

# Ensure a successful bar program with essential content in beer & spirits

## THE BARTENDER IS OFTEN THE FIRST INTERACTION A GUEST HAS WITH YOUR OPERATION.

**Intro to Beer & Spirits™** provides your staff with the essential knowledge they need to communicate and serve beer, spirits and mixed drinks to your customers and guests. Whether a bartender, server, retail employee, banquet server or training for a career in the foodservice/hospitality industry—this course equips students with the vocabulary, confidence and knowledge they need to be helpful and educated beverage professionals.

## RICH, VIVID DESCRIPTIONS BY A KNOWLEDGEABLE STAFF MEMBER CAN INCREASE SALES BY UP TO 27%.\*

The course serves as the ideal beverage-focused onboarding solution for new team members at the time of hire. **Intro to Beer & Spirits™** aids in the recommending, selling and proper service of alcoholic beverages. It can also be used as a refresher course for seasoned professionals. This engaging and interactive online learning experience is solely focused on increasing the beverage sales of your operation while concurrently improving the overall experiences of your guests and patrons.

\*CORNELL UNIVERSITY HOTEL & RESTAURANT STUDY

## ESSENTIAL TRAINING. AFFORDABLE PRICING.

**Intro to Beer & Spirits™** is available for \$299.00 per location and provides for unlimited usage for 1 year. For this purchase price, a location will receive access to the course for an unlimited number of employees as well as the benefits of the Learning Management System for record management and data storage of the operation's training statistics.

## Intro to Beer & Spirits™

*Increase Sales. Improve Guest Experiences.*

**One Flat Rate.  
Open Access.**

## Key Takeaways:

- **Understanding of the Major Characteristics and Styles of Beer**
- **Instruction in Origins & How to Use the Most Commonly Ordered Spirits**
- **How-To's for Popular Cocktail Recipes**
- **Improved Sales Acumen: Bartending Techniques, Recommending, Pairing with Food & Suggestive Selling**
- **Directives for Responsible Service**

Get started today. Visit:  
<https://foodservicetrainingportal.com/beerspirits>  
for more information.