

Product Knowledge, Dispense and Serve



Use the guide below to prompt answers from your staff by asking the questions relevant to your business or posing an example scenario for their ideas on how they would respond in a given situation.

Ensure that your staff are aware of the products that you sell - particularly those that provide you with the most profit margin. Give staff brand knowledge so that they are confident to recommend and respond to customer questions on beer, spirits and mixers, cocktails, wine, soft drinks, food and coffee.

Your staff should know the importance of each product to your business. Have regular staff meetings to inform them of any promotional activity you are running and what part they play in it.

WHEN TO TRAIN

**To ensure staff have the knowledge of dispensing and serving all products correctly.
To reduce wastage and to comply with legislation regarding pouring and dispense.
To support any promotional activity that you are planning.**

For a new member of staff or to improve/correct existing skills and behaviours

For example:

- When incorrect dispense and service has occurred
- When drip trays are full
- When you have run out of lemon, lime and orange
- When wrong glasses are used

SIGNS OF POOR QUALITY

- You could be making more money
- Beer quality is poor
- You have had a poor stocktake
- Staff are not confident to promote and merchandise
- When a glass is re-used

SAMPLE QUESTIONS OR 'SCENARIOS' TO USE WITH YOUR STAFF

Questions

- What is our product range?
- What premium lagers do we sell?
- Which are our preferred brands?
- What are the correct accompaniments to serve with a..... Gin and Tonic?
- When should you serve a cask ale when serving a round of drinks?
- What are the implications of selling one product for another without telling the customer?
- What checks could you do to ensure a glass is clean?
- How much ice would you put in a ...?

What would you do/say in the following situations?

If a customer asks:

- Can you top my beer up please?
- Two glasses of wine please
- Pint of lager please
- What Cask beer do you sell?
- Orange and soda water please
- Half of lager shandy please

SIGNS OF GREAT QUALITY

- Offer our range of products to customers
- Dispense each product into the correct glass
- Demonstrate checking bottle/glass prior to service
- Offers correct products to avoid 'passing off'
- Offers correct accompaniment where applicable
- Demonstrates correct dispense procedures to achieve
 - 95% liquid in draught products
 - Full measure from optic/free pour and thimble measures



- ✓ Every glass is checked - clean, dry, not warm, smear free, not chipped, correct glass to product
- ✓ No lipstick marks
- ✓ All drinks are served at the correct temperature and with the correct accompaniments (i.e. ice and fruit)
- ✓ Labels face customer
- ✓ Glass offered on all bottled products
- ✓ Glass held by base, stem or handle - not rim
- ✓ Neck of bottled products does not touch the glass
- ✓ Optic chamber is full before serving
- ✓ Dispense from thimble measure is in full view of customer
- ✓ Hit taps are used (where installed)
- ✓ Glass is **not** swirled to create a head when dispensing
- ✓ Use a nucleated glass when dispensing lager to ensure a good head retention
- ✓ Glasses are stored using lattice sheets allowing air to circulate and glasses to dry
- ✓ Serve the correct drink in the correct glass, branded where possible

Other tools available to help:-

The Perfect Serve Guide

Profit through Beer Workshop