



Look Forward to Happy Hour

Vino 101 is a trusted provider of beverage education solutions—serving the foodservice, hospitality and retail industries for the past decade. During that time, we have trained over 350,000 employees in wine, beer and spirits. Our cloud-based learning solutions make it easy to create a consistent beverage knowledge standard across an organization.

Beer & Spirits provides a comprehensive and entertaining introductory education for all staff involved in the sales and service of beer, distilled spirits and mixed drinks.

Bartending is a hands-on activity. However, to appropriately serve your customers, a team member must possess basic knowledge that prepares them for the vocabulary, processes, service elements and food pairing intricacies that are associated with beverage sales and proper beer and cocktail service.

Our course lays the foundation on which you can build your operation's specific beer, spirits and menu offerings.



**Beer
& Spirits**



**DRIVE BEVERAGE SALES.
DELIVER SUPERIOR CUSTOMER SERVICE.**

Your Growth is our Mission

Beer & Spirits serves as the ideal beverage-focused onboarding solution for new team members at the time of hire. The course immediately aids in the recommending, selling and proper service of beer, distilled spirits and mixed drinks. It is also used as a refresher course for seasoned professionals.

Our 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. Our clients have seen a 15-20% increase in beverage sales within 60 days of implementation of our courses.

Cheers to your soon-to-be increasing beverage sales . . .



Course Content

Course Features

- Extensive Glossary
- Video Sequences
- Remediation Quizzes
- High Resolution Photos
- Flash Animations
- Interactive Activities
- Pairing Guidelines
- Suggestive Selling Tips
- Printable Notes & Reference Guide
- Bookmarking Capabilities

LESSON 1: BEER

- ✓ How Beer is Made
- ✓ Characteristics & Styles
- ✓ Bottle v. Draught
- ✓ How to Use with Food

LESSON 2: DISTILLED SPIRITS

- ✓ The Distillation Process
- ✓ Types & Varieties
- ✓ Cordials & Liqueurs

LESSON 3: MIXERS, GARNISHES & GLASSWARE


- ✓ Drink Mixers & Cocktail Garnishes
- ✓ Appropriate Glassware
- ✓ Bartending Vocabulary
- ✓ Suggestive Selling
- ✓ Pairing with Food

LESSON 4: MAKING DRINKS

- ✓ Bartending Techniques
- ✓ Martinis
- ✓ Rocks Drinks
- ✓ Frozen Drinks
- ✓ Shooters
- ✓ Responsible Service

LMS Capabilities

Our beverage suite is delivered from within our Learning Management System- allowing for the streamlined networking of locations across an entire company. The LMS provides for seamless, real-time tracking of employee progress as Training Administrators can generate individual or location reports with aggregated training information at any time.



We effectively educate team members,
drive higher sales &
promote excellent service for our clients.

www.vino101.com
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