

# Cocktail Program Planning Guide

Venue/ outlet: \_\_\_\_\_ Program owner: \_\_\_\_\_ Date Initiated: \_\_\_\_\_

Use this worksheet to help you to plan out your next cocktail menu. Enter the launch date and then populate the remaining dates based on the weekly countdown. Add in any stakeholders that may be involved in key stages (e.g. staff for tasting events or graphic designer for menu design). Update and add comments as you go to keep the project on track.

MENU LAUNCH DATE: \_\_\_\_\_ TIMEFRAME TO COMPLETE: \_\_\_\_\_ (WEEKS)

Countdown (weeks)	Milestone	Date	Stakeholder/s	Comments
T minus 8	<b>Preplanning</b> <ul style="list-style-type: none"> <li>• Launch date &amp; milestones outlined</li> <li>• Budget allocated</li> <li>• Captain and support team set</li> <li>• Goal and success measures established</li> </ul>			
T minus 7	<b>Research</b> <ul style="list-style-type: none"> <li>• Historical sales analyzed</li> <li>• Customer surveys conducted</li> <li>• Competitor analysis complete</li> <li>• Staff recipes submitted</li> </ul>			
T minus 6	<b>1<sup>st</sup> Draft Recipes</b> <ul style="list-style-type: none"> <li>• Initial menu recipes collated</li> <li>• Internal tasting conducted</li> <li>• Adjustments made/ recipes updated</li> </ul>			
T minus 5	<b>Costing &amp; Sourcing</b> <ul style="list-style-type: none"> <li>• Ingredients sourced</li> <li>• 1st Draft recipes costed</li> <li>• New glassware/ tools costed</li> <li>• Sell sheets created</li> <li>• Cheat sheets created</li> </ul>			
T minus 4	<b>Tasting and Training</b> <ul style="list-style-type: none"> <li>• Bartender/ server tasting and training conducted</li> <li>• Menus designed/ printed</li> <li>• Food menu updated (if necc)</li> </ul>			
T minus 3	<b>Bar Layout/ POS</b> <ul style="list-style-type: none"> <li>• New products/ ingredients positioned</li> <li>• Bar maps updated</li> <li>• New recipes/ process added to POS</li> </ul>			
T minus 2	<b>Soft Launch</b> <ul style="list-style-type: none"> <li>• Friends &amp; family night/ PR</li> <li>• Soft launch log completed (address bar constraints/ issues)</li> </ul>			
T minus 1	<b>New Menu Launch</b> <ul style="list-style-type: none"> <li>• All bartenders able to make all drinks to spec at speed</li> <li>• Bartenders and servers actively promoting cocktails</li> <li>• Weekly tracking of sales/ success measures begins</li> </ul>			



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