

The Principles and Practice of Bar and Beverage Management

The Drinks Handbook

James Murphy

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Preface

Customer expectations of the level of service they regard as satisfactory are rising. Bars are constantly exploring what their customers want, and this focus has placed increased demands on all staff to perform, not just in terms of productivity, but also in terms of comprehensive product knowledge and specialized service skills. It is within this context that I welcome you to *'The Principles and Practices of Bar and Beverage Management: The Drinks Handbook'*. In my previous book, *'The Principles and Practices of Bar and Beverage Management'*, I concentrated on the complexities of managing modern bars. In this publication my focus has been on providing a comprehensive training guide and authoritative resource textbook, to suit students across the hospitality, hotel, bar, restaurant and culinary fields of study internationally. This book is designed to provide bartenders, sommeliers, mixologists, waiters and food and beverage practitioners with valuable background knowledge of the key beverage areas of the bar.

The chapters are structured with specific learning aims and objectives, comprehensive indicative content, tables, illustrations and models of the significant issues surrounding the topic area. Chapters 1 and 2 explore brewing and brewed products, which include beer, cider and perry, and the dispense management knowledge for dealing with various types of draught beers. The following three chapters focus on wine: Chapter 3 provides a foundation of knowledge; Chapter 4 presents the principal wine growing regions of the world and their unique wines; and Chapter 5 identifies the fortified, aromatised and quinine wines. Chapter 6 introduces the world of distillation, exploring in detail how spirits are made. We go on to consider the major spirit types and brands sold around the world in Chapter 7. The many varied ingredients, production processes and categories of liqueurs are covered in Chapter 8. The areas central to the background, production, varieties and service of hot and cold non-alcoholic beverages are examined in Chapter 9. Finally, Chapter 10 deals with the background and methods for making cocktails and mixed drinks, together with a comprehensive range of classic and contemporary recipes which can be prepared in your bar. You may have never before mixed some of the drinks highlighted in this book, but you can certainly gain confidence by following its instructions.

I hope that you enjoy reading about, discussing, demonstrating and recommending the many beverages of the bar, and finally please ensure that you always serve and consume alcoholic beverages responsibly.

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- The incredibly hard working team at Goodfellows Publishing for their support in the development of this book, especially Sally North and Tim Goodfellow.
- The industry and trade associations, Government and public service bodies around the world whose collective work helps to consistently raise the standards and safety of the bar and its beverages.
- The international, national and local food and drinks companies for their research and innovation in bringing new products and services which enhance the bar and beverage industry and for their collective sponsorship of awards and scholarships which help to recognise excellence and promote creativity in the bar and its staff members worldwide.
- The authors listed in the bibliography and web resources sections of this book for their research and work in the areas of their specialist knowledge.
- Last but certainly not least the picture credits: every effort has been made to trace ownership of copyright. The author and publishers will be glad to make suitable arrangements with any copyright holders whom it has not been possible to contact. We would like to thank the following for permission to reproduce illustrative material: Fig. 1.3 craftbeer.com; Figs. 1.4, 1.7-1.13 MicromaticUSA. Inc; Fig. 1.5 Morepour.co.uk; Fig. 1.15 Kilkenny Cooling Systems; 2.1 Natural Organic Cider; 2.3 Ehow.com; Fig. 2.4 Tuthill Temperley; Fig. 3.1 Ocean Bridge; Figs. 4.1, 4.2, 4.9-4.13, 4.15 University of Bath Students Union Wine Society; Fig. 4.3 Dal Gobbo M: Creative Commons; Figs. 4.4, 4.5 Terroir-France; Fig. 4.6 Zelas Natural Wines; Fig. 4.7 J.D. Headrick; Fig. 4.8 imlifestyler.com; Fig. 4.14 spanishwine.com; Fig. 5.1 OnReserve.com; Fig. 5.2 Atlanta Wine School; Fig 5.3. alademics.com; Fig. 5.4 Consejo Regulador Vinos de Jerez Y Manzanilla; Fig. 5.5 Wine Australia.com; Fig. 5.6 Introwine.com; Fig. 5.7 Dr. Peter Reutter, madeirawineguide.com; Fig. 6.1, 7.6 BNIC; Fig. 6.2 Luigi Chiesa: Creative Commons; Fig. 6.3 stillcooker.com; Fig. 6.5 Kentucky Barrels; Fig. 7.2, 9.4 Water Codex II – San Pellegrino, Fig. 7.3 Bureau National Interprofessionnel de l'Armagnac; Fig. 7.4 Creative Commons, Wikipedia.org; Fig. 7.5 Palmbay.com; Fig. 7.10 World Fact book, CIA; Fig. 7.11 GagaExportsGroupz.com; Fig. 7.12 Secretario de Turismo de Jalisco; Fig. 7.16 Edinburgh Whiskey Blog; Fig. 7.17 Scotch Whisky Association; Fig. 9.2 Hach Company, hach.com; Fig. 9.3 wunderbar.com; Fig. 9.5 oncoffeemakers.com; Fig. 9.7 TurkishCoffeeWorld.com; Fig. 9.8 Cona Ltd. UK; Fig. 10.3 Achim Schleuning: Creative Commons.
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About the author

James Murphy is author and winner of numerous national and international industry awards, which includes World Champion - Bacardi Martini Grand Prix for Elite Bartenders in 1993. A former Education Chairman of the International Bartenders Association (IBA), he has managed in the bar and beverage industry for over 30 years. James is co-ordinator of licensed trade development programmes, Chairman and Author of the BSc (Honours) degree in Bar Management and Entrepreneurship. He holds multiple Masters Degrees in Hospitality Management and Higher Education and currently lectures full time in the Bar Management area at the Dublin Institute of Technology (DIT), School of Culinary Arts and Food Technology, Cathal Brugha Street, Dublin, Ireland.

Author: *Bartenders Association of Ireland – A History (1997).*

Dedication

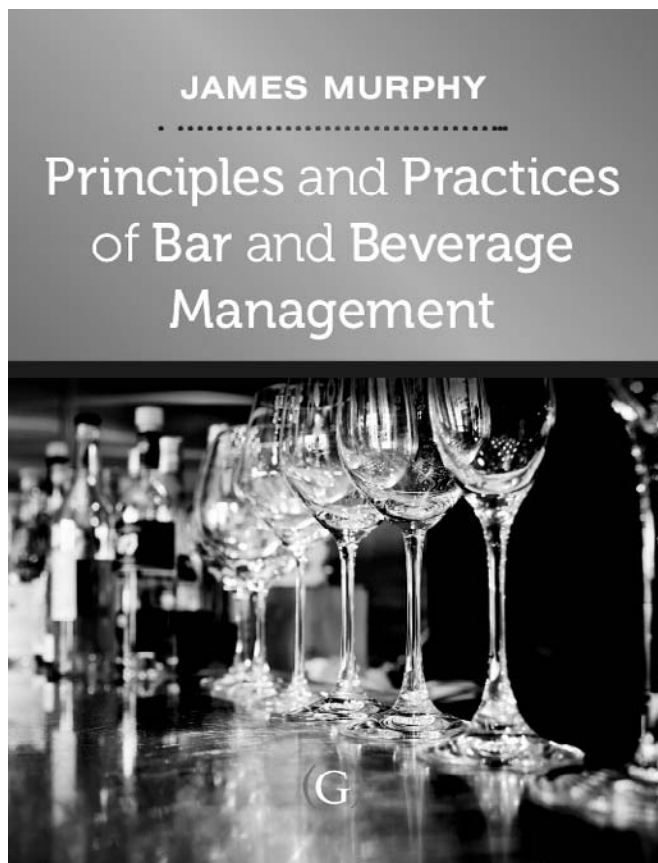
It is quite common for authors to dedicate their books to individuals whom they admire. But what if this book was dedicated to the practitioners? To all the bartenders, servers, sommeliers, brand ambassadors and mixologists I dedicate this book, you are the true champions and trailblazers in the bar and beverage world

Also available to accompany this text, *The Principles and Practices of Bar and Beverage Management*, a comprehensive text and resource book designed to explain the latest developments in and new complexities of managing modern bars – be they stand-alone or part of larger institutions such as hotels and resorts.

Principles and Practices of Bar and Beverage Management gives the reader a complete guide to every aspect of bar management; a well defined pedagogic structure; links to relevant web and audio-visual resources; coverage of all the key topics plus the technical skills and practices in the bar and beverage sector; over 200 explanatory illustrations and tables; and numerous examples and case studies from within the industry.

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