PERFECT SERVE



5 STEPS TO CREATING THE PERFECT SERVE



Take a clean, dry glass



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Fill the glass with ice
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Add your branded spirit



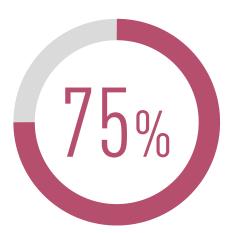
Top up with the mixer



Finally, garnish with a wedge of fruit and serve



consumers know how their drink should be served. So their expectations are going to be high!



of consumers rely on bar staff knowing how to make spirit & mixer drinks





PERFECT SERVE



can **INCREASE** sales would buy more if staff were better at serving

RIGHT

were better at serving spirit & mixer drinks.



30%

of consumers say that aside from taste, presentation is what makes a drink perfect.





of consumers say that a badly served drink would negatively impact on their experience.

31% of poles

of consumers would order something different, potentially something less profitable.

Brought to you by DIAGEO for the facts drinkaware.co.uk Source: TNS Omnibus Perfect Serve Survey 2012