

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



Impact Mojito

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 pershift
- Worked for Showtenders
 - + Bahama Breeze Frozen Drink Project
 - + Opened/Trained at over 50 Restaurant Bars
- Owner/ Operator
 - + Church St. Station Orlando



Torch & Trial

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



BREMIUM

THE "SHOW"

- Guest Focus
 - + Interaction/ Engagement
 - + Entertaining & Havingfun
- "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

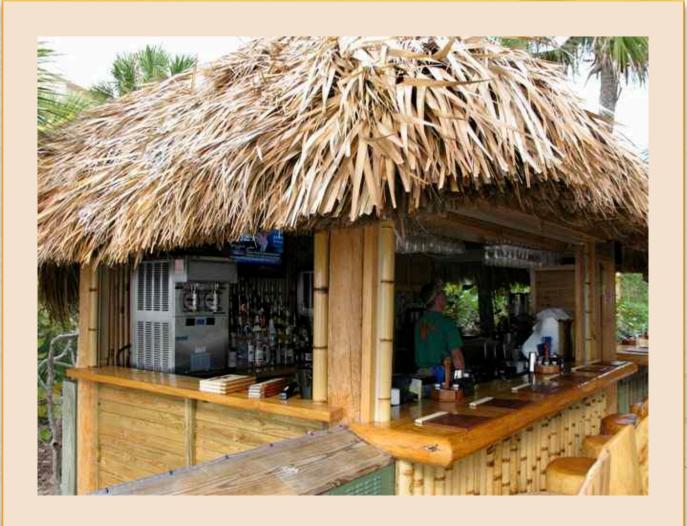


MIXES

DREMIU

BAR LAYOUT TYPES

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



DREMIUM FR

SHOTGUN

Pros

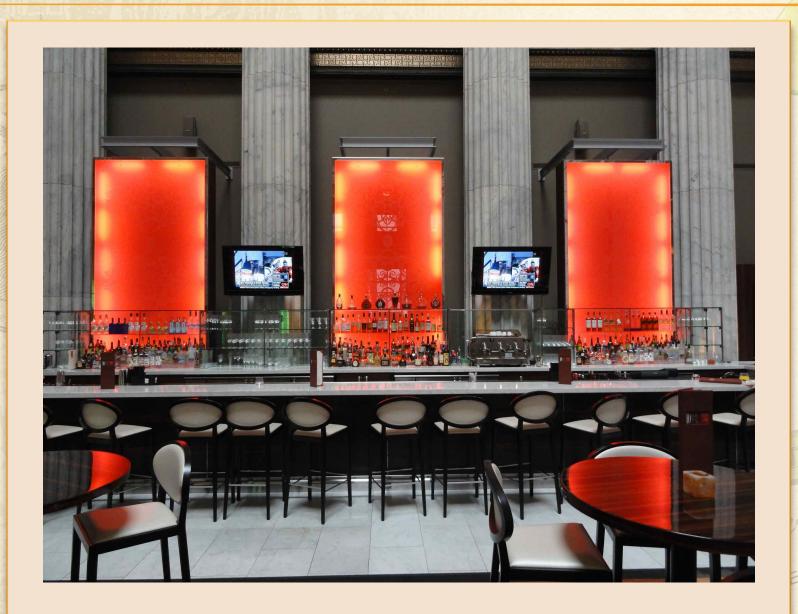
Space saver

+ Back wall for Merchandising

Cons

+ Guests face back bar

+ Small SB Pick up



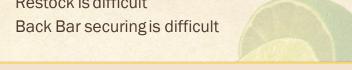
4 SIDED

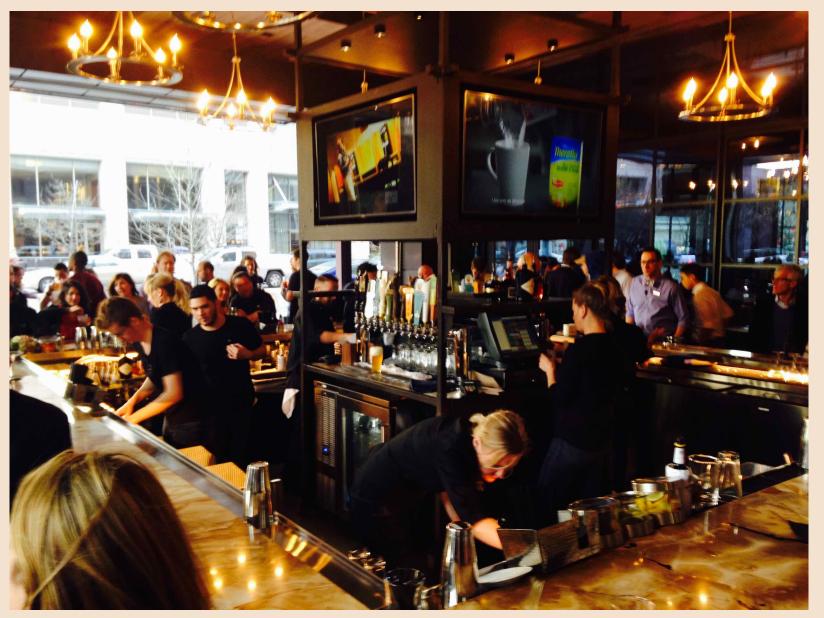
Pros

- Great social bar
- High volume capacity

Cons

- Restock is difficult





3 SIDED

Pros

+ Great social bar

+ High volume capacity

Cons

+ Restock is difficult

+ Back Bar securing is difficult



1/2 SHOT/ 1/2 ISLAND

+ Great guest interaction

Great show bar



E MIXES

ROUND/ CURVED

Pros

- + Great visual design
- + Great guest interaction

Cons

- Small Back Bar
- + Equipment gaps



· MM ,

SE MIXES

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

PRE-BAR DESIGN QUESTIONS

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



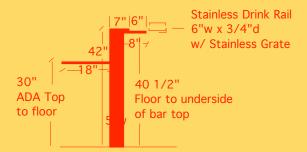
BAR DE-CONSTRUCTED

Bar Structure Details

ADA Details

Guest Side

Bartender Side

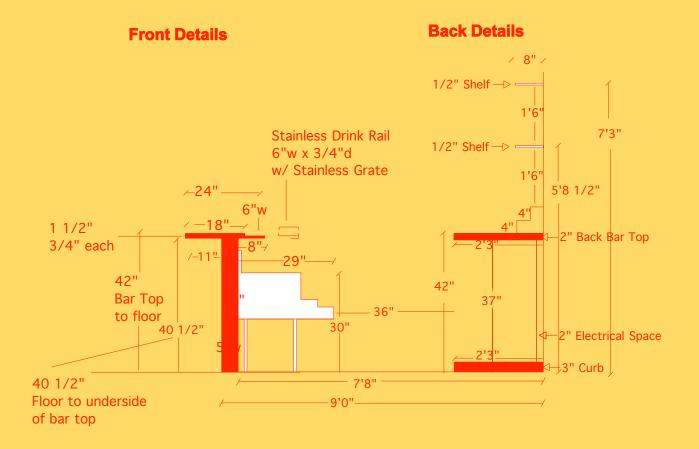


Back Details Front Details / 8"/ 1/2" Shelf --> = 1'6' Stainless Drink Rail 1/2" Shelf →> = 6"w x 3/4"d w/ Stainless Grate 5'8 1/2" 1 1/2" 2" Back Bar Top 3/4" each **/-11**" 42" Bar Top to floor 40 1/2" 4─2" Electrical Space →3" Curb | 40 1/2" Floor to underside of bar top

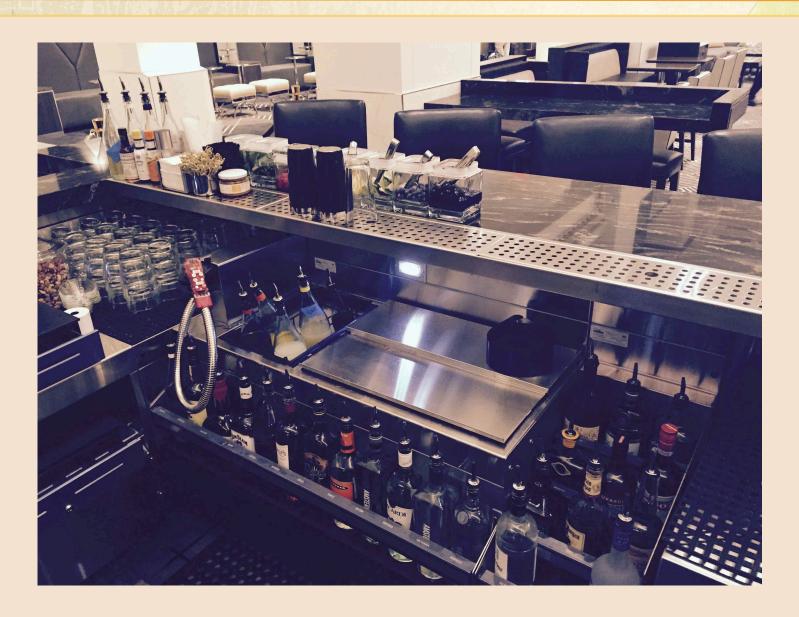
DREN

BAR STRUCTURE DETAILS

Bar Structure Details



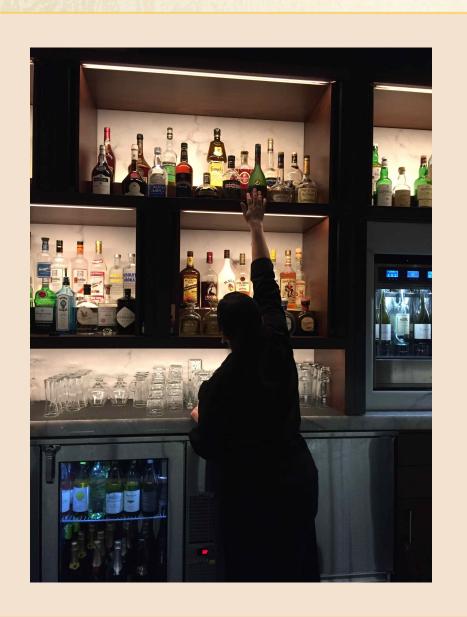
DRAIN VS. DRINK RAIL



MIXE

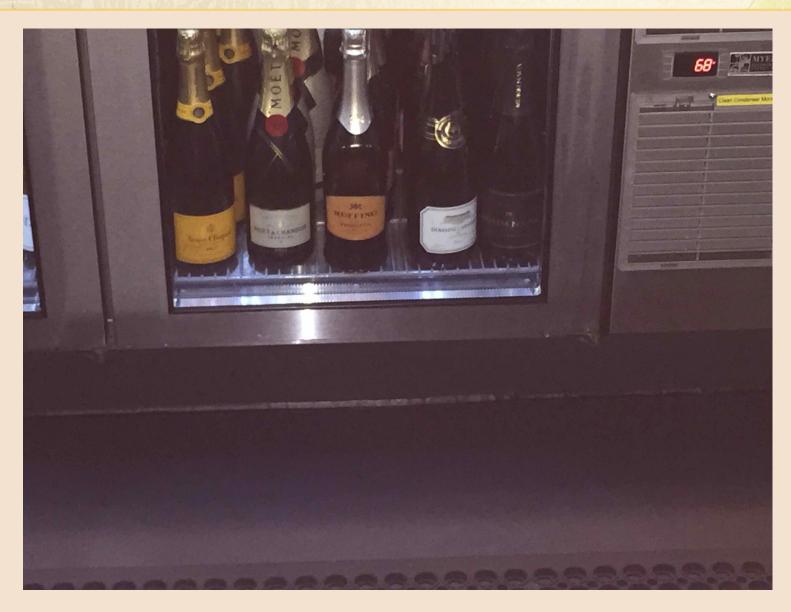
PREMIU

BACK BAR SHELVING



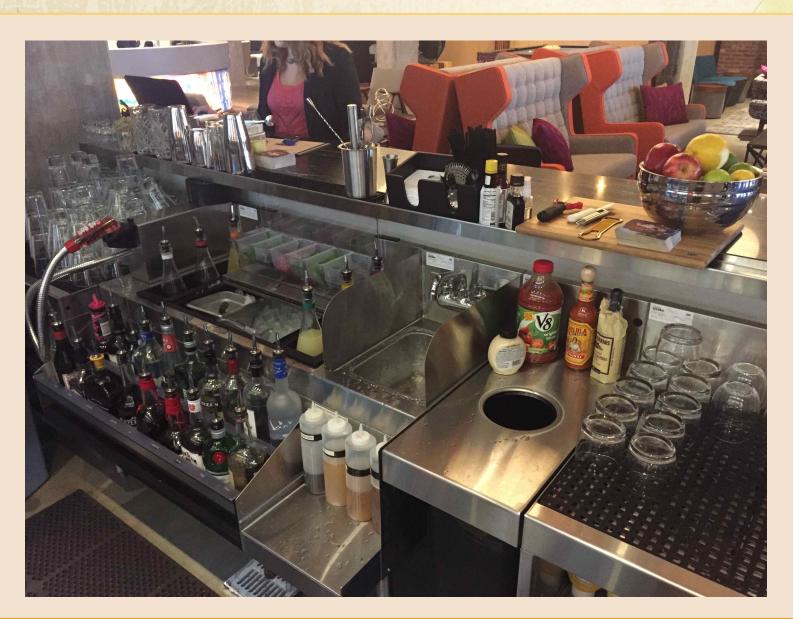


BACK BAR CURB



BEMIU

EQUIPMENT ORDER



MIXE

PREMIU

DON'TS- PASS THROUGH ICE WELL



MIXES

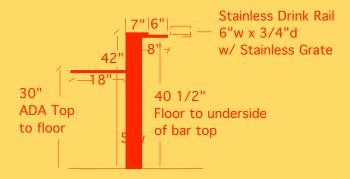
PREMIU

BAR STRUCTURE DETAILS

ADA Details

Guest Side

Bartender Side

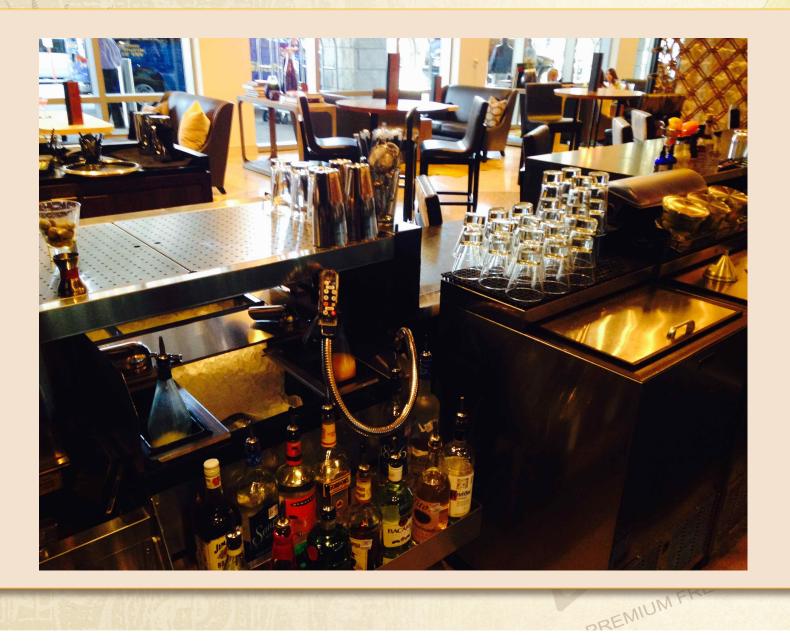


PREMIUN

ADA-DROP

- × Cons
 - + Poor Guest Visual
 - + Lose Equipment Space

AGE MIXES



ADA-WATERFALL

- × Pros
 - + Guest Visual
 - + Equipment Schedule



MIXE

PREMIUM F

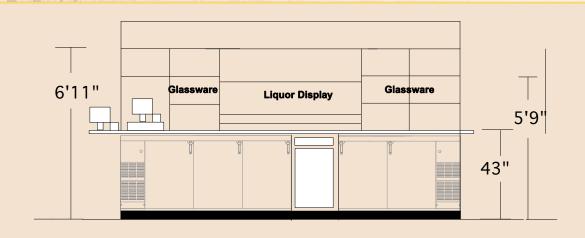
STRUCTURAL RECAP

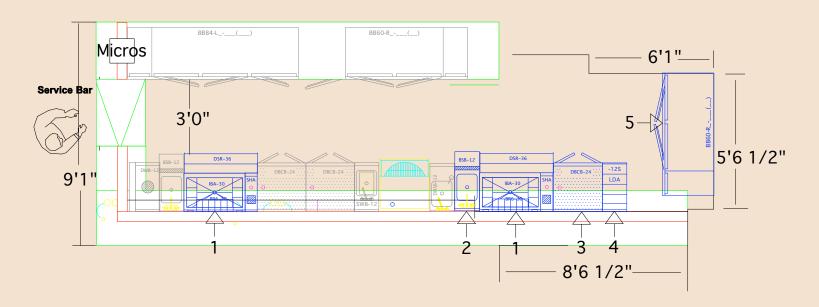
- Bar Dyes Positioning
- Drink Rail
 - Back Bar/ "The Curb"
- Equipment Impact
- MEP Locations
 - Locking System
- Refrigeration to Dry Storage Ratio
- Leaving it to Operations



Prickly Pear Margarita

NEW BAR BUILD





DREMIUM FR

FINISHED PRODUCT



BREMIUN

SE MIXES

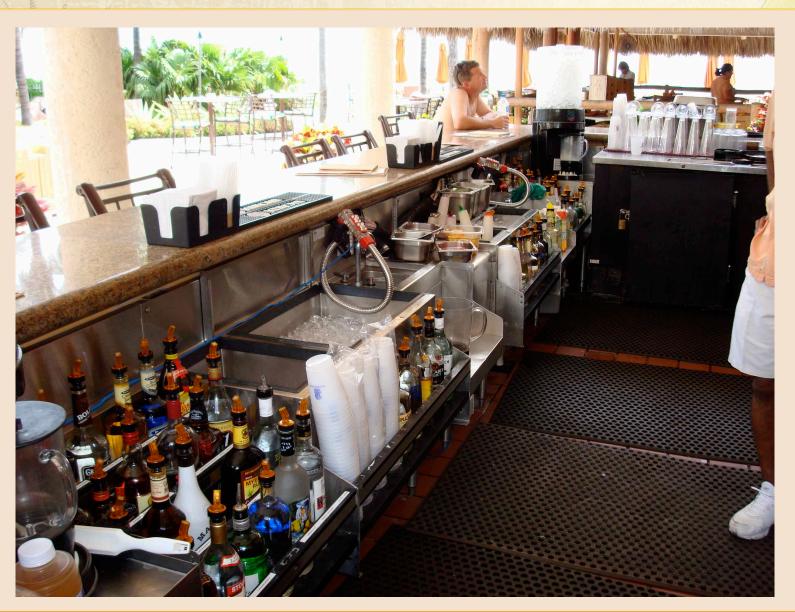
RENOVATION

- 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



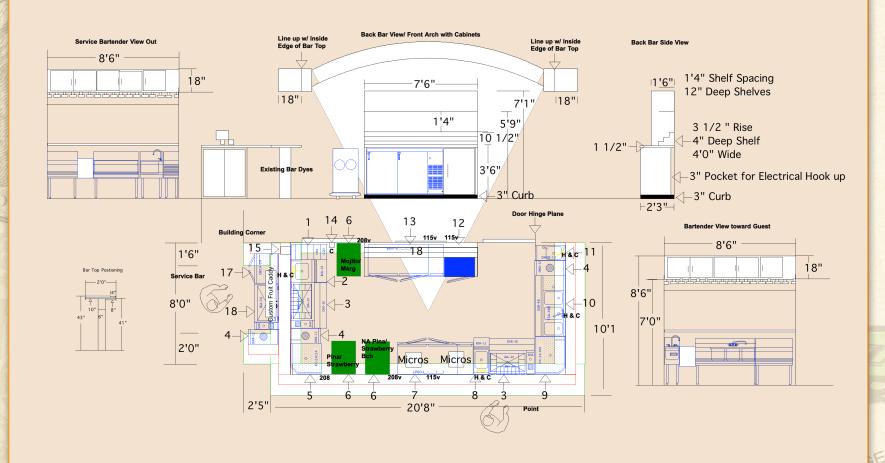
Daiquiri, Miami Vice & Pina Colada

STARTING POINT

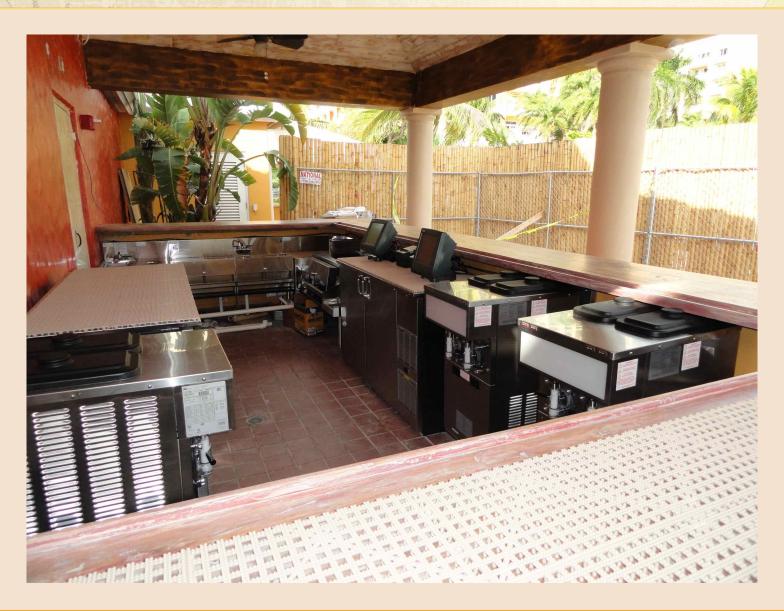


DREN

PLAN



EQUIPMENT INSTALL

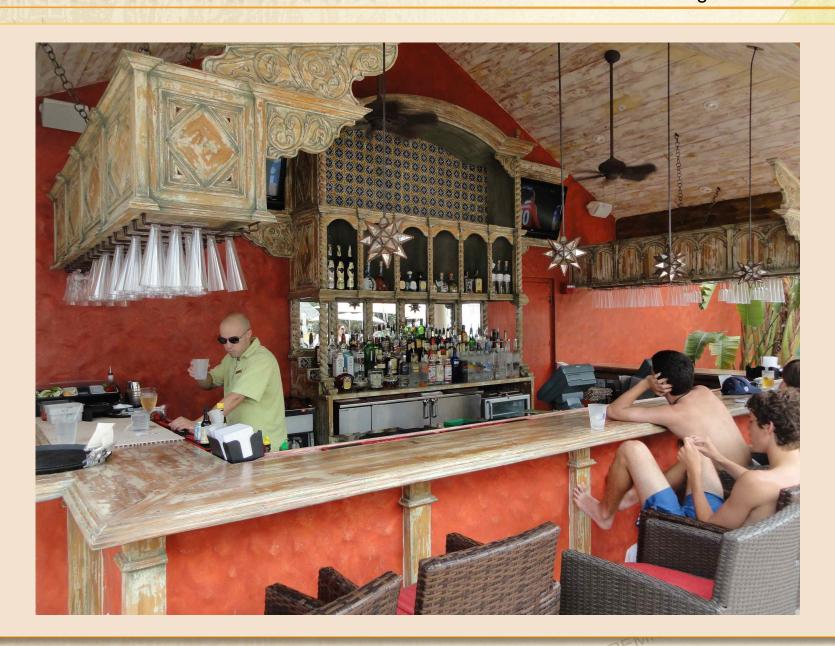


DREM

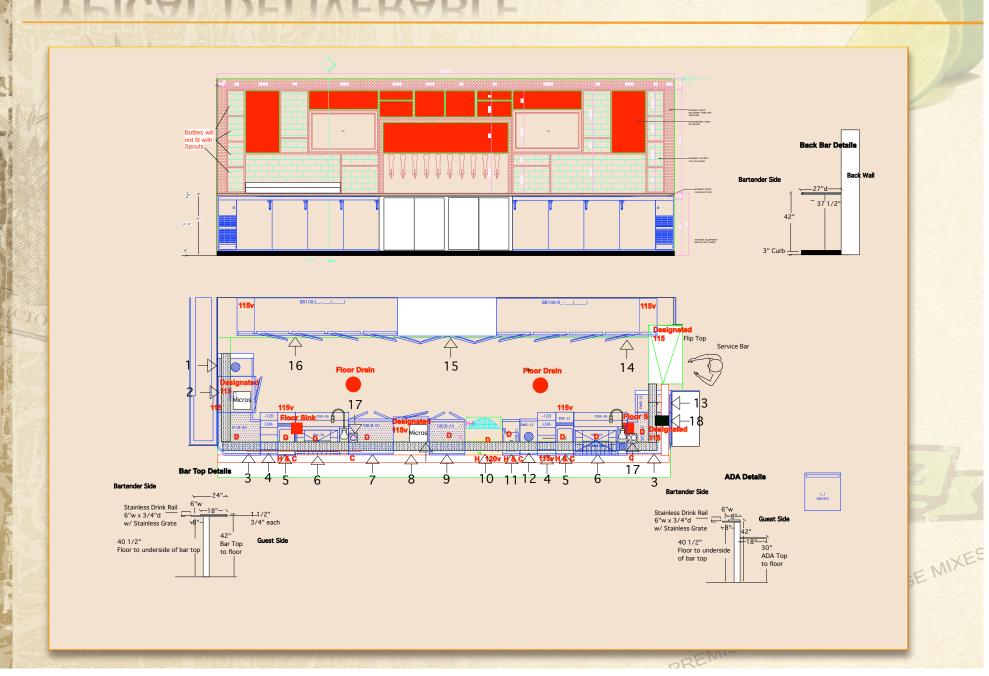
SE MIXES

FINISHED PRODUCT

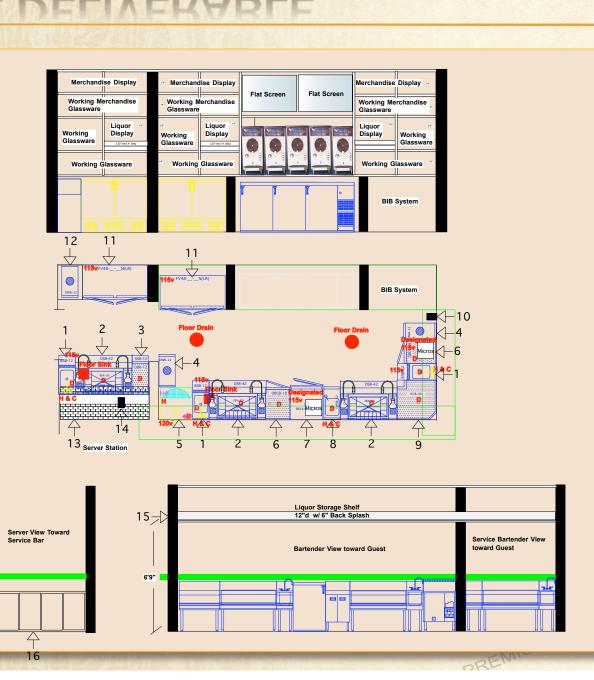
Results
Cut Cycle down to 8-9 minutes from
15-17 minutes
20% Increase in Beverage Sales



TYPICAL DELIVERABLE



TYPICAL DELIVERABLE



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

GE MIXES

