

BARTENDING

INSIDE - OUT

POURING TECHNIQUES • SPIRITS • VODKA • GIN • RUM
TEQUILA • BRANDY • WHISKIES • SINGLE MALTS
KEGS • BEER • WINE • GLASSWARE • ICE
• MAKING YOUR BAR WORK • CUSTOMER SERVICE
• ICE • CASH HANDLING • TIPS
• RESPONSIBLE SERVICE
LIABILITY • BAR CUR
CHECKING ID'S
RECIPES

THE GUIDE TO

PROFESSION

PROFIT

&

FUN

Third Edition

Lori Marcus

BARTENDING INSIDE-OUT

**The Guide to Profession, Profit,
and Fun**

Lori Marcus

Cadillac Press

BARTENDING INSIDE-OUT

The Guide to Profession Profit and Fun

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BARTENDING INSIDE-OUT

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Warning/Disclaimer

Every attempt has been made to provide accurate information in regard to the subject matter covered. This book is sold with the understanding that neither the author nor publisher are qualified to render legal, tax, or other professional advice. If legal or other expert assistance is required, seek the services of a professional. The opinions and suggestions given in this book offer service options and are not intended to supersede existing bar policies.

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INTRODUCTION TO THE WORLD OF BARTENDING

Perhaps one of the most annoying and frequently asked questions of a bartender is —
“Why aren’t you smiling?”

Invariably this is asked while your bar is five deep with customers, you’re out of beer, out of glasses, out of ice, and out of your mind! You ponder this question as you pour his draft beer (...should I answer truthfully?). Suddenly, the keg blows, spewing beer suds all over your questioning customer.

The corners of your mouth begin an upward curve,
– Your smile returns – You find your rhythm –
“ Who’s next? - Two Golden Cadillacs? -
No problem! ”

**WELCOME TO THE HOSPITALITY
BUSINESS !!**

THE ROLE OF A BARTENDER

Location and decor will bring customers into a bar for the first time. It is the role of the service personnel to make sure that these customers come back again and again.

A bartender is an entertainer: the lead act, stage manager, and director of the show. It is up to him or her to create a friendly atmosphere by interpreting each customer's mood, attitude, and needs. A successful bartender knows just how much (or how little) entertainment to provide.

A bartender must possess a good sense of humor, be diplomatic, have a good attitude and appearance, and be a team player.

Good hand-eye coordination and a keen sense of peripheral vision are necessities.

Knowing what comes next, thinking ahead, and making each move count are essential.

Each bartender develops his own style. It is important to match your style and personality to a bar that allows you to be yourself and enjoy yourself.

BARTENDING BURN OUT

A bartender is hard at work when the rest of the country is on vacation, has the weekend off or a big night out. Most times, the bartending profession will offer you an enjoyable job that allows you to be the host of a party each time you work. Other times, bartending can bring out the worst in the best of us.

Job pressures and the bar environment may encourage one to "join the party." You cannot handle cash, handle liability, or make judgment calls when you party alongside your customers. Discipline yourself, keep healthy, get enough sleep and stay sober.

Eight hours behind the bar is not the same as eight hours at any other job. Keep a schedule that you can handle.

LEARNING TO BARTEND

The best way to learn how to bartend is through “hands-on” experience. Unfortunately, finding a bar that is willing to train you can be hard. If you are presently working in a restaurant/bar as a waiter or bar-back, you are in the optimal position to begin your learning process. Look, listen, ask questions and learn all that you can about specific drinks, garnishes, and liqueurs.

There are also many bartending schools out there that can provide you with basic skills, knowledge, and job placement. Ask around and find one with a good solid reputation.

TOOLS FOR LEARNING

You will need the following tools to help you learn the mechanics of bartending —

EMPTY LIQUOR BOTTLES: Use a generic-shaped liquor bottle with a long neck in order to learn proper handling techniques.

POUR SPOUTS: Make sure that these are not the wide mouth “speed pourers.” These fast pour spouts are good for juices and thick liqueurs but make pouring a controlled shot difficult.

SHAKER GLASS and STRAINER: Use the large size, available at most liquor or restaurant supply stores. (see page 113)

SHOT GLASS: Find a two-ounce, lined shot glass. Shot glasses come in different shapes and sizes; you will be learning how to pour a controlled one-ounce shot. (see

GLASSWARE: It is best to use traditional highball, rocks and cocktail glasses. (see page 61)

POURING PROCEDURES

Learning the proper pouring techniques and developing good hand-eye coordination are the only ways to ensure that all drinks are poured accurately and consistently.

There are two types of pouring procedures — measured and free-pouring.

MEASURED POURING

Owners and managers use the measured pouring method in order to keep a bartender from over-pouring alcohol. When a bar requires the use of a shot glass to pour alcohol, they may save on pouring costs (P.C.), but they will lose on time required to pour those drinks, as measured pouring takes twice the time as free-pouring. Most customers prefer watching a bartender free-pour their drink, regardless of how much they pour.

Measured Pouring can be achieved in several ways —

- Liquor guns; similar to a soda gun that are designed to pour a pre-programmed portion only.
- Controlled pour spouts that dispense one shot at a time.
- The required use of a shot glass for pouring.

LEARNING MEASURED POURING**To pour a drink using a measured shot glass or jigger —**

- Hold the shot glass over your iced glass.
- Fill the shot glass until it reaches your required pour.
- Empty the measured shot into the glass.
- Rinse out the shot glass. Place it upside down on the bar mat to drain.

It is a good idea to keep two shot glasses for pouring. One for clear liquors and another for colored or cream liquors. Even when you rinse a glass with water, certain oils and flavors can remain behind.

FREE POURING

A professional bartender should be able to free-pour a shot consistently, without measuring or counting. Eventually, you will be able to measure your pour by feel and by knowing where a shot measures up to in your glassware.

The easiest way to learn how to free-pour accurately is to count while you pour. You will find that your count will vary when using different size pour spouts and when pouring thicker liquors.

Each bar has policies regarding the amount of alcohol poured per drink. Some pour one ounce only. Others pour an ounce and a quarter, or ounce and a half. With continuous changes in the laws regarding liability and legal intoxication levels, some bars are cutting back on the amount they pour and some customers are requesting less alcohol and more mix. Next, you will learn to pour a one-ounce shot. After mastering the one-ounce shot, you will be able to adapt for each different pouring situation.

LEARNING TO FREE POUR**Prepare your tools for learning —**

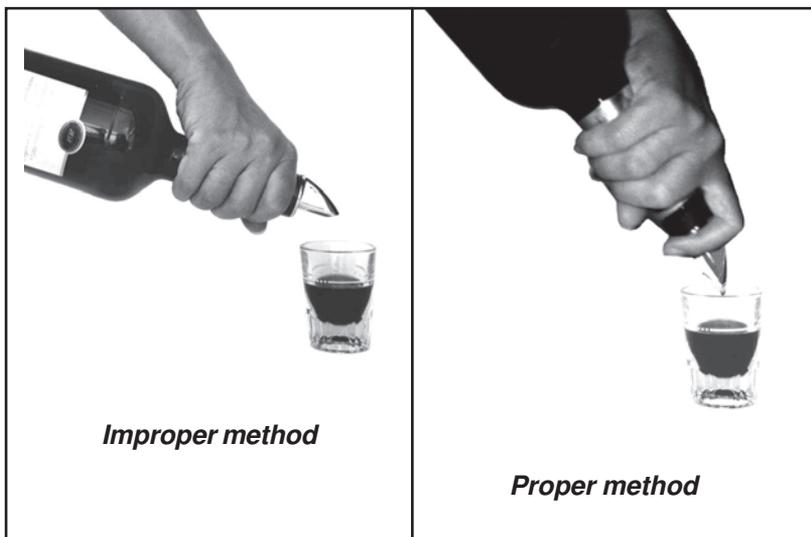
Fill two empty liquor bottles with water and top them with pour spouts.

Place a one-ounce shot glass and a rocks glass on a table or countertop that is at least waist high. Be sure to give yourself plenty of room.

When pouring drinks at a bar, always make them on a bar mat. This is a rubber mat placed on the bar, above your ice bin and speed rack, designed to collect any liquid spillage.

Grab the bottle high up around the neck. Always drape your index finger over the base of the pour spout. This prevents the spout from falling out while you pour.

Using your wrist, invert the bottle (almost upside down), over the shot glass. Count the amount of beats it takes to fill the shot glass. Finish your pour by quickly righting the bottle using a twist of your wrist to minimize/prevent spillage.



Pour the filled shot into a rocks glass; note the level to which it fills the glass. Practice this a few times to establish what count is needed for you to pour a one-ounce shot.

When you feel comfortable with your bottle handling and think you have your count down, reverse your pouring order.

Pour a shot as you have been doing, only this time pour directly into the rocks glass (without ice). Test your accuracy by pouring the contents of the rocks glass back into the shot glass.

Practice and adjust your count until you are able to repeat free-pouring a full shot, give or take a few drops, on a regular basis.

Now, change hands and practice again.

Remember! The liquor bottle must be held by the neck, inverted over the glass (almost upside down) and poured using the wrist. This method provides quick, even pouring with no spillage.

Once you feel comfortable free-pouring a shot; then it is time to move on.

PREPARING DRINKS

Take one of your filled bottles and remove the pour spout. This will be your juice bottle. You can add some food coloring if you wish.

Beside it place another filled bottle fitted with a pour spout.

Fill a highball or similar glass with ice. Always make sure to pack your glasses with ice. Alcohol makes ice melt fast.

Now, pour a drink using both hands at the same time. You will have to regulate your juice pour while making sure to pour just one shot of liquor.

Practice this until you feel comfortable.

Repeat this process, switching hands used for the juice and liquor bottles.

No problem? Great. Bring out the shot and the rocks glass again. It's time to double check your liquor pour. Pour the same amount as you did for your drink into the rocks glass (no ice). Pour the liquid into the shot glass and see how you did.

A BEGINNING BARTENDER IS EASY TO SPOT. THE FIRST GIVE-AWAY IS IMPROPER BOTTLE HANDLING.

Being able to comfortably use both hands equally when bartending is the most important mechanical skill you can develop. To avoid catching “the dreaded one-handed-bartender syndrome,” learn and practice two-handed bartending from the start.

A professional must be able to pour liquor and juices, use a soda gun, squeeze fruit, and straw drinks with either hand. This is necessary for speed and efficiency. Each bar that you work will be set up differently. Most will have more than one bartender. It is important that you be able to adapt for both right- and left-hand placements.

HINTS FOR LEARNING TWO-HANDED POURING

Make a conscious effort from the beginning to use and develop your weak pouring hand.

Wherever the bottle, juice, or soda gun is located, use your closest hand to pour it. Do not favor one hand over the other.

Always use both hands when pouring a mixed drink.

Pour the liquor and mixer at the same time. Concentrate on pouring the proper amount of alcohol while regulating your juice or soda pour to match your liquor pouring time.

The most important thing to remember is not to over-pour or under-pour while trying to keep up with a fast- or slow-pouring mixer. Each hand must pour independently of the other.

POURING TWO LIQUORS

When a drink calls for two or more liquors — hold a bottle in each hand and pour them at the same time.

Cut your pouring time in half so that your combined pour equals one controlled shot.

When your customer asks you to make a favorite concoction — one shot of this, two shots of that, etc., it usually means: one part this, two parts that, etc. When you do make a multi-shot drink, be sure to let your customer know the cost before making it.

TIPS FOR POURING DRINKS

When making more than one drink at a time, ice and group all glasses together that will contain the same liquor.

Remember — When a shot contains two or more liquors, the sum of the liquors used should not exceed the amount poured for a single shot unless you are charging accordingly.

When pouring hot liquids into glasses that are not heat treated, put a metal spoon into the glass before you pour. The spoon will conduct the heat and protect the glass from breaking.

Shots containing liquor only are usually served in a shot glass. Shots that contain juices or other mixers should be served in a rocks glass or in a glass that allows enough room for the right proportions of alcohol and mix.

When pouring a batch of mixed shots using a strainer, group all the glasses together and touching. Pour a little into each glass. Repeat this process until all the glasses are evenly filled and your cocktail shaker is empty. This method ensures that each drink is thoroughly mixed and equal in size.

When pouring liquor into a snifter, many people prefer to stand the glass on its side and pour the liquor until it reaches the rim of the glass. Because of the difference in glass sizes, this will not always give you an accurate pour. But, since many bars do not use pour spouts with top shelf liquors, this pouring technique may give you a more accurate pour than free pouring a bottle without a pour spout.

POUSSE-CAFÉ / LAYERED DRINKS

Pousse-Cafés are layered drinks created by floating liquors of different densities and colors atop each other. When properly poured and presented, a pousse-café allows a bartender to create and design an individual, colorful, dramatic, and tasty concoction likely to impress any customer.

Pousse-café can be served in any small glass that will show off its layers. If your bar does not stock special pousse-café glasses, use a shot or sherry glass. Avoid using a rocks glass. It is too wide to achieve a good layering affect without over-pouring.

The densities and weights of liquors are not indicated on the bottles and can vary widely from one brand to the next. Trial and error is often a necessity when determining density.

In general —

- The more sugar in the liquor, the more density or weight.
- The more alcohol, the lighter the liquor.

POURING A POUSSE-CAFÉ

The densest liquor is poured first; other liqueurs are ‘floated’ in succession, according to density.

Here are two ways to create a Pousse-Café —

1. To keep the layers separate, slowly pour the liquor over the back side of a bar spoon (a cherry may also be used to slow the flow).

Keep the spoon close to the inside wall of the glass as you “float” each layer atop the other.

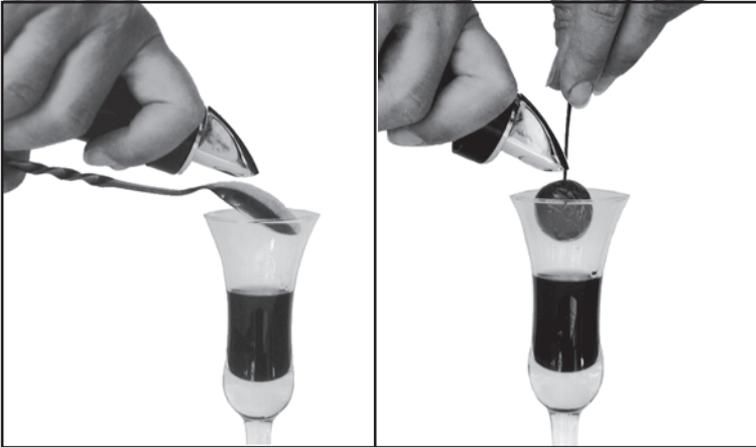
With practice, layering can be done easily and impressively, without the aid of a spoon.

2. Tilt the glass once you have poured the bottom liquor.

Place the tip of the pour spout against the inside wall of the glass, tipping the liquor bottle just far enough to begin a slow, even pour.

Pour against the inside wall of the tilted glass, just above the previous layer.

The wall of the glass slows and directs your pour, allowing the liquor to “float” atop the previous layer. (A process similar to the pouring of a draft beer.)



Remember —

Tilt the bottle just enough to start a slow, controlled flow.

You can also slow and adjust the flow of liquor while pouring by partially covering up the opening of your pour spout with your index finger or by slowly twisting the pour spout using an upward motion.

If you pour slowly enough against the inside wall of the glass and above the previous layer, many liquors will follow the wall and slip under the lighter layers, settling to their proper layer and correcting any misjudgments you may have made in pouring order.

Mistakes in pouring order will often correct themselves (for later use) if you let them sit in a cool place until they settle.

MAKING DRINKS