



The Alcoholic Beverage Menu continued

- Menu Marketing and Management

Alcoholic Beverages Are Part of the Dining Experience

- Many customers enjoy an alcoholic beverage with their food.
- Food and alcoholic beverages that complement each other can enhance customers' restaurant experiences.
- Offering alcoholic beverages can be profitable.

Serving Alcoholic Beverages Increases Profits

- Beverage markup for alcoholic beverages is between 300–400%.
- This high markup yields gross margins and net profits that are much higher than for food items.
- The purchase of alcoholic beverages also increases total guest checks.

Liquor Menus

- Liquor menus make customers aware that alcoholic beverages are served.
- Alcoholic beverages may be included on the food menu.
- Alcoholic beverage-only menus can also be used.

Categories of Wine

- Table wines
- Fortified wines
- Apéritif wines
- Dessert wines
- Sparkling wines

Production of Wine

- Wine is made by fermenting grapes.
- After harvest, grapes are washed and pressed to release juice.
- The juice is fermented.
- The wine is aged.

Several Factors Affect Wine Flavors and Colors

- Type of grape(s) used
- Pressing process
- Fermentation
- Aging process
- Area of grape production
- Year of grape production
- Vintner



Typical Wine and Food Pairings

- Beef entrées—Hearty red wines
- Seafood—Fairly dry white wines
- Poultry—Full-bodied white wines
- Fruity desserts—Sweet, white table wines or champagne
- Chocolate desserts—Sweet red wine

Designing a Wine List

- What wines will be offered?
- Will wines be offered by the glass, the bottle, or both?
- How many wines should be offered?

Wine List

- Wine list by the bottle
and by the glass

	GLASS	BOTTLE
CHAMPAGNE & SPARKLING		
1100 KORBEL SPARKLING BRUT, 2004.....	8	29
1102 MOËT & CHANDON WHITE STAR, 2003.....	—	62
1106 VUEVE CLICQUOT YELLOW LABEL BRUT, 2000.....	—	130
BLUSH		
2256 PRINCIPATO ROSATO, 2004.....	4.5	26
2275 MONTEVINA WHITE ZINFANDEL, 2002.....	5	18
WHITE		
3601 BOTTEGA VINAIA PINOT GRIGIO, 2002.....	8	32
3605 CHATEAU STE MICHELLERIESLING, 2001.....	5.5	19
3606 CHATEAU STE MICHELLE SAUVIGNON BLANC, 2003.....	6	25
3671 YELLOW TAIL CHARDONNAY, 2004.....	6.5	26
3800 BERTANI LE LAVE CHARDONNDAY, 2002.....	9	40
RED		
4011 ESTANCIA PINOT NOIR, 2004.....	7	27
4022 CLOS DU BOIS MERLOT, 2002.....	8.5	35
4025 COLUMBIA CREST GRAND ESTATES MERLOT, 2004.....	6	23
4136 ROCCA DELLA MAGIE CHIANTI CLASSICO RISERVA, 2001.....	10	38
4190 PENFOLDS THOMAS HYLAND SHIRAZ, 2003.....	5	22
4802 BERTANI AMARONE, 2000.....	—	105
DESSERT WINES		
5001 CHATEAU FARGUES SAUTERNES, 1986.....	—	250
5008 BRIADBENT 'LOT 1' PORT, NV.....	8	65

All bottles are 750mL unless otherwise noted.

What Does a Customer Want to Know About Wine?

- Basic information
- Description of flavor
- Wine/food matches

Six Steps to Serving Wine

Step 1 – Present wine to host.

Step 2 – Wipe top of the bottle.

Step 3 – Carefully remove cork.

Step 4 – Present cork to host.

Step 5 – Allow host to sample wine.

Step 6 – Pour wine for the customers.

Wineglasses

- Wineglasses come in many shapes, sizes, and degrees of decoration.



Wineglasses continued



Red Wineglass

Bowl slightly turned in at top to capture wine aroma

White Wineglass

Slightly smaller bowl is not turned in at top

Sparkling Wineglass

Long and narrow bowl so bubbles are easily seen

Cordial Glass

Small glass for apéritifs, cordials, and dessert wines

Five Types of Spirits

- Grain spirits (gin, vodka, and whiskey)
- Plant liquors (rum and tequila)
- Brandy—Made from fruit
- Liqueurs (cordials)—Made from grain, plant, or fruit spirits
- Bitters—Made with herbs or roots and used in other drinks

Merchandising Spirits

- Some customers request a specific brand of liquor (call liquors or call brands).
- Spirits can be listed on the menu by brand.
- Brandies and liqueurs are often listed on a dessert menu.

Merchandising Spirits *continued*

- Add a distinctive touch to your cocktails with special glassware and unique garnishes.



Beers and Ales

- Four types of beers
 - Lager beer—Slightly bitter taste
 - Ale—Hearty and tart taste
 - Pilsner
 - Bitter
- Beer contains 3–7% alcohol, but some nonalcoholic beers are also sold.
- Beer ingredients
 - Water
 - Malt
 - Hops
 - Yeast

Pricing Alcoholic Beverages

- Alcoholic beverages are usually marked up more than food items.
- Wine may be priced by the bottle, often with a 100% markup.

Pricing Wine by the Bottle

- Mark up the bottle cost by 200% of cost.

$\$10.00 \text{ bottle cost} \times 200\% = \$20.00 \text{ selling price}$

$\$20.00 \text{ selling price} - \$10.00 \text{ cost} = \$10.00 \text{ gross profit}$

- If the resulting selling price is higher than average entrée price
 - Reduce the markup.
 - Purchase a less expensive wine.

Pricing Wine by the Glass

Step 1 – Determine the number of glasses from each bottle.

Step 2 – Divide the bottle menu selling price by the number of glasses and add \$1.00.

Bottle menu price \div No. of glasses $=$ Glass price

\$25.00 \div 5 $=$ \$5.00

Glass price $+$ Markup $=$ Menu price

\$5.00 $+$ \$1.00 $=$ \$6.00

Pricing Beer and Ale

- Beer sold by the bottle often has a 20–25% markup.
- Draft beer sold by the glass often has a 20–25% markup, but managers must consider the number of drinks after a pour loss.