



**MIXOLOGY**

**ROLE OF THE BARTENDER**

Module

# THE GOAL

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

- Describe the bartender workflow
- Understand how the Mixology zone works together with neighboring zones to create the *Roastery and Reserve Experience* for our customers





## IMPORTANCE OF THE BARTENDER

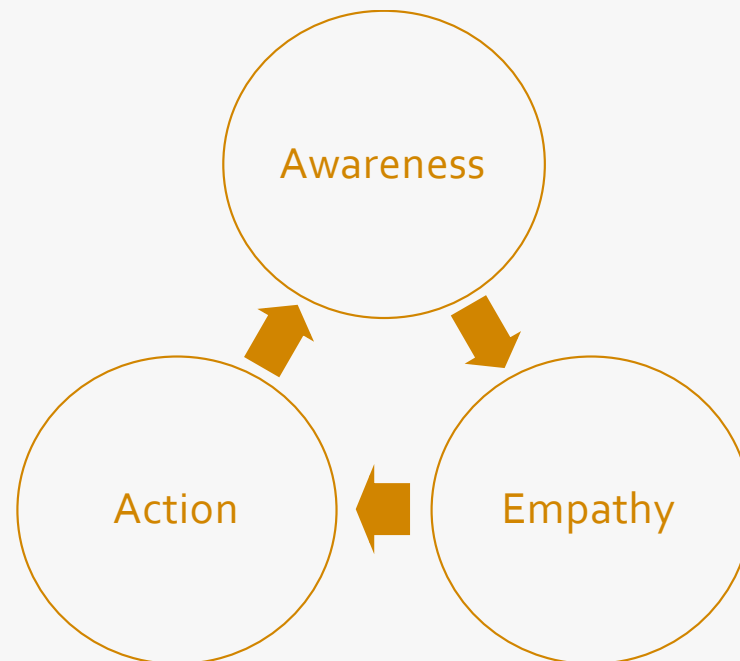
Bartenders create handcrafted moments for each customer. Master sculptors of liquid craft they honor the story, ingredients and process with every pour. By showcasing their Passion for Service and radiating panache, bartenders bring the *Roastery and Reserve Experience* uniquely to life.

### KEY THREE BEHAVIORS

*Awareness*: the ability to care to notice.

*Empathy*: the emotional connection and understanding. “I’ve been in your shoes.” The human psyche is conditioned with empathy. In various situations, however, we consciously or unconsciously shut off our empathy capability.

*Action*: See it, own it, do it. Awareness and empathy are meaningless if the partner does not take action.



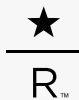


## BARTENDER WORKFLOW

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As with all roles in the Roastery, you will adapt your workflow to respond appropriately to customer cues. Meaning, always take ownership for delivering the best possible service to customers. As you reviewed in barista training, total service remains the same with the addition of checking identification. Let's take a moment to review the workflow.





# BARTENDER WORKFLOW

## BARTENDER ROLE OVERVIEW



The bartender position expertly delivers high-quality, handcrafted products and service through masterful technique, while ensuring their bar operates within proper legal compliance standards at all times. They produce beverages with intention and theater.

Bartenders will utilize the Mixology Beverage Workflows combined with the proper Bartender Service Workflows to deliver Passion for Service to our customers.

Bartenders should adapt workflows in response to customer and business needs.

## SERVICE PHILOSOPHY STANDARDS

- Use open and approachable body language
- Smile and communicate with all customers in a friendly, genuine manner
- Demonstrate environmental awareness
- Produce beverages with intentionality and theater
- Be knowledgeable of all menu offerings
- Anticipate customer needs
- Ensure bar top remains clean and free of clutter

## TOTAL SERVICE WORKFLOW

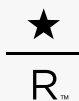
EVALUATE CUSTOMER SCENARIO

MISE-EN-PLACE



SELECT SERVICE METHOD

SUPPORT BEVERAGE PRODUCTION



# BARTENDER SERVICE WORKFLOWS

## TOTAL SERVICE

WORKFLOW	KEY POINTS	REASONS WHY
<b>WELCOME</b>	<ul style="list-style-type: none"> <li>Greet</li> <li>Check identification <i>immediately</i></li> <li>Provide water service</li> </ul>	<ul style="list-style-type: none"> <li>Creates a welcoming environment</li> <li>Space around bar is designated 21+</li> <li>Ensure legal compliance</li> <li>Mark seat to establish initial service engagement</li> </ul>
<b>SUGGEST</b>	<ul style="list-style-type: none"> <li>Offer meaningful suggestions based on customer preference</li> </ul>	<ul style="list-style-type: none"> <li>Ensures customer satisfaction</li> </ul>
<b>INPUT</b>	<ul style="list-style-type: none"> <li>Confirm order</li> <li>Place order with attention to modifications and preferences.</li> <li>Enter customer identifier</li> <li>Route to appropriate station</li> </ul>	<ul style="list-style-type: none"> <li>Ensures order accuracy and seamless order delivery</li> </ul>
<b>BUILD AND RECEIVE</b>	<ul style="list-style-type: none"> <li>Use appropriate bar workflow and receive consolidated order</li> </ul>	<ul style="list-style-type: none"> <li>Contributes to production</li> <li>Confirms order quality and accuracy</li> </ul>
<b>DELIVER</b>	<ul style="list-style-type: none"> <li>Consolidate order</li> </ul>	<ul style="list-style-type: none"> <li>Provides customer their full order and eliminates confusion</li> </ul>
<b>INQUIRE</b>	<ul style="list-style-type: none"> <li>Frequently pre-bus and replenish</li> </ul>	<ul style="list-style-type: none"> <li>Protects integrity of customer experience</li> </ul>
<b>TENDER</b>	<ul style="list-style-type: none"> <li>Close check</li> </ul>	<ul style="list-style-type: none"> <li>Completes customer experience</li> </ul>

## FIRST SERVICE

WORKFLOW	KEY POINTS	REASONS WHY
<b>WELCOME</b>	<ul style="list-style-type: none"> <li>Greet</li> <li>Check identification <i>immediately</i></li> </ul>	<ul style="list-style-type: none"> <li>Creates a welcoming environment</li> <li>Ensure legal compliance</li> </ul>
<b>SUGGEST</b>	<ul style="list-style-type: none"> <li>Immediately, Offer meaningful suggestions based on customer preference</li> </ul>	<ul style="list-style-type: none"> <li>Ensures customer satisfaction</li> </ul>
<b>INPUT</b>	<ul style="list-style-type: none"> <li>Confirm order</li> <li>Place order with attention to modifications and preferences.</li> <li>Enter customer identifier</li> <li>Route to appropriate station</li> </ul>	<ul style="list-style-type: none"> <li>Ensures order accuracy and seamless order delivery</li> </ul>
<b>TENDER</b>	<ul style="list-style-type: none"> <li>Close check</li> </ul>	<ul style="list-style-type: none"> <li>Completes customer experience</li> </ul>

## SECOND SERVICE

WORKFLOW	KEY POINTS	REASONS WHY
<b>GREET AND INQUIRE</b>	<ul style="list-style-type: none"> <li>Genuinely, while pre-bussing</li> <li>Inquire about replenishment service</li> <li>If order includes an alcohol and you have not previously checked identification, do so immediately</li> </ul>	<ul style="list-style-type: none"> <li>Protects integrity of customer experience</li> <li>Ensure legal compliance</li> </ul>
<b>SUGGEST</b>	<ul style="list-style-type: none"> <li>Offer meaningful suggestions based on what you learn</li> </ul>	<ul style="list-style-type: none"> <li>Ensures customer satisfaction</li> </ul>
<b>INPUT</b>	<ul style="list-style-type: none"> <li>Confirm order</li> <li>Place order with attention to modifications and preferences</li> <li>Enter customer identifier</li> <li>Route to appropriate station</li> </ul>	<ul style="list-style-type: none"> <li>Ensures order accuracy and seamless order preparation</li> </ul>
<b>DELIVER</b>	<ul style="list-style-type: none"> <li>Consolidate order</li> </ul>	<ul style="list-style-type: none"> <li>Provides customer their full order and eliminates confusion</li> </ul>
<b>TENDER</b>	<ul style="list-style-type: none"> <li>Close check</li> </ul>	<ul style="list-style-type: none"> <li>Completes customer experience</li> </ul>



## WORKING AS A TEAM

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To support the experience in the Mixology and neighboring zones, the team will work together.

### ZONE HOST

The zone host will welcome customers into the space and help guide their experience.

*Review workflow card.*

### MANAGER ON DUTY

The Manager on Duty will deploy Zone Support from the Main Bar as needed to support.

*Review workflow card.*

Let's review the play catalog to see how the teams will work together to support the Roastery and Reserve Experience.

*Review Play Catalog.*

### SUPPORT

Work with your trainer to understand how neighboring zones will work together to support one another.

*Review bar support workflow and applicable workflow cards as needed.*

When volume increases to a point that you are unable to support our desired customer experience and service philosophy, your team is available to support.

# REVIEW

As the bartender, you will adapt your workflow and request support as needed to best serve customer needs and provide an elevated experience every time.