

..... DIAGEO

BAR ACADEMY

.....
R A I S E T H E B A R

HOW TO DELIVER REMARKABLE HOSPITALITY



Creating a great experience is an essential skill for bar professionals and the success of your venue. Learn how to keep guests coming back for more and deliver remarkable experiences with this downloadable guide.

TICK OFF EACH TOPIC TO SEE WHERE YOU CAN IMPROVE YOUR HOSPITALITY EFFORTS

THE ONLINE JOURNEY

IS YOUR VENUE DISCOVERABLE ONLINE?

ACTIONS

TICK

- Audit your online presence
- Make sure your website is up to date
- Maintain an active social media presence
- Pay attention to your images on social media
- Gather reviews and feedback online
- Have a presence on Google Business
- Ensure key information is correct: *address, contact information, opening hours*

FIRST IMPRESSIONS

WHAT IMPACT ARE YOU HAVING ON YOUR GUESTS?

ACTIONS

TICK

- Make sure guests are greeted as soon as possible
- Pay attention to your body language and make sure to smile
- Give a personalized experience by asking if they've visited before
- Give first-time guests a different coloured napkin so all staff can identify them
- Offer some iced water or a small snack while they wait

AN INVITING VENUE

HOW DOES YOUR VENUE ENTICE YOUR GUESTS TO VISIT AND STAY?

ACTIONS

- Ensure the textures, lighting, temperature and décor set the tone for the drinks that are offered
- Have music that helps build ambiance for your venue and the drinking occasions you cater for
- Make sure the layout of the venue suits your guests comfort: can they move easily between tables? Are there places to hang coats? Is the bar in clear view and bathrooms well signposted?
- Signpost your layout well so guests can find the bar and bathrooms easily
- A bartender's personality is an essential part of an inviting venue. Make sure you are both polite and personable to guests

TICK

THE PERFECT SERVE

ARE YOU ABLE TO SERVE DRINKS THAT SURPASS EXPECTATIONS AND DELIGHT YOUR GUESTS

ACTIONS

TICK

- Understand flavour profiles, texture and aroma, and how they impact the cocktails you create
- Be knowledgeable on the correct glassware and its impact
- Make great recommendations to your guests
- Pay attention to the final presentation of your drink and how this can elevate your guests' experience
- Ensure sustainable drinks accessories such as paper straws and stirrers are available
- Ensure staff can make high quality drinks quickly and efficiently

PERSONALISING THE EXPERIENCE

HOW CAN YOU PERSONALISE YOUR GUESTS EXPERIENCE?

ACTIONS

TICK

- Use the guests' name if they have booked with you. Name your tabs and drinks orders to help with this
- Anticipate their needs before they ask e.g. serviettes or an extra chair
- Be sensitive to the mood and atmosphere of your guests
- Identify occasions guests are celebrating and be knowledgeable about drinks that can be offered for special occasions
- Ask guests what types of flavours or styles of cocktails they like if they can't decide
- Prepare list of recommended places to visit for guests from out of town
- Keep a stock of blank cards that the team can sign for anyone celebrating an occasion
- Consider making branded recipe cards of your cocktail menus to offer to customers who express an interest in your drinks.
- Track guest history, including order preferences, events attended and guest names
- Provide mints or a branded card along with the receipt
- Ask if guests need help with further travel, and have taxi numbers on hand

ONGOING IMPROVEMENT

WHAT CAN YOU DO TO KEEP YOUR VENUE COMPETITIVE?

ACTIONS

TICK

- Take note of commonly asked questions & work with your team to create a FAQ sheet
- Resolve existing issues as soon as possible
- Respond politely to reviews and recommendations – even if they are negative
- Regroup frequently as a team to review improvements to your guests experience

KEEP IMPROVING YOUR GUESTS' EXPERIENCE

Well done. Now you've completed this checklist, you are more knowledgeable about how you can deliver remarkable hospitality for your guests.

What areas did you do well in? Where have you identified missed opportunities? Work on gaps you have identified to improve your skills as a bar professional and elevate your guests' experience.

Good luck!