

Balance



Balanced Cocktails, Balanced Menu, Balanced Bar



*Building the perfect package for the beverage business

ECRM

**THE
ON-PREMISE ADULT
BEVERAGE
EPPS**





Our Story



www.thespiritsinmotion.com

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BEVERAGE
EPPS





CLIENTS

Tony Pereyra



Phil Wills





HOW WE WORK?

***“Our Business is Beverage,
Our Passion is Hospitality.”***





Cocktail Menu



The Menu vs The Guest



1 in 3



**CONSULT MENU TO
MAKE A CHOICE
(FOR INSPIRATION,
PRICES, ETC)**



The Menu vs The Guest



STAY WITH THEIR FIRST DRINK CHOICE REST OF THE NIGHT

The Menu vs The Guest



1/3

HAVEN'T DECIDED
WHAT TO ORDER





30 - 40% of sales come from the Bar



- Syrups and Bitters
- Beer and Wine
- Maximize your Margin through the kitchen
- Minimize Waste (S.O.P.)





The 40 - 30 - 30 Method

A “Balanced” Beverage Menu

- 40% - Built for speed - Gain Trust



- 30% - Interesting, attract new clientele - Consumer Experience
- 30% - Adventurous / Marketing Purposes - Build your Story



The Cocktail



A “Balanced” Cocktail



Sour vs Sweet

Generally speaking a balanced cocktail is equal parts sweet vs sour

Be creative when you use sweet
*flavored syrups, sweet liquors



Sour can be more than citrus
*Shrubs - Amaros - Vinegar

Layers of flavors and textures
*Bitters - Egg Whites



The Whisk(e)y Sour



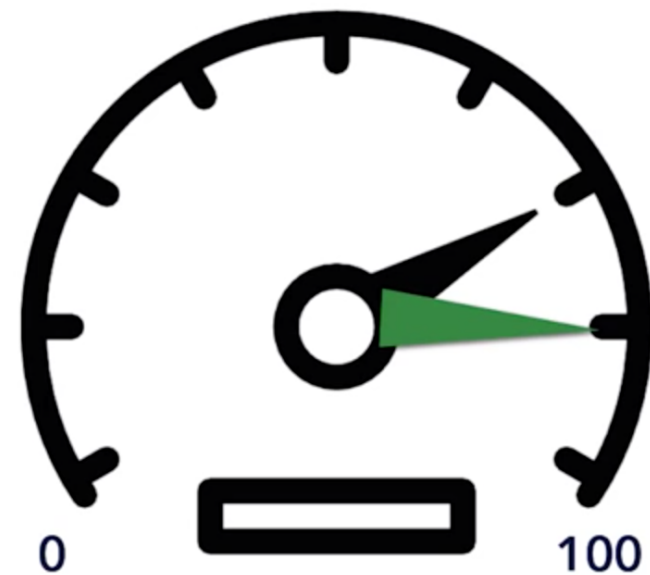
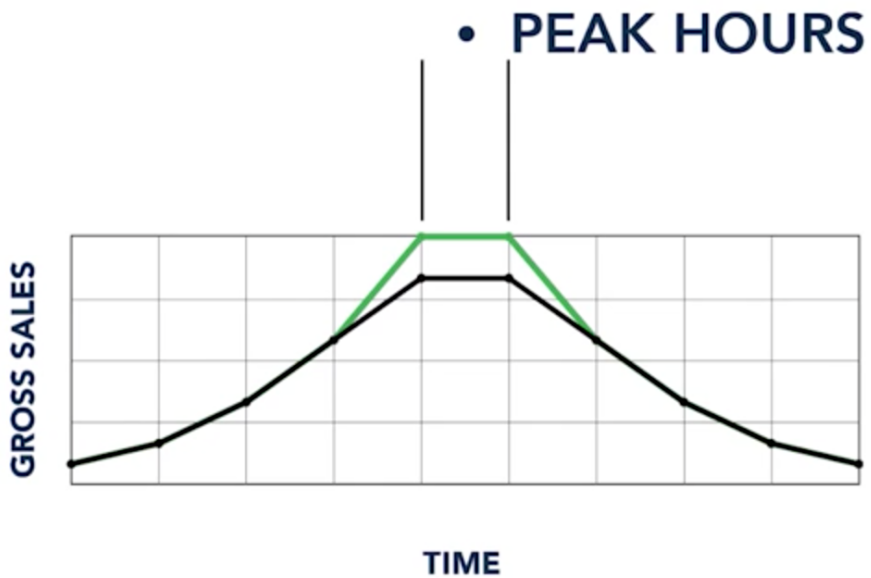


The Bar



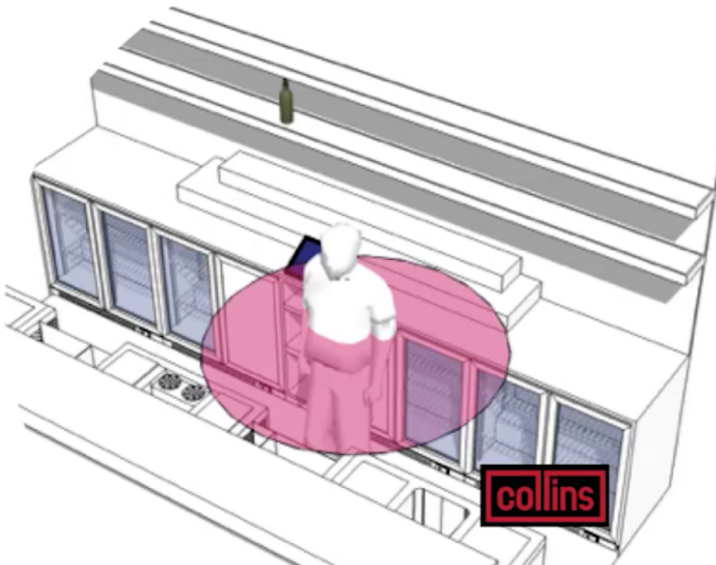


REVENUE CAP





WORKING CIRCLE



- 2 STEPS
- 90% OF THE MENU
- REMEMBER EVERY SECOND COUNTS
- COPY WORKSTATION
- OUT OF THE CIRCLE...YOU LOSE MONEY





EVERY SECOND COUNTS!

One Bartender working full speed = 60 Cocktails Per Hour

\$10 / drink

\$600 = hour

\$10 = minute

\$.16 = second



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Thank You!

Q & A

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