Cocktail Program Strategy Document

Venue/ outlet: _____   Program owner: _____   Date Prepared: _____

Program Purpose

The primary purpose of this cocktail program is to:

Tip: Be very clear about the main purpose of your program. Is it to: Gain a competitive advantage with an advanced list? Expand your offer to current customers? Attract a new market segment?

Program Measures

Area	Description	Your information here
Success Measure	Determine a success measure that could be volume sold per shift per week, share of sales, target gross profit, % etc	
Reporting Frequency	Determine who will generate and communicate the reports to the team and at what frequency	
Reporting manager	Name of person who will be compiling reports as per criteria and frequency above	

Menu Guidelines

Clear guidelines help to ensure that each new menu adheres to a handful of basic rules, thereby ensuring a level consistency when updating.

Area	Description	Your information here
Max. # of cocktails	What is the optimum number of cocktails to ensure they can be made excellently by all bartenders at the pace required for the bar.	
Style of drinks	What style is your program going for? High-end/ craft, simple high volume, or something in between?	
Level of complexity/ uniqueness	Is there a limit to the number of ingredients or creative flair or is your program designed to push the envelope?	
Split of classic vs specialty	What is the right balance of classic drinks vs house specialties? How many of each?	
Non-alcoholic options	How many mocktails will you include on your list? How will they work with the main cocktail list?	
Max. drink production time per drink	What time benchmark should be set for each drink? Does your bar require 30 second production time or allow longer but charge a premium?	
Supplier agreements	What considerations need to be made around brands & suppliers?	
Update frequency	How often will you be updating your menu? How does this fit with your available resources and capacity?	

Use this document as a guide to formalize your own cocktail program strategy. Include any other points that are important to you and your business. Prepare the final results into a 1 page guide to be referred to whenever a new menu is developed.