

COGAN MANAGEMENT

Cocktail Bar Consultant

Course objectives

1. To have knowledge of some popular mixed drinks i.e. cocktails and knowledge of the products behind a well stock bar.
2. To have a basic knowledge of alcohol production and its history.
3. To understand drinks habits; how the alcohol industry has evolved, cocktail evolution.
4. To apply your taste buds through tasting and making cocktails
5. To gain knowledge of cocktail ingredients and how to “balance” a good mixed drink.
6. To present yourself confidently in regard to manner and cultural awareness.
7. To understand licensing laws in your work place and health and hygiene for associates and guests alike.
8. To be well groomed and have attention to detail at all times in your work place.
9. To demonstrate ways of up-selling - increasing your sales and customer care.
10. To be aware of increasing your speed and efficiency in your work place without compromising the quality of your products.

Training by Chris Cogan