

Perfect Serve Training Guide



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- Perfect Pint of Stout**
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- Perfect Spirit and Mixer**
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How To Serve The Perfect Pint Of Lager, Keg Ale & Cider



STEP 1

Take a clean, cool, dry pint glass (branded where possible)

Holding the glass at its base, position just below the tap at a 45° angle, the tap should not touch the glass. Open the tap fully, in one smooth action

STEP 2

Pour the beer down the inside of the glass, straightening it as it fills, and ensure that the tap remains above the head and does not touch the glass or beer. Do not swirl the glass to create a head or allow the beer to overflow. Return the tap to a closed position

STEP 3

Allow the beer to settle, by resting the glass on the bar (logo facing) - this can take up to 2 minutes. Top-up the head if required then present, with the logo facing the customer. Do not top up with the glass resting on the drip tray

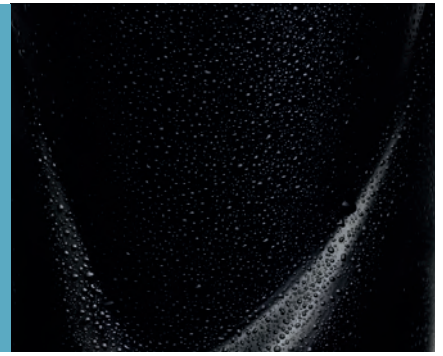
Serve between 5°C - 8°C, serve extra cold between 1°C - 5°C

When serving Guinness, pour the beer on the side of the glass until $\frac{3}{4}$ full, allow to settle and fill to top, pushing the tap right back towards the customer

Head size should be minimal with all ciders



How To Serve The Perfect Pint Of Stout



STEP 1

Take a clean, cool, dry pint glass (branded where possible)

Holding the glass at its base, position just below the tap at a 45° angle, the tap should not touch the glass. Open the tap fully, in one smooth action

STEP 2

Pour the beer down the inside of the glass, straightening it as it fills, and ensure that the tap remains above the head and does not touch the glass or beer. Do not swirl the glass to create a head or allow the beer to overflow. Return the tap to a closed position

STEP 3

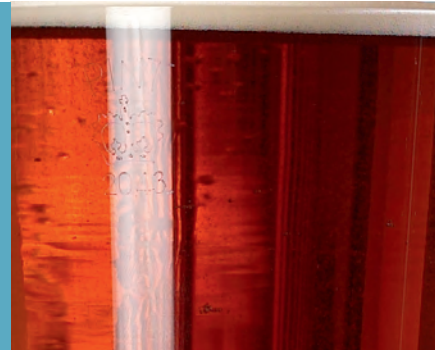
Allow the beer to settle, by resting the glass on the bar (logo facing) - this can take up to 2 minutes

Push the handle away from you to finish the pour, until the head is proud of the rim, then re-present, logo facing, to the customer. There should be a creamy off white domed head, no more than 15mm deep, rising proud of the rim, and a distinct line between the dark liquid and the creamy head. For fast flow stouts, a single stage pour is acceptable

Serve between 5°C - 8°C



How To Serve The Perfect Pint Of Cask Ale



STEP 1

Take a clean, cool, dry pint glass (branded where possible). Ensure a 'sparkler' is on the long spout with the 'sparkler' touching the bottom of the glass. Holding the glass at its base, position upright under the spout

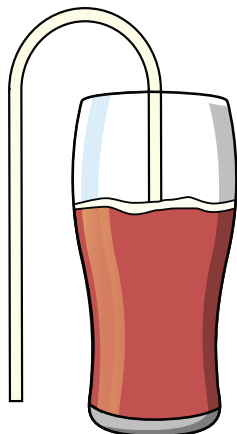
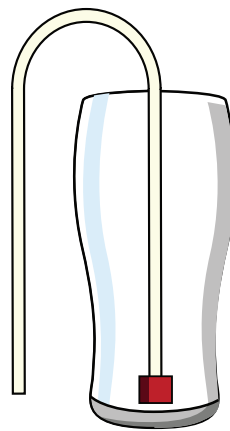
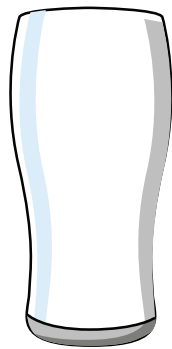
STEP 2

Pull the handle down swiftly and then return to upright, keeping the 'sparkler' touching the bottom of the glass. Do not swirl the glass to create a head or allow the beer to overflow. Repeat the pull action until the glass is full

STEP 3

Allow the beer to settle, by resting the glass on the bar (logo facing) - this can take up to 2 minutes. Check the clarity and top-up the head if required, keeping the 'sparkler' below the head. Head size should be between 10mm – 15mm, the head is preferred slightly larger in the north. Present to the customer. For short-spout beer engines, follow the instructions as outlined for ales and lagers

Serve between 11°C - 14°C



How To Serve The Perfect Bottled Lager



STEP 1 Always offer a clean, cool, dry glass

STEP 2 If serving from the bottle, once opened, check to ensure the neck of the bottle has not been damaged

STEP 3 Present the bottle with the badge facing the customer

STEP 1A If a glass is required, open and check the bottle as described above, select a 10oz or 12oz glass as appropriate

STEP 2A Hold the glass by the base, tilt the glass to a 45° angle and pour the cider/ beer on the side of the glass, straightening the glass gradually as it fills. Ensure the bottle does not touch the glass

STEP 3A Present the glass to the customer
Serve bottled lager at 4°C - 6°C

How To Serve The Perfect Spirit And Mixer



STEP 1

Take a clean, cool, 12oz dry glass

A clean, cool and dry glass adds the perception of quality and ensures the drink stays cooler for longer, tastes great and looks great

Fill the glass 2/3rd's full with ice, before adding the liquid. Too little ice will dilute more quickly and water the drink down whereas lots of ice means the ice stays in cubes rather than melts down. It makes the drink a 'longer' drink and the customer feels part of the round. The drink will remain chilled (3°C) from the first mouthful to the last

Storing ice properly, in a well drained and insulated ice bucket, at the minimum level of 2/3rd's also stops it melting too quickly

STEP 2

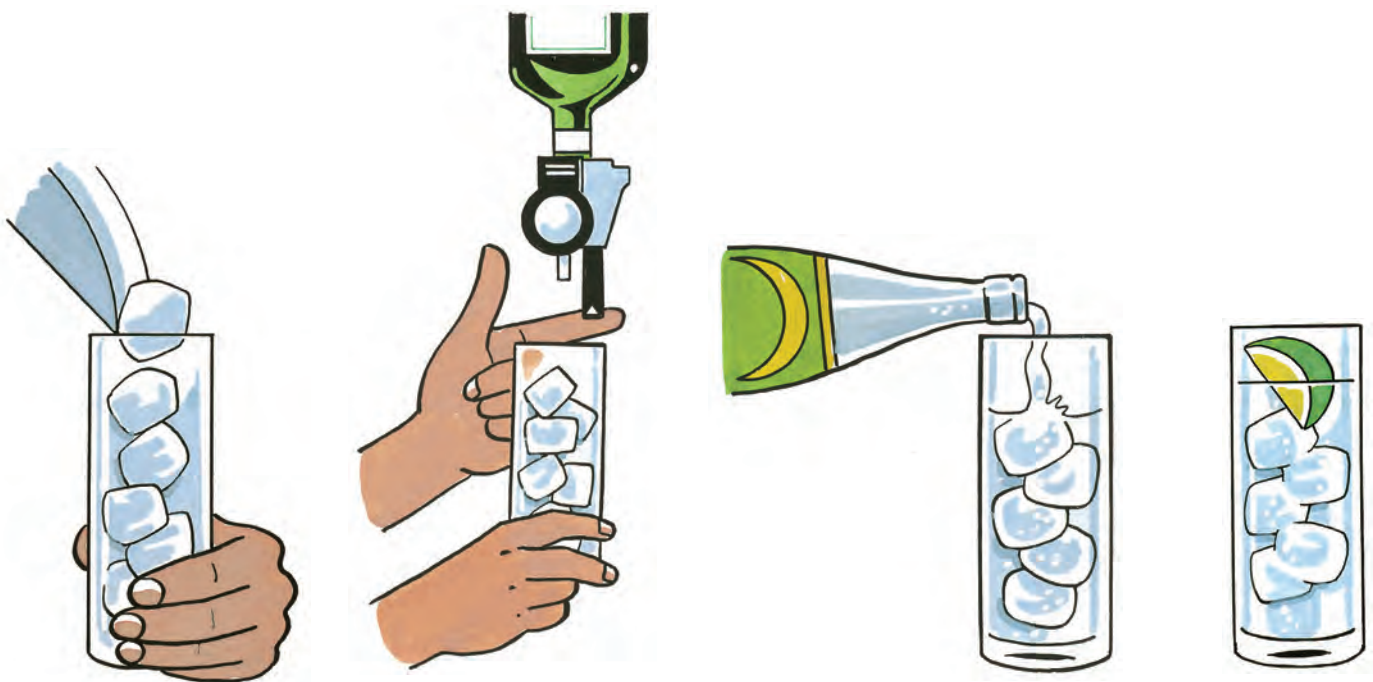
Add the required measure of premium spirit, then fill to the top of the glass with the chosen mixer

Most spirits are displayed under hot lights – by pouring the spirit over ice this will chill the spirit down to optimum temperature (3°C)

Using bottled mixers guarantees consistency and quality. 9 out of 10 guests prefer the taste of a spirit and mixer filled to the top. The mixer bottle can be disposed of at the point of purchase. This means less work collecting empties, less clutter on the tables (and potential weapons) in your pub. You are providing the customer with a ready-to-drink rather than a part made drink (which they can do at home for half the price). Some customers make one bottle of mixer last for 2 or 3 drinks; hence you are losing potential sales of a high GP item if you hand the mixer over to them

STEP 3

Finish with a wedge of the appropriate fresh fruit, before presenting the drink to the customer. The perfect garnish for drinks is: Lime wedge in all drinks, except orange based drinks, where a wedge of orange should be used and a wedge of lemon should only be used in Bitter Lemon. A slice of fruit adds no flavour to a drink whereas a wedge is full of juice, hence flavour. You always get a wedge of lemon on a plate of fish – it enhances the flavour, a slice doesn't. The customer can squeeze a wedge of fruit, they can't squeeze a slice! It looks as though some thought has gone into the presentation. The customer is reassured that the fruit is freshly cut. It adds value to the drink – wedges are perceived as more expensive



How To Achieve The Perfect Serve Of Wine



- Always use a clean 175ml or 250ml glass
- Always use a thimble measure - never pour straight into the glass
- White and Rose wines should be served chilled, between 10°C and 12°C
- Red wines should be served at room temperature, between 15°C – 20°C
- Sparkling wines should be served chilled, between 6°C – 8°C
- Wine should be poured in front of the customer to reassure quality and add theatre
 - ✓ Check quality before you serve
 - ✓ Check that the wine is bright in the glass and smells fresh and fruity
 - ✓ Corked wine may appear cloudy, and one means of recognising cork taint is smell of fungus, similar to damp cardboard
 - ✓ Keep wine fresh using a Le Verre De Vin (21 days) Vacu Vin (5-7 days). The wines must have all the oxygen eliminated after every session



How To Serve Soft Drinks



STEP 1

Take a clean, cool, 16oz dry glass (branded where possible)

Holding the glass at its base, fill it 1/3rd with ice, if dispensing post mix. Fill with 2/3rd's ice if dispensing from a bottle

STEP 2

Pour/ dispense the chosen soft drink over the ice

STEP 3

Add a wedge of the appropriate fresh fruit

