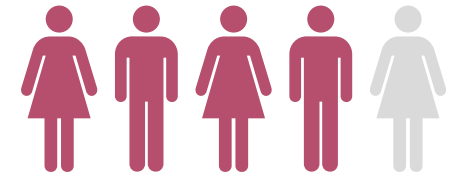




Serve

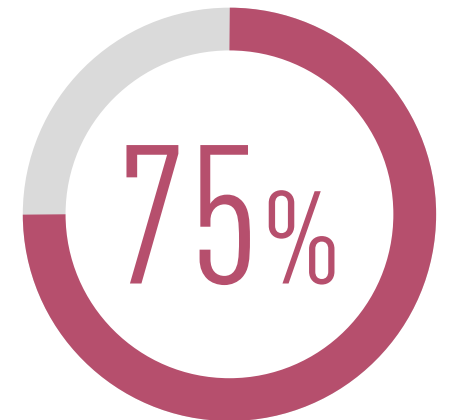
PERFECT SERVE

5 STEPS TO CREATING THE PERFECT SERVE



— 4 out of 5 —

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



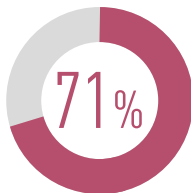
of consumers rely on bar staff knowing how to make spirit & mixer drinks

Join
THE
SPIRITS
REVOLUTION

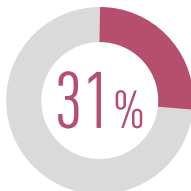


GETTING IT WRONG

erodes current and future profits



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



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

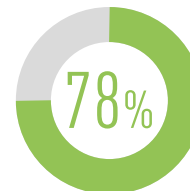
BUT

GETTING IT RIGHT

can increase sales



would buy more if staff were better at serving spirit & mixer drinks.



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