

Read the text about beverage service skills, then choose the correct answer (A, B, C or D) for questions 1-7. Put a cross (✗) in the correct box on the answer sheet. The first one (0) has been done for you.

## Drinks and cocktails

How important is the size or shape of the receptacle used to serve a drink? Surely the quality of the liquid in the glass is paramount? In fact, the two go hand in hand, according to Jamie Stephenson, former World Bartending Champion and founder of the Bar Academy training business.

"A great drink is just as much about the presentation as it is about the quality of the drink – selecting the right glassware and accompaniments is very important. In a bar, the customer is paying a premium for their drinks and wants to know that it's been made with real care and attention." While Stephenson has produced his share of complex cocktails, he's all for simplicity when it matters.

Having devised signature cocktails for the range of drinks distributed by Hi-Spirits, for premium gin brand No.209 his choice is a gin and tonic. "It's a simple drink but there are a lot of very poor G&Ts served – the ability to make one well is a great test of a bartender's skills."

Britvic has also recognised the importance of getting these basics right. This year has seen the soft drinks supplier revamp its mixers range, develop a new range of branded glassware for brands such as Pepsi and J20, and launch its Excellence training programme.

Initially running in managed pubs, the training focuses on serving spirits and mixers in the right way, as well as on soft drinks. Business unit director Paul Linthwaite says: "Getting the basics right is key to a good experience for any consumer. If a drink does not have the right amount of ice, correct amount of mixer or even a clean glass, it's seen as an automatic fail and you will potentially lose any possible repeat purchase."

With one million new glasses distributed for J20 alone, bespoke glassware is increasingly important.

"Consumers expect it with beer and lager, so why wouldn't they expect the same standard from a soft drink? The perfect serve is becoming increasingly more important to consumers for both their alcoholic and soft drink experiences – 77% of consumers who get the perfect serve are more likely to buy a second drink," he adds.

The right serve can also help to attract new customers. The BitterSweet Partnership, set up by brewer Molson Coors to encourage more women to drink beer, has conducted research which shows that glass style plays an important role.

Kristy McCready, marketing manager for BitterSweet, says: "Currently women account for just 13% of beer sales in the UK, significantly lower than in the US and other European countries, but providing more choice in UK pubs and bars should help redress this issue."

"We know that the beer serve is key to women" – research tells us that a quarter of them would consider beer if the glassware was changed. But it's not just the size of a pint that puts women off, it's the whole design; women like to order a drink that looks good. Almost a third [30%], go for something that is served nicely, has the right image or is something that their friends drink.

"As well as new measures we'd like to see manufacturers starting to take a cue from the Continent, where different shaped glasses are used to serve beer. Interesting to know that while many women don't like to drink beer in the UK, a fifth do drink it on holiday."

Linking a niche product with an unusual serve can also help a business to stand out.

- 0      **The look and taste of a good beverage**
- A   depend on the bottle it comes in.
  - B   are linked to each other.
  - C   depend on a barman's personality.
  - D   can influence its price.
- 1      **Guests are ready to pay more if they get**
- A   free extras with their drink.
  - B   professionally prepared drinks.
  - C   a good range of cocktails.
  - D   fast and friendly service.
- 2      **Stephenson believes that regular cocktails are often**
- A   overpriced.
  - B   sent back.
  - C   easy to make.
  - D   badly made.
- 3      **Customers are likely to order a second drink if it**
- A   contains high quality ingredients.
  - B   comes in the right size glass.
  - C   has all the required essentials.
  - D   comes with the right type of ice.
- 4      **Offering a high quality drink service**
- A   allows for any type of glass.
  - B   brings in potential clients.
  - C   requires ongoing research.
  - D   makes people try new drinks.
- 5      **According to the text, British beer consumption is**
- A   low among female drinkers.
  - B   equal to US consumption.
  - C   lower in bars than in pubs.
  - D   higher than in mainland Europe.
- 6      **Female customers would drink more beer if**
- A   alcohol levels were reduced.
  - B   the glasses were bigger.
  - C   free tasting was offered.
  - D   it was served differently.
- 7      **The drinking behaviour of female consumers changes when they drink**
- A   continental beer.
  - B   on vacation.
  - C   classic cocktails.
  - D   with friends.

## Drinks and cocktails

0	A <input type="checkbox"/>	B <input checked="" type="checkbox"/>	C <input type="checkbox"/>	D <input type="checkbox"/>
1	A <input type="checkbox"/>	B <input type="checkbox"/>	C <input type="checkbox"/>	D <input type="checkbox"/>
2	A <input type="checkbox"/>	B <input type="checkbox"/>	C <input type="checkbox"/>	D <input type="checkbox"/>
3	A <input type="checkbox"/>	B <input type="checkbox"/>	C <input type="checkbox"/>	D <input type="checkbox"/>
4	A <input type="checkbox"/>	B <input type="checkbox"/>	C <input type="checkbox"/>	D <input type="checkbox"/>
5	A <input type="checkbox"/>	B <input type="checkbox"/>	C <input type="checkbox"/>	D <input type="checkbox"/>
6	A <input type="checkbox"/>	B <input type="checkbox"/>	C <input type="checkbox"/>	D <input type="checkbox"/>
7	A <input type="checkbox"/>	B <input type="checkbox"/>	C <input type="checkbox"/>	D <input type="checkbox"/>

Von der  
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