

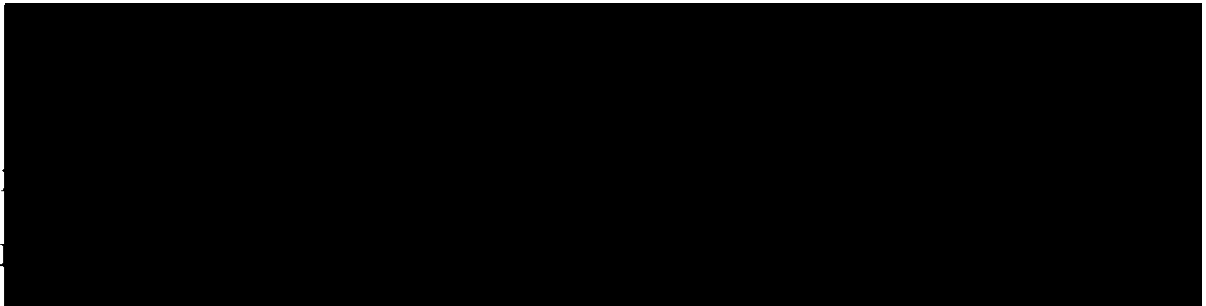


5. **Location of the business by street address. For special event, list location of the event.**

2000 Meridian Blvd., Ste. 110, Franklin, TN 37067

**Phone number of the business** (828) 255-4404

6. **Please give the following information on the person who will be managing the business. This person is an owner \_\_\_\_\_ or a managing agent X.**



7. **Specify the identity, address and daytime contact phone number of the person to receive annual privilege tax notices and any other communication from the City.**

**Name** John Nichols **Title** Finance

**Mailing Address** 1200 Ridgefield Blvd., Suite 290

**City, State, Zip** Asheville, NC 28806

**Daytime contact phone number** (828) 255-4404

8. **Will the permit be used to operate two or more restaurants or other businesses under the same permit as permitted by T.C.A. Section 57-5-103(a)(4) within the same building? Yes \_\_\_ No X.**

**If so, specify number \_\_\_\_, List the names of the restaurants or other businesses and describe their location (use additional sheet if necessary)**

N/A

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9. **Do you own the premises on which you will operate?** No  
**If no, please give the name and address of the property owner.**

Boyle 2000 Meridian Joint Venture

2000 Meridian Blvd., Suite 250, Franklin, TN 37067

10. **Has any person having at least 5% ownership interest, managers or employees of the business been convicted of any violation of beer or alcoholic beverage laws or any crime (other than minor traffic violations) within last ten (10) years?** No **If so, give particulars of each charge, court and date convicted.**

11. **Has this owner or the owners organization had a beer permit revoked, suspended, or denied in the State of Tennessee?** Yes     No X **If so, please give date, place and cause of said revocation.**

12. **Give the name and address of the former beer permittee at this establishment.**

This is a new establishment so there is no previous beer permittee.

13. **Give applicant's history of involvement in the beer business, if any.**

Tupelo Honey Hospitality Corporation is a North Carolina corporation that owns 10 restaurant locations throughout the Southeast with each location having beer and liquor permits.

14. **Give applicant's employment record for the past 10 years.**

Tupelo Honey Cafe - Chief Executive Officer - 2007 to Present

Retired - 2006 to 2007

Owner, Florida Lawn & Garden - 2005-2006

15. What is the exact nature of the business in which you are applying for a beer permit?  
(Restaurant, tavern, motel, etc.)

Full service restaurant and bar

16. Will a full course menu be served? Yes
17. Will separate and sanitary facilities be maintained for men and for women? Yes

18. Will dancing be allowed on your premises? No  
If yes, do you acknowledge that section 9-102 of the Franklin Municipal Code prohibits the operation of establishments allowing dancing between 1:30 AM and 8:00 AM? \_\_\_\_\_

**TRAINING POLICY:**

All beer applications must have a training policy submitted with application. This policy must include training regarding the sale of beer to minors.

19. Please read the following and upon signature of this application, you do understand and agree to comply if you are granted a permit.
- (a) You will not sell beer or similar beverages except at the place or places for which the beer board has issued your permit.
  - (b) You will not sell beer or any like beverage except in accordance with the terms of said permit.
  - (c) If this application is made for permit to sell and not for consumption on the premises, you will not sell for consumption on the premises and not allow consumption on the premises.
  - (d) You will rigidly enforce the law against sales to minors.
  - (e) You will prohibit gambling at your establishment and understand that the conduct of such activities on the premises will result in revocation of your permit.
  - (f) You will secure a certificate or statement from the health department or health officer that the premises covered by the application meet the requirements of the ordinances of the City of Franklin and the laws of the State of Tennessee.
  - (g) You will not attempt to transfer this permit to anyone else.
  - (h) You will display this permit in a prominent place in your establishment.
  - (i) You will not sell or distribute beer between the hours of 3:00 AM and 6:00 AM (8:00 AM for on premises consumption) during the week and between the hours of 3:00 AM Sunday and 12:00 Noon Sunday (10:00 AM for on premises consumption).
  - (j) You will prohibit the congregation at your establishment of those who reasonably appear to be intoxicated, lawless, rowdy, or prostitutes.
  - (k) You will not allow any liquor with alcoholic content of greater than five percent (5%) to be consumed on the premises.

- (l) You will not allow any sale or delivery of beer for consumption on the premises outside of the building, it being the intention to prohibit the sale of beer by what is commonly known as "curb service" or "curb sales" of beer.
- (m) You will comply with all requirements of section 2-201 through 2-229 of the municipal code of the City of Franklin.

A non-refundable \$250 fee must accompany this application and the application shall be submitted at least fifteen (15) days prior to the Beer Board meeting at which it is to be considered. If the application is approved you are required to provide documentation of sales tax registration to the city within ten days of approval. Any applicant making false statement in this application shall forfeit his permit and shall not be eligible to receive any permit for a period of ten years.

A privilege tax of \$100 is imposed on the business of selling, distributing, storing or manufacturing beer in this state effective January 1, 1994 and each successive January 1. Any holder of a beer permit issued after January 1, 1994 shall pay a pro rata portion of this annual tax when the permit is issued.

*I hereby make application to the City of Franklin Beer Board for a beer permit.*

*The signing of this application acknowledges that I am aware of the laws prohibiting the sale of beer to minors.*

*I hereby certify that no person having at least a 5% ownership interest, nor any person to be employed in the distribution or sale of beer in my establishment has been convicted of any violation of the beer or alcoholic beverage laws or any crime involving moral turpitude within the past 10 years.*

*I am also aware that I shall not be issued a permit or my permit shall be revoked if my business location causes traffic congestion or interferes with schools, churches, or other public places of public gathering, or otherwise interferes with public health, safety and morals.*

*[Handwritten Signature]*

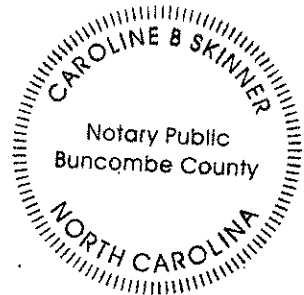
Signature of Applicant/Owner (or Authorized Corporate Officer)

On behalf of: Tupelo Honey Hospitality Corporation  
Name of Business Entity

Sworn to and subscribed before me this 24 day of July, 2015

*[Handwritten Signature]*  
Notary Public

My Commission Expires: May 2, 2018



<b>Official Use Only</b>	
Application Fee \$ <u>250.00</u>	Date Paid <u>7-29-15</u>
Privilege Tax \$ <u>42.00</u>	Date Paid <u>7-29-15</u>
Board Meeting Date <u>8 11, 15</u>	

ATTACHMENT TO  
FRANKLIN, TN BEER PERMIT APPLICATION  
LIST OF >5% SHAREHOLDERS OF  
TUPELO HONEY HOSPITALITY CORPORATION

NAME	TITLE	ADDRESS	ACTUAL NUMBER OF SHARES	PERCENTAGE OF STOCK OWNED
Stephen Frabitore	Shareholder, Officer	1 Brookline Drive, Asheville, NC 28803	5,703,750	36.44%
Damon DeSantis (as Trustee of the Damon DeSantis Revocable Trust)	Shareholder	7385 Galloway Road, Suite 200 Miami, FL 33173	6,254,257	39.95%
Dean DeSantis	Shareholder	815 Idlewyld Dr. Ft. Lauderdale, FL 33301	882,097	5.63%

# City of Franklin

P O Box 705  
Franklin, TN 37065  
(615) 791-3225

DATE: 7-29-15  
TO:  CODES DEPT  
 FIRE DEPT  
FROM: CHRISTY MCCANDLESS, ACCOUNT MGMT SUPERVISOR  
RE: BUILDING INSPECTIONS FOR APPLICATION FOR BEER PERMIT

- ON PREMISES PERMIT  
 OFF PREMISES PERMIT  
 ON AND OFF PREMISES PERMIT  
 MANUFACTURER'S OR DISTRIBUTOR'S PERMIT  
 SPECIAL EVENTS PERMIT

Applicant is requesting a temporary permit. Please return ASAP.

Please return by 8-3-15 to provide information for Beer Board meeting agenda.

Beer Board Meeting Date 8-11-15

Name of Business Tupelo Honey Cafe  
Location of Business 2000 Meridian Blvd # 110

## CODES DEPT

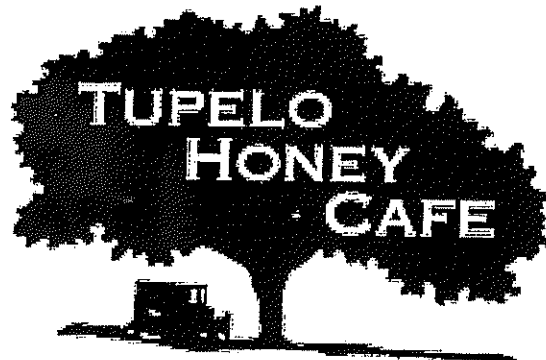
JM Haman  
Building Inspector

7-30-15  
Date

## FIRE DEPT

\_\_\_\_\_  
Fire Inspector

\_\_\_\_\_  
Date



**NEW SOUTH FLAVORS. SCRATCH-MADE FUN.™**

Server Training Manual



## New Hires

All new hires receive Policy & Procedures Manual on-line

All new hires need to do basic hire paperwork (7 forms) in-house

Server Training Servers MUST pass all test before proceeding to next follow

Day 1 Orientation (Probably @45 min or so come in uniform) in-store

Discuss overall training process and get setup to take test

Training schedule form for Manager & Employee

Test-Policy & Procedures on-line

Day 2 Host/Hostess follow (NOT a weekend)

Test-table numbers & Pivot Points in-house

Test hostess on-line

Test-Shop Talk on-line

Day 3 Expo follow/Food Run follow (weekend ok)

Food test- Breakfast-other items on-line

Day 4 1<sup>st</sup> server follow Aloha Training, Opening Shift (preferably M-Thurs)

Server comes 30 min early to do Aloha training in-store

Food test- Soups & Starters-Kids Menu-Desserts on-line

Day 5 2<sup>nd</sup> server follow Opening Shift (preferably M-Thurs)

Food test- Sandwiches- Main Courses on-line

Day 6 3<sup>rd</sup> server follow Evening shift (early in b-4 follow starts)

(weekend or busy shift)

Food test-Beverages on-line

Test on Liq/Beer/Wine on-line

Day 7 4<sup>th</sup> server follow , Evening shift(NOT A WEEKEND)(trainee can start to take tables)

Basic Server test on-line

Test on ABC lums on-line

Day 8 5<sup>th</sup> server follow (Trainee should be taking tables most of

*the shift with Trainer right behind them every step of the way)*

Training Manual

Food Fun Facts

on-line

Hard Copy

Beverage Fun Facts

Hard Copy

Copy of Floor Chart/table numbers & Pivot Points

Hard Copy

All test will be a test booklet

Hard Copy

Aloha Server training (small manual)

in-store

Train the Trainer (5 follows)

Hard Copy

## Restaurant Shop Talk

86'ed	This means that the product is out of stock, we have no more.
In the weeds	Means that a person is in over their head. They need help.
Working	This is a response given when someone calls out for help.
Hands	I need HANDS in the window or service well etc.
On the Fly/Tropical	This means that you need the item NOW, ASAP like yesterday.
All Day	A recount of everything ordered or working at the time.
E.T.A.	Estimated time of arrival
Dragging	One item is lacking on an order which is otherwise complete
Behind	Means simply that but let's a slower moving person know you are there
Around	Means you are going around or need to get around someone
Heard	Simply a response to someone's calling. Ex. Hands, hot tray...

## Bar Lingo

Well:	Liquor brand stocked by the house and sold at lowest cost.
Call:	Brands requested by a specific name: Absolute & Tonic.
Premium:	"Top Shelf" products, more expensive liquor.
Cordials:	Liquors. Usually served after dinner or as ingredients in shooters. Examples: Grand Marnier, Amaretto, Brandies and Schnapps
Rocks:	Drinks served on ice
Up or Neat:	Drinks served without ice. Sometimes these drinks, such as martinis, are shaken with ice then served strained and cold.
Double:	Technically two shots in one drink, in N.C. is'.
Chaser:	Beer, soda or cola served with a drink in a separate glass. A Boilermaker is a shot of whisky with a beer chaser.
Garnish:	Item placed in a drink for decoration such as fruit slice, cherry or celery stick.

## The Guest

Never underestimate the importance of a guest!!!

- A guest is not dependent upon us- we are dependent on each of them
- A guest is NEVER an interruption of our work- a guest is the purpose of it
- A guest does us a favor when he/she comes here- we are not doing him/her a favor by serving him
- A guest is part of our business- not an outsider
- A guest is not a cold static- they are flesh and blood human being with feelings and emotions, like our own.
- A guest is a person who brings us his wants- it is our job to fill those wants
- A guest is deserving of the most courteous and attentive treatment we can give
- A guest is the livelihood of Tupelo Honey Cafe
- A guest is the pathway to pay your bills
- A guest at our high profile restaurant concept may very well be a food editor, blogger, member of the service industry or future regular

You must be able to serve many types of guests:

The Timid Guest

The Aggressive Guest

The Fussy Guest

The Over-Familiar Guest

The Guest who is Alone

The Noisy Trouble Maker

The Blind Guest

Guest with Disability

## Order Taking and Ticket Writing

### Objective:

- To allow servers to take and write orders in a neat, organized manner in order to transfer the order correctly to the POS computer system.

### Criteria

- New servers should hand write orders at every table until they are comfortable with order taking and the computer system.
- They should continue to do so until they have adequately demonstrated the advanced server criteria of taking the order verbally and transferring it to the POS.

## Order Taking

- Write order at the table
- Always repeat the order back to the guest as they order
- Use direct eye contact and smile
- Get on the level with the guest by kneeling down on one knee at the edge of the table if you wish.
- Ladies should order first
- Be prepared to make suggestions to up sell or improve the guest experience.
- Make sure to get all the appropriate condiments and temps for necessary items, such as potato toppings, steak & burger cook temps, dressings, and sauces.

### Ticket Writing

- Always print legibly
- Use blue or black ink
- Use correct abbreviations
- Use proper pivot order for all items: appetizers, salads, entrees, desserts, and beverages.
- Use correct table numbers
- Use correct guest counts
- Enter no more than 7 guest orders on POS ticket that is being sent to the kitchen.
- Print any special instructions for salads, entrée, or desserts in the designated areas on the ticket.
- Circle the appetizers ordered and enter the pivot point of the guest who ordered it to the left of the box provided.
- If more than one of the same appetizer is ordered, use “x2” or “x3” (number designating the amount ordered) in the box below the appetizer.
- Circle salad dressings
- Print meat temperatures in the front of the item. (If there is no temp. specified, the item will be prepared Medium.)
- Enter the starch after that. If a starch is not indicated, the entrée will come with the item specified in the menu.
- Stay true to your pivot points; Skip the pivot number for the empty seat.
- Make sure to designate the correct guest numbers on the POS in order to maintain proper order and to separate checks if necessary. Use move seat to make corrections to the pivot points, if needed.

### Server Functions & Quality of Service

Clean and appropriate general appearance & hygiene is expected at all times while at work. We expect that you will show up early for your shift, in the proper clean uniform, with all hygiene issues taken care of before you get to work.

**Order of service:** You should approach a table prepared to speak about the specials. You should then ask how many checks and who will be on which check. Ask your guest if they would care for a beverage (not a drink or a cocktail presuming it will be alcoholic) You can then proceed with the initial drink and or appetizer order. You should put that order in. Once you return with the initial food or drink be prepared to take the remainder of the order.

**Table appearance:** A table should be cleared and wiped ASAP throughout the shift. Once a plate, cup or piece of silverware is used you should clear it away. On the Patio, no more than 2 cigarettes butts in an ashtray at a time. Remember...One butt, two butts OK, three butts my butt.

**Smiling Face:** Leave your personal life at the door. Smiling at all times during service is important and contagious.

**Visibility:** Time spent in your section- Be in your section so that your customers don't ever have to track you down. Do not stand in the back of the house. Be present in your station.

**Timing of Orders:** making sure, the food gets to the table in the order that it is ordered.

**Restocking:** Maintaining service ware & supply pars in all areas.

**Order Follow-up:** Checking with customers once food has arrived. This should be done within 1 minute of dropping the food. Make sure they get what they need when they need it.

**Payout Procedures:** proper handling of cash, credit card settlement and check out at end of shift.

**Teamwork:** We run each other's food and desserts so you must always use proper pivots and table numbers.

## Definitions of your Responsibilities

### Salesperson

Remember what you learn during training and utilize your job knowledge to suggest and assist our customers in ordering food or wine. You will enhance the guest experience and may increase your check average, thereby increasing the overall sales for everyone.

### Quality Control Expert

You are the last person to see the product before the guest. Be sure it looks right; prevent a problem before there is one. Get a manager if you have a concern.

### Communicator

It is your responsibility to report on anything out of the ordinary whether it is a negative or a positive! You are our direct link to the customer. If someone is unhappy, let a manager know so we can make sure they leave happy. If someone praises your service or our product we want to know so we can continue to improve for the good of everyone.

Communicate with management. Each of you has been chosen for your professionalism. If you see something we can improve on, we welcome your comments and suggestions!

### Entertainer

As a server, you must strive to create an atmosphere of comfort and enjoyment. Use your own unique personality to make the customer feel that you genuinely care about their THC experience.

### Shop Talk

Negative discussion about guest, tips, your peers, or restaurant operations is not allowed at any time in the restaurant. This is grounds for immediate dismissal.

### Money handling

Never make change for a customer at the table. Never count your tips at the table or in front of the restaurant.

You need to bring your own bank so the bartenders don't have to make change for everybody. The bar will not carry all the small change you may need.

### Ticket Accountability

#### Cancelled Orders

Notify the proper place, kitchen or bar immediately. If product has already been made and cannot be re-used inform a manager.

#### Wrong Item

Notify the proper place immediately. Get a manager for a void. Too many voids will be noted in your employee record.

## Food Running

Serve food items according to seat numbers, serve ladies first whenever possible

Never auction off food to a table

Always announce the item you are placing

Place the main item facing the guest

When possible serve on the left, clear from the right

Pre bus and FIFO when possible

Ask if there is anything else you can bring to them. Get the item yourself or make sure you tell their server.

## Steps of Service

### 1. Greet Guest within 1 minute

- a. Greet Guest Immediately, with a friendly welcome and smile, make eye contact and be sincere. Place beverage napkin in front of each guest. (This is a silent signal to everyone that you have greeted your table)
- b. If you are unable to start beverage service immediately convey to the guest that you will return shortly ('Hello, I will be right with you folks')
- c. Suggest an appetizer (Would you folks be interested in starting with some homemade pimento cheese & chips?)
- d. No more than 7 people/pivots to a ticket sent to the kitchen

### 2. Beverages deliver within 3-4 Minutes

- a. *ALWAYS* ask NEVER assume: Straws? Lemon (iced tea)? Water (with alcoholic beverages)? Cream (coffee)?

### 3. Take order

- a. Inquire if guests have questions
- b. Offer suggestions when prompted
- c. Ask (never assume) if they would like biscuits (before their meal/with meal?)



d. Respond to requests promptly.

#### 4. Pre-set Condiments

- a. Mustard (yellow/Dijon?)/Mayo must be asked and entered in with order for BURGERS & BLACK BEAN BURGERS (LTOP??)
- b. SYRUP-pancakes
- c. KETCHUP- burgers, black bean burgers, home fries, sweet fries,

#### 5. Serving the Food

Adhere to all service time standards:

BEVERAGES	3-4 minutes
SOUP and/or SALADS	5 minutes
APPETIZERS	8 minutes
ENTREES	12-15 minutes
DESSERTS	4-6 minutes

Preset all necessary accompaniments – Appetizer plates, steak sauce, etc.

When delivering food to table announce the name of the item and place in front of guest with meat at the 6 o'clock position.

Ask if guest needs anything else.

#### 6. Quality Check

- a. Within 2-3 bites!
- b. Ask if there is anything else you can bring for the guest.
- c. Respond to requests promptly.
- d. Pre bus all plates, silverware, biscuit baskets, jam, condiments

#### 7. Dessert

- a. Offer dessert (Did we save some room for brown butter pecan pie?)
- b. Quality Check. If dessert is ordered, within 2-3 bites!

#### 8. Present Payment

- a. Present payment and let the guest know that YOU will be happy to take payment whenever they are ready.

#### 9. Pre-bus

- a. After guests have left, the only items left on table should be glasses and some silverware
- b. Don't leave plates on table

#### 10. Complete Payment

- a. Process Payment.
- b. ALWAYS verify the check#; NEVER rely on table #s when processing payment.
- c. NEVER ask if a guest needs change.
- d. ALWAYS give exact change. Never assume tip.

#### 11. Appreciation

- a. Ask if there is anything else you can bring for the guest.
- b. Sincerely thank guests and invite them to return

### THESE STEPS ENSURE PROMPT, EFFICIENT SERVICE

- Guests must be acknowledged IMMEDIATELY.
- Every condiment they require should be set before they receive the item for its use. (What good is a hot pancake without syrup?)
- Respond to ALL guests' requests promptly throughout their time at THC.
- The pace of all staff should be fast but efficient. Manage your steps. FULL HANDS IN & FULL HANDS OUT. (FIFO)
- Always request help when needed.
- Plates, bowls, silverware that are no longer required by guests should be removed promptly through-out the meal.
- When the guest departs the ONLY items that should remain on their table are: TICKET BOOK, BEVERAGES and NAPKINS.
- No more than 7 people/pivots to a ticket sent to the kitchen

## Alcohol Awareness

Alcohol Awareness is a growing concern within the hospitality industry nationwide. By recognizing the “early” signs of intoxication, monitoring your guest’s consumption, and treating them as you would a guest in your own home; you fulfill your responsibility protect the guest.

### **To serve or not to serve?**

By understanding and fulfilling your responsibilities...

#### **Your Role:**

- Observe
- Monitor
- Report

Assisted by the guidance and support of management...

#### **Your Manager’s Role:**

- Confirm
- Confront
- Resolve

With adherence to the company’s policies...

We will not knowingly serve alcohol to an obviously intoxicated or underage customer.

We will offer alternatives to alcohol.

We will create an atmosphere to promote responsible drinking.

We will make a reasonable attempt to prevent obviously intoxicated guests from driving.

We can accurately and confidently answer that very important question.

- Responsible service of alcohol requires a team effort.
- Know and watch for signs of intoxication. If there is any question, avoid further service and report to a manager who will make a final decision.
- Hospitality is our business. Beverage service is only one element.
- Cooperation amongst our team allows us to exercise a degree of influence on the behavior of our guests that result in an atmosphere of responsible drinking.

### **ABC Laws and Rules**

Listed below are a few ABC laws and rules applying to the sales and service of alcohol:

- Alcohol may NOT be sold or served to persons less than 21 years old.

- The only forms of identification acceptable for verification of age is:
  - a.) State Issued Driver's License
  - b.) State issued ID
  - c.) Passport
  - d.) Military ID
- Alcohol may NOT be possessed or consumed by persons less than 21 years old. (Regardless of where the alcohol is purchased.)
- Alcohol may NOT be sold or served to any person who is intoxicated.
- Intoxicated persons are NOT allowed to consume alcoholic beverages on the licensed premises.
- Sunday sales and consumption of alcoholic beverages is not allowed until 12 noon, (Check with your manager for your states law on this issue)
- No alcoholic beverage may be removed from the restaurant at any time that alcohol sales are not allowed by law.
- Drinking on the Job: There is NO drinking on the job. Employees are not allowed to consume alcoholic beverages on the licensed premises even when the restaurant is closed.
- No controlled substances or illegal drugs are allowed on the licensed premises.
- No gambling or gambling devices are allowed on the licensed premises.
- Lewd or obscene conduct, pictures, entertainment or literature is prohibited in any restaurant selling or serving alcoholic beverages.
- No team member under 18 years old may be left in charge of a licensed premise.
- Not more than ONE regular drink to ONE person at ONE time for their own personal consumption. (Serving a beer and a shot to an individual is permitted.)
- Spirituous liquor sold in mixed beverage restaurants must be purchased from a designated ABC store in your area. (May be different in different states)
- Any spirituous liquor that does not have a mixed beverage tax stamp on it is strictly prohibited on the licensed premises. (May be different in different states)
- Refilling of any mixed beverage containers is strictly prohibited.
- Mixed beverage tax stamps must be defaced immediately upon the bottle being emptied and the bottle must be disposed of. (May be different in different states)

- Any team member can refuse to sell alcoholic beverages to any person, for any reason. If you are unsure, you do not have to sell.
- There is no legal recourse by a guest that you have refused service for any reason.

### Points to Remember

- The motor skills affected in an intoxicated person are:
  - Speech
  - Balance
  - Hand-to-Eye Coordination
- Four (4) behaviors that can help us determine if someone is becoming intoxicated:
  - Louder Voice
  - Quick Consumption
  - Less Inhibited
  - Complaints on Drinks
- Is a guest falls asleep... Wake up, "cut off," and offer coffee/food/cab.
- All staff and management should be made aware of any guest that has been "cut off."
- Total liability is the kind of liability a server has in serving an intoxicated person.
- Always "Card" guests that look under 40 years of age.

## Alcohol Beverage & Wine Service

Alcohol beverage service is about giving guests what they want in a way that enhances their perception of what they have received. It also has the potential to improve your service delivery and earning power. Whether you are a server or bartender, this training session will set you up for success. You will be able to provide better service, increase your sales, earn more tips, and have fun doing it.

Remember that in every sales opportunity, there is a service opportunity and in every service opportunity, there is a sales opportunity. Checking back to see how your guests are enjoying their cocktails is your service opportunity suggesting a second round is your sales opportunity.

Guests are on your side. They want to have a good time. Suggesting food and beverage items they would like (“soft selling”) results in better service, more sales for the restaurant and bigger tips for you.

### The Rules of Giving Good Wine and Table Service

When it comes to knowing the basics and the professional tactics on serving wine, your presentation is a key component. One of the biggest mistakes a server can make about wine is not the wrong suggestion; but, allowing too much time to lapse between the time the order was placed and the bottle is delivered.

From the order, presentation of the wine bottle, to return table visits, there are a number of distinctive ways to improve your wines sales, tips and provide service. Use the following notes on brushing up on your wine service skills:

**Present the Wine Bottle** – The bottle presentation should be directed to the host (the person who ordered the wine). This allows the lady or gentleman to confirm that the bottle is what they ordered before you open it. Here is a checklist of reminders on delivering and presenting the wine bottle.

### 10-Steps to Uncorking a Wine Bottle

Uncorking a bottle of wine should not be taken lightly. When improperly opened, many things can go wrong with the wine. For starters, a broken cork means tiny specks floating around in the wine glass. The wrong technique can lead to a broken wine bottle or even worse spilling on your guests.

1. Run the knife of the corkscrew along the foiled bulge at the top of the bottle. The goal is to remove the foil without moving the bottle. Then, tuck the foil into your apron or pocket.
2. Using a clean napkin, wipe the bottle’s lip.
3. Next, place the bottle on a flat surface if possible. Puncture the cork between the centers of the cork at one o’clock (For left-handers, that will be 11 o’clock).

4. (Keeping the bottle immobile will reduce the chances of uneven corking or breaking the cork).
5. Flip and leverage the clamp to the bottle's lip.
6. Holding the clamp with your thumb gradually lift the handle until the cork is 50 percent of out the bottle.
7. Just before the final pull, give the cork another turn to make sure that the coil is through the cork, entirely.
8. Gently lift at the handle, until only a quarter of the cork is in the bottle. (Avoid tugging, yanking or popping the cork, it could break).
9. Meticulously wiggle the cork and cork screw until the cork is out.
10. Put the cork in front of the host.

**Unscrewing Wine Caps** After you present the bottle to the host, using the napkin, cover and uncap the bottle. Quickly, place the cap into your pocket and pour a sample of the wine for the host.

- Before you return to the table with the bottle, make sure that everyone partaking in the wine has the appropriate wine glass.
- The show begins as soon as you return to the table with the wine bottle.
- The professional method of wine serving entails that you display the label to the host.
- After the host approves, open the bottle.

### Uncorking wine profits Exercise

If you have never opened a bottle of wine, practice, practice, practice.

Weekly, ask the bartender at your place of employment, if there are any wine bottles, you can open to hone your uncorking skills.

### After the Bottle is Uncorked...

Once the bottle has been opened, there is a series of protocol of service:

**Red wines should be filled a third of the glass.**

- Although the cork ritual is futile, it should be offered to the host and placed in front of his or her place setting.
- Again, be sure to wipe the lip of the bottle.
- Next, pour one to two ounces for the host to sample.

After the host accepts the wine, begin pouring the rest of the guests' glasses. Depending on the guidelines of your restaurant, the first pour is clockwise from the host OR the first ladies' wine glass, clockwise from the host.

- Pour accordingly, to assure that there is enough wine for the host. A 750-ml bottle has a 25-ounce capacity. It usually serves four. At the most, it can be stretched to serve up to six-people without shorting anyone's glass.

**Glasses of white wine are ½ full.**

- The key to avoid spilling is to give the bottle a slight twist upon the conclusion of the pour. You can also use a clean napkin between pours.
- Always finish pouring the host's glass last.

### **Bottle Placement**

#### **Important Wine Pouring Note:**

During the initial pour (after you have opened the bottle, never try to empty the wine bottle. It appears pushy.

When someone orders a bottle of wine, it should always be in full view — meaning that even when the wine is being poured, the label should be visible to the host. Red wines find proper placement on the right of the host. White wine on the other hand, gets the icy treatment in an ice bucket, close by the host. A napkin should be draped over the neck of the bottle in a pattern.

### **Wine Selling and Service Pointers**

Beyond up selling wine, your guests expect the dining experience to be an enjoyable one. Here are a few hints and reminders:

Make wine suggestions during the first table approach, even if it means just leaving your wine list on the table.

When your customers place their entrée order, make a few pairing suggestions.

Check in often to fill their glasses.

Upon the conclusion of dinner, don't forget to up sell a dessert wine, port or champagne.

**Remember not to over serve.**

**Uncork TIPS and profits**



Given its place in history, coupled with its burgeoning demand, wine is a valuable commodity for restaurateurs and professionals of the hospitality and culinary industries.

While some people enjoy chasing down a meal with a beer, others savor their wine. The old adage that an excellent meal is incomplete without a good wine applies in the world of restaurant dining. Dubbed as the Nectar of the Gods, wine has been a part of the human experience for a long time.

With that said, selling wine requires a little oenology (the study of wine). From this course, you will learn everything you need to know about wine

**Did you know that a lack of wine knowledge diminishes your tip potential *by 50 percent?***

Consider this:

- The average dinner entrée ranges between \$17 and \$23
- The national median price per glass of wine is \$7
- Now consider a table of four. Each orders an entrée, bringing their bill to \$80.
- Add two glasses of wine for \$14.
- Which bill has a better tipping percentage, the bill with the entrée or the check with the glasses of wine?

Obviously, the order with the wine is the answer

From reading the customer, making an appropriate wine recommendation, describing a vintage – to extending proper wine service etiquette, these sales points all necessitate wine intelligence.

The key to selling wine successfully is education-for both servers and diners.

Since customer's requests depend on a professional's aptitude, it's important to learn the answers to the hard questions:

- Different varietals
- Wine Characteristics (appearance, flavor and weight)
- Food and Wine Pairing Suggestions

### Non-Negotiables

- Server sections are thoroughly checked for cleanliness prior to each shift.
- We operate as a team.
- Speed in bussing and setting tables is key in turn times.
- Pre-bus to glass and napkins.
- A guest looking around the dining room is in need of attention.
- All fans on the same speed and direction and all lights with working bulbs.

## Tipping Out

Servers =

3% of Food Sales and N/A Bev to Food Runners & Bussers

1.5% to Food Runners

1.5% to Bussers (on busy nights where there are 3 bussers the ttl tip out of Food Sales will be 3.5% with 2% getting divided to BUSSERS)

5% of Bar Sales to Bartenders

Bartenders =

3% of Food Sales and N/A Bev to Food Runners & Bussers

1.5% to Food Runners

1.5% to Bussers (on busy nights where there are 3 bussers the ttl tip out of Food Sales will be 3.5% with 2% getting divided to BUSSERS)

## AVL ABC Test

1. Alcohol-related motor vehicle crashes kill someone every \_\_\_\_\_ minutes and non-fatally injure someone every two minutes.
  1. 60
  2. 30
  3. 90
  
2. No employee will serve an alcoholic beverage to anyone under the age of
  1. 18
  2. 21
  3. 25
  
3. All employees will carefully check Identification of anyone who appears to be under \_\_\_\_\_ years of age.
  1. 21
  2. 30
  3. 40
  
4. It is the employee's responsibility to notify a manager when a customer shows signs of \_\_\_\_\_ or is requesting alcoholic beverages above the limits of responsible beverage service.
  1. Party Fever
  2. Intoxication
  3. Needing to be sick
  
5. Acceptable documentation for identification is a valid state driver's license with a photo or a photo ID issued by NC, a passport, or military ID.
  1. True
  2. False
  
6. The majority of the alcohol is absorbed from the \_\_\_\_\_ (approx. 20%) and the \_\_\_\_\_ (approx. 80%).

1. Thong & Liver
  2. Liver & intestine
  3. Stomach & Small Intestine
7. The presence of food delays \_\_\_\_\_ of alcohol.
1. Consumption
  2. Absorption
  3. Paying
8. Most beers contain \_\_\_\_\_% alcohol; wines \_\_\_\_\_% on average, and distilled beverages average from \_\_\_\_\_% (80 proof) to \_\_\_\_\_% (100 proof) alcohol.
1. 4-5%, 12%, 40% to 50%
  2. 1%,2%,3%,4%
  3. 4-5%, 9%, 80% to 100%
9. It is a crime to drive with a BAC of \_\_\_\_\_ percent.
1. .10
  2. .06
  3. .08
10. There is a similar amount of alcohol in such standard drinks as a 12-ounce glass of beer, a 4-ounce glass of wine, and 1.25 ounces of 80 proof liquor.
1. True
  2. False
11. Common Indicators of intoxication may include: Bloodshot/unfocused eyes, Slurred speech, Smell of alcohol on breath, Mental confusion, Impaired motor skills, Dishevelment, Impaired balance, Signs of nausea or loss of bladder / bowel control.
1. True
  2. False

12. Coffee helps an intoxicated person sober up.

1. True
2. False

13. Your role for Alcohol Awareness involves:

1. Observe, Monitor, Report
2. Cut them off, Kick them out
3. Embarrass, Confront

14. The manager's role for Alcohol Awareness involves:

1. Confirm, Confront, Resolve
2. Call Police, Cut off, Offer food
3. Cut off, Kick out

15. Employees serving alcoholic beverages to an intoxicated patron can be charged with a crime.

1. True
2. False

16. Establishments that serve an intoxicated person cannot be held liable if that person is involved in a crash.

1. True
2. False