



Craft Perfect Bar Experiences

Menu & Beverage Selection

Focuses on drink offerings, pricing, and menu design to appeal to diverse tastes and maximize profitability.

Define Target Customer Profile(s) for Beverage Preferences

Write something...

Identify Key Beverage Categories (e.g., Classic Cocktails, Craft Beer, Wine, Spirits)

- ☐ Classic Cocktails
- ☐ Craft Beer
- ☐ Wine
- ☐ Spirits
- ☐ Non-Alcoholic Beverages
- ☐ Seasonal Drinks

Define Pricing Strategy (Cost + Markup)

Enter a number...

Drink Presentation Style (e.g., Elegant, Rustic, Modern)

- ☐ Elegant
- ☐ Rustic
- ☐ Modern
- ☐ Casual

Upload Menu Design Mockup (if available)

 Upload File

Describe any Signature Cocktails or Unique Beverage Offerings

Write something...

Maximum Price Point per Cocktail

Enter a number...

Bar Design & Ambiance

Covers the physical layout, decor, lighting, music, and overall atmosphere of the bar.

Optimal Bar Height (in inches)

Enter a number...

Seating Capacity

Enter a number...

Overall Bar Style (e.g., Rustic, Modern, Speakeasy)

- ☐ Rustic
- ☐ Modern
- ☐ Speakeasy
- ☐ Industrial
- ☐ Tropical
- ☐ Classic/Elegant

Lighting Style (Select all that apply)

- ☐ Ambient
- ☐ Task
- ☐ Accent
- ☐ Dimmer Switches Available


Music Genre(s) Played

- ☐ Jazz
- ☐ Blues
- ☐ Pop
- ☐ Rock
- ☐ Electronic
- ☐ Classical
- ☐ Other (specify in LONG_TEXT)

Describe the overall atmosphere you want to create

Write something...

Upload a mood board or inspiration images

 Upload File

Ideal Sound Level (dB)

Enter a number...

Staff Training & Service Standards

Focuses on employee knowledge, skills, and behavior to ensure exceptional guest service.

Describe the bar's service philosophy and expected demeanor of staff.

Write something...

What product knowledge training is provided (select all that apply)?

- ☐ Spirits (Types, Brands, Distillation)
- ☐ Wine (Varietals, Regions, Service)
- ☐ Beer (Styles, Brewing Processes)
- ☐ Cocktail Recipes & Techniques
- ☐ Non-Alcoholic Beverages
- ☐ Food Pairing
- ☐ Allergen Information

What is the target drink preparation time (in seconds) per order?

Enter a number...

What is the protocol for handling guest complaints?

- ☐ Escalate to manager immediately
- ☐ Attempt to resolve personally
- ☐ Follow established escalation procedure

Detail the procedure for responsible alcohol service (e.g., ID checks, recognizing signs of intoxication, refusing service).

Write something...

What is the standard greeting for guests upon arrival?

- ☐ Warm Welcome and Eye Contact
- ☐ Brief Acknowledgment
- ☐ Proactive Menu Offering

What areas of customer service training are included?

- ☐ Active Listening
- ☐ Empathy
- ☐ Problem Solving
- ☐ Non-Verbal Communication
- ☐ Upselling Techniques

Date of last service standards refresher training.

Enter date...

Drink Quality & Consistency

Addresses the ingredients, preparation techniques, and control measures to ensure consistently excellent cocktails and other beverages.

Standard Pour Size (oz)

Enter a number...

Spirit Brands – Standardize?

- ☐ Yes - Specified Brands Only
- ☐ No - Multiple Brands Accepted

Standard Recipe Documentation – Available & Updated?

Write something...

Target Batch Size (for Pre-Batches) - Gallons

Enter a number...

Ice Quality – Consistent Type?

- ☐ Clear Ice
- ☐ Standard Ice
- ☐ Crushed Ice

Quality Control Procedures for Fresh Juices (e.g., ripeness, storage)

Write something...

Flavor Profiles to Standardize?

- ☐ Sweet
- ☐ Sour
- ☐ Bitter
- ☐ Spicy
- ☐ Smoky

Last Recipe Review Date

Enter date...

Equipment & Stock Management

Covers the maintenance and upkeep of bar equipment and efficient management of inventory.

Current Stock of Key Liquors (e.g., Vodka, Gin, Rum)

Enter a number...

Reorder Points for Key Ingredients (e.g., Lime Juice, Simple Syrup)

Enter a number...

Date of Last Full Inventory Check

Enter date...

Ice Machine Maintenance Schedule

- ☐ Weekly
- ☐ Monthly
- ☐ Quarterly
- ☐ As Needed

Dishwasher Cleaning Frequency

- ☐ Daily
- ☐ Weekly
- ☐ Monthly

Number of Ice Machines and their Condition (Scale: 1-5, 1=Poor, 5=Excellent)

Enter a number...

Notes on Equipment Maintenance – Recent Repairs, Upcoming Service

Write something...

Inventory Log (Recent)

 Upload File

Guest Interaction & Engagement

Focuses on building rapport, anticipating needs, and creating memorable interactions with guests.

Greeting Style – How do staff typically greet guests?

- ☐ Formal & Welcoming
- ☐ Casual & Friendly
- ☐ Energetic & Enthusiastic
- ☐ Personalized (based on guest history)

Which guest interaction techniques are prioritized?

- ☐ Active Listening
- ☐ Offering Drink Recommendations
- ☐ Anticipating Needs
- ☐ Remembering Guest Preferences
- ☐ Engaging in Light Conversation

Average wait time for a bartender to acknowledge a guest (in seconds)

Enter a number...

Describe the standard protocol for handling guest complaints or feedback.

Write something...

Staff empowerment level for offering complimentary drinks or snacks to address minor issues?

- ☐ No discretion
- ☐ Limited discretion (with manager approval)
- ☐ Moderate discretion
- ☐ Full discretion

Describe how staff should respond to a guest asking for a drink not on the menu.

Write something...

Which methods are used to personalize the guest experience?

- ☐ Remembering names
- ☐ Noting drink preferences
- ☐ Recognizing frequent guests
- ☐ Offering tailored recommendations

Last staff training session on guest interaction and service skills.

Enter date...

Hygiene & Safety

Ensuring compliance with health and safety regulations and maintaining a clean and safe environment.

Handwashing Frequency (per hour)

Enter a number...

Certified Food Handler Permits Available?

- ☐ Yes
- ☐ No
- ☐ Pending

Last Deep Clean of Bar Area

Enter date...

Documentation of Cleaning Schedule

Write something...

Availability of First Aid Kit?

- ☐ Yes
- ☐ No

Recent Health Inspection Report

 Upload File

Temperature of Refrigeration Units (in Celsius/Fahrenheit)

Enter a number...

Fire Extinguisher Inspection Date?

- ☐ Within Last Year
- ☐ Over a Year Ago
- ☐ Not Applicable

Details on Chemical Handling Procedures (Cleaning & Sanitizing)

Write something...

Marketing & Promotion

Strategies to attract new guests and retain existing ones – highlighting unique offerings and creating a buzz.

Marketing Budget Allocation (Monthly)

Enter a number...

Current Marketing Channels Utilized

- ☐ Social Media (Facebook, Instagram, etc.)
- ☐ Email Marketing
- ☐ Local Print Advertising
- ☐ Partnerships with Local Businesses
- ☐ Website/Blog
- ☐ Event Listings
- ☐ Other (Specify)

Describe Current Social Media Strategy

Write something...

Target Audience Segment(s)

- ☐ Young Professionals (25-35)
- ☐ Tourists
- ☐ Locals (Regulars)
- ☐ Special Events Attendees
- ☐ Other (Specify)

Upload Examples of Marketing Materials (Flyers, Ads)

 Upload File

Next Promotional Event Date

Enter date...

Describe any upcoming promotions or special offers

Write something...

Hashtags being utilized for Social Media Promotion

Write something...