



Raising the Bar



FOODSERVICE *news*
The Industry's National Newspaper



Proudly Presents:



THE SEMI-ANNUAL BEVERAGE MENU MAKE-OVER CONTEST

One lucky restaurant will win 2 days of hands-on staff and management training by master mixologist and renowned flair bartender Gavin MacMillan, focusing on:

- accuracy • speed • flair • cocktail synergy
- time management behind the bar • review of current menu and full menu makeover

Here's what to do: Complete the ballot below (one entry per establishment). Mail or fax your ballot to the coordinates listed below. We'll take care of the rest. Gavin will visit your restaurant to help your staff 'Raise the Bar.'

Name: _____

Establishment: _____

Address: _____

Phone: _____

Email: _____

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The Cost of Saving a Dollar

Paying attention to the small details can mean big savings

The almighty dollar: so big, so powerful and so pretty. So why do we keep throwing them away? As operators, we spend countless hours dreaming up concepts, working with suppliers and developing menus. But are we overlooking the smallest details? The bar is supposed to bring people together. If you're not careful your patrons may not be the only ones who lose track of how much they spend. From pour spouts to glass ware, ice machines to glass washers, there are many cracks in which our pennies can be lost in forever.

While most establishments run an average beverage cost of 32 per cent – liquor between 19 and 21 per cent – it's amazing how the smallest oversights can drastically alter these numbers.

Pouring

One of the main oversights revolves around how we pour our liquor. There are literally dozens of pour spouts and dispensing systems on the market, ranging from thousands of dollars to as little as 25 cents a bottle. (If you're just using spouts, it is imperative that you have only one type on your entire bar, rather than a mishmash of different ones). The Berg Company, for example has a very accurate product available with different options to choose from. For example, you can opt for the free pour system or have you liquor dispensed through a gun-like nozzle. While very fool proof, this system can be costly. But buyers beware. Saving a buck or two now will cost many more down the road. If we pour, on average, 50 ounces a day, and lose a tenth of an ounce due to leakage, we will lose 5 ounces or an average of 30 dollars in revenue, equaling \$10920 dollars annually. If you have 100 bottles behind your bar, a \$200 investment in quality pour spouts will pay dividends! You can find dozens of pour spout options including the tried, tested and true Spill Stop 285-50 online at www.bartenderone.com.

Glass Washer

Choosing the appropriate glass washer is as important as putting together your wine list. Whether you choose to buy or lease, it is key that you don't overlook the service schedule, which most companies provide at minimal cost. Again, the investment now, will lead to profits long term. For proper maintenance and chemical balance call Sunburst Chemicals for great service and fair prices. Remember, one dirty glass could cost you clients. Also, feel free to pick up a towel and polish glass-

ware while conversing with guests or fellow coworkers. The ripple effect of one martini served in a dirty glass a week costs thousands annually.

Ice Machine

Your next line of defense against the money pit is something that we take for granted, something so simple, yet so vital in every cocktail/beverage that we serve: ice. Again, like glass washers, ice machines can be purchased or leased, depending on your needs. Simply having one installed however, will not guarantee success. Keep in mind that the placement of your ice machine is extremely important as ice has a habit of picking up the odors. The life of the ice is also something to consider when choosing a machine. Smaller, softer ice will tend to melt faster and dilute what was once a fine-crafted cocktail.

When making cocktails, be sure your bartenders are adding a full glass of ice. The rule of thumb for ice is that you should be able to hold the glass at eye level and see three ice cubes above the rim. Many people think that adding more ice will "water down" the strength of the drink, when in fact, it does the exact opposite. Consider this: if you add one ounce of vodka into a nine ounce glass full of ice, there is room for three or four ounces of tonic. If you add an ounce of vodka into a glass half-full of ice, you will add six or seven ounces of tonic, effectively weakening the drink and doubling your cost on tonic water. Using ice as a constant measure will ensure that your cocktails are made with the correct proportion of ingredients and give the guest the flavor intended by the creator of the drink.

What is a goal with out a plan? As we all know by now, luck will only take us so far in this industry, so it is imperative that in order to make our dreams a reality, we need to make educated decisions to ensure the success of our endeavors. Lost revenue due to spillage or spotty glass ware is a common. Correcting these errors is simple. Investing in quality, energy efficient equipment now will turn profit down the road. As the old saying goes, you have to spend money to make money (just make sure you spend it in the right places).

Until next time, keep raising the bar, because if you don't someone else will!



Chris Purdy is a master mixologist, bar chef and BartenderOne's director of corporate events. Having spent 16 years fine tuning his craft in various clubs, lounges and fine dining establishments across Canada, he can now be found at Canyon Creek Chophouse, located in downtown Toronto. Chris also acts as the head trainer for BartenderOne's Master Class program. He can be reached at chris@bartenderone.com.