

Unit 24: Barista to Bar Management

Unit code	D/616/1808
Unit level	5
Credit value	15

Introduction

With an ever-increasing growth in coffee shops, elaborate beverages and bar cultures across the world, this unit aims to explore and investigate the drinks industry and the best practice that makes successful drinks businesses.

This unit will enable students to manage various drinks-focused establishments such as coffee shops, pubs, bars and clubs effectively. Students will explore various sectors to gain an understanding of the broader context of drinks industries and the varying practices across disciplines and cultures.

Concepts investigated will include the range of different types of drinks on offer, roles and responsibilities with the industry and management practices to ensure legal compliance. It also considers stock control, maintenance and people management aspects of a successful business and will allow students to evaluate processes and approaches to develop businesses within a given context and sector.

Learning Outcomes

By the end of this unit students will be able to:

1. Compare and contrast the differing structures and make-up of the beverage industry and licensed sectors
2. Investigate storage, maintenance and safety practices within drinks organisations
3. Evaluate beverage management practices that lead to business success in a drinks-led organisation
4. Analyse legislative responsibilities with the drinks and licensed trade industries.

Essential content

LO1 **Compare and contrast the differing structures and make-up of the beverage industry and licensed sectors**

Differing contexts of beverage focused organisations:

The range of different beverage organisations including coffee shops, bars, clubs, pubs, juice bars and pop-up drinks stands

Chains, independents/sole traders, franchises

On-licensed/Off-licensed premises

Roles and responsibilities within the drinks sector:

Different positions and roles: bar manager, pub manager, cocktail supervisors, site managers, beverage designer and mixologist manager, senior baristas and supervisors

Key responsibilities: people management, stock ordering and control aspects, managing budgetary and financial goals, profit margins management, sales and revenue management, promoting marketing and sales incentives, specials and happy hours

Awareness and understanding of the nature of beverage and different beverage types:

Required knowledge and competences of service staff such as baristas, mixologists and sommeliers

Fermenting and distilling processes, core ingredients e.g. wine – grapes, beer – barley and hops

Production processes of different beverages e.g. coffee beans and blends

Understanding source of origin and traceability e.g. Fair Trade coffee, craft beers

Food and beverage matching skills and techniques to enhance upselling opportunities

Innovative approaches to presenting beverages e.g. latte art

LO2 **Investigate storage, maintenance and safety practices within drinks organisations**

Overview of equipment and utensils used:

Understanding the use of specific equipment within different beverage environments

The types of equipment available in different beverage environments e.g. coffee machines, fridges, ice machines, glass chillers, coffee grinders and cocktail making tools

Storage methods and types:

Dry storage, chilled, frozen; security, layout, lighting, ventilation, access and storage records

Maintenance and repairs processes:

The scheduling of planned, preventative and reactive repairs to equipment

Contingency planning in the event of equipment malfunctions

On-going refurbishments and facilities management

Maintenance recording and use of contractors

Hygiene and Safety practices:

Health and Safety practices

Hygiene training and awareness, hazard analysis critical control points (HACCP), control of substances hazardous to health (COSHH), due diligence, staff training practices

LO3 Evaluate beverage management practices that lead to business success in a drinks-led organisation

Management process and practices:

Standardisation, drink specifications and portion/cost controls

Purchasing responsibilities and requisitioning

Quality control and product specifications

Effective sourcing and purchasing, pricing management

Stock-take inventory

Stock control and management, stock rotation, FIFO principle (First in first out)

Waste management

Service and conflict management:

Types of service in different organisational contexts, the level of service versus customer expectations, staffing levels and labour margins

Managing conflict and customer confrontations

Managing the service environment

Forecasting and planning:

Trends and seasonal demands, variations in demand based on location, impact of technological developments and changes on operations

L04 Analyse legislative responsibilities with the drinks and licensed trade industries

Statutory regulations and expectations:

Health and safety, hygiene practices, employer responsibilities, employer's liability insurances, licensing legislation, working time regulations, alcohol service weights and measures

Record keeping and documentation

Governing authorities and external support entities roles

Hospitality assured ethics and accountability:

Managing the hospitality environment dealing with potential situations of conflict that may arise from disruptive and challenging staff and customers

Misconduct policies, employee and customer charters and codes of conduct

Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
<p>LO1 Compare and contrast the differing structures and make-up of the beverage industry and licensed sectors</p>		<p>LO1 LO2</p> <p>D1 Critically evaluate the differences between a range of drinks-led organisations, the offering they provide and the maintenance, storage and safety practices they adopt</p>
<p>P1 Compare and contrast the key characteristics and differing roles between different drinks-led organisations</p> <p>P2 Determine the range of different drinks within the industry and their appropriateness in a specific organisational context</p>	<p>M1 Assess how the service and products of a range of different drinks-led organisations meet their business objectives</p>	
<p>LO2 Investigate storage, maintenance and safety practices within drinks organisations</p>		
<p>P3 Investigate various storage methods and types used within different drinks-led organisations</p> <p>P4 Outline the key processes and practices that must be implemented to ensure a safe working environment</p>	<p>M2 Examine how the maintenance, storage and safety practices within specific drinks-led organisations support quality and profitability</p>	

Pass	Merit	Distinction
<p>L03 Evaluate beverage management practices that lead to business success in a drinks-led organisation</p>		<p>L03 L04</p> <p>D2 Justify the rationale for different practices and approaches used in organisations to ensure success and longevity, including legal obligations and accountability</p>
<p>P5 Evaluate different management practices within specific beverage business contexts that ensure business success and longevity</p> <p>P6 Asses the use of forecasting in long-term organisational planning and strategy</p>	<p>M3 Critically evaluate different management practices and forecasting approaches that lead to business success</p>	
<p>L04 Analyse legislative responsibilities with the drinks and licensed trade industries</p>		
<p>P7 Analyse the statutory obligations and expectations of a specific drinks-led organisation</p> <p>P8 Discuss the concept of ethics and accountability and the related practices within a specific drinks-led organisation</p>	<p>M4 Critically analyse legal and ethical obligations and practices within a drinks-led organisation</p>	

Recommended resources

Textbooks

COUSINS, J., LILICARP, D. and WEEKES, S. (2014) *Food and Beverage Service*. 9th ed. London: Hodder.

MIRON, A. and BROWN, D. (2006) *The Professional Bar and Beverage Manager's Handbook: How to Open and Operate a Financially Successful Bar, Tavern, and Nightclub*. Ocala: Atlantic Publishing group Inc.

MURPHY, J. (2013) *Principles and Practices of Bar and Beverage Management: Raising the Bar*. Oxford: Goodfellow Publishers Ltd.

THURSTON, R., MORRIS, J. and STEIMAN, S. (2013) *Coffee: A Comprehensive Guide to the Bean, the Beverage and the Industry*. London: Rowman & Littlefield.

Websites

www.ibd.org.uk	Institute of Brewing and Distilling (Research/Articles/General Reference)
www.iltsa.co.uk	Institute of Licensed Trade Stock Auditors (General Reference)
www.scaeuk.com	Speciality Coffee Association of Europe UK Chapter (General Reference)
www.teacouncil.co.uk	Tea Council Ltd (General Reference)
www.wsa.org.uk	Wine and Spirit Association (General Reference)

Links

This unit links to the following related units:

Unit 6: Managing Food and Beverage operations

Unit 20: Hospitality

Supply Chain

Management Unit 25:

Food Service Management

Unit 29: Managing and Planning an Event