

# HOSP-1680: BEVERAGE MANAGEMENT

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## Cuyahoga Community College

**Viewing: HOSP-1680 : Beverage Management**

**Board of Trustees:**

January 2023

**Academic Term:**

Fall 2023

**Subject Code**

HOSP - Hospitality Management

**Course Number:**

1680

**Title:**

Beverage Management

**Catalog Description:**

Focuses on the beverage management side of foodservice operations with specific attention to: bar and beverage operations, production, purchasing, and marketing of wine, beer, and spirits including formulation of a wine list and pricing models, and the fundamentals of responsible alcohol service.

**Credit Hour(s):**

2

**Lecture Hour(s):**

2

## Requisites

**Prerequisite and Corequisite**

HOSP-1010 Introduction to the Hospitality Industry or HOSP-1360 Fundamentals of Restaurant/Foodservice Management.

## Outcomes

**Course Outcome(s):**

Demonstrate and comprehend standard applied business practices in terms of beverage management including principles of purchasing and inventory control, responsible alcohol service, and marketing.

**Objective(s):**

1. Describe procedures and ways to plan, place and receive a beverage order.
2. Identify the major components of a wine label.
3. Design and present a wine list using appropriate pricing models and professional format.
4. Discuss successful marketing of beverage.
5. Outline standard issuing procedures.
6. Discuss procedures concerning liquor purchases.
7. Explain and give examples of how beer and wine sales increase profitability.
8. Identify methods of matching entrees and various beverages.
9. List the steps to properly open and close a beverage operation.
10. Identify the major types of glassware and standard bar tools.
11. Design a catering bar.
12. Discuss the production of various beverages including wines, beer, spirits, coffee and tea.

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**Course Outcome(s):**

Apply time management skills and principles of quality to daily work tasks.

**Objective(s):**

1. Prepare beverages and related products according to standardized recipes.
2. Prepare appropriate garnishes for drink presentation.

3. Discuss and demonstrate the correct set-up of a bar.
4. Demonstrate basic bartending skills including mixing of drinks, proper portioning and presentation.

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**Course Outcome(s):**

Develop and present a professional wine list including appropriate wine selection, costing and pricing.

**Essential Learning Outcome Mapping:**

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

**Objective(s):**

1. Design and present a wine list using appropriate pricing models and professional format.
2. Prepare a professional wine list including appropriate food and wine pairings.

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**Course Outcome(s):**

Demonstrate customer service skills and professional and ethical conduct according to industry standards.

**Essential Learning Outcome Mapping:**

Civic Responsibility: Analyze the results of actions and inactions with the likely effects on the larger local and/or global communities.

**Objective(s):**

1. Use basic sanitary practices and describe importance of personal cleanliness and safe food handling practices, as they relate to beverage preparation and service.
2. Identify and demonstrate responsible alcohol service.

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**Methods of Evaluation:**

- A. Progress tests
- B. Individual projects
- C. Team projects
- D. Final exam
- E. Classroom participation

**Course Content Outline:**

- a. Responsible alcohol service
  - i. Guest safety
  - ii. Legal issues
  - iii. Liability
- b. Introduction to wines
  - i. Varieties/regions
  - ii. Wine service
  - iii. Reading the label
  - iv. Developing a wine list
  - v. Food and wine pairing
- c. Beer and spirits
  - i. Varieties
  - ii. Production
  - iii. Sales
- d. Non-alcoholic beverages
- e. Pricing
- f. Beverage marketing
- g. Ensuring profitability
  - i. Theft/shrinkage
- h. Operations

- i. Types of beverage operation
- ii. Purchasing
- iii. Sanitation
- iv. Open/closing duties
- v. Bar set-up
  - 1. Equipment
  - 2. Supplies
  - 3. Garnishes
- vi. Bartending skills
- vii. Drink preparation
- viii. Catering bar

## Resources

Brown, Douglas and Amanda Miron. *The Professional Bar and Beverage Manager's Handbook - Classic Text*. Atlantic Publishing Company, 2005.

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Grossman, Harold. *Grossman's Guide to Wine, Beer and Spirits (classic text)*. 7th ed. Wiley, 2016.

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Johnson, Hugh and Jancis Robinson. *World Atlas of Wine*. 8th ed. (classic text). Mitchell Beazley Publishing, 2019.

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Foley, Ray. *Bartending for Dummies*. 5th ed. (classic text). For Dummies, 2014.

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Foley, Ray. *Running a Bar for Dummies*. 2nd ed. (classic text). For Dummies, 2014.

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Katsigris, Costas and Chris Thomas. *The Bar and Beverage Book*. 5th ed. (classic text). Wiley, 2012.

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Robinson, Jancis and Julia Harding. *The Oxford Companion to Wine (classic text)*. 4th ed. Oxford University Press, 2015.

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Oliver, Garrett. *The Oxford Companion to Beer*. (classic text). Oxford University press, 2011.

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Maloney, Toby and Emma Janzen. *The Bartender's Manifesto: How to Think, Drink, and Create Cocktails Like a Pro*. first edition. Clarkson Potter, 2022.

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Shah, Ramona Pettygrave. *Straight Up: Real World Secrets to Running a Killer Bar*. First Edition. Straight Up Bar Management, 2018. 2018.

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Nitzel, Dave and David Domzalski. *The Bar Shift: 41 Short Management Lessons You Don't Have to Learn the Hard Way!*. First Edition. CreateSpace Independent Publishing Platform, 2018.

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Taffer, Jon. *Raise the Bar: An Action-Based Method for Maximum Customer Reactions*. First Edition. Amazon Publishing, 2022.

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**Resources Other**

- A. Website: National Restaurant Association (NRA): <http://www.restaurant.org>.
- B. Website: Professional Bartending Schools of America, Inc. <http://www.bartending.org>.
- C. Website: Bartender Magazine: <http://www.bartender.com>.
- D. Website: <http://www.wine.com>.
- E. Website: <http://www.beeradocate.com>

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