

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

2

PROCESS

Know your highest margin cocktails so you can promote accordingly!



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.



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.

For Industry pricing, contact B2B@ABARABOVE.COM

Copyright © 2023 A Bar Above – All Rights Reserved