

CATALOG INFORMATION

Dept and Nbr: CUL 256.8 Title: BEVERAGE MANAGEMENT
Full Title: Beverage Management
Last Reviewed: 1/23/2023

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.00	Lecture Scheduled	1.00	17.5	Lecture Scheduled	17.50
Minimum	1.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.00		Contact Total	17.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 35.00

Total Student Learning Hours: 52.50

Title 5 Category: AA Degree Applicable
Grading: Grade Only
Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:
Formerly:

Catalog Description:
This course is designed to provide the practical knowledge needed to manage a restaurant bar or beverage operation.

Prerequisites/Corequisites:

Recommended Preparation:

Limits on Enrollment:

Schedule of Classes Information:
Description: This course is designed to provide the practical knowledge needed to manage a restaurant bar or beverage operation. (Grade Only)
Prerequisites/Corequisites:
Recommended:
Limits on Enrollment:
Transfer Credit:
Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:		Effective:	Inactive:
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Create policies and procedures for developing a profitable beverage program in a restaurant operation.
2. Demonstrate industry standards of purchasing, inventory, sales and service of alcoholic and non-alcoholic beverages in compliance with state and federal regulations.

Objectives:

Upon completion of this course, the student will be able to:

1. Explain how to obtain an alcoholic beverage license.
2. Apply legal and responsible alcoholic beverage service techniques behind the bar and in the dining room.
3. List the essential attributes of a professional bartender.
4. Specify the responsibilities of the bar manager.
5. Stock, maintain, and manage a basic bar inventory.
6. Serve alcoholic beverages in accordance with professional service practices.
7. Develop various types of promotions and guest merchandising techniques for all types of beverages.
8. Describe considerations affecting the choice of purveyors.
9. Describe the steps in brewing the perfect cup of coffee.
10. Explain the role of purchasing controls.
11. Discuss standards for product quality control.
12. Determine product cost and gross profit.
13. Ensure sales accountability.
14. Define the three classifications of alcoholic beverages.

Topics and Scope:

I. Introduction

- A. Industry trends
- B. Fitting beverages into a restaurant concept
- C. Beverage management within a restaurant

II. Beverages in a Restaurant

A. Alcoholic

1. Classifications

- a. Spirits and liquor
- b. Beer
- c. Wine

2. Alcoholic beverage licensing

B. Coffee

C. Tea

D. Waters

E. Other non-alcoholic beverages

III. The Bar and Service Bar

A. Physical attributes

B. Selecting equipment and supplies

C. Set up

D. Safety and sanitation

E. Inventory management

F. Storage needs

IV. Beverage Service

A. Alcoholic

1. Responsible alcoholic beverage service

2. Legal responsibilities

3. Liability and penalties

B. Coffee

C. Tea

D. Waters

E. Other non-alcoholic beverages

V. Employee Positions

A. Bar manager

B. Bartender

C. Bar back

D. Cocktail server

E. Barista

F. Sommelier

VI. Employee Training

A. Portion control

B. Quality control

C. Cash management

D. Customer service

VII. Beverage Marketing

A. Types of promotions

B. Merchandising

C. Target marketing

D. Entertainment

VIII. Purchasing

A. Selecting purveyors

B. Purchasing controls

C. Rotation and storage

D. Inventory

E. Product quality control

IX. Financial Operations

A. Product Cost

- B. Cost controls
- C. Pricing
- D. Gross profit
- E. Sales accountability

Assignment:

Reading:

1. 5-15 pages per week.

Writing assignments:

1. Compare beverage lists from different establishments to identify pricing strategies, design elements, and product offerings in a 2-3 page summary.
2. Critique a local food and beverage establishment's beverage sales and service operation in a 2-3 page summary.

Problem solving assignments:

1. Perform calculations to determine a beverage's cost, mark up, price, and profit.
2. List proven methods to control beverage costs.
3. Outline a labor schedule for maximum cost control, service, and profitability
4. Count and calculate a typical bar inventory.

Examinations:

1. 2-4 quizzes.
2. 1 final exam.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Cost controls; beverage list comparison, operation critique.

Writing
20 - 30%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Calculations of cost and profit; labor schedule.

Problem solving
20 - 30%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Skill Demonstrations
0 - 0%

Exams: All forms of formal testing, other than skill performance exams.

Quizzes and final exam; Multiple choice, true/false, matching items, completion, essay; short answer.

Exams
40 - 50%

Other: Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation.

Other Category
10 - 20%

Representative Textbooks and Materials:
Instructor prepared materials.