



# Johnny the Bartender

At Johnny the Bartender I know that you want to be a wildly successful restaurant owner. To get there, you need reliable profit margins, cohesive staff, and devoted patrons. We **know** the cash is in the cocktails, but the problem is that even when sales are strong, the bottom line doesn't always match. Watching your dollars go down the drain is maddening. It shouldn't be this hard!

I feel your pain because I've been there. I've spent 2 decades in the industry in various markets and bar concepts and have seen my share of lost battles. I helped open a bar in Las Vegas, once that project was up and running, I moved to Honolulu to take in what the home of true hospitality had to offer. After years there, working for, and more importantly, learning from some industry titans, I decided to begin my journey into consulting.

I began working with different restaurants with different concepts and found myself truly helping people and their businesses. Since then, I have helped dozens of restaurants and bars from Honolulu HI to Chatham MA increase the profitability of their beverage programs by up to 25% in as little as 10 weeks, and I can do it for you.

Here's how it works:

1. Set up a consulting call where I will evaluate your situation and give you immediately actionable steps to tune up your bar operations. There is no fee for this consultation—we're all in this together!
2. Schedule an on-site assessment where I observe bar operations, interview staff, review inventory, and look at rough numbers. I will present you with a written plan with prioritized steps you can take on your own to improve your bottom line. *(\$350 fee)*
3. Full immersion with me in your establishment for approximately 12 hours a week doing everything from observation, staff interviews, customer interviews, working the bar, meeting with you and your managers, your accountant, etc.  
*(\$600/week for immersion period, minimum 4 weeks)*  
*(Maintenance fee based on results delivered, min. 1 week fee)*

Give me a call today, 508-360-5850. I look forward to helping.

Cheers,  
Johnny the Bartender

## A la Cart Menu

Bartender Training:	Training on proper service, spirit knowledge, keeping fresh inventory, technical skills, cleanliness, and product consistency. <i>(\$250/3 hour visit)</i>
Menu Development:	Creation of a new cocktail menu based on bar preference, assist in selecting proper bar tools, pricing spreadsheet to track pricing v. cost, selecting spirits and product from existing purveyors, production demo for staff and management. <i>(\$900)</i>
Inventory and Ordering:	For those who need assistance in this area. Creation of an inventory spreadsheet and supporting documents to ensure inventory is accounted for, ordered, and received accurately. Weekly taking of inventory, organizing and inventory tracking. Communication with vendors, ordering and scheduling deliveries, assistance in reduction of excess inventory. <i>(Week 1 \$500, \$300 weekly thereafter)</i>
Ongoing Consultation:	Answering questions, managing staff, on or off-site meetings, taking on of managerial duties, assistance in financial projections, communication with accounting, and P&L assessment. <i>(\$75/hr)</i>
Hired Gun:	I fill a shift at your establishment. <i>(\$200 + applicable gratuity)</i>