

Course Name- Food & Beverage Management-1

Course Code- BHMN-311

TYPES OF BAR

The types of bar are discussed in this section.

Pubs: It is a word derived from public house 'which is acquired to sell alcoholic beverages. Pubs mainly serve all kinds of beers along with other alcoholic drinks. Most pubs were once owned by the breweries to market their products, but today they are operated by other business promoters.

Lounge Bar: Lounge Bar Lounge is an area meant for relaxing which is normally located near the reception area. Some establishments have lounge bar which serves all kinds of alcoholic beverages to the guests at the lounge. The drinks may be collected from the main bar and carried on a tray to the lounge and served. If the volume of business is more and there is adequate area in the lounge, a separate bar may be set up to address the needs of the guests. Lounge bar is often seen in airports, clubs, casinos, luxury hotels, ships, etc.

Wine Bar: The wine bar sells only wines of all kinds, mainly the most expensive wines. It has a good collection of wide range of wines. The guests are given a free sample of wine for tasting before making purchase decisions. They may buy bottles of wine for consuming later or drink in the wine bar itself. This kind of bar is a comparatively new concept and becoming very popular connoisseurs and affluent people. As the name suggests, such bars serve a wide range of wines by glass/carafe/bottle and wine based mixed drinks. Food served include cheese trays, fruit platters and hors d'oeuvre specialties. Wine list consists of a wide variety of wines ranging from inexpensive house wines to quality wines at dizzy prices for accommodating different tastes and budgets. Wine bars are declining as serving only wine limits the clientele to wine-lovers only. Also, purchasing appropriate wines requires expertise and large investment. Hence, such bars feature a limited range of beer and spirits to maintain a broad appeal and realizing good profit margin. In stark reality, now-a-days these are simply bars that have a wine oriented ambience and often broaden their offerings by serving meals. Wine bars may also be successfully combined with a smart casual restaurant.

Tequila bar: As the name suggests, such bars stock and serve only/predominantly different styles and brands of tequila and tequila based mixed drinks.

Bloody Mary bar: .As the name suggests such bars serve various styles and variations of the famous mixed-drink (cocktail) Bloody Mary - a mix of Vodka & tomato juice. It also stocks all the items and Ingredients going into its making.

Cocktail Bar: The cocktail bar serves all kinds of cocktails along with other alcoholic drinks. It may be found in airports, casinos, hotels, ships.etc. Cocktail bars are full-service bars serving an entire range of alcoholic and non-alcoholic beverages but specializing in wide range of cocktails and mixed drinks - both classical and innovative. Here, the focus is on the cocktail range featured on the menu and the skills & proficiency of the bartender. Cocktail bars are upmarket beverage outlets, commonly found in luxury hotels and are luxuriously furnished and lavishly equipped. It carries a complete range of liquors, garnish, glassware and equipment in order to prepare and serve different cocktails and other drinks. Such bars can be thematic and sometimes open only in the evenings offering professional and elegant tray and bar service. Being a high class and refined bar, standing crowds and congested layouts are unlikely.

Sunken Bars: As the name suggests, these bars are sunk (immersed) and surrounded by water on all sides i.e. it is built in the middle of a swimming pool. These bars are usually found in resort hotels where guests spend a lot of time in and around the pool. Here, guests swim to the bar to collect the drinks and consume it seating at Immersed bar stools or on air floats.

Beer Bars: As the name suggests, these bars stock and serve only/predominantly beer and beer based mixed drinks. They generally carry and sell a variety of different styles and brands of beer like stout,

porter, ales, pilsners, draught etc by glass/pitcher/pint/cane/bottle. Many a times, such bars are owned/franchised by brewery companies as part of their vertical marketing integration strategy.

Special Function Bar: As the name suggests these bars are used for beverage sales and service at functions like banquets, meetings, receptions, conferences or conventions. It can also be used In recreational areas like golf course and tennis courts, open gardens & pools side or anywhere else in the hotel. It is of two basic types:

- a) Portable bars: It takes the form of mobile trolleys (on castors/wheels) built to specifications. These mobile trolleys are parked in a suitable area when not in use.
- b) Crash bars: These are a make-shift arrangement of trestle tables (horizontal tables held by two pairs of collapsible legs that save space when stored) nested together and dressed up to create a low and open bar counter. Crash bars are more versatile as they can be arranged into any shape or size required and can also be made to harmonize with the decor and ambience of the function. After the function is over, these tables are dismantled and stacked away.

Minibars: They are also called as in-house bars or honour bars. It is a relatively new concept and consists of a refrigerated cabinet placed in a guest room along with the menu cum rate-list, for consumption by room-guest. Thus, these bars are means of visual merchandising to boost beverage sales. By this option, the guest can enjoy the drink in the privacy of the room. Generally, miniature single serve bottles of liquor, pints of beer and cans of soft drinks are stocked in such bars due to space constraints. However, the exact contents are a matter of hotel policy. Assorted snacks like nuts, crisps etc are also kept to make the experience more complete. The guest's' account is charged based on consumption - manually or electronically. Billing and Refilling is usually done once a day for a stay-over guest and on check-out for a departing guest. Minibar (refilling, charging and inventory) responsibility lies with a separate F & B team or is appended to the Room Service Department and work 24 hours.

Banquet Bar: This is a temporary bar set-up in banquet suites to serve alcoholic drinks during a specific function. The type and quantity of drinks to be served are generally predetermined at the time of booking the function. The drinks may be either bought by those who wish to drink or paid by the host for all the drinks consumed by his / her guests during the function. The banquet bar collects the required stock either from the main bar or from the cellar. Sometimes, guests would bring their own bottles of liquor in which case corkage charges will be levied.

Dispense Bar: It is the bar attached to a restaurant, serving alcoholic drinks to the guests in the restaurant during their meal time. The stock may be either collected from the main bar or from the cellar. The dispense bar has a minimum stock of drinks that may be suitable for aperitif, to accompany the dishes offered, and as digestives.

Reference:

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