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# BAR ACADEMY

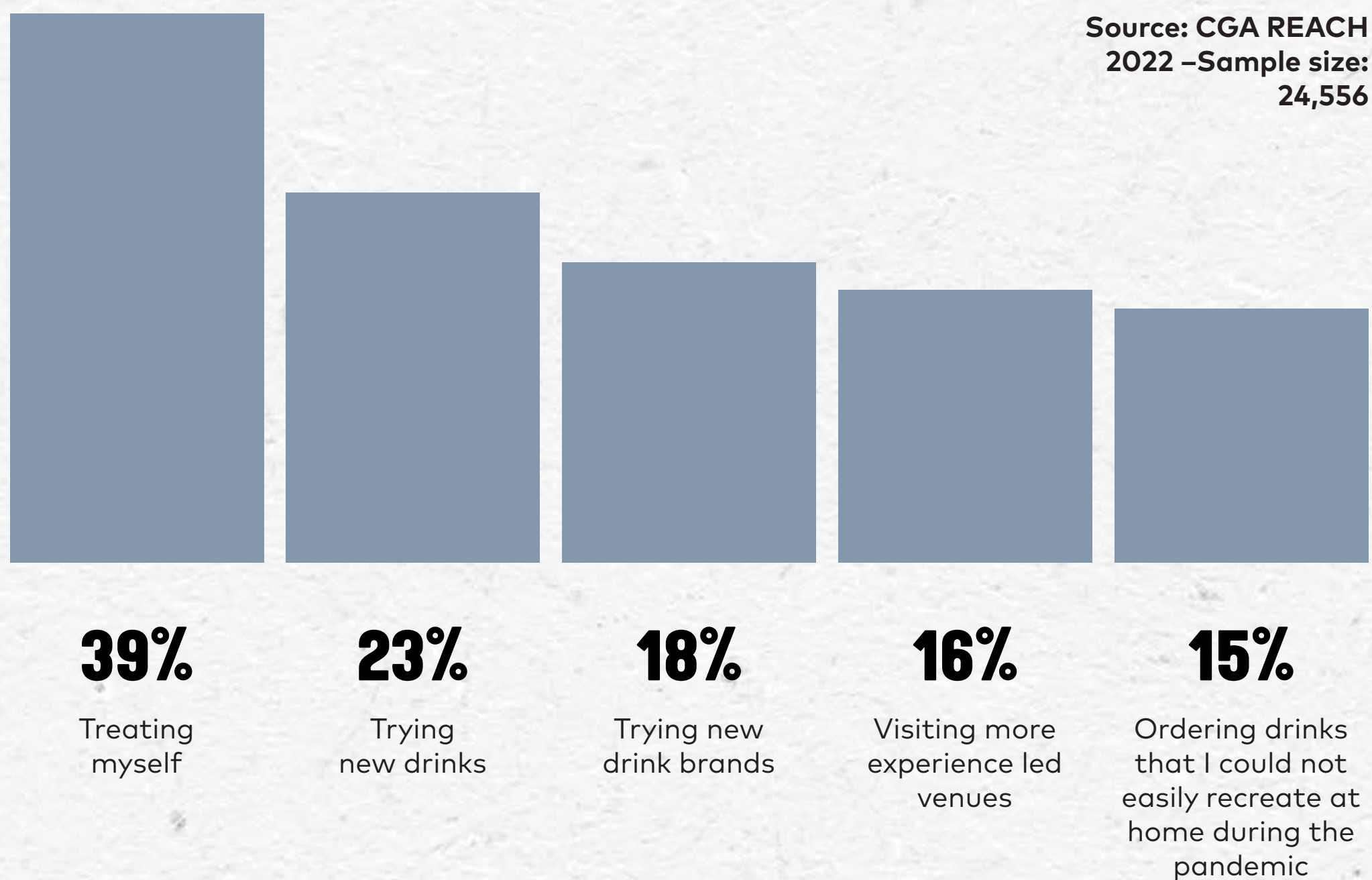
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R A I S E   T H E   B A R

## TOP TIPS TO ‘SURPRISE AND DELIGHT’ YOUR GUESTS

The recent surge in premium drinks subscription services and at home cocktail making kits has massively driven up consumer expectations. How do we make sure bars can compete and are not just meeting these expectations, but exceeding them?

In this guide, discover top tips and techniques you can use to give your guests a truly remarkable experience they cannot replicate at home. Try these, and they'll be returning for more and shouting about your bar to their friends (plus Instagram followers) in no time.

**CGA asked consumers what they most looked forward to this year when eating and drinking out:**



These results are well-worth bearing in mind when thinking about how you can cater your bar-experience to suit consumers' needs, and what they're looking for when coming to your bar.



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## TOP 10 ‘SURPRISE AND DELIGHT’ TIPS:

‘Surprise and delight’ techniques attract repeat customers by enhancing staff and customer communication, and offering unexpected extras. By creating memorable experiences, they’re designed to entice regulars and increase profitability.

### 1. REMEMBER THEIR NAME

Make your guest’s experience more special by welcoming them with their first name. You can keep track by naming all your tabs with coinciding seat numbers.

### 2. GIVE THEM RECIPE CARDS TO TAKE HOME

Create branded cards for your bartenders to write cocktail recipes on and give to customers, so they can make their favourite cocktails at home.

### 3. GET TO KNOW THEM

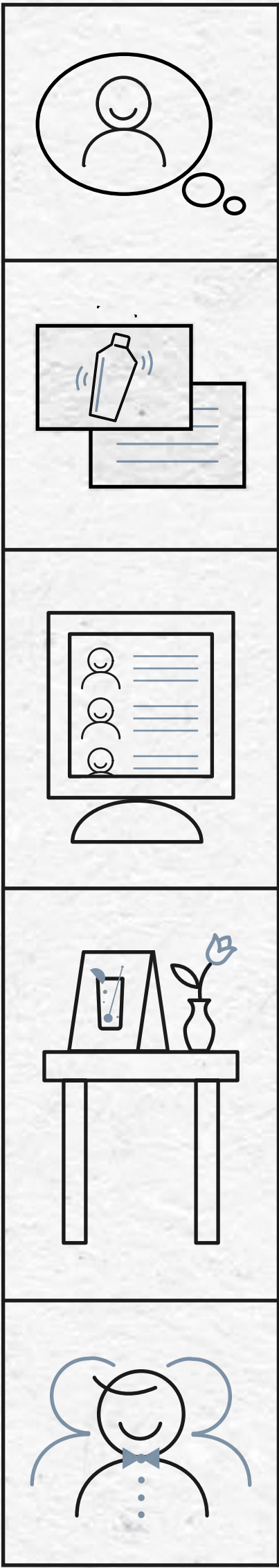
Build a database to track guest history using GDPR-compliant platforms like [OpenTable](#) or [Venga](#). You can really personalise your guests’ experience using information like order preferences, events they’ve attended and their names with these tools.

### 4. MAKE NOTE FOR FIRST TIMERS

Place a small signal on the table (different coloured flower or menu) to identify new customers. First impressions count, so make sure you pull out the stops and provide all the guidance they need – especially if your bar has a unique concept.

### 5. TRAIN YOUR STAFF

Positively reinforce your staff, lead by example, and train them on how you want your customer service to flow, from their very first contact with the customer, to the point they leave the bar.





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## 6. PROVIDE THEM WITH SNACKS AND SMALL (LOW-STRENGTH) COCKTAILS

Give out these unexpected extras to waiting guests. This will help boost appetizer and cocktail purchases, and promote [responsible drinking](#) by slowing down alcohol consumption.

## 7. REGULARLY UPDATE THE MENU

Keep the menu interesting with new, [seasonal offerings](#). This helps your bar stay on-trend and surprises guests, which is more likely to result in customers coming back to try new offerings and share their experiences via their socials.

## 8. OFFER THEM TASTERS

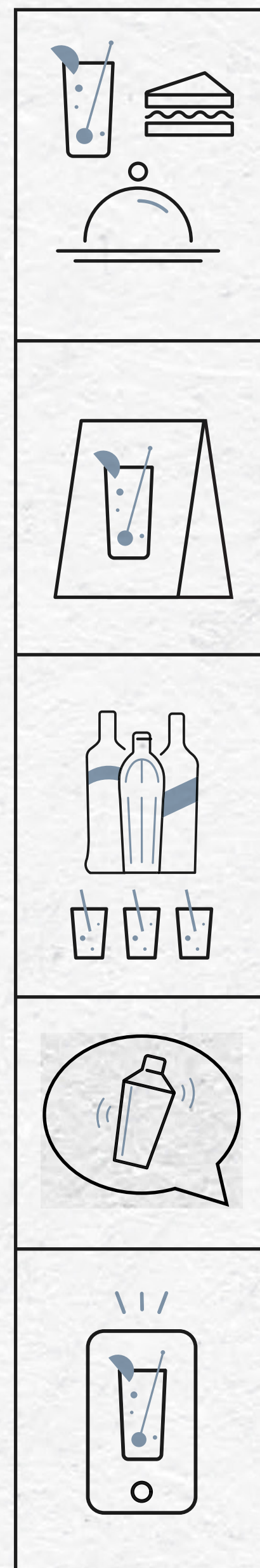
Offer a free taster of a new cocktail you're planning to launch and ask for the guest's opinion. This will make them feel empowered, and if they enjoy it, it's more likely they'll come back once it's on the menu.

## 9. TELL THEM A STORY TO REMEMBER

Share an entertaining story about the origins of your cocktail. You can find great examples behind some classic cocktails [here](#) and [here](#).

## 10. GIVE THEM SOMETHING TO POST ABOUT

Make sure your menu includes 'Instagram-worthy' cocktails. For example, ones that '[smoke](#)' or have interesting garnishes... and remember to invest in [glassware](#). The more impressive it looks, the more likely it'll get posted.



## KEY TAKE AWAYS

- ✓ Personalise each customer's experience
- ✓ Train your staff on the customer service process
- ✓ Stay current and offer seasonal serves
- ✓ Give out unexpected, free tasters to customers
- ✓ Tell them a memorable story about their cocktail
- ✓ Create stand-out, 'post-worthy' serves