

catersource® + THE SPECIAL EVENT®

Bar & Beverage Catering 101 & Beyond!

Roy Porter
Activities Director
Engage Works

February 15, 2024
Austin, TX



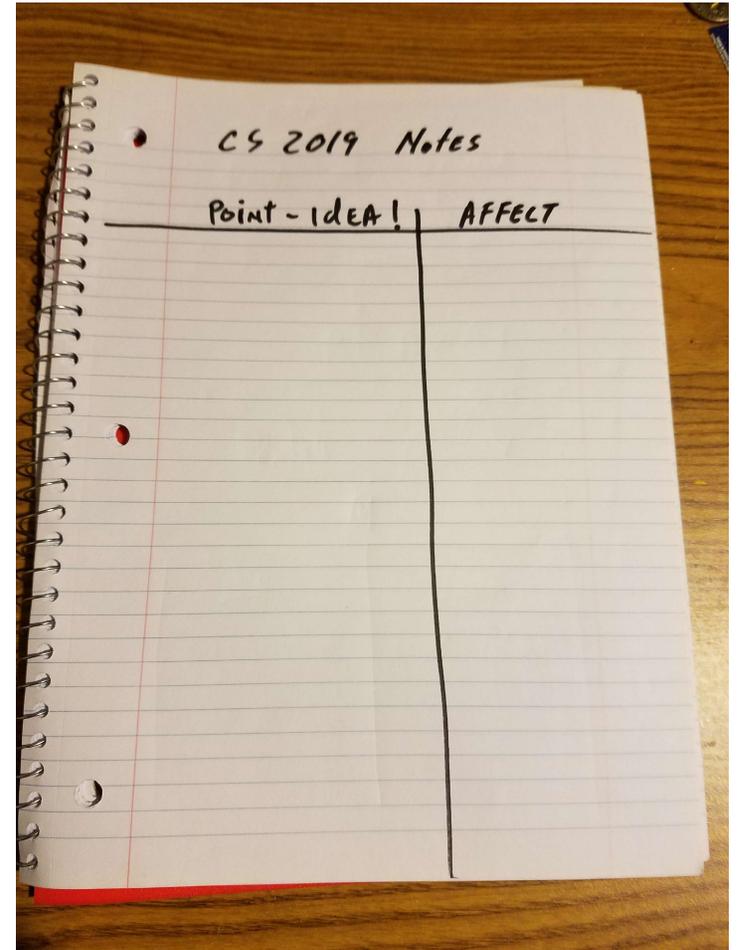


The Bartenders Handshake

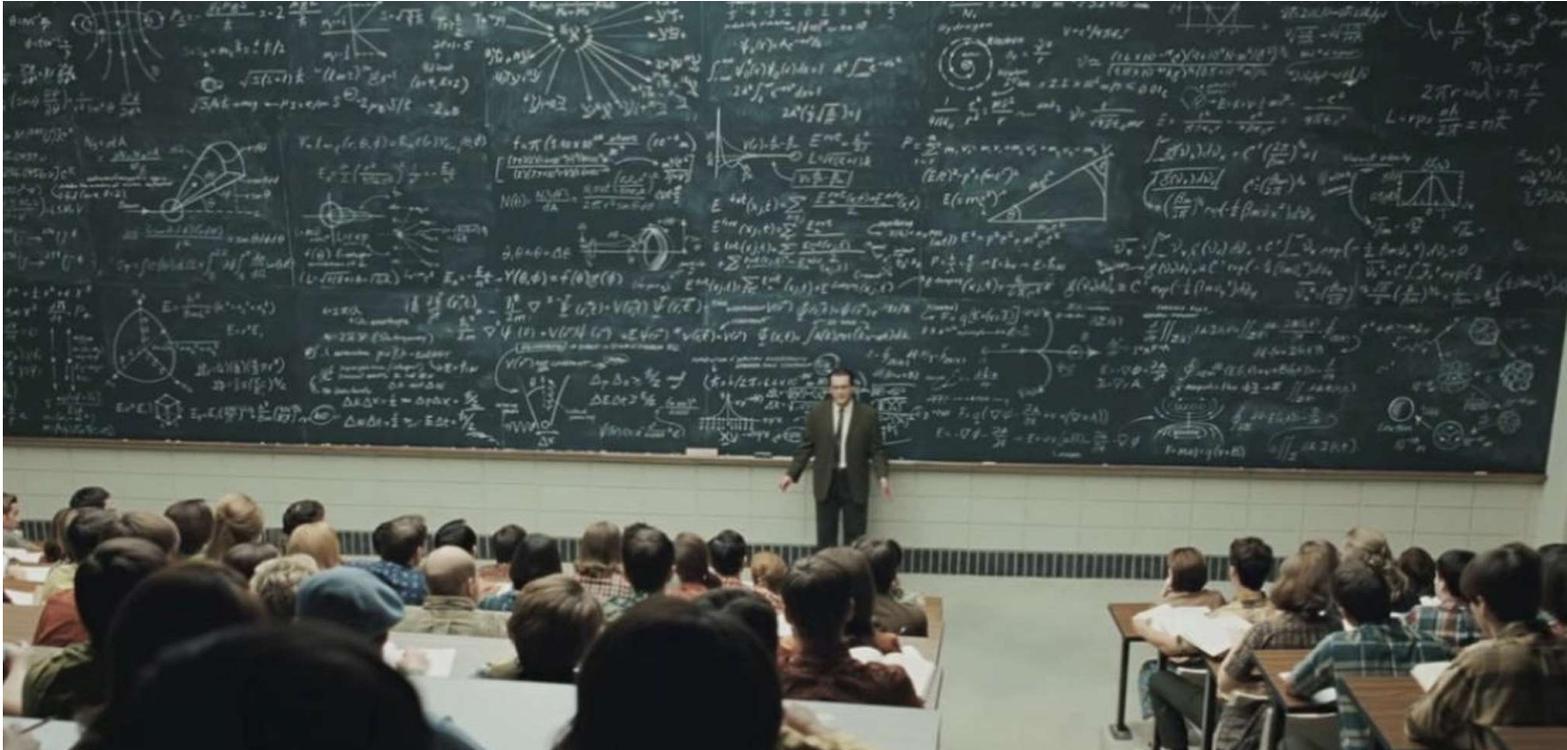
House Keeping



Phones to Vibrate, Calls, Step out...



House Keeping...



Relax, take notes, download the presentation... Ask questions at the end!

Email: [tablewizard1@gmail](mailto:tablewizard1@gmail.com)

Survey says?

+Just Bar catering?

+Food Catering and Bar?

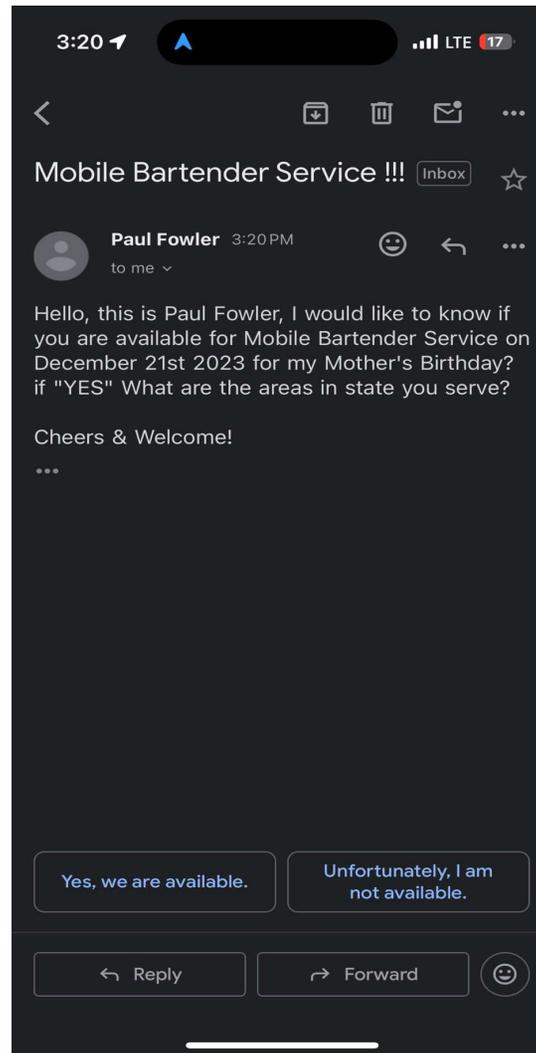
+With License?

+Without License?



“Hey Kid, get me a case of Dry White Wine!”

“Paul Fowlered”



Scam

#1 Consideration....

Not Bar Catering

Beverage Catering

*It's the **Experience!***

CAUTION

**PLAY AT YOUR
OWN RISK**

© 2008 THE PLAYERS TRADING COMPANY

With a Liquor License!

You can legally sell; Beer, Wine and Spirits!

Without a License

Without License = “Dry Hire”

Client surplices all alcohol

501C3 Non profits can pull one day sale permits

Coach client on what to buy

Where to buy – “Partner” with independent store

Handle the rest, Glassware, Rentals, Mixers, & Insurance

Beverage Marketing 101

- **1. Update Google Business Profile**

[Google Business Profile - Get Listed on Google](#)

Ensure Correct information

- Indicate bar & beverage service catering
- Post Photos & Videos of Events
 - “positioning:” *Their Expected Experience!*

Update 3-4+ times per year

Enhance your Website!

- > Positioning**
- > Menus**
- > Collections**
- > Signature Cocktails**
- > Welcome Cocktails**
- > Pricing**
- > Upsells**
- > Other Services...**

Invest in SEO



Make it easy for “The Hunters” to find you!

Organic

Key words etc.

Boost Your Social Media Presence!

Post often

Events, Interactions, Reasons, Justifications Excuses

Behind the scenes- Packing, mixing

“Implied Endorsements”

Connect with us



Get a Wall Map



30-50 Miles Radius

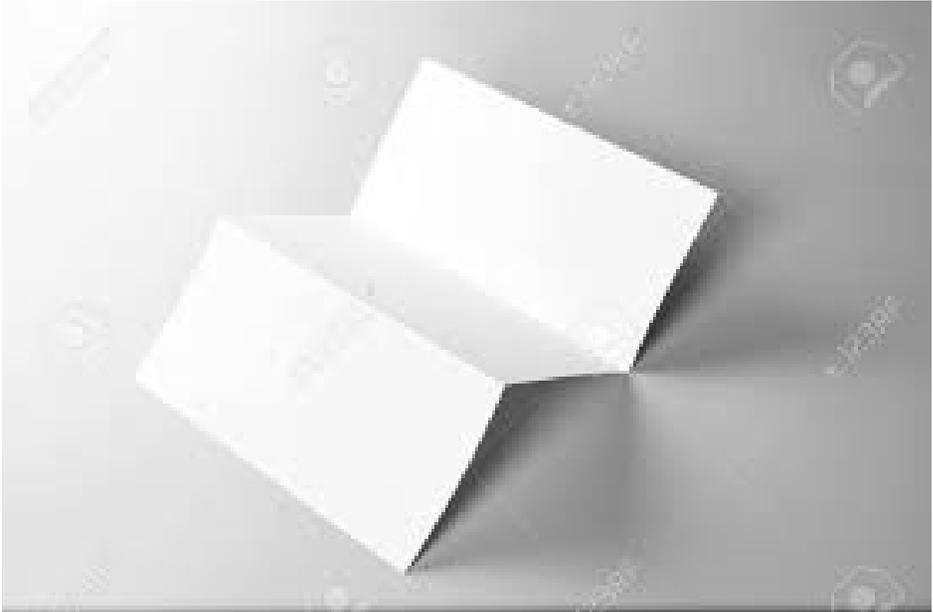
Proactive



30-50 Miles Radius

- Lists:**
- Planners**
- Venues**
- Companies with 50+ employees**
- Brand Ambassadors - Distributors**

Demand Lead Generation



Coffee bag with letter invitation



Packages “AKA” Collections

Types of Service...

**Platinum
Premium
Gold
Beer & Wine
Beer
Wine
Champagne – Sparkling
Specialty Single Spirit Bars**

**Mocktails
Refreshment Stations
Coffee - Hot Chocolate
Drinking Water**

Always Offer Three Choices

Drive to One!

Types of Service...

Platinum

Premium

Gold

Beer & Wine

Beer

Wine

Champagne – Sparkling

Specialty Single Spirit Bars

Theme; Tiki, Vermouth, Martini

Mocktails

Refreshment Stations

Coffee - Hot Chocolate

Drinking Water



Bloody Mary Specialty Bar

With large profits, comes responsibility!

Training & Certifications

Servesafe Certification

Food Handlers Card, Tips RBS, LEQADS Etc.

Bar Smarts

Bar 5 Somm Cicerone

Supply the tools for bartending!

Professional Good Tools
Consistent look
Clean
Check in and out

Basic Tools For Bartending



Scoop – Speed Opener

More Tools



12" X 18" Service mat



12" X 6" Service mat



Bar Towels



Weighted Shaker



Mixing "Glass"

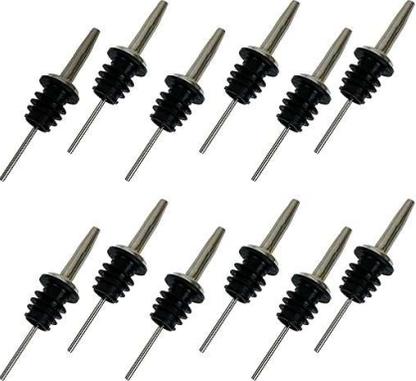


Bar Spoon



Hawthorne Strainer

Pours



Spill Stop 285-50



Spill Stop 285-60



V-Rod Speed Opener



Spill Stop Jet Pour



Tongs



Cutting Board



Bar Knife

Peeler



Flaming Orange peels



Citrus Squeezer



Garnish Holders

Sectionizer



Cutting Citrus



3 Gallon Dump Bucket

Packing Pointers For Events...



Akro-Mils 39170 Industrial Plastic Storage Tote
with Hinged Attached Lid,
(21-Inch L by 15-Inch W by 17-Inch H), Gray,

Best for 95% of bottle
Holds wine and beer
Most supplies
Contain spills
Secure with Zip tie reduce theft

Can stack
Nestable when not used

Like foot print different height

Mfg's: Uline, Akro-Mils, Orbis



Totes on Dolly



Totes on Hand Truck



Bottle Divider in Totes



Pallets and
Pallets Jacks

O = Over Production



The 10% Extra!

- > Product Purchases,
- > Prep Labor, Storage,
- > Transportation,
- > What to do with extra, etc.

600+ Lbs. of extra Ice

O = Over Stocking



4 Bar positions. 48 Cans x 4 = 192 Cans of Coke; 100 Guests



8 Bars: All Over Stocked

The Nine Wastes

“DOWNTIME + C”

D	Defects
O	Over Production
W	Waiting
N	Non-Utilized Talent
T	Transportation
I	Inventory
M	Motion
E	Extra Processing
+C	Communication



Overstocking Bars



Left over: 30 Gallons of premix cocktails, fruit garnishes...

Upsell



Fire Place Bar

Hospitality, Logistics & Upsell

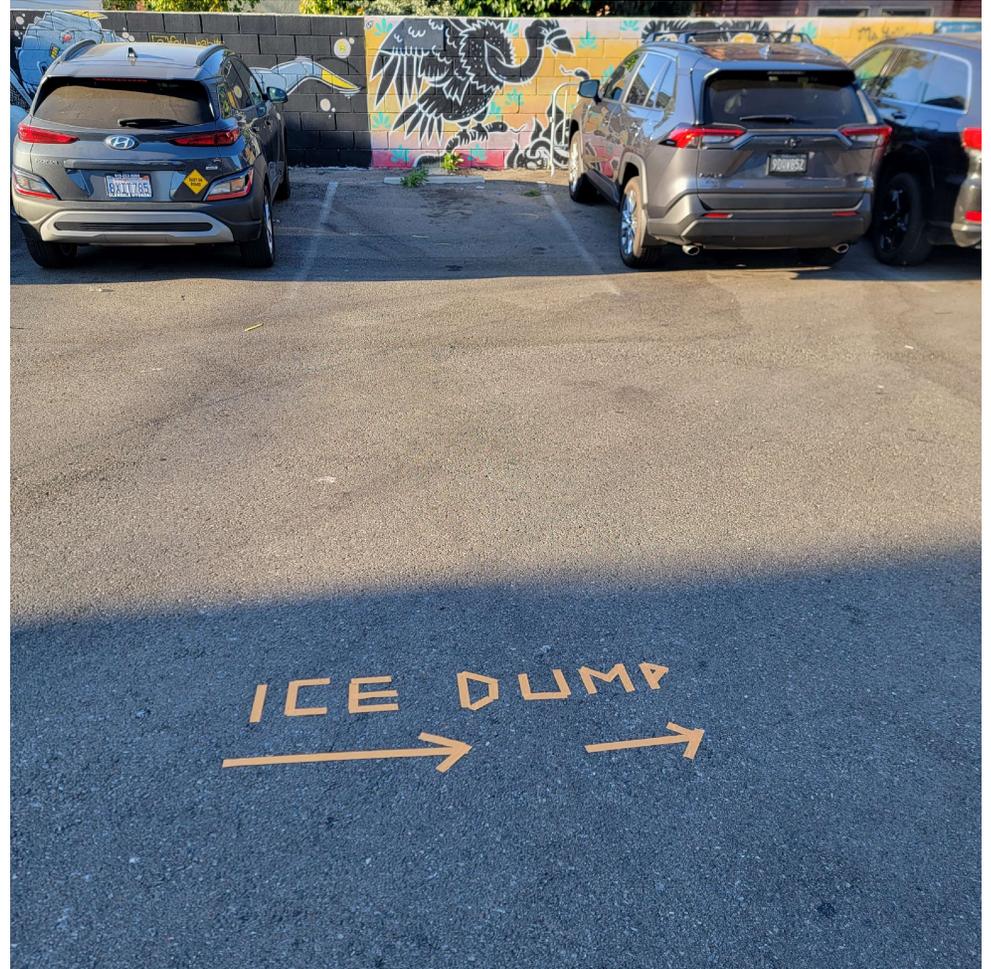




Community and Industry involvement



38 Bars: Getting Ready...



38 Bars: The Strike...

Pre Batching Pointers

Small Batches 1-3 Gallons
Not exceed 45% of the guest count
750ML with Jet pour
Jockey Box
Dispenser on Display

Ordering on line

DESIGNING AN E-PACKAGE; THE BASICS

Designing your first event package can seem daunting at first, but rest assured, we have you covered!



Joel Black & Roy

GET AN INSTANT QUOTE HERE



- E-Cinch [Tired of sending proposals? Automate your sales with E-Cinch!](#)

Welcome Beverages

Upsell

Hydration station(s)

Tray Passing: Champagne, Spritz, Wine, Sparkling, lemonade, tea

Secret **Pro tip:** Save on consumption and demand at the bar
Gift to the bride

Heat off the bar

Perception is elevated service.

Go Mobile



Signature Cocktails

- Special, unique

Not 4-6. Two only

Pull from Collection elements. Prebatch.
Make it easy on the Bartenders.

Ice is Nice!

Invest in machine(S)

Transportation

Squares

Spheres

Laser Etching” Names Logo
Frozen herbs, flowers, fruit,





Laser Ice: Names Logo

Upsell Ice Options....

Ice Bars



Ice Luges



Ice Furniture



Corporate Logos



Food Displays



Ice Vases



Ice Lounges



Centerpieces



Sculptures



Holiday Themes



Ice Portraits



Ice Wares



Ice Curtains



Events that Dazzle



Extra Ice options....

Upsell



Ice Curtains

Disposable Glassware



9 Oz. Wine



10 Oz. Cocktails

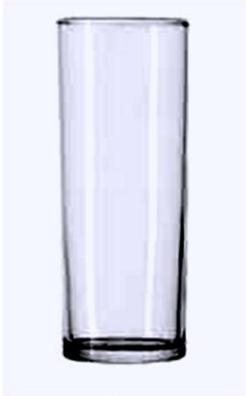


14 Oz. Beers



Tossware

Glassware



Collins



Old Fashioned



Pints-beers



AP Wine

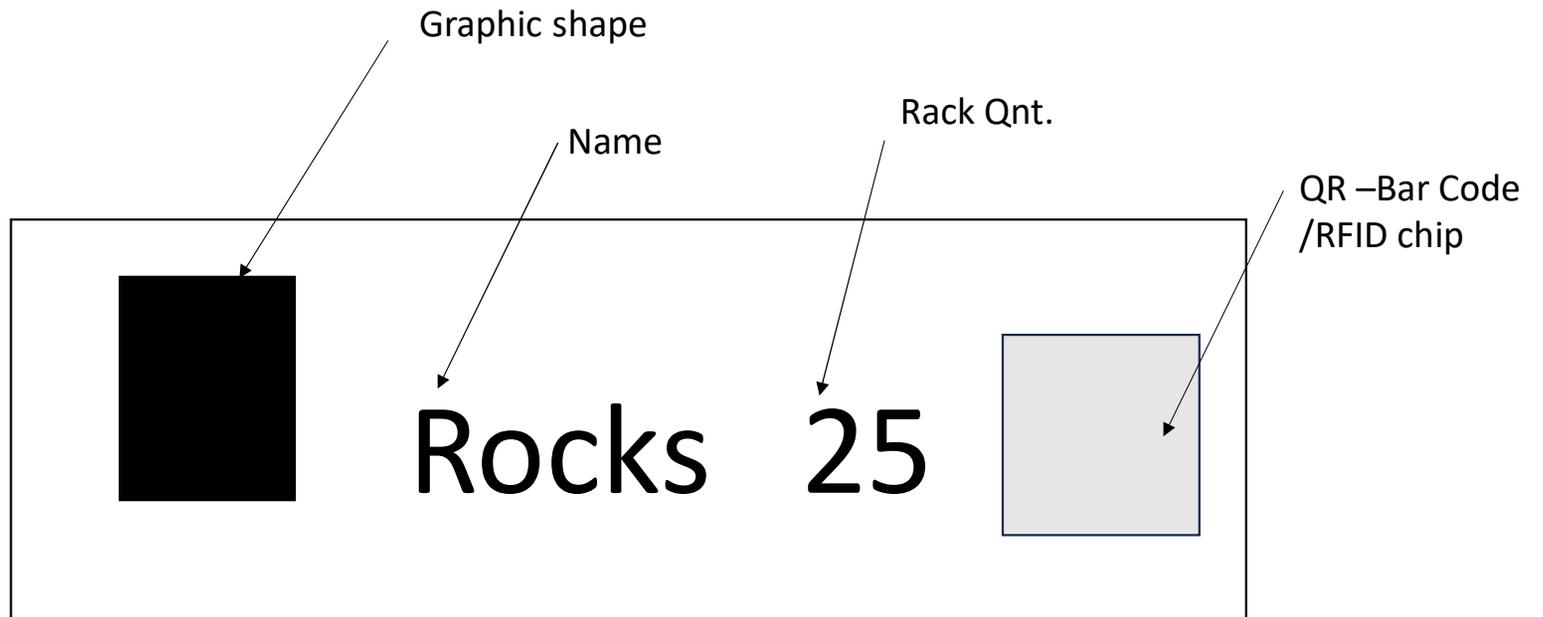


Martini



Glass Ware Washing Racks

Labeling Under Development”

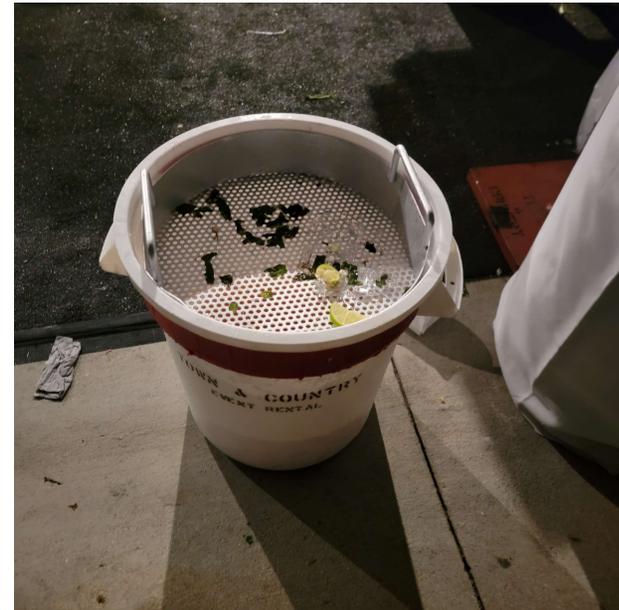


Ware Washing Rack ID Clip Lean Approach

Scullery for Dumping



Perf pan and bucket Not good

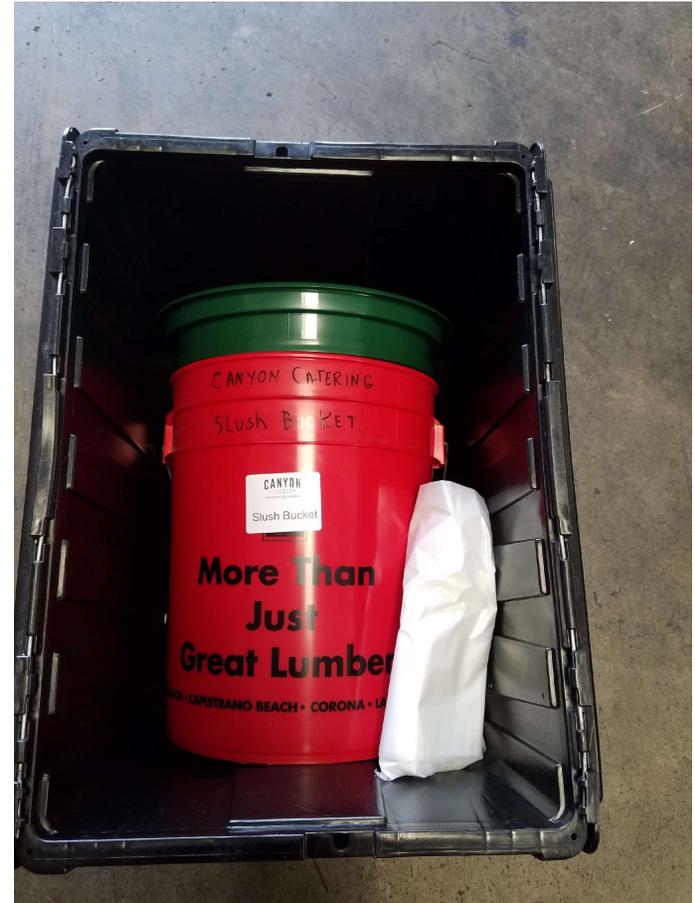


Strainer in Bucket. better

Best glassware dumping set up...



Strainer atop 5 Gallon Bucket



Fits in tote nicely



Dollies to transport Glass racks

Details Matter...

Which Cherry?



Shirley Temples - Budget?



For Craft Cocktails

Upsell add on



Hydration Stations



Welcome Cocktails-Refreshments



Jockey Box: Beer, Wine, Batches, Water, Soda



Cocktail Grafitti



Cornelius Kegs 7.78
or 3.5 Gallons

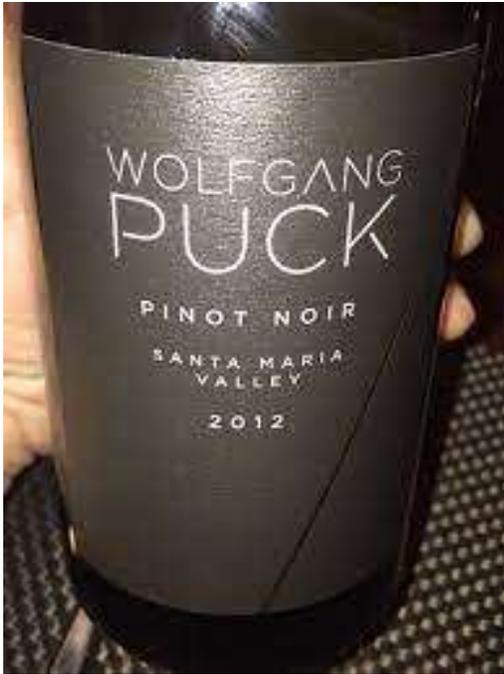


Cornelius Kegs 7.78 or 3.5 Gallons

COMMON TYPES OF BEER KEGS



	HALF BARREL KEG	QUARTER BARREL KEG	QUARTER KEG	SIXTH BARREL KEG	BALL LOCK CORNY KEG	PIN LOCK CORNY KEG	MINI KEG
PICTURE							
MARKET	Half Barrel Keg 1/2 Barrel Keg 1/2 BBL Keg 1/2 Keg Full-Size Keg Full Keg	Quarter Barrel Keg 1/4 Barrel Keg 1/4 BBL Keg 1/4 Keg Party Keg Bubble Quarter	Quarter Barrel Keg 1/4 Barrel Keg 1/4 BBL Keg 1/4 Keg Party Keg Dish Quarter	1/6th Barrel Keg 1/6 Barrel Keg 1/6 BBL Keg 1/6 Keg Giant Parade Keg	Portable Keg Corny Keg Ball-Lock Keg Dish Keg Party Keg	Portable Keg Corny Keg Pin-Lock Keg Dish Keg Copa-Copa Keg	Mini Keg Bubble Keg 1/2 Keg
CAPACITY	15.5 gallons 590 ounces 56.9 liters	7.75 gallons 295 ounces 28.4 liters	7.75 gallons 295 ounces 28.4 liters	5.18 gallons 197 ounces 19.8 liters	5.9 gallons 220 ounces 21.6 liters	5.9 gallons 220 ounces 21.6 liters	1.68 gallons 63 ounces 6 liters
SIZE	HEIGHT: 33" WIDTH: 18"	HEIGHT: 11" WIDTH: 20"	HEIGHT: 33" WIDTH: 11"	HEIGHT: 20" WIDTH: 10"	HEIGHT: 20" WIDTH: 10"	HEIGHT: 20" WIDTH: 9"	HEIGHT: 9" WIDTH: 6 1/2"
WEIGHT	EMPTY: 50 lbs FULL: 150 lbs	EMPTY: 17 lbs FULL: 200 lbs	EMPTY: 17 lbs FULL: 200 lbs	EMPTY: 14 lbs FULL: 50 lbs	EMPTY: 10 lbs FULL: 20 lbs	EMPTY: 10 lbs FULL: 20 lbs	EMPTY: 7 lbs FULL: 13 lbs
PRICE KEPT WITH 50% DEPOSIT	Domestic: \$100 - \$200 Craft: \$200 - \$300 *Keg must be returned	Domestic: \$50 - \$120 Craft: \$100 - \$200 *Keg must be returned	Domestic: \$50 - \$120 Craft: \$100 - \$200 *Keg must be returned	Domestic: \$30 - \$80 Craft: \$100 - \$200 *Keg must be returned	Not generally sold filled	Not generally sold filled	Domestic: \$20 - \$30 Craft: \$30 - \$50 *Keg is disposable
PRICE TO GO	\$180.00	\$150.00	\$180.00	\$120.00	\$60.00 used \$120.00 new	\$60.00 used \$120.00 new	\$15.00
NUMBER OF BEERS IN EACH KEG							



Prickly Pear Cocktail Syrup
\$15.99 – \$28.99



Almond Orgeat Cocktail Syrup



Passion Fruit Cocktail Syrup
\$15.99 – \$28.99



Blood Orange Cocktail Syrup
\$15.99 – \$28.99

Private Label Wine, Mixers & Syrups

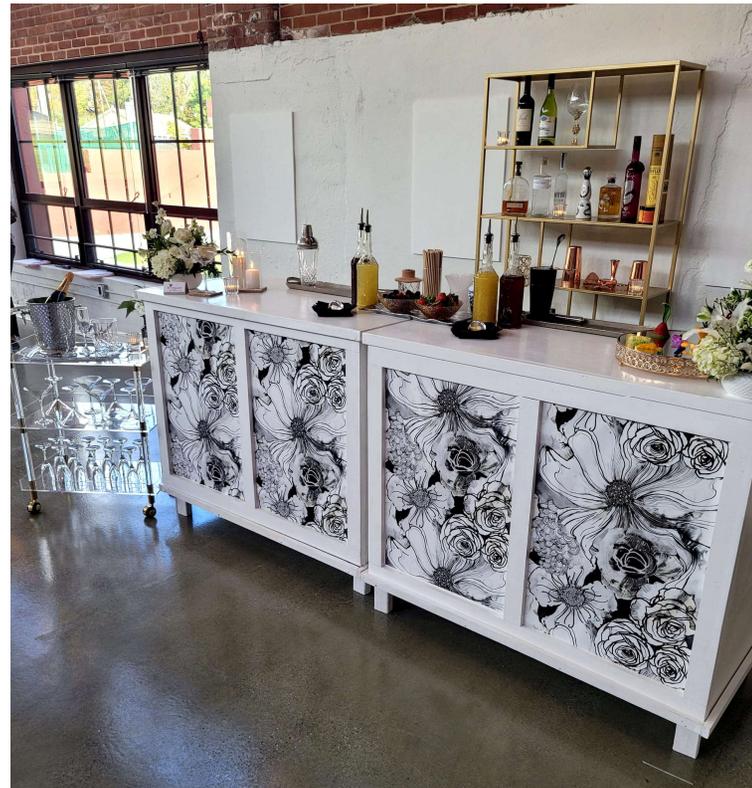


Converted Horse Trailer Bars

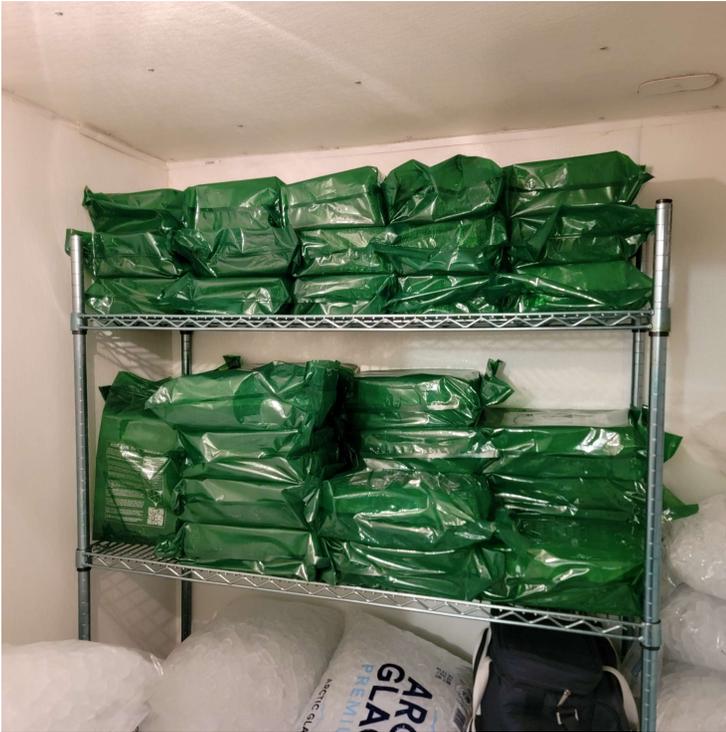


USBG Local Chapter Resource; education and bartenders

Graphics: Wrap bars - Upsell



I = Inventory Left over



24 Cubes/Bag @ 2.00 Ea. Cube
\$48.00/Bag @ 120 Bags = \$5,760.00



21 Bags @ \$12.00 Ea. = \$252.00



Basic table and riser bar @ \$250.00 cost

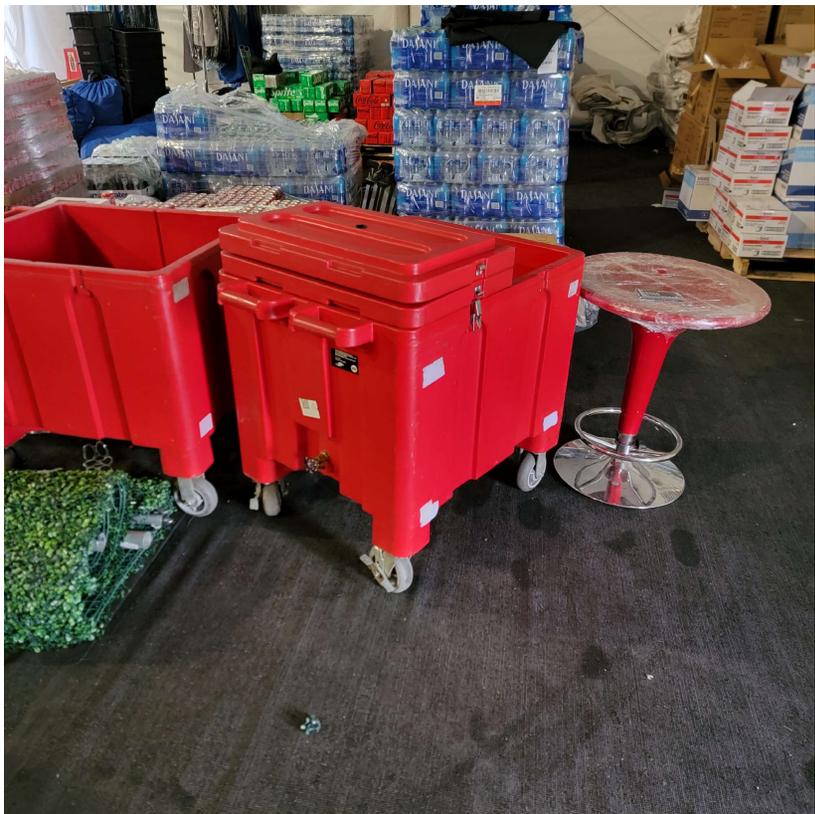
Relationships



Daniel Thirsty in LA Blog



Adam Bar Manager @ Spago







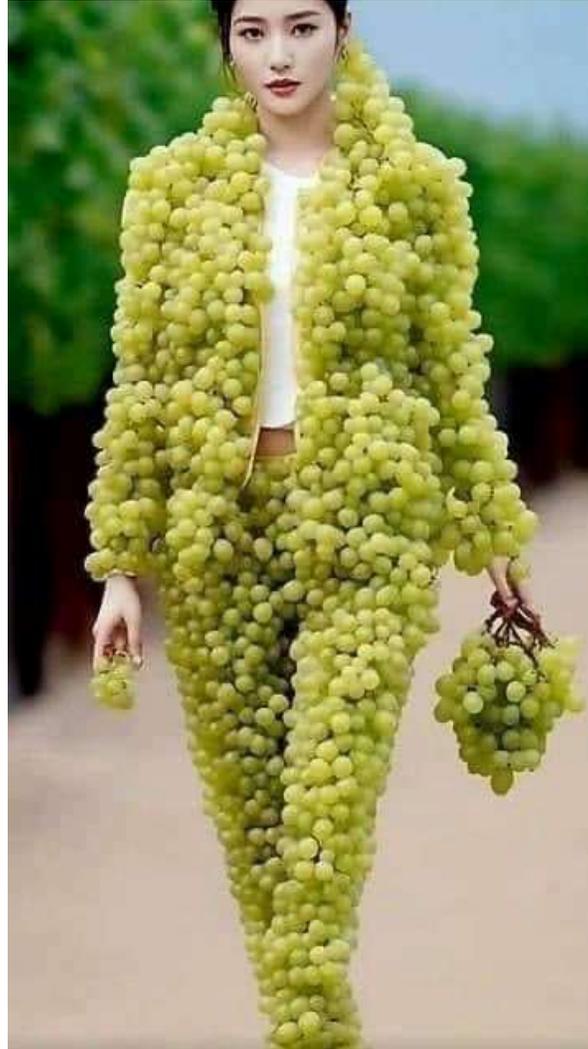
Bottles go in the totes with dividers

Batching

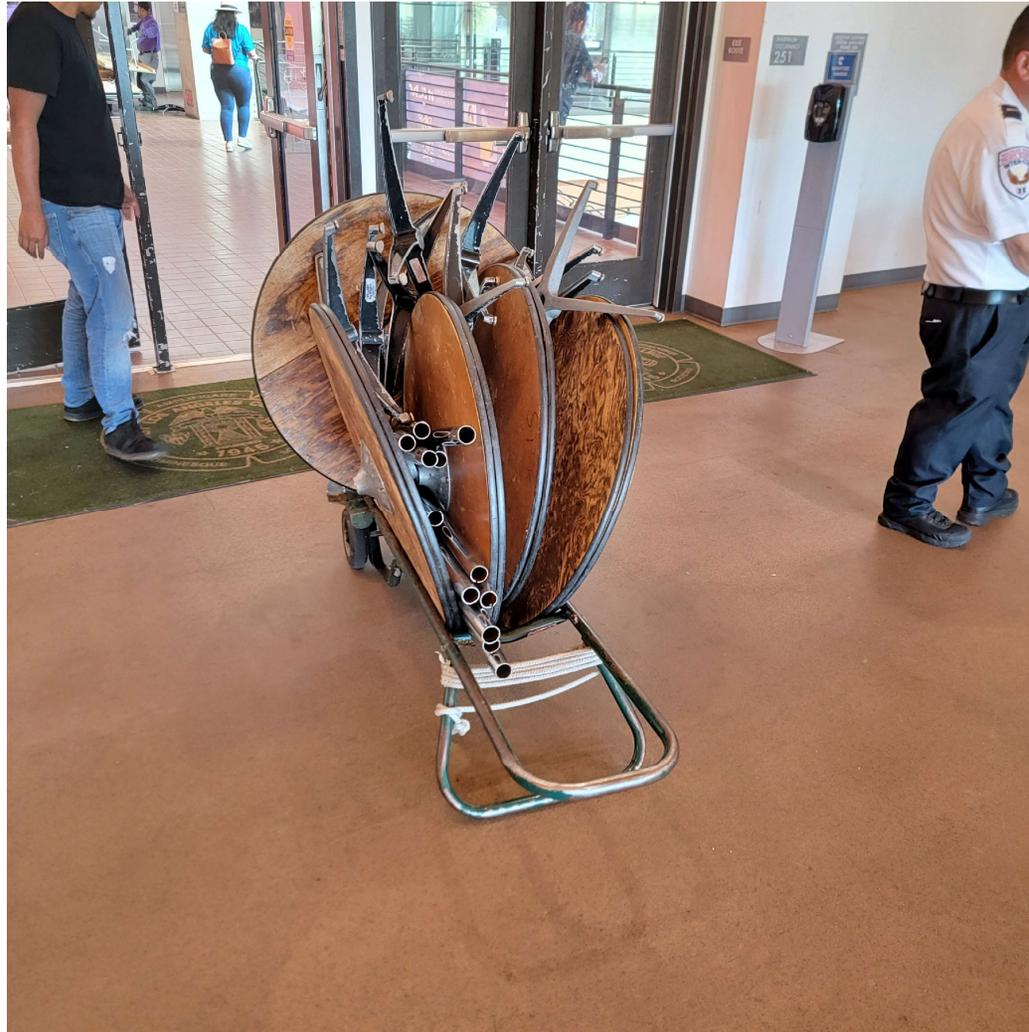


5 Gallon Buckets

Extreme uniform-Costume



Not good



Garnishes



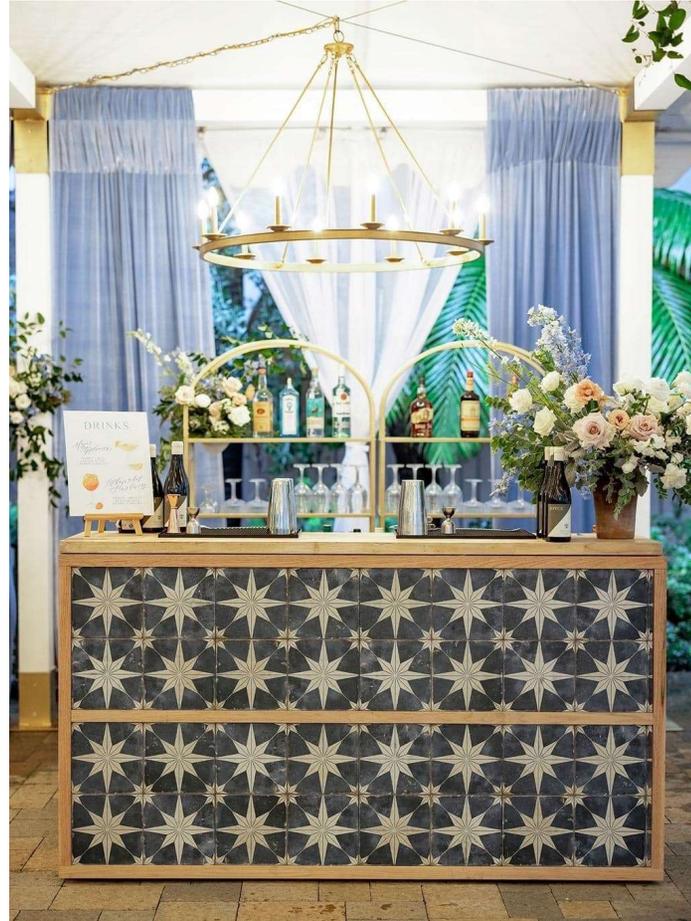
Dress the Drink



Fresh Origins

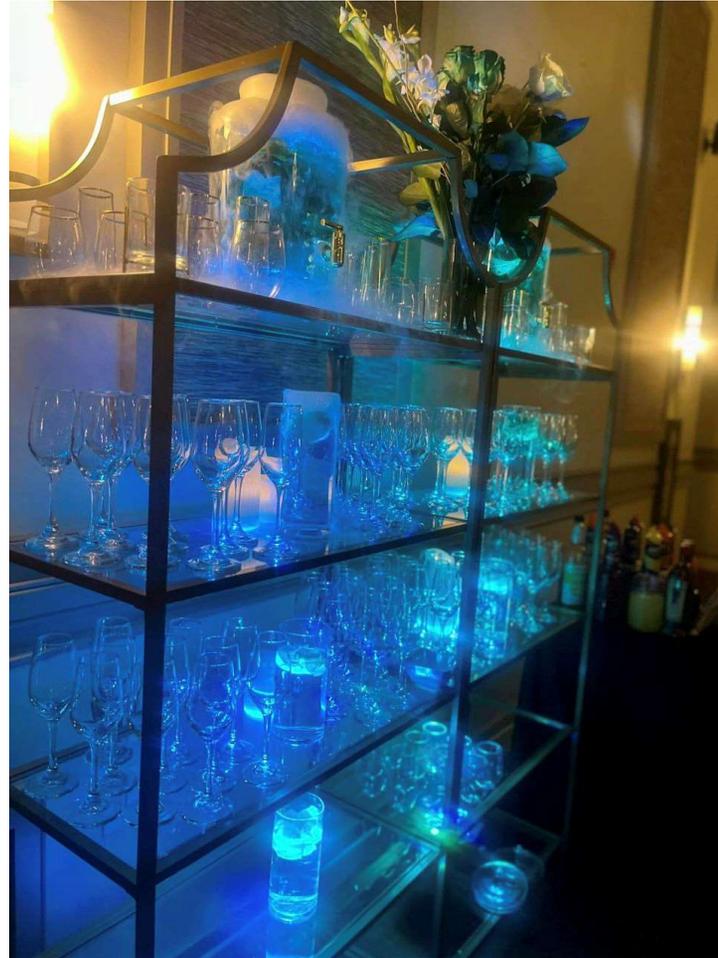


Chef Rubber



Upscale bar

Bar Back & Glassware



Brand Ambassadors

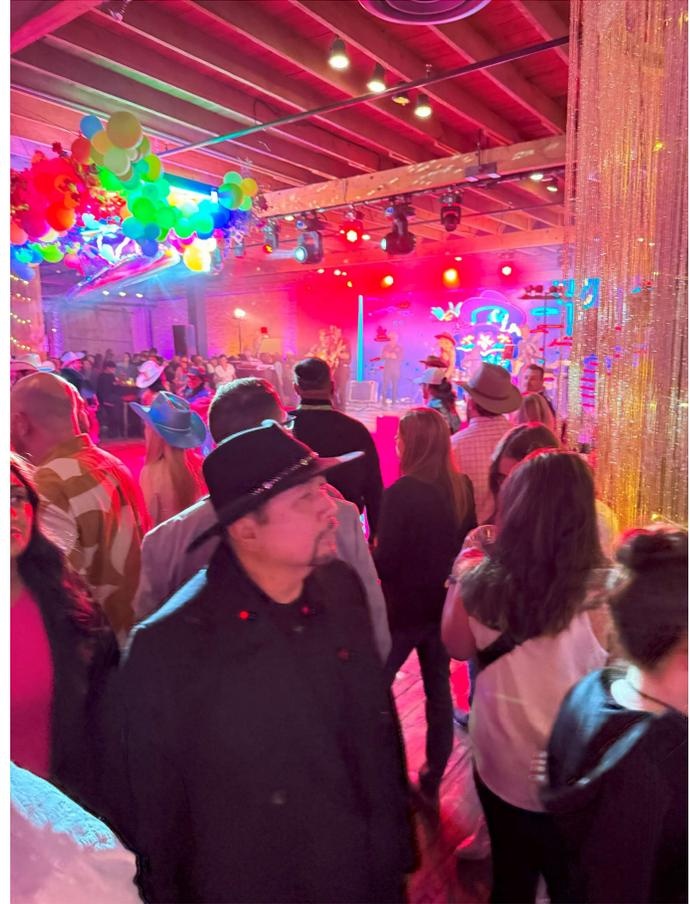
&

Wholesalers

Activations



Egg White Replacer: Instafoam



Working To Know Experience

More Bars





Toppers: Cocktail Grafitti



Prosecco Station – Strolling Cart



Rustic Barrel Bar



Larger Bar





Tipping?

Tap Bar: Sparkling Beer, pre mix Cococktails

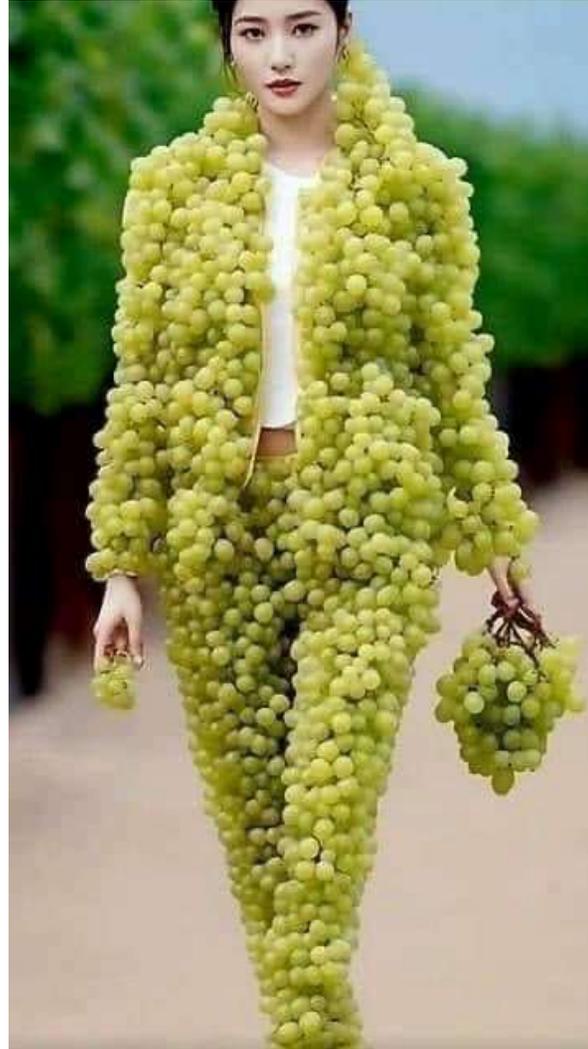




Tiki Farm Mugs



Uniforms AKA
Costumes



Trash Can Manifesto

23 Gallons

Wrapped

On Wheels

Pull Bag on side



Upsell



Suppliers



15% less
Clint Elkins
clint@wegrowvalue.com



Details Matter



Olives

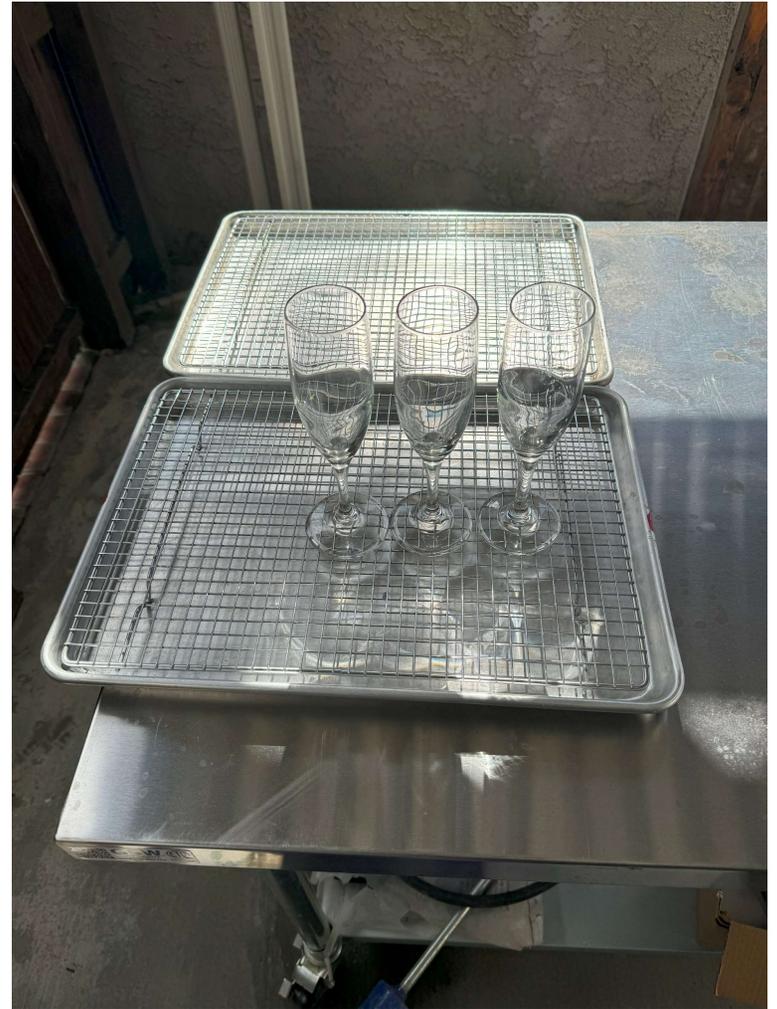
Pre Batching Gone Wrong





Drying Tools

½ Sheet Pans



Tray passing Rack

Tips

Remove Foil
on Champagne



Remove Foil on Wine

Chill Diet Coke –Pours
faster

Load Bottles first then add Ice.



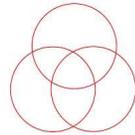
Use empty Tito's Bottles for Juices, Mixers, and Premix-batches

Thank you!

Rate the session!

Roy Porter
Activities Director
Engage Works

E: tablewizard1@gmail.com



Follow on:

