

## **Restaurant bar business plan**

The bar is an integral part of a restaurant, night club, or tavern due to the fact that it has the potential to earn more than 50% of the establishment's revenue. Maximizing the revenue of the bar can help sustain and grow the business as well as provide opportunities to enhance other products and services of the establishment. Here are a few suggestions on how **bartenders** can help maximize bar profits.

### **Up-Selling the Happy Hour Menu**

Happy Hour specials can successfully draw customers to the bar. Depending on the creativity of the menu, there are ways to up-sell the happy hour special given the fact that most happy hour drinks are made with the well brand liquors. To up-sell, when a patron orders a drink from the Happy Hour menu, the bartender should offer the premium or top shelf brand instead of the well brand liquor. It will taste better and increase the sale of that drink. Always let the customer know that the drink will be charged at regular price so that there are no surprises when they receive their bar tab.

### **Upgrading the Drink Ordered**

Similar to up-selling the Happy Hour menu, most drinks that are ordered can be upgraded by mixing it with the premium or top shelf brand of liquor. When a customer orders a drink, the bartender should always ask what type of liquor they would like and recommend a premium or top shelf brand. Remember to let the customer know about the increased cost of their drink so that there are no surprises when they receive their bar tab.

### **Mixology At Its Best**

Here is where the bartender's skill and creativity come to play. Women love specialty drinks and more likely to try new cocktail recipes than men. Given this fact, bartenders should offer women specialty drinks that include some type of premium or top shelf brand of liquor. If the female patron likes the drink, then there is a high probability that they will order another and even suggest it to their friends or bar mate.

### **Offer a Complimentary Drink**

In this case, a complimentary drink does not mean free drink! When customers order appetizers or a meal, the bartender should offer drinks such as a certain wine, cocktail or beer to compliment the food. Always keep a salty snack such as peanuts or pretzels to trigger the patron's thirsty pallet.

### **Live Music**

On the slowest night of the week, host a live jazz band or duet in the bar area to attract new and repeat patrons on a weekly basis. Word of mouth travels quickly and if you offer something different that your competitor is not, people will likely try your establishment at least once.

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