
Leading Beverage Outlets: Drinks Menu Design, Pour Cost Control and Service Standards Course

18 – 22 October 2027
Milan





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Programme Summary

Leading beverage outlets through drinks menu design, pour cost control and service standards is a one-week training course for beverage and outlet managers at intermediate to advanced level, culminating in a beverage outlet performance plan for a bar, lounge or café they run. Beverages often carry the highest margins in food and beverage, yet loose measures, stock losses and inconsistent service erode them unnoticed. The approach moves from concept and menu design through purchasing and cost control to bar workflow, service standards and team leadership. Mars Training Centre UK delivers this programme in bar and beverage management.

The Business Case

Beverage outlets depend on many small transactions, and each unmeasured pour, unrecorded transfer or slow service moment reduces profit. Menus grow without analysis, slow-moving stock ties up cash and hygiene risks around ice, garnishes and dairy are overlooked. Managers who control recipes, stock and service together can raise guest spend while protecting margin and safety.

- Pour Cost Percentage: Falls as standard recipes, measured pours and stock counts are enforced.
- Average Spend per Guest: Rises as drinks menus are engineered and staff sell with confidence.
- Stock Holding and Variance: Reduce as par levels, rotation and reconciliations are applied.

Principles and Evidence Base

- Kasavana and Smith Menu Engineering Matrix: Classifying drinks by popularity and contribution margin structures the menu analysis in Session 2.
- Par Stock and First-In, First-Out Inventory Methods: These control principles frame purchasing, storage and stock reconciliation in Session 3.
- HACCP Principles of the Codex Alimentarius: Hazard analysis is applied to ice, garnishes, dairy and syrups in Session 4.

Intended Participants

- Managers who run bars, lounges, coffee shops or pool and event beverage service.
- Leaders who approve drinks menus, prices and promotions.
- Managers accountable for beverage purchasing, stock and cost results.
- Leaders who recruit, train and schedule beverage teams.

The programme serves hotels and resorts, restaurants and lounges, clubs and leisure venues, and event and conference centres.



Learning Outcomes

1. Participants will be able to evaluate beverage concepts and drinks menus against guest demand and outlet positioning.
2. Participants will be able to construct standard drink recipes with measured pours, garnishes and costings.
3. Participants will be able to diagnose pour cost and stock variances using inventory reconciliation.
4. Participants will be able to design bar layouts and workflows that support speed and hygiene.
5. Participants will be able to justify service standards and responsible service policies for their venue.
6. Participants will be able to prioritise team training and promotional activity for an outlet.

Programme Structure

Day 1: Beverage Concepts and Drinks Menu Design

What should the outlet serve, and how should the menu present it?

- Outlet Concept, Guest Profile and Competitive Positioning
- Specialty Coffee and Tea Programmes
- Mocktails, Mixology and Signature Drink Development
- Drinks Menu Layout, Descriptions and Visual Hierarchy
- Standard Drink Recipes, Glassware and Garnish Specifications

Day 2: Pricing and Beverage Menu Engineering

Which drinks earn their place, and how should they be priced?

- Pour Cost and Beverage Cost Percentage Calculation
- Pricing Methods: Cost Multiplier, Contribution Margin and Market Price
- Menu Engineering Matrix for Drinks Lists
- Upselling, Pairing and Promotion Planning
- Point-of-Sale Data and Sales Mix Review

Day 3: Purchasing, Inventory and Pour Cost Control

Where are beverage stock and margin lost, and how are losses stopped?

- Supplier Selection and Purchasing Specifications
- Receiving, Storage and First-In, First-Out Rotation
- Par Stock Levels and Requisition Controls
- Measured Pours, Dispensing Tools and Spillage Logs
- Stock Counts, Variance Analysis and Loss Investigation



Day 4: Bar Design, Workflow, Hygiene and Service Standards

How does the bar run quickly, safely and to a consistent standard?

- Bar Layout, Workstations and Equipment Planning
- Service Sequence and Speed of Service Measures
- HACCP Principles for Ice, Garnishes, Dairy and Syrups
- Responsible Service Policies and Guest Conduct Procedures
- Cleaning Schedules, Equipment Maintenance and Safety Checks

Day 5: Leading Beverage Outlets for Performance

Is the outlet ready to grow spend while protecting margin and standards?

- Beverage Team Scheduling, Training and Coaching
- Engineering the Day 1 Menu with Day 2 Analysis
- Setting Day 3 Cost Controls as Monthly Routines
- Auditing Service Against Day 4 Standards
- Beverage Outlet Performance Plan Completion

Methodology

The programme combines structured exercises on recipes, costings and stock records with case analysis of hotel bars, lounges and coffee outlets. Each session moves from a short briefing to group tasks in which participants apply the tools to menus and data from their own venues.

- Suggested activity: Costing and pricing a signature mocktail and a specialty coffee range.
- Suggested activity: Investigating a stock variance from a month of bar counts.
- Suggested activity: Redesigning a lounge bar workstation to shorten service time.

Capstone Output

Each participant completes a beverage outlet performance plan for a bar, lounge or café they run or a case outlet. It contains the engineered drinks menu, standard recipes and costings, stock control routines, workflow and hygiene improvements, service standards and a team training plan.

Frequently Asked Questions

Is bar and beverage management training suitable for newly promoted outlet managers?

Yes. It is set at intermediate to advanced level and assumes experience in beverage service; costing and inventory methods are built step by step.



Which methods does the leading beverage outlets course rest on?

It rests on the Kasavana and Smith menu engineering matrix, par stock and first-in, first-out inventory control, and HACCP principles of the Codex Alimentarius.

How is the beverage outlet performance plan from bar and beverage management training used at work?

You can use it to relaunch a drinks menu, set monthly cost routines and present improvement proposals to your food and beverage director.