

# Your Piece of the Craft Cocktail Movement

Harrison Ginsberg

5/21/2019



*BEFORE IT'S A THING, IT'S HERE.*

NATIONALRESTAURANTSHOW.COM

#100YearsOfWow

 @NationalRestaurantShow  
 @NatlRestShow

NATIONAL  
RESTAURANT  
ASSOCIATION  
SHOW 2019

100  
CENTENNIAL  
MAY 18-21 • CHICAGO

# Harrison Ginsberg

Bar Manager / Head Bartender Crown Shy NYC

Instagram: @Harrison.Ginsberg



BEFORE IT'S A THING. IT'S HERE.



## The Modern World of Food & Beverage

- We are living in a fast paced world where trends are changing extremely quickly
- The one pattern in food and beverage is quality is consistently improving

BEFORE IT'S A THING. IT'S HERE.

# Premium Mixers

Outside of premium spirits, Premium Mixers have become a mainstay in the Craft Cocktail Movement.]



What is a Premium Mixer?

How premium mixers change guest perception

86 the Soda Gun

How to implement premium mixers



BEFORE IT'S A THING, IT'S HERE.

# Fresh(er) Juice

- There is no denying that fresh juice yields a better product
- How do we implement fresh juice into large scale operations
- What are better options for using fresh juice

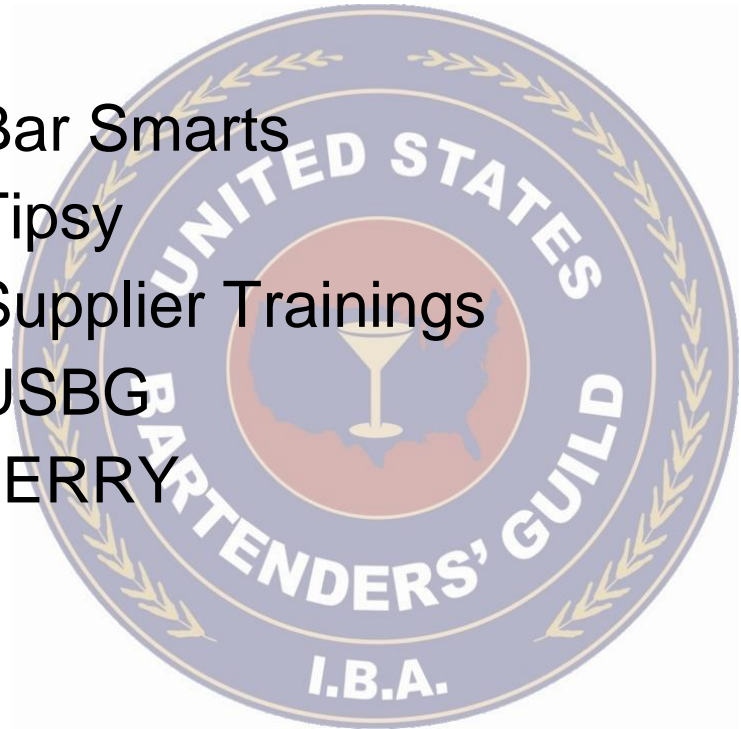


BEFORE IT'S A THING, IT'S HERE.

# Investing in your staff



- Bar Smarts
- Tipsy
- Supplier Trainings
- USBG
- JERRY



BEFORE IT'S A THING, IT'S HERE.

# Drink Perception



- Invest in a better ice machine
- Buy/make large cubes
- Invest in better glassware

BEFORE IT'S A THING. IT'S HERE.



## Drink Perception

- Like the kitchen, the bar is a way to showcase what your establishment is all about
- We should be showcasing our bars in the correct light
- Providing our bars with proper tools is half the battle



BEFORE IT'S A THING, IT'S HERE.

## Costing Sheet for: Spritz

Ingredient	Bottle Size (L)	Bottle Cost per Unit	\$/oz	Amount Used (oz.)	Cost	Drinks per Bottle
Cocchi Americano	0.750	\$16.50	\$0.65	1	\$0.65	25.36
Aqua di Cedro	1.000	\$36.67	\$1.08	0.25	\$0.27	135.26
Italicus	0.750	\$26.75	\$1.05	0.25	\$0.26	101.44
Prosecco	0.750	\$10.00	\$0.39	2	\$0.79	12.68
Soda Water	1.000	\$1.00	\$0.03	1	\$0.03	33.81



**Notes:**  
 1 Tsp is .16 oz.  
 1 dash is .02 oz.

**Citrus Cost:** \$0.00  
**Total Cost:** \$2.00

**Target Cost Ratio** Minimum Drink Price  
 15.41% \$13.00

Citrus						
Type of Fruit	Cost of Fruit	oz. of Juice per Fruit	\$/oz.	Amount Used (oz.)	Cost per Drink	
Lime	\$0.25	1	\$0.25		\$0.00	
Lemon	\$0.25	1	\$0.25		\$0.00	
Grapefruit	\$0.25	3	\$0.08		\$0.00	
Orange	\$0.50	2	\$0.25		\$0.00	
<b>Total \$:</b>					<b>\$0.00</b>	

# Thank you!

**Use better products    Invest in your staff**

**Invest in your bar**

BEFORE IT'S A THING. IT'S HERE.