty and wipe out. *
- Fill all beverage napkins and straws.
- Make sure 21 and over signs are in place.
- Make sure all bottles have been wiped down from the night before.
- Make sure that all personal items are in the correct location and not in the customers view. Such as: purses, cigarettes and personal drinks.

The duties listed above are subject to changes or additions based on the bar.

End of Shift Duties

- Restock all juice and fruit.
- Face all products both in coolers and the liquor display.
- Replace all liquor bottles in the correct location.
- Make sure all ice bins are full for the next shift.
- Remove all bottles from the well and wipe down all bottles, replace in correct labeled location.
- Restock all beverage napkins and straws.
- Drain and refill sink in the correct order: Dish soap hot water, clean water- cold water, sanitizer-cold water. Check sanitizer level, sanitizer level should be at 200ppm. Sanitizer needs to be changed at least every two hours
- Wash all bar counters and table tops with a clean towel and the sanitizer water.
- Drain and refill sanitizer bucket.
- Remove all dirty towels from the bar and take to the dirty towel bin in the commissary.
- Sweep all beer caps or trash from the floor.
- Have trash taken out.
- Push in all unused chairs around the bar.
- Wipe down all cooler seals.
- Report any maintenance issues to management.
- Wash all glass doors on coolers.

The duties listed above are subject to changes or additions based on the bar.

Bar Closing Duties

- Burn all ice in all ice bins.
- In sanitizer bucket mix sanitizer and water and pour the ice down the drain in the ice bins.
- With a clean towel and sanitizer clean, the draft beer spouts. Pour hot water down the draft beer drain.
- Pull all bottles and mixers out of all wells; clean wells and wipe down all bottles and mixers then replace in the correct location.
- Soak soda gun and soda gun holder in sanitizer and water over night.
- Date dot all juices- make sure date, time and name are on the date dot.
- Face all products both in coolers and on the display.
- Wipe down the POS and cash drawer.
- Remove all bar mats, wash and dry and stack neatly.
- Clean the Island Oasis machine, including the lid and pitchers; leave to dry on a clean bar mat.
- Wash and dry all ashtrays.
- Clean all stainless with stainless steel cleaner.
- Wash all bar counter tops and table tops.
- Replace clean ash trays with tented matches, placed in the middle around the bar and on each table.
- Clean foot rail around the bar.
- Push in all chairs around bar and at the tables.
- Organize back bar.
- Fill all straw and beverage napkin holders.
- Wash all fruit containers. Dry and stack neatly on a bar mat.
- Empty and wash out sink.
- Restock cups.
- Sweep under sink and wells, and mop (with clean mop water).
- Remove all dirty towels and take to the dirty towel bin in the commissary
- Return all wrist bands and radios to the commissary office on the new side of the casino.

The duties listed above are subject to changes or additions based on the bar.

Over/Short Standard Operating Procedure

PURPOSE:

To establish disciplinary guidelines for all employees who have overages/shortages in their banks and cash deposits.

DISCIPLINARY PROCEDURE:

SHIFT OVER/SHORT:

If an employee is over/short more than \$10.00 for a shift, the following line of disciplinary action will occur within a 30-day rolling time period.

• First Occurrence: Verbal Counseling

• Second Occurrence: Written Warning

Third Occurrence: Suspension without pay for three shifts

• Fourth Occurrence: Termination

If an employee is over/short more than \$30.00 for a shift, the following line of disciplinary action will occur within a 30-day time period.

• First Occurrence: Suspension without pay for three shifts

Second Occurrence: Termination

COLLECTIVE MONTHLY OVER/SHORT:

The over/short for each employee will be recorded each day in the manager's over/short log. If the collective monthly total is greater than \$80.00, he/she will receive the following line of disciplinary action within a 12-month rolling calendar.

• First Occurrence: Written Warning

Second Occurrence: Suspension without pay

• Third Occurrence: Termination

Bartender Performance Training

Upon completion of the Bartender Performance Training section, a new bartender should be able to:

- Adhere to appearance standards
- Adhere to procedures and regulations
- Comply with "up-selling" and "suggestive selling"
- Have a better understanding of the art of mixology
- Be more knowledgeable regarding alcohol information
- Be able to perform the tasks behind the bar necessary to comply with Traditions Spirits standards
- Have fun!!!!

Bar Training/What to Know

Traditions Spirits wants everyone who trains behind the bar to have all the tools and knowledge necessary to make them a success. A five day training course will start your employment. Each day, you will be tested on specific information contained in this manual. At the beginning of each day of training, your trainer will go over the outlined information. You will learn and be tested on new things each day, and at the end of your 5th day, you should be ready to go on your own!! **Remember, if you are unsure, please ask. LETS BEGIN!!! GOOD LUCK!!!**

Day One: Know the outlined information regarding appearance and uniform. Know the Do's and Don'ts under the "Traditions Spirits Team" section. Review the bartender responsibilities, know your bar equipment, common bar terms. Review Vodka, Rum and Gin under the Alcohol Knowledge portion of the manual.

Day Two: Review the sections regarding "The Experience" and know the Do's and Don'ts behind the bar under "Bar Etiquette." Watch your trainer on how InfoGenesis operates. Review Tequila, Whiskey, Bourbon and Scotches under Alcohol Knowledge.

Day Three: Know the techniques regarding mixology and the Berg System. Review the steps on how to ring in and take orders. Review Brandy, Cordials and Beer under Alcohol Knowledge.

Day Four: Focus on Up-selling and Suggestive Selling! Review "The 10 Service Tips for Bartenders" Review Wine: Red, White and Sparkling.

Day Five: Review the section regarding "Ending the Experience" and Fortified Wine and review all information from the past four days.

Each day, you should know the opening and closing duties. The first two days of training you will shadow your trainer. Allow them to show you the processes. Learn and focus on what your trainer is teaching you and review the manual. By the third day, you should feel comfortable enough to begin making drinks and assisting guests.

If you do not feel ready to assist guests, notify your trainer so they can give you further training.

All tests must be passed with a 90% or above. You may retake the test one time, if you fail the second time, you must repeat that day of training.

Bartender Training Performance

Day: One

Focus:	Far Below	Below	Meets	Exceeds	Far Exceeds
Appearance					
Attitude/ Personality					
Punctuality					
Bar Equipment					
Alcohol Pricing/ Knowledge					
Opening Duties					
Closing Duties					
Casino Knowledge					
Safety Training					

Trainer Signature:				
Manager Signature:				
Trainee Signature:				
Comments:				
Pour Test Results: ½		, 1 oz	, 1 ¼	
Date Trained:	_Section Trained:	s	hift:	
Focus for Day Two: Revand Don'ts behind the binfoGenesis operates. Richard Knowledge.	ar under "Bar Etique	tte." Watch your t	rainer on how	

Bartender Quiz: Day One Name: 1. A bartender should come to work fully equipped with what five items? 2. What color undershirt must be worn under your uniform? 3. Are you allowed to drink or gamble at the property in which you are working? 4. If you forget your employee badge, are you still allowed to work your shift? 5. Please give three examples of apparent signs of intoxication. 6. What is the first thing you should always do when you have a guest who is angry or upset? 7. List five bartender responsibilities of a bartender. 8. Vodka is classified into what two main groups? 9. What type of vodka is Grey Goose? Ciroc? Ketel One?

10. Give an example of light rum. Give an example of dark rum.
11. What are the key elements in determining the coloring of rum?
12. What is the chief flavoring agent in Gin?
13. Give two examples of an English-style gin.
14. Why is ending the guest's experience on a positive note so important?
15. When should you present the guest with the check?
16. What should you always say when you present the check to the guest?
17. What item should be provided for the guest's convenience?
18. Does the experience end when the guest pays for the bill or when the guest leaves the establishment?

Day: Two

Focus:	Far Below	Below	Meets	Exceeds	Far Exceeds
Appearance					
Attitude/ Personality					
Punctuality					
Bar Equipment					
Alcohol Pricing / Knowledge					
Bar Etiquette					
InfoGenesis					
Opening Duties					
Closing Duties					
Casino Knowledge					
Safety Training					

Comments:			
Date Trained:	Section Trained:	Shift:	

Focus for Day Three: Know the techniques regarding mixology and the Berg System. Review the steps on how to ring in and take orders. Review Brandy, Cordials and Beer under Alcohol Knowledge.

Bartender Quiz: Day Two Name: 1. Is it okay to leave your bar unattended? 2. Is it appropriate to have your hands in your pockets or folded? If not, where should your hands be? 3. If a guest asks you a question you do not know the answer to, what should you do? 4. Are we allowed to hug and touch our guests? 5. Give an example of a cocktail unique to your style. This prepares you for when a guests as for a suggestion. 6. When you are not busy assisting guests, what should you be doing? 7. Where should a bartender handle the glassware that is about to be served to a guest?

8. When greeting a guest, what is the first thing a bartender should do?

9. From what main source is tequila made?
10. Give an example of a <i>plata</i> tequila, Give an example of a <i>dorado</i> Tequila.
11. What does <i>Reposado</i> mean?
12. What ingredients make up whiskey?
13. Whiskey is distilled into several different styles, list two out of the five styles
14. What are the two categories of Scotch?
15. How many years, at least, must Scotch be aged?
16. Give two examples of a single malt Scotch, give two examples of a blended Scotch.
17. What is one of the three restrictions Bourbon must meet to be called a Bourbon?
18. Give one example of a Bourbon.
19. T or F : A barback is responsible for refilling straws and beverage napkins.

Day: Three

Focus:	Far Below	Below	Meets	Exceeds	Far Exceeds
Appearance					
Attitude/ Personality					
Punctuality					
Bar Equipment					
Bar Etiquette					
Alcohol Pricing/ Knowledge					
InfoGenesis					
Guest Service					
Service well/ Cocktail Service					
Speed/ Technique					
Berg System					
Opening Duties					
Closing Duties					
Casino Knowledge					
Safety Training					

Date Trained:	Section Trained:	Shift:	<u></u>
Comments:			
Trainee Signature:			
Manager Signature: _			
Trainer Signature:			

Focus for Day Four: Focus on up-selling and suggestive selling! Review "The 10 Service Tips for Bartenders." Review Wine: Red, White and Sparkling.

Bartender Quiz: Day Three Name: 1. How soon should a guest be greeted upon sitting at the bar? 2. Before taking the guest's order, what should be placed in front of them? 3. After taking a guest's order, when should it be recorded on InfoGenesis? 4. How soon should the cocktail be delivered to the guest after ordering? 5. Give two examples of the "Specialized Cocktail Techniques" and describe how to perform the techniques. 6. Where should the garnish be placed on the rim of the glass? 7. What type of spout is attached to all bottles of liquor? 8. What should you do if a piece of glass falls into your ice bin? 9. How often should metal mixing cups and blenders be rinsed out?

10. Brandy is broken down into what three groups?
11. What region in France is Cognac made?
12. What does V.S.O.P mean?
13. Liquors are classified into what two categories?
14. Give five examples of popular liqueurs.
15. There are four basic stages to brewing beer, list two stages.
16. Most beer can be classified into two large families. Name the two families.
17. Give an example of an Ale. Give an example of a Lager.
18. When should all opening side work be completed?
19. When should any maintenance issues be reported?
20. T or F : When cleaning out coolers, products do not need to be removed and you should clean around them?

Day: Four

Focus:	Far Below	Below	Meets	Exceeds	Far Exceeds
Appearance					
Attitude/ Personality					
Punctuality					
Bar Equipment					
Alcohol Pricing/Knowledge					
Bar Etiquette					
InfoGenesis					
Guest Service					
Service Well/Cocktail Service					
Speed/ Technique					
Up-selling Techniques					
Berg System					
Opening Duties					
Closing Duties					
Casino Knowledge					
Safety Training					

Section Trained:	Shift:	

Focus for Day Five: Review the section regarding "Ending the Experience" and Fortified Wine. Review all information from the past four days of training.

Bartender Quiz: Day Four Name: 1. What concept does Traditions Spirits believe in regarding salesmanship? 2. If a guest orders a generic drink, what should you do? 3. As a bartender, what is your best suggestive selling tool? 4. What should you create for the guest when suggestive selling? 5. What is the idea behind up-selling? 6. Name three out of the ten "Service Tips for Bartenders". 7. Winemaking takes place in what two locations? 8. What is the formula for fermentation? 9. What are the three components of wine? 10. What are the three categories of White wine?

11. What is removed prior to White wine production?
12. Give one example of a varietal of White wine.
13. What are the three categories of Red wine?
14. Give one example of a varietal of Red wine.
15. There are three grapes used to produce sparkling wine, name one.
16. List five examples of aromas or flavors of sparkling wine.
17. Where is the largest cork tree in the world located?
18. How often should floor mats be washed?
19. T or F : A barback is not responsible to check for gum under chairs and the bar top.
20. Where should all rags and sanitizer buckets be stored when not in use?

Day: Five

Focus:	Far Below	Below	Meets	Exceeds	Far Exceeds
Appearance					
Attitude/ Personality					
Punctuality					
Bar Equipment					
Alcohol Pricing/ Knowledge					
Bar Etiquette					
InfoGenesis					
Guest Service					
Service Well/ Cocktail Service					
Speed/ Technique					
Up-selling Techniques					
Over-all Service					
Berg System					
Opening Duties					
Closing Duties					
Casino Knowledge					
Safety Training					

	Section Trained:	_Shift:	
Comments			
Trainee Signature: _			
Manager Signature:			
Trainer Signature: _			

Day: Five Continued

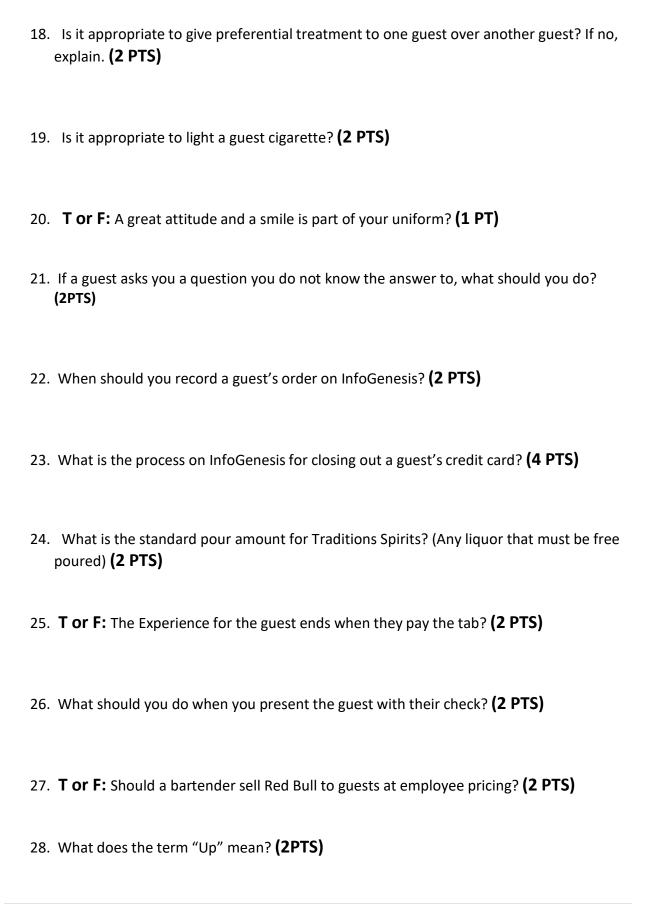
Pour Test Results: 1/4_	, ½	_, ¾	, 1 oz	_, 1 ¼
1 ½, 1 ¾	, 2 oz	_		
Test Scores:				
Day One:	Retake Score:			
Day Two:	Retake Score:			
Day Three:	Retake Score:			
Day Four:	Retake Score:			
Day Five:	Retake Score:			
Final Test:	Retake Score:			

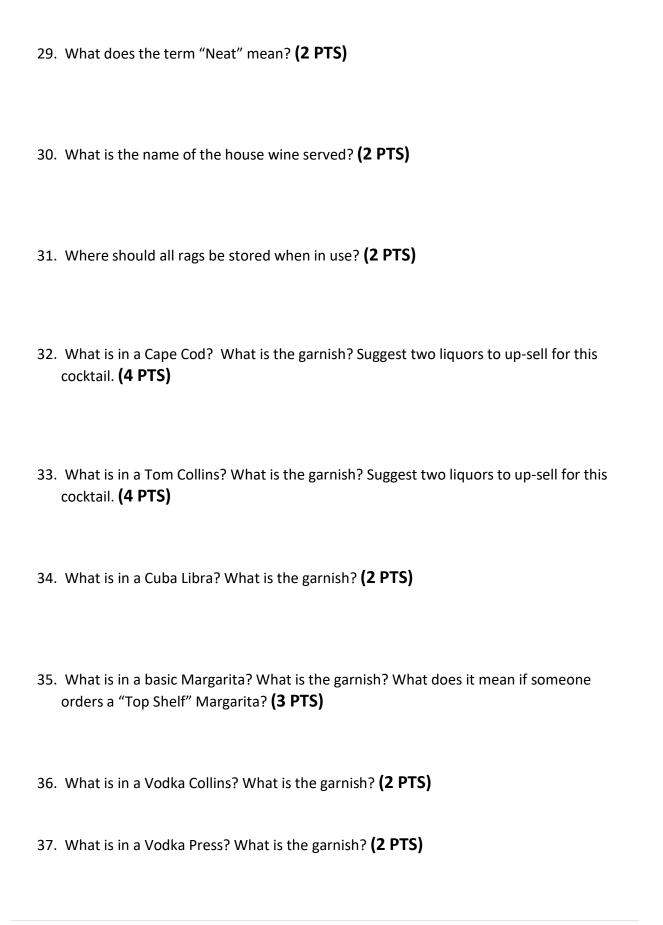
Congratulations! You have completed the bar training! Remember all of the information you have learned in the manual and use it in your day-to-day routine! This is important in order for you to be successful. Good luck!!!!

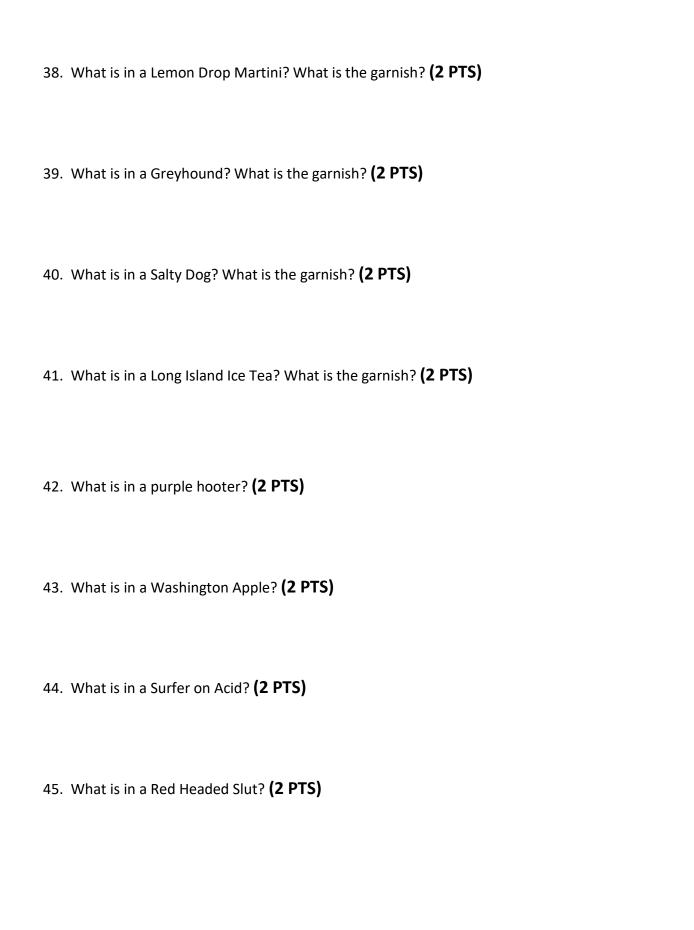
Bartender Final Exam

Name	e: Date:
	Points Possible: 100 Points Earned:
1.	What well vodka do we use? Tequila? Rum? Whiskey? What are the prices? (3 PTS)
2.	What are the prices of: call drinks, premium, super premium, domestic beer, import beer? (5 PTS)
3.	When do we serve cocktail napkins to the guest? (2 PTS)
4.	Why do we rotate beer? (2 PTS)
5.	Why do we not keep opened juices in the refrigerator that are stored in metal containers? (2 PTS)
6.	Are you allowed to use a glass or a cup to scoop ice out of the ice bin? (2 PTS)
7.	What are 3 visible signs a guest is intoxicated? (2 PTS)
8.	What does it mean when someone is in the Green? Yellow? Red? (2 PTS)

9.	What 4 forms if ID do we accept? (2 PTS)
10.	Are you allowed to serve a guest if their ID is expired? (2 PTS)
11.	What is the first thing you should do when you greet a guest? (2 PTS)
12.	How soon should the drink be delivered to the guest from the time the drink is ordered? (2 PTS)
13.	Are you allowed to drink on the job if a guest offers to buy you a shot or a cocktail? (2 PTS)
14.	If a guest is seated outside of your assigned section and needs assistance, what should you do? (2 PTS)
15.	Where should your hands be if you are not making a drink or cleaning? (2 PTS)
16.	Are you allowed to leave your bar unattended? (2 PTS)
17.	If a guest sits down at your bar and you are busy making a drink for another guest, what should you do? (2 PTS)







BARTENDER TRAINING PERFORMANCE

Manager Review: Employee Evaluation

ITEM	FAR BELOW	BELOW	MEETS	EXCEEDS	OUTSTANDING		
Appearance (hair, makeup,		222011			5 5 2 5 2 1 1 1 5 1 1 0		
shoes)							
Attitude/Personality							
Time Clock							
Beverage Service							
Salesmanship/Up-Selling							
Menu Knowledge							
Follows Policies and Procedures							
Guest Relations							
Etiquette/Professionalism							
Duties at Drink Stations							
Slots							
Blackjack Rules							
Poker Rules							
Knowledge of Casino/Sections							
Knowledge of Opening Duties							
Knowledge of Closing Duties							
Comments:							
Improvement Goal #1: _ Improvement Goal #2: _ Improvement Goal #3: _ Final Exam Grade:		%					
By signing below, the trainee is ready to go on the floor. Manager's Signature:							
Manager, please attach final exam and turn into HR.							