

HRM 225 Beverage Management

COURSE DESCRIPTION:

Prerequisites: None

Corequisites: None

This course introduces the management of beverages served in hospitality operations. Topics include history and trends; service, procurement and storage; knowledge and control of wines and fermented/distilled beverages; and non-alcoholic beverages, coffees, and teas. Upon completion, students should be able to demonstrate an understanding of responsible alcohol service and the knowledge of beverages consumed in a hospitality operation.

Course Hours per Week: Class, 3. Semester Hours Credit, 3.

LEARNING OUTCOMES:

Upon completing requirements for this course, the student will be able to:

1. Define what is meant by “beverage alcohol”
2. Discuss the legal aspects of Alcoholic beverage service
3. Discuss the elements necessary for efficient bar management
4. Discuss the roles of the members of the operation in serving alcohol responsibly
5. Pass with a score of 75 or higher the exams in this course as offered through the Educational Foundation of the National Restaurant Association earning industry recognized certifications

OUTLINE OF INSTRUCTION:

- I. Define what is meant by “beverage alcohol”
 - A. Define “fermentation”
 - B. Define “Distillation”
 - C. Explain the chemistry of alcohol
 - i. Beer
 - ii. Wine
 - iii. Spirits
- II. Discuss the legal aspects of Alcoholic beverage service
 - A. Identify the three major governmental entities regulating the sale of alcoholic beverages
 - B. Describe the concept of legal liability as it relates to beverage alcohol sales
 - C. Explain the standards of care present when serving alcohol
- III. Discuss the elements necessary for efficient bar management
 - A. Staff titles, job functions, and scheduling
 - B. Define the three major types of beverage production systems and training each
 - i. assisted system
 - ii. automated system
 - iii. manual system

- C. Identify the major bar tools and equipment needed for beverage operation
 - D. List the key objectives of beverage purchasing
 - E. Explain the inventory systems used in beverage operations
 - i. Physical inventory system
 - ii. Perpetual
 - F. Demonstrate the calculation of beverage cost percentage and cost of goods sold
 - G. Identify methods of reducing loss, breakage, theft, and pilferage
 - H. Explain the 2 primary drink-pricing methods
 - i. Beverage Cost Percentage Method
 - ii. Contribution Margin Pricing
 - I. Discuss the importance of proper marketing and merchandising and give examples of each
- IV. Discuss the roles of the members of the operation in serving alcohol responsibly
- A. Explain the physiological effects of alcohol on the body
 - B. Recognize the warning signs of intoxication
 - C. Explain the importance of proper training in the services of alcohol
 - D. Demonstrate the effective ways to slow and stop beverage alcohol service
- V. Pass with a score of 75 or higher the exams in this course as offered through the Educational Foundation of the National Restaurant Association earning industry recognized certifications
- i. ManageFirst: Bar and Beverage Management
 - ii. ServSafe Alcohol: Fundamentals of Responsible Alcohol Service

REQUIRED TEXTBOOK AND MATERIAL:

The textbook and other instructional materials will be determined by the instructor to insure that current and relevant concepts and theories are present.