

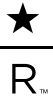
# MIXOLOGY LEADERSHIP & CRAFT: BEER BASICS, SERVICE + TASTING

## Trainer Activity Guide

This activity is a chance to become familiar with beer basics, our beer and cider products, applicable workflows and apply passion for service.



60 minutes



60 minutes



### Learning Objective

After completing this activity partners should be able to:

- Be familiar with beer basics and our current beer and cider products
- Pour beer and cider beverages following the appropriate workflows while demonstrating Passion for Service
- Provide recommendations to customers based on product knowledge
- Maintain product quality

### Directions

To get the most out of the activity, plan to lead this as a 1:1 exercise with a partner or in a small group setting.

The training should be led by a Bartender Trainer.

### Checklist

- ☐ Schedule appropriate time for this training activity based on needs of bartender
- ☐ Review the following materials:
  - This discussion guide
- ☐ Ensure you have the following supplies:
  - Mixology Leadership: Beer Basics
  - Beer & Cider Service Workflows
  - Product description sheets
  - Mixology Recipe Card Deck
  - Beer and cider products



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### **Prepare – Introduce the activity (5 mins)**

**Welcome to the Mixology Leadership & Craft: Beer Basics, Service + Tasting activity. Over the course of the next 30 minutes we will:**

- Review beer basics
- Review beer and cider product sheets
- Learn and practice beer and cider workflows
- Taste our beer and cider products

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### **Present – Beer Basics (15 mins)**

**Ask:** What's your level of beer knowledge?

**Tell** the partner they are going to learn beer basics.

**Read** Mixology Leadership: Beer Basics.

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### **Present – Beer and Cider Product Sheets (10 mins)**

**Ask:** How familiar are you with our beer and cider products?

**Tell** the partner they are going to learn about our beer and cider products.

**Read** the beer and cider product sheets for sellable items.

2

### **Present – Beer and Cider Workflows (5 mins)**

**Ask:** In your previous position, what level of detail was required for beer service?

**Ask:** What did you learn about natural break points during barista training? Given your expertise, what are some natural break points within beer service?

**Tell** the partner they are going to learn the intentional steps of Roastery and Reserve beer service and natural break points.

**Read** the Beer and Cider Workflows.

**Demonstrate** beer service following the Beer Service Workflow highlighting key points and reasons why.

**Tell** partners to reference the workflow as you demonstrate. This is a critical component in training as Passion for Service lives within the steps of service, which they will experience during this activity. Refer to Facilitator Notes for details.

**Ask:** Are there any questions?



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### Practice – Pour beer and cider (20 mins)

#### Beer/Cider Service

**Ask** partner to demonstrate beer service steps. Repeat process as needed until service steps are successfully demonstrated.

**Encourage** partner(s) to taste beer following tasting steps, reference Mixology Leadership Beer Basics.

**Review** and discuss tasting notes compared to product description sheets.

Repeat as needed depending on size of group to ensure all partners successfully complete steps of beer service. Partners should practice with a different beer each time to allow tasting of all beers. Continue practice session until all beers and cider have been tasted.

**Do:** Gauge the partners ability to share stories and showcase mixology theater for customers while demonstrating the steps of service. If the partner is not yet confident, continue practicing until they gain confidence.

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### Follow Up (5 mins)

**Say: That concludes this activity.** You are ready to discuss beer basics and our current beer and cider products with customers. You are also ready to pour beer and cider following the proper workflows to deliver passion for service.

**Ask:** What questions do you have for me? What was your biggest insight from the activity?

**Say:** Be sure to take a few notes in your Learning Journal.

Well done and thanks for your time and commitment!