



higher education  
& training

Department:  
Higher Education and Training  
REPUBLIC OF SOUTH AFRICA



**SUBJECT: HOSPITALITY SERVICES**

**LEVEL: 4**

**MODULE/CHAPTER NO: MAINTAIN A DRINK SERVICE**

# MAINTAIN A DRINK SERVICE

After completing this topic, you will be able to:

- Implement the procedures for the maintenance of a drinks service.
- Describe the legal requirements for the operation of a licensed premise.
- Explain the consequences of selling alcohol to under-aged or intoxicated persons
- Understand why staff need product knowledge and should comply with service standards.
- Devise ways to motivate staff in increasing sales.

# MAINTAIN A DRINK SERVICE

After completing this topic, you will be able to:

- Discuss ways to deal with violent or disruptive customers.
- Understand why equipment should be maintained safely and hygienically.
- Implement the fault and maintenance reporting procedures and complete all the necessary paperwork.
- Complete all set-up procedures required prior to service delivery including cleaning; clearing and restocking the drinks service area and preparing all equipment ready for service.
- Communicate with customers in a polite and friendly way.
- Be able to handle unexpected operational situations.

# UNIT 1: IMPLEMENT THE PROCEDURES FOR THE MAINTENANCE OF A DRINKS SERVICE

01

Monitor service standards

02

Don't let guest wait long.

03

Presenting and service of drinks in the correct manner.

04

Monitor feedback- positive and negative.

05

Staff communication and interaction.

06

Personal hygiene and appearance of staff.

# UNIT 1: IMPLEMENT THE PROCEDURES FOR THE MAINTENANCE OF A DRINKS SERVICE

## Inspecting the drink service area

- Essential to inspect drink service area.
- Start at entrance to drinks service area – move towards and around the drinks service area. Pay attention to:
  - Lighting
  - Temperature
  - Volume of music
  - Appropriateness of the music
  - Odours.

# UNIT 1: IMPLEMENT THE PROCEDURES FOR THE MAINTENANCE OF A DRINKS SERVICE

Inspecting the drink service area

- Also check:
  - Bar counter and bar chairs.
  - Displays, flower arrangements and plants.
  - Arrangement of tables and chairs.
  - Promotional material.
  - Freshness and attractiveness of snacks.



# UNIT 1: IMPLEMENT THE PROCEDURES FOR THE MAINTENANCE OF A DRINKS SERVICE

Any special guest areas are demarcated:

- Non-smoking areas must have appropriate signs.
- Private party areas- appropriate notice.
- Eating areas – clearly separate from drink service areas.



# UNIT 1: IMPLEMENT THE PROCEDURES FOR THE MAINTENANCE OF A DRINKS SERVICE

How should one maintain drinks service procedures?





# UNIT 1: IMPLEMENT THE PROCEDURES FOR THE MAINTENANCE OF A DRINKS SERVICE

## Potential Problems

Guests have not yet been served

Guests have ordered but have not received their drinks

Guests are ready to order again

Guests do not appear to be enjoying themselves

## UNIT 2: LEGAL REQUIREMENTS

The Liquor Act 59 of 2003 – effective 13 August 2004.

- The Act provides for:
  - Manufacturing
  - Distribution of liquor regulated at national level.

Micro-manufacturing and retailing continue to be regulated at provincial level

## UNIT 2: LEGAL REQUIREMENTS

Important aspect of the of the new Act is social responsibility. Such as:

- BEE.
- Contribution to combating alcohol abuse.
- Job creation.
- Diversity of ownership.
- Exports.
- Competition.
- New entrants into the industry, and
- Efficiency of operations.

# UNIT 2: LEGAL REQUIREMENTS

## Liquor licence registration

- National Liquor Act (NLA) – maintain a national register of licences- published on the DTI website.
- Register will provide information on (nationally or provincially):
  - Name of registered person, trade name. and date of registration granted.
  - Place of business.
  - Activities permitted and any conditions attached.
  - Dates and details of complaints etc.
  - Dates and details of transfer or registration etc.

# UNIT 2: LEGAL REQUIREMENTS



## Inspectors

- Minister may designate persons as inspectors – designated peace officers in terms of Section 334 of the Criminals Procedures Act.
- Investigate complaints.
- What are the inspectors powers?

## UNIT 2: LEGAL REQUIREMENTS



**Who is disqualified from getting a licence?**

# UNIT 2: LEGAL REQUIREMENTS

## Offences

- Manufacture or distribute liquor if not permitted to do so in terms of the Act
- manufacture or distribute methylated spirits If not permitted to do so in terms of the Act
- manufacture, sell or supply any importable substance or add an importable substance to liquor
- employ a person who is not yet 16 years old
- supply liquor or methylated spirits to an employee in lieu of payment

# UNIT 2: LEGAL REQUIREMENTS

## Offences

- Advertise liquor in a false or misleading way
- advertise liquor in a way that intends to target or attract minors
- fail to display a notice on the premises that no liquor may be sold to any person under the age of 18 years or intoxicated persons
- supply or sell liquor to a minor
- produce, supply or import liquor if a person is a minor
- make a false claim about age to buy or obtain liquor



# UNIT 2: LEGAL REQUIREMENTS

## Offences

- sell liquor to intoxicated persons
- be drunk, violent or disorderly in premises which have been licensed or in public places
- consume liquor on a road, street , lane or throughfare
- introduce or sell liquor on sports grounds, or sell liquor from a vehicle

## UNIT 2: LEGAL REQUIREMENTS

Legal requirements:

- Trade within the legal requirements.
- Obtain a permit for extended hours of trading.
- Age restriction.
- Maintain health and hygiene standards.
- Adhere to the standard of intoxication.



# UNIT 2: LEGAL REQUIREMENTS

## Penalties

- Harsh fines and imprisonment for previous mentioned offences.
- Investigation by DTI.
- Funds generated from fines could be used for the rehabilitation of alcoholics and awareness campaigns.

**PENALTY**

# UNIT 2: LEGAL REQUIREMENTS

## Service Times

- Days and times allocated in license.
- Restriction on public holidays, Sundays and Christmas and Good Friday.
- DON'T serve outside of these times.



SERVICE  
TIMES

## UNIT 2: LEGAL REQUIREMENTS

How should you communicate with customers regarding legislation?



# UNIT 3: SELLING ALCOHOL TO UNDERAGED OR INTOXICATED PERSONS

## Non compliance with the law

- Revert to pages 138 – 139 of your text book.
- This has been covered during the topic on cocktails.

# UNIT 4: PRODUCT KNOWLEDGE AND SERVICE STANDARDS

## Sundries



# UNIT 4: PRODUCT KNOWLEDGE AND SERVICE STANDARDS

## Product Knowledge

- The name and price of the product.
- Taste of the product.
- The alcohol content.
- How the product may compliment what the guest will be eating.
- Country/ area of origin.
- Trends in consumption – what's in fashion.
- How to serve drinks correctly.



# UNIT 4: PRODUCT KNOWLEDGE AND SERVICE STANDARDS

How will you recommend a drink to a customer?



# UNIT 4: PRODUCT KNOWLEDGE AND SERVICE STANDARDS

## Promoting drinks

- use every opportunity possible to promote any type of drink
- the first opportunity to promote drinks is when customers arrive
- inform them of the house specials
- present the customer with the drink list or menu is also a form of promotion
- when customers have finished a drink, recommend another
- if customers don't drink alcohol, recommend a non-alcoholic cocktail or fruit juice
- if customers appear to have had enough alcohol to drink, suggest coffee or some food or a non-alcoholic drink

# UNIT 4: PRODUCT KNOWLEDGE AND SERVICE STANDARDS

## Promoting drinks

- If the occasion appears to be a special one –promote champagne to celebrate the occasion
- Promoting drinks to customers will increase the amount they are spending – higher tip for the waiter
- you can also use taint cards , drink list and posters for promoting drinks

# UNIT 4: PRODUCT KNOWLEDGE AND SERVICE STANDARDS

## Staff training

The process of delivering the required level of motivation is called advanced sales coaching.

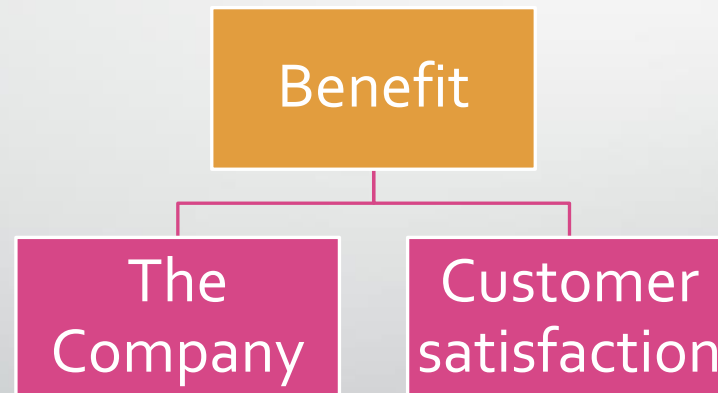
- Inform staff of the expected level of service to guests.
- ensure that regular short training sessions are held
- inform staff what the organizational goals are
- this this staff in handling difficult situations and ensure that they learn from you



# UNIT 5: DEVISE WAYS TO MOTIVATE STAFF IN INCREASING SALES

## Motivate staff

- Important for the supervisor to motivate staff to excel in their work which will BENEFIT:



# UNIT 5: DEVISE WAYS TO MOTIVATE STAFF IN INCREASING SALES



# UNIT 5: DEVISE WAYS TO MOTIVATE STAFF IN INCREASING SALES

Manager encourage and reward waiters to  
**PROMOTE SALES**



# UNIT 5: DEVISE WAYS TO MOTIVATE STAFF IN INCREASING SALES

## Ways to Motivate staff in increasing sales

Keep staff informed of what the service objectives are.

Organisational goals to personal goals.

Staff write down their goals and company's goals.

Recognise and reward individual and team success.

Monitor performance-feedback.

Recognise publicly-reward.

Serious problems handled away from drink service area.

Remind staff of performance standards.



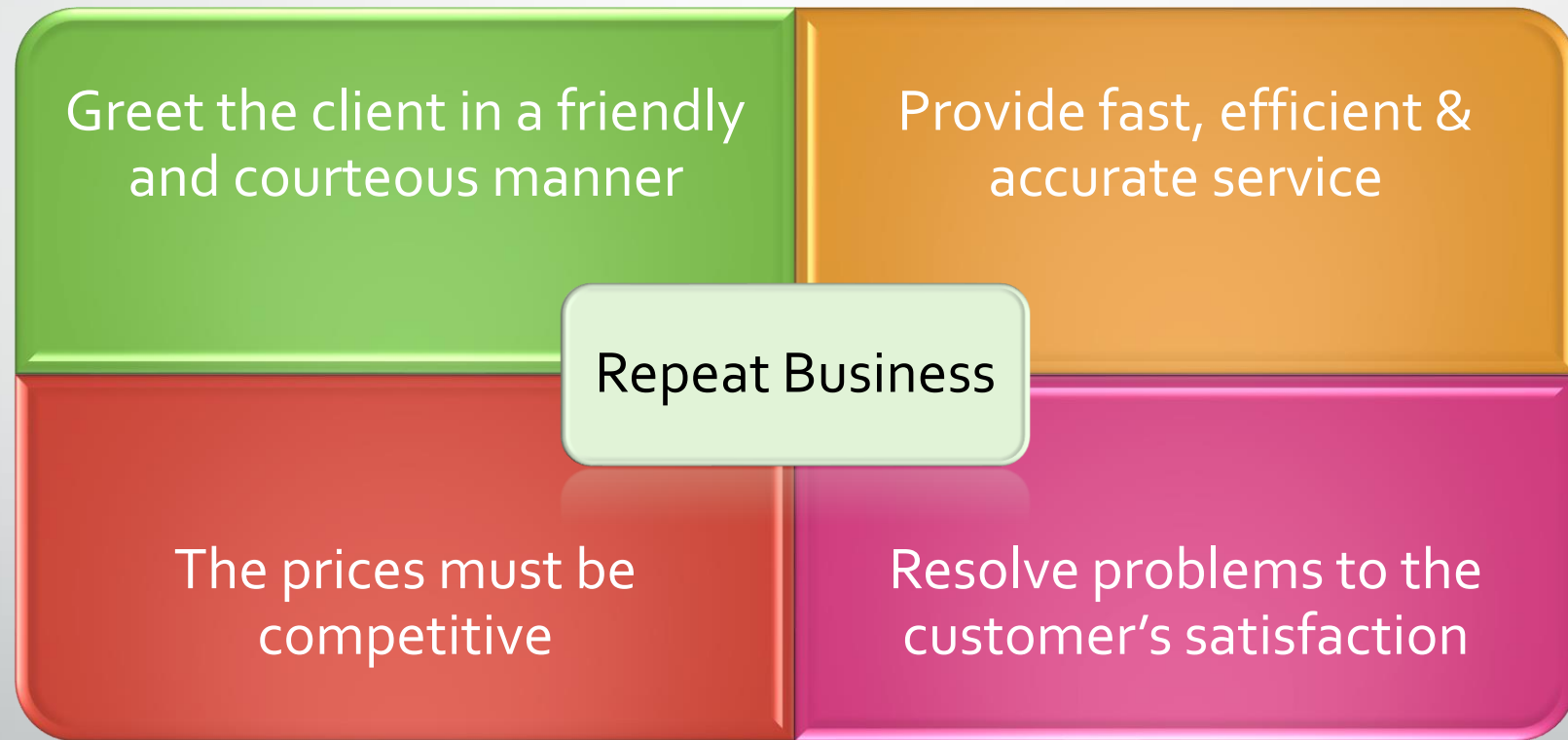
# UNIT 5: DEVISE WAYS TO MOTIVATE STAFF IN INCREASING SALES

## Staff training

- Regular short training sessions.
- Off-site or on-site.
- Convey expected level of service.
- Staff can learn from yourself or a qualified or experienced waiter.
- Treat each staff individually.

# UNIT 5: DEVISE WAYS TO MOTIVATE STAFF IN INCREASING SALES

- Ensure repeat business



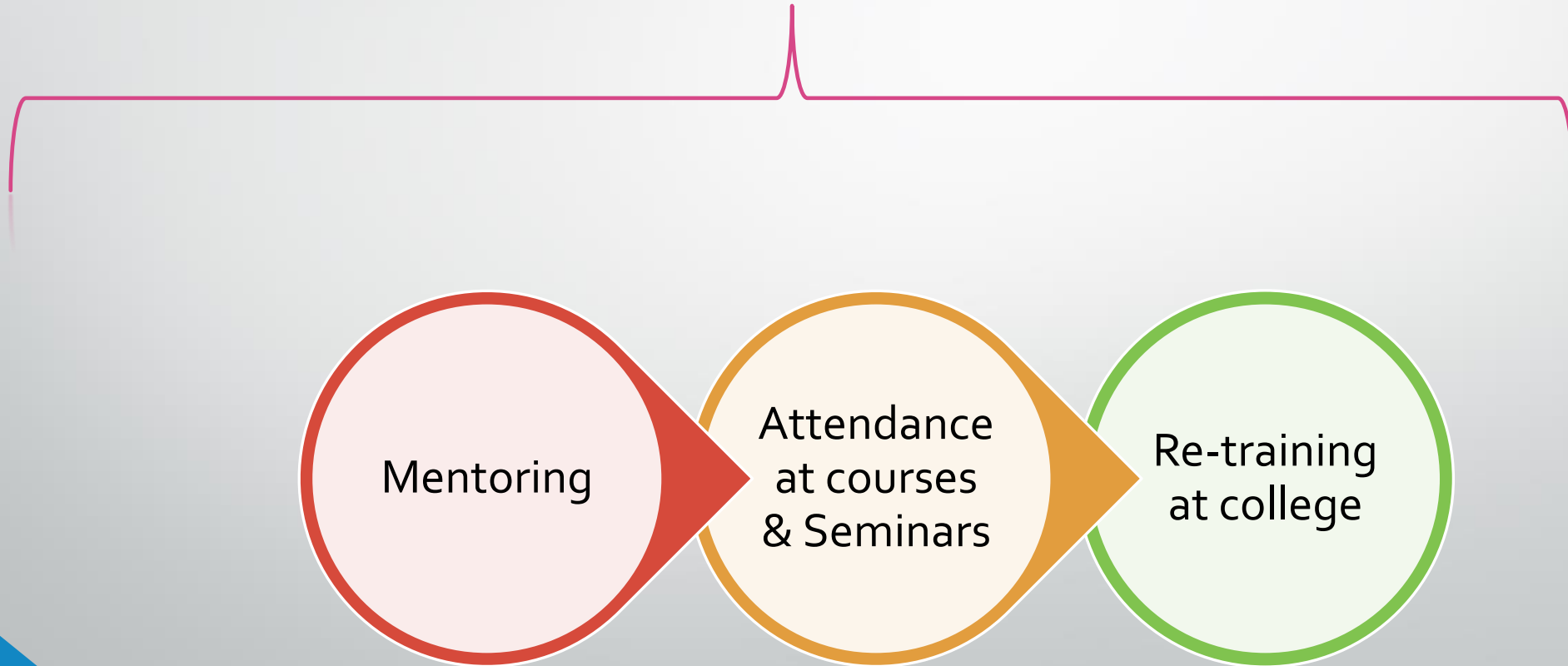
# UNIT 5: DEVISE WAYS TO MOTIVATE STAFF IN INCREASING SALES

Improve internal communication



# UNIT 5: DEVISE WAYS TO MOTIVATE STAFF IN INCREASING SALES

Staff development



# UNIT 6: VIOLENT OR DISRUPTIVE CUSTOMERS

## Offensive Behaviour



# UNIT 6: VIOLENT OR DISRUPTIVE CUSTOMERS

## Offensive Behaviour

What should you do if you encounter offensive customers?



# UNIT 6: VIOLENT OR DISRUPTIVE CUSTOMERS

- Lets discuss the following...

## HOW WOULD YOU HANDLE THE FOLLOWING SITUATIONS

Physical threat or damage to premises & property

Inability to pay

Refusal to pay

Nuisance to the general public

# UNIT 6: VIOLENT OR DISRUPTIVE CUSTOMERS

## Recording customer behaviour

Write down the following:

- The date, time and location of the incident.
- What happened
- The names and addresses of people involved.
- The names and telephone numbers of witnesses who are willing to come forward.
- What was done to resolve the situation.
- Recommended follow-up such as blacklisting the guest.





# UNIT 7: MAINTENANCE OF EQUIPMENT

- Why equipment should be maintained safely

1

Compliance with the law – OHS Act.

2

Precautionary prevention measures- eliminate any risk of injury and damage to property

3

Prevent illness or injury to guests and staff- lawsuits.

4

Cost Effectiveness – **PREVENTATIVE MAINTENANCE** better than repairing & replacing equipment

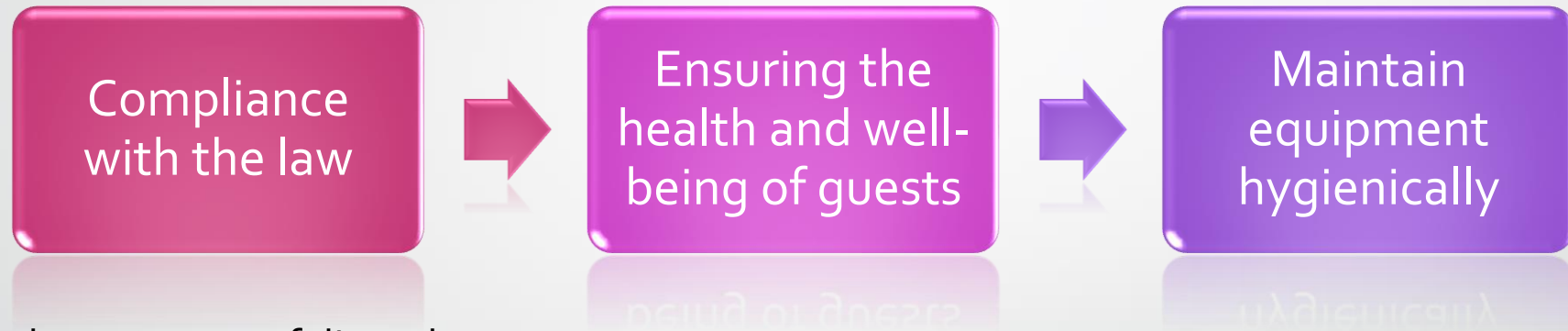
# UNIT 7: MAINTENANCE OF EQUIPMENT



- Preventative maintenance is defined as a program in which wear, tear and change are anticipated and continual corrective actions are taken to ensure peak efficiency and minimize deterioration

# UNIT 7: MAINTENANCE OF EQUIPMENT

- Maintain standards of hygiene



- clear the bar counters of dirty glasses
- ensure that ashtrays are correctly stacked in racks and removed as soon as possible
- remove empty bottles and cans from the counters and discard them appropriately
- maintain service stations and counters in a state of tidy cleanliness
- ensure that refrigerators and optics are cleaned regularly to maintain hygiene

# UNIT 8: FAULT AND MAINTENANCE REPORTING PROCEDURES

- Maintenance Inspection – compile a maintenance request and give to the maintenance department.
- If they can't fix it- **contract out**.
- All paperwork completed.
- Record report in the **Hand-over Book-**

Maintenance Procedures

Inspect repaired equipment

- Inspect returned equipment that it is repaired, working and clean.
- If not working return to Maintenance Dept or contractor.
- NEVER accept if not working properly.
- Make a note in the **Hand-over Book-**

- Supplier of equipment- projected life span of the equipment given the workload.
- Guarantee.
- **Log book-** all servicing documentation and reports of incidents are recorded – history of the equipment.
- **Maintenance Manager-** responsible for evaluating the risks involved in keeping the machine operational.

Recording equipment faults

# UNIT 9: COMPLETE ALL SET-UP PROCEDURES

## Clearing and cleaning of drinks service areas

- Allocate staff to the cleaning areas.
- Communicate cleaning requirements in terms of the expected standard, the cleaning agent to be used and the time frame in which the cleaning must be completed.
- Check the cleaning of the following:
  - Counters
  - Shelves
  - Floors
  - Brass work
  - Display bottles, etc (see page 156)

## UNIT 9: COMPLETE ALL SET-UP PROCEDURES

Clearing and cleaning of drinks service areas

- Vacuuming, dusting and polishing in guest areas.
- Check resources for cleaning function- Chemicals, glass cloths, counter cloths etc.
- Customer service areas kept clean and tidy.

See bar preparation checklist on page 157

# UNIT 9: COMPLETE ALL SET-UP PROCEDURES

Restocking the drinks service area

- **Stocks** and **acompaniments** for drink service must be maintained at organisational determined levels

What do we call that level?

# UNIT 9: COMPLETE ALL SET-UP PROCEDURES

## Restocking the drinks service area

- Refer to the bar stock list.
- Ensure optics are stocked, and that all bottles on display are adequately stocked.
- Adequate supply of kitchen stock.
- Perishables items e.g. apples are fresh.
- Return drinks or any product that do not meet the required standards of quality.
- Ensure bar runners are clean.
- Check sufficient stocks of clean glasses – extra glasses in racks on the shelves.



# UNIT 9: COMPLETE ALL SET-UP PROCEDURES

Maintaining stocks and accompaniments at appropriate levels.

- Stock is kept behind the bar, on the shelves and in the drink cabinets to ensure that orders can be served quickly and efficiently
- customers must be able to see which drinks are available if kept in cabinets
- stocks and accomplishments are kept in storerooms according to organizationally determined levels and collected when needed in the bar
- if stocks are low- report to supervisor
- bar levels must be maintained
- avoid running out of stock – you will lose customers

# UNIT 9: COMPLETE ALL SET-UP PROCEDURES

Checking facilities in customer areas.

- Make a good first impression.
- Areas must be clean and maintained at all times.
  - Restrooms.
  - Bar sideboards.
  - Counter tops.
  - Smoking lounge.

# UNIT 9: COMPLETE ALL SET-UP PROCEDURES

## Checking facilities in customer areas.

- Discard dead floral arrangements.
- Remove outdated or dirty promotional material.
- Ice buckets kept full.
- Make sure any watering jugs kept on the bar for customers to help themselves.
- Remove empty glasses.
- Coasters and drip mats placed neatly on the counter.

## UNIT 9: COMPLETE ALL SET-UP PROCEDURES

Checking facilities in customer areas.

- Bowls of nuts, chips and snack – topped up.

See page **160** for Daily cleaning schedule for a bar

# UNIT 9: COMPLETE ALL SET-UP PROCEDURES

## Stocking the pay point

- Enough bar dockets.
- Easily accessible order books.
- An adequate float.
- Enough credit card rolls and vouchers.
- Pens and till rolls.
- Cash-up sheets and cash-up envelopes.



# UNIT 9: COMPLETE ALL SET-UP PROCEDURES

Set-up procedures for events and functions

- Function Sheet

Size and shape of function room

Type of function

Customer requirements

Number of people to serve

Whether it's a cash bar or 'on the house bar'

## UNIT 10: COMMUNICATE WITH CUSTOMER IN A POLITE AND FRIENDLY MANNER



Welcome, to Kelz Restaurant its nice to see you again ma'am.

# UNIT 11: BE ABLE TO HANDLE UNEXPECTED OPERATIONAL SITUATIONS

What should you do in the situations on pages 164?

- non-delivery of goods
- power failure
- equipment failure
- unacceptable drinks items
- being short staffed

