Your Piece of the Craft Cocktail Movement

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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
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
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
Investing in your staff

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

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

Ice is no longer one size fits all
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
### Costing Sheet for: Spritz

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

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

**Citrus Cost:** $0.00

**Total Cost:** $2.00

**Target Cost Ratio:** 15.41%

**Minimum Drink Price:** $13.00

### Citrus

<table>
<thead>
<tr>
<th>Type of Fruit</th>
<th>Cost of Fruit</th>
<th>oz. of Juice per Fruit</th>
<th>$/oz.</th>
<th>Amount Used (oz.)</th>
<th>Cost per Drink</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lime</td>
<td>$0.25</td>
<td>1</td>
<td>$0.25</td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>Lemon</td>
<td>$0.25</td>
<td>1</td>
<td>$0.25</td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>Grapefruit</td>
<td>$0.25</td>
<td>3</td>
<td>$0.08</td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>Orange</td>
<td>$0.50</td>
<td>2</td>
<td>$0.25</td>
<td></td>
<td>$0.00</td>
</tr>
</tbody>
</table>

**Total $$:** $0.00
Thank you!

Use better products    Invest in your staff

Invest in your bar