

BEHIND THE BAR:

A GUIDE TO PROFITABLY MANAGING INVENTORY

Stocking your back bar correctly is absolutely crucial to your bar's profitability. Complete this printable worksheet to help you understand guest demand and the current landscape to strategically plan and maximise your inventory

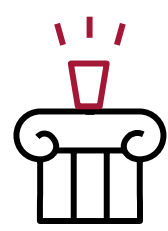


KEY CONSIDERATIONS



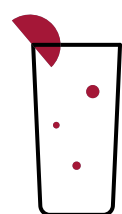
CATEGORISE YOUR RANGE

Structure your range into three different categories: Pouring (popular), Upsell (premium) and Excite (trending).



IDENTIFY YOUR BESTSELLERS

Knowing what your customers like allows you to forecast and meet demand



SIMPLE ORDERS

Only order what you need for the month to avoid excess stock



TAP INTO TRENDS

Stay ahead of the latest consumer trends and make sure your stock is aligned with these E.g. flavoured gins and tequila



MOVE YOUR PRODUCTS

Continually create specials to promote less popular products, also use social media to showcase these drinks.

IDENTIFY WHAT GUESTS ARE ORDERING

List your Top 10 drinks by volume sold in the last period (e.g. monthly) – to check that the top 5-8 drinks match the ones featured on your menus (digital or physical).

TOP 10 DRINKS BY VOLUME SOLD	WHERE THEY FEATURE ON MENU <small>(PAGE AND NUMBER)</small>
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

List your bottom 10 drinks by volume sold and consider removing or repositioning on the menu.

LIST YOUR BOTTOM 10 DRINKS BASED ON VOLUME SOLD
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

BAR ACADEMY

Discover any new or emerging drinks trend by looking at: the most requested drinks in your venue and key trends in the industry

CUSTOMERS MOST REQUESTED DRINKS	INDUSTRY TRENDS

List the changes you can make to maximise your inventory

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.