



Beverage Education That Gives Your Business an Edge!

For Leaders, Bartenders and Servers ...



The Unofficial History of Beverage

This whirlwind tour through the world of beverage touches on history, production methods and flavor profiles, then tells us why we should care.



Everyday Mixology

We'll help the bartenders perfect their skills while outlining the major drink categories, so cast can make better suggestions and exceed their guests' expectations!



How to Roll Out a Cocktail Menu

We'll learn how to meet with vendors, replicated key flavor profiles, and create fun names with compelling copy. Then, we'll draw themes and create our own!



How to Provide Outrageous Service

This is a detailed breakdown of the elevated service every bartender and server is capable of providing, beginning with the reasons we seek to give great service in the first place!





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The Inventory Cycle

We'll review the entire inventory cycle, noting checks and balances at each stage. We'll conduct an overview and/or implementation of count sheets, transfer sheets and liquor reconciliations.



Pour Cost Adventure

This is a demonstration of how pour cost is calculated, starting with simple scenarios and moving through examples of increasing complexity!



How to Price Your Product

Why are guests sensitive to raising prices in some instances but not others? When should you discount, and when can you charge a premium?



Fix This Broken Bar!

Here, we review the physical components of a bar, what a well-configured bar MIGHT look like, and finally how to overcome the design challenges we most often face.

