

Food and Beverage

Prepare and Serve Cocktails



Learner Guide

Prepare and serve cocktails

Learner Information

Details	Please Complete details
Name of learner	
Name of manager	
Work Unit	
Facilitator	
Date started	
Date of Completion	
Date of Assessment	

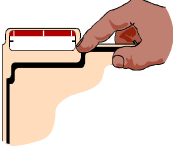
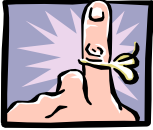


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Keys to Icons

The following icons are used throughout the study guide to indicate specific functions:

	FOLDER ENCLOSURES This includes all examples, handouts, checklists, etc.
	DON'T FORGET/NOTE This icon indicates information of particular importance.
	EXERCISES Practical activities to do, either individual or in syndicate groups during the training process
	SELF-ASSESSMENT QUESTIONS. Self evaluation for learners to test understanding of the learning material
Tips	These help you to be prepared for the learning to follow

Prepare and serve cocktails

Introduction

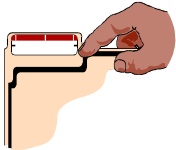
Specific Outcomes	Specific outcomes describe what the learner has to be able to do successfully at the end of this learning experience.
Assessment Criteria	<p>The only way to establish whether a learner is competent and has accomplished the specific outcomes is through the assessment process. Assessment involves collecting and interpreting evidence about the learners' ability to perform a task.</p> <p>This module includes assessments in the form of self-assessments, group exercises, quizzes, projects and a practical training program whereby you are required to perform tasks on the job and collect as portfolio of evidence; proof signed by your supervisor that you have successfully performed these tasks.</p>
To qualify	To qualify and receive credits towards your qualification, a registered Assessor will conduct an evaluation and assessment of your portfolio of evidence and competency.
Range of Learning	This describes the situation and circumstance in which competence must be demonstrated and the parameters in which the learner operates.
Responsibility	<p>The responsibility of learning rest with you, so . . .</p> <ul style="list-style-type: none">• Be proactive and ask questions.• Seek assistance and help from your coach, if required.

Specific Outcomes and Range of Learning

<p>Demonstrated knowledge and understanding:</p>	<ol style="list-style-type: none"> 1. Explain the importance of dealing with customers in a polite, friendly and prompt manner. 2. Stress the consequences of selling alcoholic cocktails to under age or intoxicated persons. 3. Identify drink service items and explain their uses. 4. Identify different glassware and explain their uses. (Range of glassware: liquor glasses, sherry glasses, tot glasses, martini glasses, cocktail glasses, highball glasses, tumbler glasses). 5. Stress the importance of maintaining a constant stock of cocktail mixes and accompaniments. 6. Explain the consequences of not checking, cleaning, storing and rotating cocktail mixes according to operational procedures. 7. Describe organisational procedures for use of legal measurement of drinks and stress the importance of doing so. 8. Explain the consequences of not preparing cocktails to set recipes
<p>Demonstrated ability to make decisions about practice and to act accordingly:</p>	<ol style="list-style-type: none"> 9. Locate and use appropriate cocktail service equipment and glassware. (Range of glassware: liquor glasses, sherry glasses, tot glasses, martini glasses, cocktail glasses, highball glasses, tumbler glasses). (Range of equipment: tot measurers, pourers, blenders, shakers, stirring equipment, squeezers, strainers, knives and chopping boards, drip trays, glasses or jugs, ice scoops). 10. Provide customers with accurate information on cocktails, promote cocktails and suggest alternate cocktails. (Range of information: price, ingredients, relative strengths, measures). (Range of cocktails: spirit based drinks, non-alcoholic, shaken, mixed or stirred, blended, built or poured). 11. Improve service to customers. 12. Take cocktail orders accurately. 13. Prepare, and serve cocktails with the correct accompaniments. (Range of accompaniments: food garnishes, ice, decorative items, salt, sugar). 14. Describe decisions made and give reasons for action taken response to unexpected situations. (Range of unexpected situations: damaged or broken service equipment, chipped or broken glassware, requests for unknown drinks, unruly guests, shortage of accompaniments
<p>Demonstrated ability to learn from actions and</p>	<ol style="list-style-type: none"> 15. Investigate different/new types of cocktails and describe them. 16. Discuss ways to promote sales of cocktails, and implement plans to do so

adapt:	
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Resources	<i>Folder Enclosures</i> 	List the resources available in your organisation here.
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Purpose of Module

Overall Outcome	Each learner must be able to prepare and serve cocktails according to recipe specifications. The learner must understand the importance of customer satisfaction when making cocktails.
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Fs15- Prepare and serve cocktails

Introduction

In order to serve attractive cocktails, you will need to be well prepared. This includes having your bar area clean and well organised. You must know about all the types of alcohol stocked in your establishment. You should also know how to prepare the various cocktails served at your bar.

The basic methods used to prepare cocktails are:

- spirit based drinks
- non-alcoholic
- shaken, mixed or stirred
- blended
- built or poured

Once you have a satisfactory knowledge of how to prepare cocktails, you will also need to know how to garnish and present them professionally. The main garnishes used for cocktails include lemon, orange, other fruit, ice, sugar and salt as well as decorative cocktail stirrers and decorations.

It is important that you maintain sufficient supplies of equipment needed to make cocktails. This equipment might include:

- pourers or blenders
- shakers or mixer tins
- stirring equipment
- squeezers and strainers
- knives and chopping boards
- drip trays
- glasses and jugs
- ice scoops

Attending to customers without unnecessary delay

All customers have basically the same needs when it comes to the type of service that they expect from you. Their needs include:

- the need to feel welcome
- the need for punctual service - customers want to be served when they are ready and not when it suits you
- the need for comfort
- the need to be listened to
- the need for your assistance when selecting cocktails
- the need to feel important

You should make every effort to attend to a customer as soon as they reach the bar. If you are already serving someone, nod to the new customer. This acknowledgement will let them know that you have noticed them and will be with them as soon as possible.

Customers will grow impatient if they feel that they have not been noticed, but they will be prepared to wait if you can at least show them that you are aware of them and will attend to them shortly.

There are a number of hints that will help you when serving customers. They are:

- Serve customers in order, especially when it is busy. Customers do not like to feel that someone was served 'out of turn'.
- Always return stock to the correct storage area - this way customers will not be kept waiting while you look for misplaced stock.
- Prepare your garnishes before the start of service - this way customers are not kept waiting while you cut up fruit or prepare your garnish.
- Never fill glasses right to the rim. This will avoid spills, which will be costly to the company, and may mean a wait for the customer if you need to prepare another drink.

Stages of intoxication

First stage	Second stage	Third stage
<ul style="list-style-type: none">• Happy• Comfortable• Seems relaxed• Talkative	<ul style="list-style-type: none">• Louder• More talkative• Over friendly• Says drinks are weaker• Sings with music	<ul style="list-style-type: none">• Spills drink• Slurred speech• Argues/gets angry• Sways when walking• Gets tearful/drowsy

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Providing customers with accurate information on cocktails

In order for you to present yourself in a professional manner, you must have a thorough knowledge of the ingredients found in cocktails and the way in which they are served and presented.

Some of the questions that customers might ask you could include:


- What is the alcohol content of various cocktails?
- Does a certain cocktail contain rum, brandy etc?
- Are any non-alcoholic cocktails served?
- How would you describe the taste of a certain cocktail?

Also, if a customer asks you to recommend a cocktail for them, you must spend time to try and establish their taste preferences. It is also useful if you know the purpose of the cocktail. For example, is it a pre-dinner cocktail, an after dinner cocktail or a long drink cocktail? Once you have established this information, you are in a better position to make your recommendation.

Cocktails fall into three broad categories:

1. Pre-dinner cocktails - usually acidic or dry, e.g. Dry Martini
2. After dinner cocktails - usually richer, sweeter and creamier, e.g. Brandy Alexander
3. Long drink cocktails - usually contain fruit juice, soft drink or milk e.g., Tom Collins

It is essential that you know the exact ingredients and the ratio of alcohol to other beverages for each cocktail served at your workplace. This knowledge will help you provide the customers with accurate information.

 Exercise	Design 5 new cocktails, give them a name and list the ingredients and method of preparation
Name	Ingredients and preparation

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Promoting cocktails to customers

Sometimes when a customer approaches the bar, they will already know what drink they wish to order. However, on other occasions the customer is not sure and will ask your advice. This is your chance to promote the sale of cocktails including any special or promotional offers that the establishment may have.

It is useful if you have a photo or display card to help describe the cocktail to the customer.

Customers will often order cocktails that they perceive to be good value. You should try to guide them towards a speciality drink or creative cocktail that gives them good value for money.

When promoting cocktails to customers, remember that they will want to know:

- the price of the drink
- the ingredients used to make the drink
- the relative strength of the alcohol contained in the drink.

If a customer requests a cocktail that is not on your establishment's list, it may still be possible for you to prepare that cocktail if you have the required ingredients and a reliable cocktail recipe book.

The main ingredients found in a cocktail bar should include:

Alcohol	Liqueur	Soft drink/juices
Whisky	Advokaat	Soda water
Brandy	Cherry brandy	Dry ginger ale
Cognac	Crème de Cacao	Cola
Gin	Crème de	Lemonade
Vodka	Menthe	Bitter lemon
White rum	Cointreau	Tonic water
Dark rum	Drambuie	Mineral water
Dry vermouth	Galliano	Orange juice
Sweet vermouth	Grand Marnier	Lemon juice
Grenadine	Tia maria	Lime juice
Angostura bitters		Pineapple juice
Orange bitters		Tomato juice

Identifying customer requirements

In order to identify customer requirements correctly, it is important that you listen carefully to the customer's order. Repeat the order back to them to check that you have heard correctly. If you are not exactly sure what it is that the customer requires, don't be too embarrassed to ask them for further information. It is better to clarify the order at this stage, rather than mix the wrong cocktail and waste money and your customer's time.

Each person ordering a cocktail will have different tastes so it is important to find out individual preferences. You may need to ask questions like the following:

- Would you like ice with your drink?
- Would you like me to add the mixers or would you prefer to add them yourself?

You must serve the type of cocktail exactly as requested by the customer. Also, if a customer asks for a particular brand of spirit to be used in their cocktail, you must prepare the drink using that brand. If that brand is not available, you must offer the customer an alternative brand before you prepare the cocktail.

Also, if the customer requests that a particular type of garnish not be used e.g. salt then you must make sure that requirement is met. If you are not the person preparing the drink, make sure that the request is passed onto the bar staff and double check the order before it is given to the customer.



Exercise

What do you understand by "suggestive selling"? Give an example of how you would use this technique.

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Preparing and serving cocktails

Whenever you are preparing and serving cocktails, you must make sure that they meet the requirements of your organisation.

There are several different methods used to prepare cocktails. They include:

Blend

1. Place ice and ingredients into electric blender.
2. Blend until desired consistency is achieved.
3. Pour un-strained contents into appropriate glass, e.g. cocktail glass, brandy balloon.
4. Garnish.

Shake and strain

1. Two-thirds fill cocktail shaker.
2. Top with ice and required ingredients.
3. Cover with shaker top.
4. Shake with short sharp movements above your shoulder.
5. Strain into appropriate glass, e.g. cocktail glass.
6. Garnish.



Stir and strain

1. Fill a mixing glass two-thirds full with ice.
2. Add required ingredients.
3. Stir until the liquor is chilled.
4. Strain into the appropriate glass e.g. martini glass.
5. Garnish.

Build

1. Pour required ingredients into an appropriate serving glass, usually over ice.

Spirit based cocktails

A spirit is a fermented alcoholic beverage that has been distilled to separate the alcohol from the water. Many spirits are made from grains such as rye, barley or corn. Others are produced from grapes, e.g. brandy

The main spirit groups are:

- Whiskies/Bourbons
- Gin
- Vodka
- Brandy
- Rum.

A spirit-based cocktail refers to any cocktail that uses a spirit for the base.

Non alcoholic cocktails

Recently there has been an increase in demand for non-alcoholic cocktails. They can be made using the blend, shake, stir or build method of making cocktails.

These cocktails are usually served over ice in a long glass with a straw and the appropriate garnish.

Some of the ingredients suitable for non-alcoholic cocktails include:

- fruit juices - pineapple, orange, lemon, lime and tomato
- coconut cream
- ice
- cola
- ice-cream
- cream
- strawberries

Using the correct equipment and accompaniments to serve cocktails

Your establishment may have specifications for the way in which cocktails are to be garnished. This may depend on the image being presented and the price being charged for the cocktail. However, there are some recipes that have traditional garnishes, e.g. the olive or twist of lemon in a martini.

Most recipes will state the appropriate garnish. Straws are usually served with cocktails.

The range of garnishes that may be used to finish a cocktail includes:

- lemon
- orange
- fruit
- ice
- sugar
- salt.

Tips for successful cocktail mixing

- Keep slices of orange, lemon or lime fresh by covering with a damp cloth or plastic wrap and storing in the refrigerator.
- When cutting lemon, orange or lime peel, never include the white membrane of the rind. Shave off only the coloured surface and cut into desired shape.
- Cherry or peel is always added to the cocktail after it has been shaken or mixed.
- Where a twist of orange or lemon peel is stated, the oil of the peel should be squeezed on top of the cocktail and the peel is then dropped in the drink unless otherwise requested.
- Always remember that bad mixing and bad presentation will ruin any cocktail no matter how good the recipe or ingredients.

Disposables used in cocktail service

The range of disposables required will vary between establishments. Check with your supervisor so that you are able to stock the correct quantity of disposable items.

Decorative novelties such as parasols, plastic animals and swizzle sticks are used to make the drinks more visually appealing and hopefully increase sales. All disposables must be thrown away after they have been used once. The following is a range of disposable items:

- coasters
- swizzle sticks
- decorative novelties
- straws

- cocktail napkins

Tips for preparing and serving cocktails

- When preparing a table of drinks that includes cocktails - mix the cocktails last so they are still well presented when the customer receives them.
- Always return stock and equipment to the correct storage area so that you and your team members can find things with a minimum of fuss.
- Prepare garnishes before service and keep them covered and refrigerated if necessary. This will stop them drying out.
- Never fill glasses right to the rim - spills are costly due to the waste and the time spent cleaning up the mess.
- Alcohol is expensive - so take care when working with it to avoid breakages and spilling.
- Remain calm when handling difficult customers or during a busy service period.
- Be aware of what other team members are doing around you. Wherever possible help each other.
- Never stand around and take part in idle chatter with other team members.



Self Assessment

Instructions

- In the following test you will be required to answer all questions.
- You are required to obtain 100% to pass.
- If you do not obtain the pass mark, revise all the learning material and redo the test.

Question 1

What are the 5 basic methods of preparing cocktails?

Question 2

If you give a customer wrong information about a cocktail he has ordered, what may happen?

Question 3

Why is it important that you know the ingredients and amounts of alcohol, when "selling" cocktails to customers?

Question 4

Why must you ensure that you have sufficient stock before service begins?

Question 5

Why must you ensure that you use legal measurements?



Practical Exercises

Practical Exercise	Task Type	Date Completed	Comments by Supervisor
Task No. 1	Study the cocktail menu in your organisation and get your supervisor to question you on the ingredients, measurements and preparation method.		
Task No. 2	Prepare the cocktail service area, ensuring that all garnishes and equipment are ready for use.		
Task No. 3	Make cocktails from each of the 5 main preparation techniques.		
Task No. 4	Competently, prepare, garnish and serve cocktails to customers		
Task No. 5	Design your own cocktail, and ask your supervisor's comments.		

Signatures required on successful completion of this module

Comments & Review by coach	

General comments from learner	

I have (Supervisor / Coach) hereby certified that I have examined the learners' workbook and that the learner has successfully completed this section of the practical training programme.

SIGNATURE SUPERVISOR

SIGNATURE LEARNER

DATE: _____

DATE: _____