

Korrekturhinweise

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

Justifications

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The text says: "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." The look and taste of a good beverage therefore are linked to each other.

1

The text says: "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." Guests are therefore ready to pay more if they know that their drink has been prepared professionally.

2

The text says: "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 [...]'." Stephenson therefore believes that regular cocktails are often badly made.

3

The text 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." Customers are therefore likely to order a second drink if it has all of the required essentials.

4

The text says: "The right serve can also help to attract new customers. The BitterSweet Partnership [...] has conducted research which shows that glass style plays an important role." Offering a high quality drink serve therefore brings in potential clients.

5

The text 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." British beer consumption is therefore low among female drinkers.

6

The text says: “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.” Female customers would therefore drink more beer if it was served differently.

7

The text says: “Interesting to know that while many women don’t like to drink beer in the UK, a fifth do drink it on holiday.” The drinking behaviour of female consumers therefore changes when they drink on vacation.