Bar Starz

Cocktails and Dreams

Bar Design Presentation
AGENDA

- BIO
- Bar Rescue & The Food Network
- Service Excellence
- The “Show”
- Bar Types
- Bar Layout Types
  + Pros & Cons
- Pre-Bar Design Questions
- Structural Details
- Equipment Scheduling
- How can we work together?
- Closing
BIO/ RICK

- 27 years in the Hospitality Industry
  - Old School Bartender
- Started in 5 Star/ 5 Diamond Arena
  - Hyatt Regency Grand Cypress
- Worked in Casual Dining Segment
  - TGI Fridays
- Certified Bartender through TGIF System
- BI- Bar Instructor
- World Champion Bartender
  - Disney Quest for the Best
- Performance Bartender
  - High Levels of Productivity
  - Consistency
  - Entertainment
- Finished Career in High End Night Clubs
  - $4500 per shift
- Worked for Showtenders
  - Bahama Breeze Frozen Drink Project
  - Opened/ Trained at over 50 Restaurant Bars
- Owner/ Operator
  - Church St. Station Orlando
BAR STARZ

- 18 years in business
- High Level Beverage Operators
  - Bar Design
  - Drink Development
  - Training
  - Operation Evaluations/Strategies
  - Openings
- 300+ Openings
  - Hotels
  - Casinos
  - Sports Stadiums
  - Restaurants
- MGM Grand Las Vegas
  - 24 Outlets
  - Retail and Comp Drink Programs
  - 352 Bartenders
  - 1500 Cocktail Waitresses
- Minnesota Twins
  - 20 Bars set up in 10 days
- Rams, Titan and Bills Stadiums
  - Bar Designs
BAR STARZ

- MVW
  - eLearning
  - Custom Drink Machine Program
  - Brand Program Development
- Marriott Brands
  - Ritz Carlton
  - JW
  - Renaissance
  - Full Service
- Franchise Ownership Groups
  - White Lodging
  - Davidson
  - Sunstone
  - Xenia
  - All other Hotel Brands
    - Full
    - Select
- Independents
  - Catalina Island
  - Margaritaville Caribbean
- Chain Operators
  - Chili’s
  - Smokey Bones
  - Wegman’s Concepts
SERVICE EXCELLENCE

- Bar Rescue & The Food Network
  - Guests expectations are higher
  - Expect to see what was on TV
  - Ask questions about the bar programs
  - Industry Trends

- Cycle Times
  - Define
  - Lobby/ Casual Dining 3-4 min.
  - Pool 8-9 min.

- Bars today are Under-built
  - Number of stations
  - Refrigeration
  - Dry storage
  - Back Bar display
  - Glassware storage
  - Little bit of everything/ a lot of nothing
SERVICE EXCELLENCE

Drone View
THE “SHOW”

- Guest Focus
  - Interaction/ Engagement
  - Entertaining & Having fun
- “The Show”/ Guest Experience
  - Making “My” drink
- Facing Forward
  - Turning away
  - Glassware & Liquor
- The “CockPit”
  - Efficiency Triangle
  - One Step and Reach
- Front & Back Bar Balance
  - Plan & Build together
- Back Bar Merchandising
  - Selling liquor not glassware
- Production and Growth Math
  - Drinks per station
- Lobby and Pool
  - Front Bar & Service Bar
  - Drink Machine Speed and Quality
MAKE BARTENDER FACE FORWARD
BAR LAYOUT TYPES

- Shotgun
- 4 side Island
- 3 sided Island
- Half Shotgun/ Half Island
- Round/ Curved
SHOTGUN

Pros
- Space saver
- Back wall for Merchandising

Cons
- Guests face back bar
- Small SB Pick up
4 SIDED

Pros
- Great social bar
- High volume capacity

Cons
- Restock is difficult
- Back Bar securing is difficult
3 SIDED

**Pros**
- Great social bar
- High volume capacity

**Cons**
- Restock is difficult
- Back Bar securing is difficult
1/2 SHOT/ 1/2 ISLAND

Pros

- Great show bar
- Great guest interaction

Cons

- Small SB pick up
ROUND/ CURVED

**Pros**
- Great visual design
- Great guest interaction

**Cons**
- Small Back Bar
- Equipment gaps
IS IT THE CART BEFORE THE HORSE?

Standard Process

1. Build the space/ footprint
2. Define the product to be served
3. KEC places basic equipment
4. Start to build it
5. Operations tries to make changes during the countdown while we are trying to get our C of O.....

Labor Trends- Next Generation of Bartenders

Southern Bell
What are we serving?

- Fresh Juice Program
  - Refrigeration
- Hand Crafted Cocktails
  - Syrups and Garnish Display
- Ice Program
  - Freezer with Drawers
- Draft Program
  - How many flavors
- Server Beverage Station
  - Soda at the minimum/ Back Tracking
- Volume Expected
  - Peak Times
  - Growth
- Remote Support
  - Beer Cooler
  - Shared Cooler
  - BIB System
- Frozen Drinks
Bar Structure Details

Front Details

- 11" Bar Top to floor
- 40 1/2" Floor to underside of bar top
- 42" Bar Top 1/2" Shelf to 3/4" each
- 24" Stainless Drink Rail 6"w x 3/4"d w/ Stainless Grate

Back Details

- 8" 1/2" Shelf
- 16" 1/2" Shelf
- 5' 8 1/2" Back Bar Top
- 3" Electrical Space
- 2' 3" 2" Back Bar Top
- 3" Curb
- 7' 8" 9' 0"
DRAIN VS. DRINK RAIL
BACK BAR SHELVING
BACK BAR CURB
DON'TS - PASS THROUGH ICE WELL
BAR STRUCTURE DETAILS

ADA Details

Guest Side

30" ADA Top to floor

Bartender Side

Stainless Drink Rail
6"w x 3/4"d
w/ Stainless Grate

40 1/2" Floor to underside of bar top

42" 18"

7" 6"

8"
ADA-DROP

- Cons
  - Poor Guest Visual
  - Lose Equipment Space
ADA - WATERFALL

Pros

+ Guest Visual
+ Equipment Schedule
STRUCTURAL RECAP

- Bar Dyes Positioning
- Drink Rail
- Back Bar/ “The Curb”
- Equipment Impact
- MEP Locations
- Locking System
- Refrigeration to Dry Storage Ratio
- Leaving it to Operations

Prickly Pear Margarita
FINISHED PRODUCT
RENOVATION

- Custom Drink Machine Program
- Bar Layout and Design
- Frozen Drink Program Upgrade
  - Improve Quality/ Hold Time
  - Cut Production Times
  - Improve Consistency
- Signature Drinks
- Menu Engineering
- Equipment Installation
- MEP Termination
- Trained Staff

Daiquiri, Miami Vice & Pina Colada
STARTING POINT
FINISHED PRODUCT

Results
Cut Cycle down to 8-9 minutes from 15-17 minutes
20% Increase in Beverage Sales
TYPICAL DELIVERABLE

[Diagram of a typical delivery with labeled measurements and specifications.]
TYPICAL DELIVERABLE

[Diagram of a typical deliverable with various components labeled such as working merchandise, glassware, liquor display, flat screen, floor drain, and service bar.]
HOW CAN WE WORK TOGETHER?

- Your Preference
- Resource
  - Renovation Ideas
  - Site Visits
  - Production Review
  - Development
- Equipment Recommendations
  - Requirements
  - Scheduling
- MEP Recommendations
- Openings
  - Installation Assistance
- Q & A

Charbroiled Grapefruit Smash
Bar Starz
Thank you!!

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