



MIXOLOGY

THEATER

Module

THE GOAL

By the end of this module, you should be able to:

- Understand the importance of and key components in delivering mixology theater
- Recognize where passion for service shows up in mixology theater
- Highlight unique attributes while building beverages
- Engage and connect with customers throughout their experience
- Maintain food-handling standards while building beverages



THE THEATER OF MIXOLOGY

The mixology bar is designed to showcase craft and theater – from coffee and tea spiritfrees, to beer and wine, aperitivo, as well as classic and signature cocktails.

Building on what you covered in coffee theater, the theater of mixology illustrates Passion for Service with each movement. In this section of training, you will experience and practice some of these elements including:

- Open-handed service; palms should face the customer, avoiding showing the back of your hand
- Handling glassware at stem to avoid fingerprints
- Water service
- Quiet service; ensuring customers are not distracted by:
 - Loud closing of refrigerator doors
 - Disruptively discarding bottles
- Moving with finesse and artistry



PASSION FOR SERVICE & STORYTELLING

As you learned, brewing methods and workflows identify natural break points, typically during the brew time. The same is true for beverage build methods and workflows.

Natural break points are the moments between the steps of service when passion for service shines; mixology theater happens in these moments. Use that time to share stories with customers, highlighting the beverages you are crafting.

Start by:

- Discussing the story behind the beverages
- Unique techniques for building beverages
- The significance they play in the taste of the beverage
- How to taste what is special about what drink they have selected
- Be sure to add what is meaningful to you about their selection



NAVIGATE THE MIXOLOGY STATION

Become familiar with your work space.
Spend enough time in this space to
prepare for hands-on learning of mixology
service steps and beverage build practice.



REVIEW

We love to put on a show for our customers with our exceptional mixology skills and beverages.

As a coffee and mixology professional, you will deliver amazing experiences for the customers in front of you. Have fun with it!

Now Let's Get To Work!

Next we will demonstrate and practice mixology theater with Passion for Service through each category of beverage service. We will also taste our dynamic Roastery and Reserve Mixology menu.