

CHRIS' BAR PROFITABILITY CHECKLIST

For most bars, there are countless opportunities to improve margins for drinks across the board. Here are a list of some “easy wins” that are very quick to implement and can make a big difference to your bottom line.

1

TRAINING

Invest in a well-trained staff for long-term payoff

- ☐ Ensure your bartenders have memorized all cocktail recipes and are consistent – this will minimize waste due to mistakes.
- ☐ Make sure all bartenders know the exact size of a “house pour” and an “up pour” to prevent over-pouring (This applies to all beverages, not just cocktails).
- ☐ Using jiggers or portion control spouts are a great way to control your pour cost.

2

PROCESS

Know your highest margin cocktails so you can promote accordingly!

- ☐ Put your best margin cocktails in the first, second or last spots on the menu – typically these drinks sell the most.
- ☐ Limit waste by only preparing enough garnish for one shift.
- ☐ Consider making your own syrups and grenadine to increase quality and reduce cost.
- ☐ Take a look at 3-5 competitors in your area and compare your cocktail prices. If appropriate, increase your prices to match.

3

SOURCING PRODUCT

Distributors will be more willing to negotiate on higher volume products

- ☐ Do you ever get promotional bottles for free from your vendors? Use those spirits for cocktail promotions and take advantage of the low cost.
- ☐ Try to fill your well with products from the same distributor. By giving them more representation in the well, you should be able to negotiate lower prices.
- ☐ Try not to keep more inventory than the time it takes to pay the bills. If you have a “net 30” agreement with your vendors, keep your inventory under 30 days.
- ☐ Identify the most common call spirits and, if possible, incorporate them in your cocktail program to increase your negotiating power for that spirit.



About the Author:

Chris Tunstall is an experienced Mixologist, Cocktail Consultant and Blogger who has more than 10 years of experience behind the bar.

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