

Promote cocktails to customers

Cocktail and Non-Alcoholic Beverages Preparation (HIR4412)

Promote cocktails to customers

Performance Criteria for this Element are:

- Ensure service equipment is clean, operational & ready to use
- Ensure cocktail ingredients & accompaniments are prepared & ready for service

(Continued)



Promote cocktails to customers

- Use display materials to promote cocktails
- Offer customers recommendations or information about the range & style of cocktails available in a courteous fashion



Ensure service equipment is clean, operational & ready to use

- 'Food ' includes 'beverages'.
- *Safe food handling procedures* also apply to beverages.
- **Clean = free from visible contamination, free from bacterial contamination & free from odor.**
- Items must be clean inside and out.



Experts Say Food Is Safe

Food Safety Tips During COVID-19

Grocery Shopping

- Use disinfectant to wipe down cart or basket
- Examine produce with your eyes, not hands. Wash before eating
- Wipe down reusable shopping bags before and after use



Takeout & Delivery

- Ask for no-contact delivery: pay ahead of time and have order left at the door
- Wash hands after removing food from packaging and after throwing packaging away



Meal Delivery Kits

- Wash hands before opening boxes and after emptying them
- Practice normal safe food handling procedures, like separating meat and poultry from other foods



Ensure service equipment is clean, operational & ready to use

To keep items clean you may need:

- A cleaning schedule
- Swabs
- Chemicals
- Tea towels



Ensure service equipment is clean, operational & ready to use

Washing of glassware:

- Wash glasses after every use – no re-filling or re-use of used glasses
- Store glasses correctly
- Inspect glasses before use



Ensure service equipment is clean, operational & ready to use

Cocktail bar equipment includes:

- Cocktail shakers
- Hawthorn strainers
- Blenders

(Continued)



Ensure service equipment is clean, operational & ready to use

- Bar spoon
- Bar glass
- Tongs
- Jugs

(Continued)



Ensure service equipment is clean, operational & ready to use

- Stirrers & swizzle sticks
- Pourers
- Measures
- Ice crushers

(Continued)



Ensure service equipment is clean, operational & ready to use

- Scoops
- Glass chillers
- Zesters
- Peelers

(Continued)



Ensure service equipment is clean, operational & ready to use

- Juicers
- Knives & chopping boards
- Ice shavers

(Continued)



Ensure service equipment is clean, operational & ready to use

- Bar towels
- Toothpicks
- Cocktail lists, menus or boards.



Ensure service equipment is clean, operational & ready to use

Standards for glassware:

- Clean
- Not chipped
- Not cracked
- Appropriate to the cocktail being served
- Fresh glass for each drink
- Stored to protect against contamination



Ensure service equipment is clean, operational & ready to use

Check equipment before trade:

- A visual inspection
 - The item is present and has not been borrowed (and not returned) by another department
- A test run of items
 - Check it operates as intended and performs all the required task.



Ensure service equipment is clean, operational & ready to use

Also check:

- Sufficient items are available for the upcoming session
- Items required for Specials are available
- All required items are located where they should be



Ensure service equipment is clean, operational & ready to use

Cocktail = a drink combining ingredients such as:

- Spirits
- Liqueurs
- Milk or cream
- Fruit &/or fruit juice
- Ice
- Others
 - Tabasco or Worcestershire sauce, cordials, aerated waters and bitters.



Ensure service equipment is clean, operational & ready to use

Preparing ice:

- Obtaining ice
- Crushing or shaving ice
- Placing into appropriate container/ice bucket/ice well
- Obtaining scoop or ice tongs
- Covering ice
- *Advanced Techniques - How To Make Clear Ice*



Ensure service equipment is clean, operational & ready to use

Ice used in the preparation of cocktails may be:

- Cubed ice
- Shaved ice
- Cracked ice
- Cylindrical Ice
- Spherical Ice and King Cubes
- Etc.



Ensure service equipment is clean, operational & ready to use

Condiments used in cocktail mixing may include:

- Salt & pepper
- Celery salt
- Mint leaves
- Nutmeg
- Cinnamon sticks
- Etc.



Ensure service equipment is clean, operational & ready to use

'Bitters' are also used in cocktail bars:

- Angostura bitters
- Orange, lemon & peach bitters
- Underberg bitters.



Technically, a cocktail is not a cocktail unless it contains [bitters](#). According to "[The Farmers Cabinet](#)," an 1803 periodical credited with the first written use of the word, to be called a cocktail, a drink must comprise four ingredients: spirits, sugar, water and bitters.

Ensure service equipment is clean, operational & ready to use

'Sauces' involved in cocktail making:

- Tabasco
- Worcestershire sauce

Cocktail sauce is not used in cocktail mixing!



Ensure service equipment is clean, operational & ready to use

Preparing cordials & juices:

- A liqueur, or cordial, is a sweetened distilled spirit.
- Ensure clean bottles/containers
- Ensure sufficient volumes
- All required types are available
- Juices may need to be squeezed daily



Ensure service equipment is clean, operational & ready to use

Dairy products used in cocktails may include:

- Milk
- Cream
- Yoghurt



Ensure service equipment is clean, operational & ready to use

Preparing dairy products:

- Required products are available
- Sufficient volume of each item is obtained
- Check use-by dates
- All items are refrigerated



Ensure service equipment is clean, operational & ready to use

Alcoholic ingredients for cocktails:

- Liqueurs
- Spirits
- Wine
- Etc.



Ensure service equipment is clean, operational & ready to use

Liqueurs: a liqueur is a distilled spirit that's flavored with some variation or form of herbs and spices, cream, fruit, flowers or nuts and finished with a sweetener such as corn syrup or sugar.

- Used for color & flavor
- May be 'generic' or 'proprietary'
- 'Generic' = a general style: e.g. Crème de menthe
- 'Proprietary' = made only by one company: e.g. Galliano



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Liquor Vs. Liqueur

- In past years, the differences between a liquor and a liqueur were easily separated.

The rule of thumb to separate the two is that liqueurs are sweet and syrupy for the most part, whereas liquors are not.

- Vodka, gin, whisky, rum were all liquors.
- Chartreuse, kahlua, benedictine, baileys and schnapps were all liqueurs.
- Today, with many of the traditional spirits such as vodka being flavored.



STOCK YOUR HOME BAR IN *STYLE*



SMART TIP:

Start off small—think of the cocktails you like to drink, and buy the ingredients you need for those. When it comes to spirits, find a quality brand that fits in your budget. Stocking a full bar will be expensive, so be sure to take it slow!

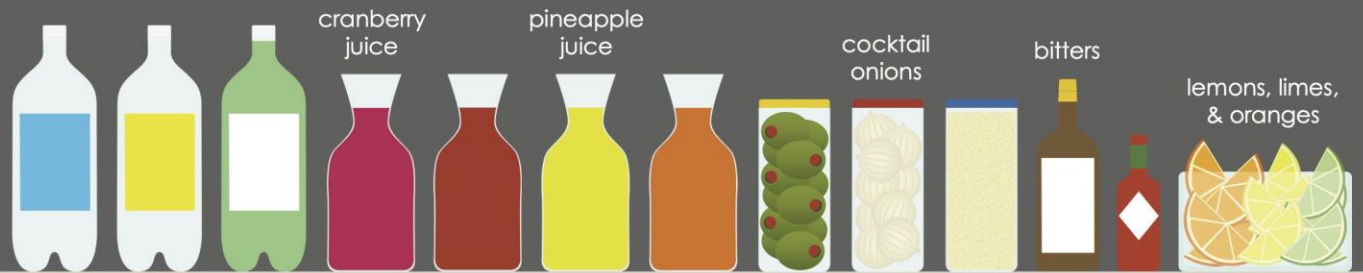
Check out our great drink recipes and more: recipe.com/recipes/drinks/popular

spirits



gin vodka rum tequila scotch bourbon cognac triple sec red & white vermouth

mixers & garnishes



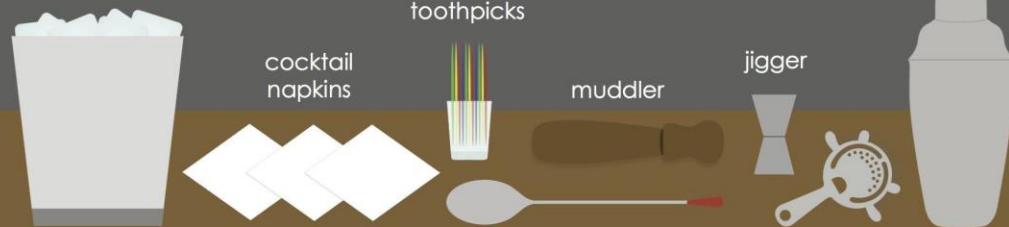
club soda tonic ginger ale cranberry juice tomato juice pineapple juice orange juice olives cocktail onions horseradish bitters hot sauce lemons, limes, & oranges

glassware (6-8 of each)



wine highball pint rocks martini

barware

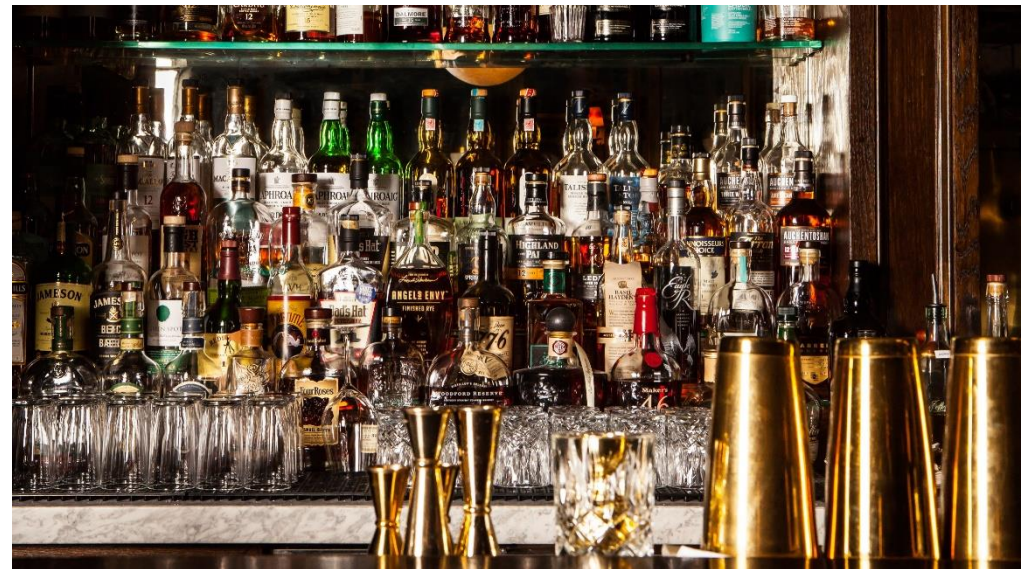


ice bucket cocktail napkins toothpicks muddler jigger bar spoon strainer shaker

Ensure service equipment is clean, operational & ready to use

Spirits = a distilled alcoholic beverage made from grain, fruit or vegetable:

- Quality may vary based on price & quality indicators (stars or label color)
- Alcoholic strength can vary between brands
- Options are available with (some) clear spirits
 - vodka, gin, white rum



Ensure service equipment is clean, operational & ready to use

Wines used in cocktail mixing:

1. Sparkling Wines
2. Sherry
3. Red / White Wines
4. Dessert Wines and Vermouth



Ensure service equipment is clean, operational & ready to use

Preparing liquor for cocktails:

- All types & brands required are available
- Sufficient amounts are available
- Bottles look presentable
- White wine is refrigerated



Ensure service equipment is clean, operational & ready to use

'Accompaniments' for cocktails = garnishes & decorations.

Garnishes:

- Are food-based
- Most common & obvious accompaniment
- Expected by recipes
- Keep them simple – do not over-use
- Handle carefully



Ensure service equipment is clean, operational & ready to use

Edible flowers can be used in cocktails:

- Some venues ban them
- May be floated on top of the drink
- May be frozen into ice cubes



Ensure service equipment is clean, operational & ready to use

'Decorations' are non-food-based accompaniments:

- Commercially available, and include:
 - Paper parasols/umbrellas
 - Plastic animals
 - Mermaids
 - Doilies
 - Swizzle sticks
 - Sparklers
 - Straws – long, short, 'flexible'



Ensure service equipment is clean, operational & ready to use

When making garnishes:

- Use clean preparation surfaces
- Prepare 'sufficient'
- Store under refrigeration
- Seal garnishes with lid or plastic film
- Do not re-use garnishes
- Do not eat the garnishes.





Ingredients

- 2 ½ ounces vodka
- ½ ounce dry vermouth
- 1 dash orange bitters
- Garnish: lemon twist

1. Add all the ingredients into a mixing glass with ice and stir until very well-chilled, about 20 to 30 seconds.

2. Strain into a chilled cocktail glass.

3. Garnish with a lemon twist.