

#01

Introduction

The production and consumption of alcoholic beverages is as old as recorded history and developed hand in hand with the rise of agricultural societies and ancient civilizations.

Throughout history in all parts of the world, ancient man discovered that various wild and domesticated plants and fruits naturally fermented their sugars into intoxicating beverages. Over time, numerous societies developed their own special drinks in the form of spirits, wines, and beer. Not only did imbibing these beverages make the drinkers feel good, but their consumption complemented local foods and developing culinary traditions.

In today's global economy people have access to a wide range of alcoholic beverages – some with long traditions and time-tested recipes, others of more recent development, but all designed to enhance the enjoyment of food and social interaction.

The following Alcoholic Beverages on the Go training material is presented in brief easy-to-absorb formats to give club food and beverage managers a tool to help train their servers in the rich history and variety of beverages carried by the club and enjoyed by its members. While the knowledge of beer, wines, and spirits is a nearly limitless body of information, it is necessary that the club's servers are at least conversant with the more common beverages and terminology. By approaching the task in small doses, it is expected that in time servers will gain the necessary knowledge to feel comfortable interacting with and serving their patrons.



Alcoholic beverages in all their forms and proprietary preparations present one of the most significant upselling opportunities for food and beverage operators. But don't expect servers to sell something with which they are unfamiliar.

The key to increasing average checks is to provide staff with the knowledge of food and beverages that will make them comfortable engaging members and suggesting various accompaniments to enhance their dining experience.

