



Index

- Abbey ales, 333
- Abou-Ganim, Tony, 76, 494
- Absinthe, 219, 222
- Accountant, 600–601
- Accounts payable, 581
- Acetaldehyde, 40–41
- Acidity, wine, 252
- Adams, Samuel, 6
- Additives, in beer-making, 321
- Administrative liability, 45
- Administrative license-suspension laws, 48–50
- Advertising, legal regulation, 691
- After-dinner drinks, 210–223
 - brandy, 210–217
 - digestifs, 218
 - Liqueur(s), 219–224
 - pricing, 606, 608
- Age, 676–677
 - drinking age laws, 50–52, 511, 676–677
 - ID checking, 58, 511, 675, 677, 678
 - seniors. *See* Older adults
 - and subminimum wage, 521
- Age Discrimination in Employment Act (1967), 503, 518
- Aggravation, recipe, 463
- Aging
 - distilled spirits, 184
 - wine, 243–247
- Aguardiente, 207
- Ah-so, 152
- Airline beverage service, 23
- Airport bars, 92
- Alambic Armagnacias, 214
- Alambic still, 183
- Alberino, 240
- Alberto I, recipe, 429
- Alcohol abuse, 41–43
 - binge drinking, 42
 - and malnutrition, 40
 - and older adults, 38
 - physiological effects, 42
 - preventive programs for teens, 51–52
 - symptoms of, 41, 43
 - theories of, 42
 - tolerance to alcohol, 54
- Alcohol and Tobacco Tax and Trade Bureau (TTB), 671–672
- Alcohol consumption
 - blood alcohol concentration (BAC), 33
 - drink preferences of Americans, 16–17
 - and health. *See* Health and alcohol consumption
 - moderation, measure of, 34
 - ranking by country, 33
 - USDA guidelines (2005), 34
 - U.S. decline (1990s), 16
- Alcohol content, 174–177
 - comparison of drinks, 177
 - percentage by drink type, 3+
 - proof system, 174–176
- Alcoholic beverages, 219–224
 - alcohol content, 174–177
 - bitters, 224–225
 - defined, 171
 - distilled spirits, 172–173, 175
 - fermented types, 171, 175
 - historical view, 2–9
 - mixed drinks, 177
 - percentage of alcohol and drink type, 34
 - Standards of Identity, 174
 - stocking bar, tips for, 178–181
 - taxes on, 671–672, 674
 - types of. *See* After-dinner drinks; Beer; Brown goods; Liqueurs; Mixed drinks; White goods; Wine
- Alcohol Labeling and Formulation Division (ALFD), 685
- Alco-pops, 51, 328
- Aldehydes, 141
- Ale, 331–335
 - compared to beer, 6, 331
 - serving temperature, 333
 - types of, 331–335
- Ali-Oli (Georgia), 383
- Alligator Alley (Chicago), 371
- Almaviva, 272
- Alpha thujone, 222
- Alsace, wine from, 261
- Altbiere, 334
- Altitude, high, and reactions to alcohol, 54
- Altitude Club (Boston), 89
- Alvarinho, 240
- Amaretto, 222
- Amaro, 384
- American proof system, 176
- American-style gin, 203
- Americans with Disabilities Act (ADA), 98, 517–518
- Amer Picon, 225
- Amontillado, 264
- Amphorae, 3
- Ancient cultures, wine in, 2–4
- Anejo tequila, 208–209
- Angelica, 236
- Angel's Kiss, recipe, 431
- Angostura bitters, 384
- Anheuser, Eberhard, 6
- Anisette, 222
- Annealing, 157
- Antidepressants, drug-alcohol interactions, 36
- Antioxidants, wine, 35
- Apertifs
 - as fortified wine, 235–236
 - types of, 217–218, 225
- Applejack, 211
- Approved Viticultural Appellations (AVA), 254
- Aquavit, 200
- Aqua vitae (water of life), 7, 173, 185
- Argentina, wine from, 268
- Armagnac, 213–214
 - production process, 214
 - serving methods, 214
- Aromatized
 - aperitifs, 235
 - wine, types of, 236
- Arrack, 206
- Ashtrays, 386
- Asia, beer from, 316
- Assault and battery insurance, 679
- Assorted discount, 554–555
- Asti Spumante, 241, 262
- Astringency, 252
- Ataxia, and alcohol consumption, 56
- Atmosphere
 - creating for new business, 85–89
 - and marketing strategy, 645–647
 - successful places, examples of, 85–89
- Audits, federal, 689–691
- Augur, 294
- Auslese, 270
- Australia, wine from, 268–269
- Automated pouring system, 127–128
 - cost cutting with, 128

- Automobiles
 accidents as leading cause of death, 50–51
 hired or nonhired insurance, 679
 seat-belt law enforcement, 50
See also Drunken-driving laws
- B-52, recipe, 459
- Baby boomers, as customers, 74
- Babylon
 alehouses, 10
 and beer-making, 6
- Bacchus, 4
- Backbar
 components, diagram of, 124
 design of, 103
- Bacteria
 food dangers, 364–365
 preventing problems. *See* Sanitation
 water dangers, 371
- Balance of wine, 251
- Balance sheet, 581
- Balloon wineglass, 289
- Bank count slip, 387
- Bar(s)
 as dining space, 91–92
 equipment for. *See* Bar equipment
 floor of, 107–108
 floor plan example, 106
 front bar, 99, 102–103
 in layout design, 99, 108–109
 maintaining, tips for, 104
 modular design, 99
 organizing. *See* Bar setup
 pickup station, 105, 123
 portable bar, 110
 sanitation standards, 121–122
 service bar, 109–110
 shapes of, 94, 108–109
 trends related to, 92–93
 underbar, 104–107
 upkeep factors, 108
- Barback
 job description, 499
 role of, 488
- Barbaresco, 239, 262
- Barbera, 239
- Bar Boot Camp, 508–509
- Bar business start-up, 71–114
 atmosphere, creating, 85–89
 bar design trends, 91–93
 clientele, categories of, 72–76
 and competition, 82–83
 consultants/designers for, 110–112
 customer potential, determining, 82
 décor, 89–91
 financial planning, 84
 image/services planning, 78–81
 layout, elements of, 93–98
 location, choosing, 81–82
 market segment, identifying, 77
 promotion of. *See* Marketing
 site/structure selection, 83–84
- Barcelona (Georgia), 380
- Bar-code scanner, for inventory process, 568
- Bar die, 102
- Bardolino, 263
- Bar equipment, 121–166
 bar sinks, 130–131
 bartender's toolkit, 149
 bottle chiller, 133
 cash register, 162–164
 closing bar, cleaning, 393–394
 for cocktail station, 122, 125
 corkscrews, 151–153
 costs, 121
 dispensing systems, 125–128
 draft-beer serving system, 138
 dry-storage cabinet, 139
 flake-ice machine, 136
 for garnishing, 150–151
 glass froster, 133
 glassware, 130, 153–162
 glasswashers, 130–133
 horizontal bottle cooler, 140
 ice crusher, 136
 icemakers, 134–138
 mixers/blenders, 128–129
 for mixing/pouring, 142–148
 purchasing tips, 165–166
 refrigeration units, 133–134, 139–140
 for underbar, 104–107
- Bar knife, 151
- Barley, malt from, 318, 320
- Barleywine, 334
- Bar menu, creating, 649–650
- Barolo, 239, 262
- Barrel house, 194, 205
- Bar setup, 369–395
 bottled water, 372–374
 carbonated mixes, 372–374
 closing bar, 392–395
 condiments, 384–385
 daily check, 370
 garnishes, 379–384
 ice, 384–385
 juices/juice-based mixes, 376–378
mise en place checklist, 388–389
 mixes, 370–379
 par stock form, 369
 requisition for goods, 369–370
 tools for serving, 385–386
 water safety, 371–372
- Barspoons, 145–146
- Barstools, 99–110
 backbar, 103
 cash register, 109
 designs, examples of, 100–101
 spacing at bar, 102
 types of, 97
- Bar sugar, 384
- Bar supplies
 purchasing, 573
 types of, 386
- “Bartender Picks” articles, 476
- Bartenders, 484–488
 attire, 389
 as bar chef, 411
 behavior at bar, 389–393
 and image of business, 80
 interview with, 398–399
 job description, 498
 skills required, 485–488
 theft methods of, 623
 training of, 507–509
- Base of glass, 155
- Base of mixed drink, 404–405
- Bathtub gin, 201–202
- Beaujolais, 259
- Beaujolais Nouveau, 259
- Beef boullion, 379
- Beer
 alcohol content, 177, 317
 compared to ale, 6
 ales, 6, 331–335
 beer bars, 337–338
 blonde beer, 336
 bock beers, 328–329
 bottle and case sizes, 552
 consumption per year, 16–17
 contract brewing, 312, 342
 craft-brewers, 310–312
 Dark American Lager, 326
 Dortmunder Export, 327
 draft-beer, 142, 323, 345–351
 and Generation X and Y customers, 75
 global market, 316–317
 health benefits, 36
 history of, 5–7, 309–310
 imported, 315–316
 lager, 7, 325
 lambic beer, 335–336
 light beer, 17–18, 314–315, 325–326
 list, creating, 338–340
 macrobreweries, 312–313
 malt liquor, 327–329
 mixed pints, 335, 342–344
 Munich Pale and Dark, 328
 nonalcoholic, 336–337
 on and off premises sales, 310
 on-site promotion, 340–341
 origin of term, 5
 Pilsner, 326–327
 porter, 335
 private-label, 342
 production process. *See* Beer-making
 proof, 174
 regional breweries, 312, 314
 seasonal beers, 328–329, 334
 serving. *See* Beer service
 Standards of Identity, 317
 steam beer, 330–331
 storage of, 141–142, 344–351, 562
 stout, 335

- trends related to, 314–316
- varieties of, 17, 175
- Vienna lagers, 328
- BeerAdvocate.com, 337
- Beer belly, 40
- Beer box, 138, 142, 346
- Beerenauslese, 270
- Beer flights, 341
- Beer glasses
 - cleaning, 352–353
 - types of, 155, 157
- Beer-making
 - effervescence, 321–322
 - fermentation, 7, 171, 322
 - ingredients, 317–320
 - lagering, 322
 - packaging beer, 322–324
 - pasteurization, 324
 - process of, 321–322
 - and water quality, 318–319
- Beer service
 - frosting glass, 356
 - glass, cleanliness of, 352–353
 - glassware, 355–356
 - increasing sales, 358
 - pouring beer, 353–355
 - training servers, 357–358
- Beer sommelier, job of, 492
- Belgium, beers from, 333–334, 336
- Bellagio Hotel and Casino (Las Vegas), 78–79, 494, 508
- Benedictine, 222
- Benefits, employee. *See* Compensation/benefits
- Beringer Blass Wine Estates, 576–577
- Betsy Flanagan's Inn, 403
- Beverage-cost method, 602–603
- Beverage enterprise, 23
 - airline beverage service, 23
 - bar/entertainment establishments, 18–19
 - beverage-only bar, 17–18
 - cigarette smoking issue, 21–22
 - food/beverage establishments, 19–21
 - hotel beverage operations, 22–23
 - starting business. *See* Bar business start-up
- Beverage manager
 - job of, 494–496
 - qualifications, 495
- Beverage steward, job of, 494
- BEVINCO, 691
- Binge drinking, 43
- Bin number of wine, 282
- Bitters, 224–225
 - for bar setup, 384
 - pale ale, 333
 - types of, 224–225
- Black malt, 319
- Black Russian, recipe, 423
- Blended American whiskey, 194
- Blended distilled spirits, 184
- Blended drinks, frozen drinks, 465–468
- Blended gas, 346, 348
- Blended grain Scotch whiskey, 187–189
- Blended malt Scotch whiskey (BMSW), 187, 189
- Blended whiskies, 186–187, 194
- Blended wines, 247
- Blender method, ice-cream drinks, 464
- Blenders
 - blender station, 122, 125
 - commercial, 128–129
- Blind Tiger Ale House (New York City), 338, 341
- Blonde beer, 336
- Blood alcohol concentration (BAC), legal
 - intoxication level, 33, 46–47, 51
- Bloody Mary, building, steps in, 420–422
- Blue Agave Club (California), 85–86
- Blue agave plant, 207–208
- Blue Blazer, recipe, 436
- Blush wine. *See* Rosé wine
- Bock beer, 328–329
- Body of wine, 251
- Body weight, alcohol consumption, effects of, 39–40
- Bons bois, 213
- Bootlegging, 14–15
- Bordeaux, 257–258
- Borderies, 213
- Born-on-date (BOD), 344, 562
- Boston Tea Party, 10–11
- Botanicals, gin, 202–203
- Bottle chiller
 - bar setup, 133
 - horizontal type, 140
- Bottled in Bond, defined, 184
- Bottled water, 372–374
 - mineral, 372–373
 - mocktails with, 373–374
 - sales program for, 373–375
 - sparkling, 372
 - water sources for, 372
- Bottles, liquor, federal regulations, 684–685
- Bottle wells, 122
- Bottom-fermented, 322
- Bouncers, job of, 493–494
- Bourbon, 191–194
 - federal regulations, 191
 - history of, 8, 191–193
 - small batch, 193
- Boutique nightery, 80
- Bowl of glass, 155, 288–289
- Brahma Chopp beer, 313
- Brain, effects of alcohol on, 32
- Brands
 - hot, 540–541
 - house brands, 541
 - premium/super well brands, 541–542
 - quality/variety factors, 541–542
 - well brands, 541
- Brandy, 210–217
 - American types, 211–212
 - Armagnac, 213–214
 - Cognac, 212–213
 - fruit brandy, 216–217
 - grappa, 216
 - history of, 210–211, 214
 - international types, 214–215
 - origin of term, 211
 - pomace, 215–216
 - serving method, 218
 - types of, 175
- Brandy Alexander, recipe, 461
- Brandy snifter, 156–157, 160, 218
- Brasserie (New York City), 383
- Brazilian beer, 313
- Break-even point, 589–590
- Breast cancer, and alcohol consumption, 37
- Breastfeeding, and alcohol consumption, 38
- Breathing of wine, 291–292
- Breath test, drivers, 48
- Brennan's (Houston), 79
- Brewer's yeast, and beer-making, 7, 320
- Brewpubs, 21, 310–312
 - Web sites for, 651
- British/Canadian proof system, 176
- Broken case, 552
- Brown, George Carvin, 184, 193
- Brown goods, 185–196
 - bourbon, 191–194
 - Canadian whisky, 194
 - corn whiskey, 195
 - defined, 16, 185
 - international types, 195–196
 - Irish whiskey, 190–191
 - light whiskey, 195
 - rye whiskey, 195
 - Scotch, 187–190
 - tasting, method for, 192
 - whiskey, 185–186
- Bruised beer, 323, 324
- Brunello di Montalcino, 263
- Buck, 426
- Budget, 582–601, 591–593
 - accountant, role of, 600–601
 - break-even point, 589–590
 - cash-flow forecasting, 589, 591–593
 - control phase, 582, 593, 595, 600
 - expenses, 585–586
 - financial statements, 587, 589
 - and profit goal, 583, 586–587
 - purpose of, 582–583
 - sales forecasting with, 583–584
- Budget deviation analysis (BDA), 595–596
- Building, choosing for new business, 83–84
- Building mixed drinks, 409
- Bulk-process fermentation, 248
- Bureau of Alcohol, Tobacco, Firearms (BATF), inspections/audits, 689–691
- Burgundy wine, 238, 258–259
- Burgundy wineglass, 158
- Burney, Steve, 476
- Burtonizing, 319
- Busch, Adolphus, 6–7

- Business plan, 635–639
 - checklist for, 636
 - functions of, 635
 - research areas for, 637–638
- Business-to-business movement, 544, 549
- By-the-glass wine program, 282, 285
 - pricing wines, 285–286
 - storage of wine, 301
- Cabernet Franc, 238
- Cabernet Sauvignon, 238, 252–253
- Cachaca, 206–207, 460
- Ca d'Zan Bar (Florida), 446
- Cage, champagne cork, 295–296
- Caipirinha, recipe, 460
- California, wine from, 264–265
- Call brands, 17, 125
- Calories, amounts for common beverages, 39
- Calvados, 216
- Campari, 225, 384
- Canada
 - beers from, 315
 - wine from, 272
- Canadian whisky, 194
- Cancer, and alcohol consumption, 37, 38
- Cape Codder, recipe, 419
- Capital risk, 552
- Carbonated beverages
 - bottled, 127
 - dispensing system, 105, 126–127
 - microsodas, 375–376
 - mixed drink stirring method, 414
 - mixes, types of, 372–374
 - mix tank, replacing, 389
- Carbon dioxide
 - and beer-making, 321
 - for dispensing system, 126–127
 - draft-beer system, 346, 348
 - in sparkling water, 372
- Carrying costs, 552
- Case sizes, bottle size/units per case, 552
- Cash control, 622–629
 - hand-held POS unit, 625
 - managerial actions, 624
 - managerial impact, 618, 623–624
 - and point-of-sale (POS) system, 626–629
 - for skimming scam, 625
- Cash-flow
 - forecasting, 591–593
 - review of, 581–582
- Cashiers, theft methods of, 623
- Cashier's checkout slip, 396
- Cash register, 162–164, 163–164
 - and bar setup, 109
 - opening and closing, 387–388
 - paycheck system, 163–164
 - precheck method, 624
 - with presets, 164
 - See also Point-of-sale (POS) system
- Cask-conditioned beer, 323
- Cask strength, 184
- Category management, 540
- Catholic Church, and winemaking, 3, 4
- Cava, 264
- CD-ROM catalogs, 543, 547
- Cellar temperature, 562
- Certificate of Occupancy (CO), 675
- Certificates of Label Approval, 685
- Cervejaria Kaiser, 313
- Chablis, 239, 260
- Chambord, 222
- Champagne
 - degrees of sweetness, 261
 - glassware, 161, 289, 298
 - opening/pouring, 295–297
 - production process, 248
 - servicing temperature, 235, 295
- Champagne Bar/Lounge (Miami), 476
- Chapitalization, 243
- Character wine, 252
- Chardonnay, 239–240, 259–260
- Charmat, 262
 - production process, 248
- Chartreuse, 222
- Chasers, 459
- Chateaufort-du-Pape, 260
- Chateau wines, 257–258
- Cheeseburger in Paradise, 383
- Chenin Blanc, 240, 253
- Cherry garnish, 382
- Chianti, 239, 263
- Chile, wine, 234, 272
- Chilling
 - beer glasses, 356
 - bottle chiller, 133, 290–291
- China, beer from, 313, 316
- Chlorofluorocarbons (CFCs), 138
- Chocolate-based hot drinks, 433
- Cholesterol level
 - alcohol consumption, benefits of, 35–36
 - HDL and LDL, 35
- Cider, hard, 211, 224
- Cigar bars, 21
- Cigarette smoking issue, 21–22
- Cinsault, 269
- Citarella (New York City), 417
- Civil Rights Act (1964) Title VII, 503, 518–519
- Claret, 257
- Classified growths, 257
- Cleaning. See Sanitation
- Closeouts, wine, 545
- Closing bar, 392–395
- Cobra gun, 105, 125–126
- Cocktail(s)
 - categories of, 17
 - history of, 403–404
 - origin of term, 403
 - pricing, 606, 608
 - See also Mixed drinks
- Cocktail freezer, 129
- Cocktail shaker, 144–145
- Cocktail station, 122, 125
- Coconut, cream of, 379
- Codorniu, 264
- Coffee, freshness, 379
- Coffee drinks, 432–436
 - building, steps in, 434–435
 - flaming drink, 433
 - types of, 435
- Coffey still, 183
- Cognac, 212–213
 - age/quality symbols, 212–213
 - appellations, 213
 - history of, 9
- Cointreau, 222
- Collins drinks, 455–457
 - building, steps in, 425, 456
 - Fizz, 455, 457
 - Sling, 457
 - types of, 425, 452, 455
- Collins glass, 156, 159
- Columbus Hotel (New Orleans), 476
- Commander's Palace (New Orleans), 433
- Commune (New York City), 282
- Compensation/benefits, 520–530
 - deductions from paycheck, disallowed, 522–523
 - dutied test, 523
 - equal pay laws, 518, 520
 - fringe benefits, 529–530
 - minimum-wage requirements, 521–522
 - overtime, calculation of, 524–527
 - payroll taxes, 529
 - perquisites (perks), 529
 - salary-basis test, 523
 - salary-level test, 523
 - subminimum wage, 521
 - tip credit, 521
 - tip pooling, 522
 - workweek computation, 521–522
- Competition
 - and marketing strategy, 642–645
 - noncompete clause for staff, 660
 - and starting business, 82–83, 637
- Compound gin, 203
- Concept bar
 - business identity, protecting, 659–660
 - expanding operations, 660–661
 - features of, 92
- Concha y Toro, 272
- Condiments
 - condiment tray, 150
 - storage of, 392–393
 - types of, 382, 384–385
- Congeners, 40, 180–181
- Connoisseurs, as customers, 76
- Consignment sales, prohibition, 681
- Consolidation, impact of, 547–548
- Consultants, for bar business start-up, 110–112
- Continental (Philadelphia), 85
- Continuous column still, 173, 183
- Contract brewing, 312, 342
- Contract labor, IRS criteria, 527–528

- Contribution margin, 598, 601
 Control phase
 purpose of, 582, 600
 steps in, 593, 595
 Controls, 610, 611–617
 cash. *See* Cash control
 cost and pricing, 607
 loss measurement methods, 617–622
 for overpouring, 127–128, 407–408, 460, 691
 and par stock, 621–622
 standard drink recipe, 614–616
 standard drink size, 613–614
 standard glassware, 616
 Control states, 545–546, 669–670
 Cool-down areas, 92
 Coolers, 426
 Cool River Cafe (Texas), 446
 Coors, Adolph, 7
 Coors Brewing Company, 313
 Copyright, proprietary drink manual, 660
 Cordials. *See* After-dinner drinks
 Corks, wine
 alternatives to, 246, 301
 cork retriever, 294
 issue related to, 245–246
 opening bottle, 292–294
 presenting to patron, 295
 problems with, 294
 Corkscrews
 types of, 151–153
 wine, opening bottle, 292–294
 Corn whiskey, 195
 Cosmopolitan, recipe, 447
 Cost control. *See* Controls
 Cost-percentage method, 617–619
 Cost/price relationship, 601–604
 beverage-cost method, 602–603
 gross profit method, 604
 Cost/sales ratio, 586, 599–600
 Cote Rotie, 260
 Cover charge, 493
 Craft-brewers, 310–312
 Craig, Elijah, 192
 Cream
 in drinks, 379
 whipped, 379
 Cream drinks, types of, 461–462
 Cream sherry, 264
 Credit, legal restrictions, 681, 691
 Credit cards, skimming scam, 625
 Credit memo, 558–560
 Crème de Cacao, 222
 Crème de Menthe, 222
 Crianzas, 264
 Criminal liability, aspects of, 45
 Crisis management, alcohol-related incidents, 63
 Crow, James C., 193
 Crushed ice machine, 136
 Cruvinet, 301
 Cryptosporidium, 371–372
 Curacao, 222
 Customers
 baby boomers, 74
 broad categories of, 72–73
 connoisseurs/sophisticates, 76
 demographic analysis of, 82
 Generations X and Y as, 74–76
 Latino, 73–74
 and marketing strategy, 642, 648
 and stocking bar, 179–180
 theft methods of, 623
 women as, 73
 Cutting boards, 150–151
 Cuvee de Cent Cinquatenair, 223
 Cynar, 225
 Cypress Club (San Francisco), 476
 Daiquiri
 frozen, 467
 history of, 450
 recipe, 454
 variations, 453
 Daisy, 457
 Dark rum, 205
 Dasher, of bitters, 384
 Date rape drugs, testing drinks for, 43
 Decanting wine, 298–299
 Décor
 barstools, 97
 choosing for new business, 89–91
 and marketing strategy, 647–648
 DeGroof, Dale, 76, 443, 445, 488
 interview with, 26–27
 Demand/price relationship, 604–605
 Demerara rum, 206
 Demographic analysis, customer profile, 82
 Dependent care accounts, 530
 Depletion-allowance form, 568–569
 Depression
 antidepressant-alcohol interaction, 36
 and reactions to alcohol, 54
 Dessert drinks, menu, example of, 477
 Dessert wines
 as fortified wine, 235–236
 glassware, 289
 types of, 236
 white, 234, 258
 Diastase, 185
 Dickie Brennan's Steakhouse (New Orleans), 474
Dietary Guidelines for Americans, alcohol consumption guidelines (2005), 34
 Dieting, and reactions to alcohol, 54
 Digestifs, types of, 218
 Digestion, of ethanol, 31
 Direct-draw system, 345–346
 Directional labels, 687
 Discounts, 553–555
 types of, 553–554
 Discrimination, legal prohibition, 518
 Dispensing systems, 125–128
 automated pouring system, 127–128
 carbonated beverages, 126–127
 carbon dioxide line, 126
 cobra gun, 105, 125–126
 dispensing towers, 127
 frozen drink dispenser, 129–130
 postmix, 126–127
 premix, 126
 Distillation
 extractive, 198
 history of, 3
 process, 172–173, 180–181
 and proof, 181–183
 Distilled spirits
 aging/blending/bottling, 173
 bottle and case sizes, 552
 distillation process, 172–173, 180–181
 history of, 7–9, 172–173
 proof, 34, 174, 176
 still for, 183
 superpremium, 177
 types of. *See* Brown goods
 Distributors
 business-to-business trend, impact on, 549
 role of, 545
 Dolce (West Hollywood), 110
 Dome (Texas), 468
 Door staffers, responsible service behavior, 58–59
 Doppelbocks, 330
 Dortmund Export, 327
 Double Old-Fashioned glass, 156
 Doubles, avoiding, 53
 Draft beer
 care/maintenance of system, 348–350
 direct-draw, 345–346
 gases, 346, 348
 keg size, 322
 long-draw, 346
 problems/troubleshooting, 351
 serving system, 138, 345–351
 staff, training of, 348
 storage of, 142, 562
 Drambuie, 222
 Dramshop laws, 44–46
 Dramshop liability, 678–679
 Drink and Eat, Too! (Chicago), 87–88
 Drink menus, 473–478
 dessert drinks, 477
 limited menu, 473–474
 signature drinks, 474–475
 unlimited bar concept, 473
 Drink orders
 guest-check abbreviations, 471–472
 preparation sequence, 470
 Drip rail, 102
Driver's License Booklet, 677–679
 Driving under the influence (DUI). *See* Drunken-driving laws

- Driving while intoxicated (DWI). *See* Drunken-driving laws
- Drug-alcohol interactions, 36, 54–55
- Drunken-driving laws, 47–50
- attorney, interview with, 66–67
- legal developments, 52
- levels of administration of, 48, 50
- penalties by state, 49
- per se* laws, 48
- testing for drunkenness, 48
- Zero-Tolerance laws, 51
- Dunkel, 329
- Dunkelweisen, 331, 333
- Dutch gin, 202
- Dylan Prime (New York City), 379
- Eggnog, 462–463
- recipe, 463
- Egyptians, ancient
- and beer-making, 5, 309
- wine and health, 9
- Eighteenth Amendment, 14
- Eisenbock, 330
- Electrical system, and layout design, 98
- Electronically altered water (EAW), 368
- Elephant Bar (California), 92
- Ellison, R. Curtis, 35
- Employee Polygraph Protection Act, 520
- Employees. *See* Staff
- Employer Identification Number (EIN), 530
- Employment Eligibility Verification (I-9 form), 503–504
- Empty-for-full bottle exchange, 622
- Encore (Chicago), 79
- Endorsements, insurance, 679–680
- England
- beers from, 334–335
- taverns, 10
- English-style gin, 202
- Entertainment seeking customers, 72
- Entry, and layout design, 95–96
- Equal Pay Act (1963), 518, 520
- Equipment. *See* Bar equipment
- Ethanol, digestion of, 31
- Event marketing, 315
- Excelsior (Boston), 80
- Excise tax on alcohol, 671
- Exclusive deals, 545
- Exit interview, 514
- Exits, and layout design, 95–96
- Expense account, 529
- Expenses, budget items, 585–586
- Extensions, 558
- Extreme-value wines, 253
- Fado's (Atlanta), 85, 191
- Fair Labor Standards Act (FLSA), compensation/benefits provisions, 521–527
- Fair-market value, 639–640
- Falernum, 379
- Family and Medical Leave Act (1993), 517, 519–520
- Family Talk About Alcohol program, 51–52
- Farmhouse ale, 333–334
- Fast food, adult-fast food, 73
- Fatigue, and reactions to alcohol, 54
- Federal Insurance Contribution Act (FICA), 529
- Federal Unemployment Taxes (FUTA), 529
- Feedback, sources of, 657–658
- Fermentation
- beer-making, 7, 171, 322
- bulk-process, 248
- fermented beverages, types of, 171, 175
- proof of liquors, 174, 176
- spontaneous, 206
- winemaking, 171, 237, 243, 248
- Fernet Branca, 225, 384
- Fetal Alcohol Effects (FAE), 37, 55
- Fetal Alcohol Syndrome (FAS), 37, 55
- FIFO (first in, first out), 562
- Financial statements, 589
- income statement, 595, 597–599
- Fin bois, 213
- Fine Champagne, 213
- Finish, 252
- Fino, 264
- Firkin, 323
- Fixed expenses, 585–586
- Fizz
- recipe, 457
- variations, 457
- Flake-ice machine, 136
- Flaming drink, coffee drinks, 433
- Flatiron Lounge (New York City), 85
- Flavonoids, 35, 36
- Flavored-vodka, 199
- Flavor intensity, wine, 251
- Flexhose, 126
- Flip, 463
- Float, liqueurs, density, 430–431
- Floor of bar, 107–108
- Flor, 264
- Flute, 158, 161, 289
- Folate, deficiency and alcohol abuse, 40
- Foley, Raymond, 430
- Folk medicine, alcoholic beverages in, 9
- Food
- alcoholic beverage as staple, 3
- bar menu, creating, 649–650
- food-wine matching, 234, 279–280
- and image of business, 80
- and marketing strategy, 649–650
- snacks. *See* Bar snacks
- Food-and-beverage director, job of, 494–495
- Foodservice Consultants Society International (FCSI), 111
- Footed ware, 156–157
- Foot of glass, 155
- Forecasting, cash flow, 589, 591–593
- Foreseeability, 45
- Fortified wine, 235–236
- alcohol content, 235
- categories of, 235–236
- sherry, 264–265
- Standards of Identity, 235
- Four Points Sheraton Hotel (Los Angeles), 341, 492
- Four Seasons (New York City), 445
- Four Seasons Hotel and Resort (California), 154, 383
- Framboise, 217, 336
- France
- bottled water, 372
- wine from. *See* French wine
- Frangelico, 222
- Frappes, 422
- Fraunces, Samuel, 11
- Fraunces Tavern, 11
- Free-pour, 407–408
- Freixenet, 264
- French paradox, 35
- French wine, 257–261
- most prestigious, 257–258
- rosé, 234
- types/descriptions, 258–261
- wine producing regions, 257
- Fringe benefits, 529–530
- Front bar
- design of, 99–103
- equipment for. *See* Bar equipment
- Froster, for glasses, 133
- Frothee, 378
- Frozen drinks, 465–468
- dispenser system, 129–130, 393, 468
- pricing, 606, 608
- steps in, 466
- types of, 465, 467–468
- Frozen Peach Margarita, recipe, 468
- Frozen Strawberry Daiquiri, recipe, 467
- Fruit garnishes, types/preparation of, 380–382
- Fruit-juice drinks, 417–422
- building, steps in, 417–420
- tropical drinks, 460
- types of, 419–421
- Fruit squeezer, 148
- Fuller, Robert, 4–5
- Fumé Blanc, 240
- Functional water, 368
- Funnels, 148
- Futsuu-shu sake, 237
- Galliano, 222
- Gamay Beaujolais, 239, 259
- Games, in bars, 92–93
- Garnacha, 264
- Garnishing, 379–384
- creative approach, examples, 379–380, 383
- equipment for, 150–151
- fruit garnishes, 380–382
- inappropriate use, 405

- non-fruit types, 382–384
- storing garnishes, 392–393
- Gastro pubs, 92
- Gay-Lussac (G-L) proof system, 176
- Generations X and Y, as customers, 74–76
- Generic wine, 253
- Genetic theory of alcoholism, 42
- Geneva, 201, 202
- German wine, 269–271
 - pradikats, 270
 - quality classification, 270
 - serving temperature, 291
 - sparkling, 235
 - wine producing regions, 271
- Germany
 - and beer-making, 5–7, 309
 - beers from, 326–327, 329–331, 334
- Gewurztraminer, 240, 261
- Giardia lamblia, 371–372
- Gibson, 443
- Gin, 200–204
 - flavored, 203
 - history of, 7–8, 201–202
 - international types, 203
 - production process, 203
 - Standards of Identity, 202
 - types of, 175, 202–203
- Gin and Tonic, recipe, 414, 416
- Glass brushes, 131
- Glass froster, 133
- Glass rail, 102
- Glass rimmer, 148–149
- Glassware, 153–162, 367–368, 384
 - beer glasses, 155, 157, 355–356
 - Champagne glass, 161
 - footed ware, 156–157
 - handling/care of, 161–162
 - Margarita glasses, 154
 - martini glasses, 154
 - mugs, 157, 159
 - parts of glass, 155
 - pilsner glass, 157
 - production of, 157–158
 - purchasing tips, 160–161
 - sanitation of, 130, 367–368
 - sizes (chart), 160
 - standard, use of, 616
 - stemware, 157–158
 - take-home as souvenir, 161
 - tumblers, 156
 - washing equipment, 130–133
 - and wine service, 153–154, 158, 288–289
- Glasswashers, 130–133
- Glycerin, 251
- Glycol, 346
- Goblet, 289
- Golden Tee machines, 92–93
- Goldman, Sharon, 576–577
- Gold rum, 205
- Gold tequila, 208
- Gordon, David, 282
- Grain whiskey
 - versus mash whiskey, 187–188
 - production process, 188
- Gramercy Cellars (Washington), 277
- Grand Cru, 259, 260
- Grande Champagne, 213
- Grand Marnier, 222–223
- Granoff, Peter, 544
- Grapes
 - red grape varieties, 238–239, 242
 - varietal wine, naming of, 252–253
 - white grape varieties, 239–242
 - wine production. *See* Winemaking
- Grappa, 216
- Grasshopper, recipe, 461
- Grasshopper Blend, recipe, 465
- Graves district, 239
- Gravity-feed dispensers, 129
- Greeks, ancient, 309
 - taverns, 10
 - wine and winemaking, 2–3
- Green Dragon, 11
- Grenache Blanc, 238
- Grenache Noir, 238
- Grenadine, 378–379
- Gross operating profit, 598
- Gross profit, 598, 601
- Gross profit method, 604
- Guarapo, 378
- Guest-check abbreviations, 471–472
- Gusano, 209–210
- Hancock Tavern, 11
- Handgun, 105
- Handicapped, accommodations for, 98
- Hand shaker, 144–145
- Hand-washing, 365, 367
- Hangover, causes of, 40–41
- Hansen, Julie, 664–665
- Happy Hour, decline of, 404
- Hard cider, 211, 224, 328
- Hard lemonade, 224, 328
- Harrington, George, 277
- Harvey Wallbanger, recipe, 419
- Hazard Analysis of Critical Control Points (HACCP), 364
- Head of beer, 320, 353
- Health and alcohol consumption, 34–43
 - alcohol effects, high-risk factors, 54–55
 - alcoholism, 41–43
 - beneficial aspects, 34–35
 - and cancer, 38
 - drug interactions, 36
 - ethanol, digestion of, 31
 - French paradox, 35
 - hangover, causes of, 40–41
 - and heart disease, 35–36
 - historical view, 3, 9
 - nutritional factors, 39–40
 - physiological effects, 31–33
 - and senior citizens, 38
 - and women, 36–37, 55
- Health department codes, 675
- Health warning statement, on label, 685–688
- Heart disease, alcohol consumption, effects of, 35–36
- Hefeweisen, 331
- Helles, 329
- Herbin Brewery Group, 313
- Herbsaint, 222
- Hermitage, 260
- Herzbrum, Robert, 444
- Highball(s), 413–417
 - building, steps in, 414–416
 - pricing, 606, 608
 - types of, 414, 416–417
- Highball glass, 156, 157, 159
- High-end customers, expectations of, 76
- High-end spirits, sale of, 76–77
- Himbeergeist, 217
- Hiring staff, 496–503
 - I-9 form, 503
 - job descriptions, 495–499
 - and staff schedule, 497, 500–501
- Holidays, hours of operation, 675
- Hollands, 201, 202
- Honjozo sake, 236–237
- Hoover, Chris, interview with, 66–67
- Hops, in beer-making, 5–6, 320, 321–322
- Horizontal bottle cooler, 140
- Horse's Neck with a Kick, recipe, 426
- Hot brands, criteria for, 540–541
- Hot drinks, coffee drinks, 432–436
- Hotel bars, image, challenges of, 79–80
- Hotel Grande Bretagne (Greece), 534–535
- Hotels
 - famous bars, 11
 - hotel beverage operations, 22–23
- Hourglass, 356
- Hours of operation, regulations, 676
- House brands, 125, 541
- Hudson Bar and Books (New York City), 87
- Hydrochlorofluorocarbons (HCFCs), 138
- Hydrofluorocarbons (HFCs), 138
- Hydrometer, 176
- I-9 form (Employment Eligibility Verification), 503–504
- Ice
 - freshening older ice, 136
 - ice crusher, 136
 - sanitary factors, 367
 - serving method, 367, 384–385
 - shape/size of cubes, 134–136
 - type for use, tips for, 135–136
 - in wine chiller, 290
- Ice bin, cleaning, 394
- Ice-cream drinks, 463–465
 - blender method, 464

- Ice-cream drinks (*Continued*)
 pricing, 606
 types of, 463, 465
- Iced-tea glass, 157
- Icemakers, 134–138
 cleaning, 135
 inlet chiller option, 137
 maintaining, 137
 older models, EPA requirements, 137
 operation of, 136
 size, choosing, 137
- Ice scoops, 145, 147
- Ice tongs, 145, 147
- Identification (ID), checking for age, 58, 511, 675, 677, 678
- Ignition-interlock laws, 48
- Image
 business identity, protecting, 659–660
 establishing for new business, 78–81
- Immer, Andrea, 279
- Immigration and Naturalization Service (INS), I-9 form, 503
- Immigration Reform and Control Act, 518
- Imperial India Pale Ales, 333
- InBev, 313
- Incident reports, 56–58
 federal regulations, 685
- Income statement, 595, 597–599
 as data analysis tool, 599–600
 profit information from, 598–599
- Independent contractors, versus employees (IRS criteria), 527–528
- India Pale Ales (IPA), 319, 333
- Infusions
 federal regulations, 685
 gin, 202, 203
 vodka, 201
- Inhibitions, and alcohol consumption, 55
- Injuries, OSHA documentation requirements, 517
- Inlet chiller, 137
- Inspections, federal, 689–691
- Insurance, 677–680
 assault and battery, 679
 automobile, hired or nonhired, 679
 endorsements, 679–680
 liability insurance, 677–679
 loss of earnings, 679
 medical, 530
 property insurance, 679
 worker's compensation, 679
- Interior designers, for bar business start-up, 111–112
- Internet
 sales, issues related to, 682–683
 Web site marketing, 651
 wine sales on, 544
- Intoxication, signs of, 55–56
- Intrinsic value, 640
- Inventory, 555, 565–573
 bar-code scanner, use of, 568
 contents of bottles, measuring, 566
 FIFO, 562
 inventory turnover rate, 572–573
 periodic order method, 555
 perpetual inventory, 555, 568, 570–571
 physical inventory, 565–568
 small versus large, 550–552
 value, determination of, 571–573
- Investment value, 640
- Invoice
 checking against purchase order, 558–559
 for purchases, 556
- Ireland, beers from, 335, 336
- Irish coffee mug, 157
- Irish whiskey
 brand names, 191
 distilleries, 191
 history of, 190
 single-malt, 191
- Iron Cactus (Texas), 371
- IRS W-2 form, 532
- IRS W-4 form, 530
- Issuing liquor, 563–565
- Italian wine, 261–263
 DOC classifications, 262
 label designations, 262
 sparkling, 235
 types/descriptions, 262–263
- Italy
 bottled water, 372
 wine from. *See* Italian wine and winemaking, 4
- Jack's Lounge (Kentucky), 476
- Jägermeister, 225
- Japan
 beer from, 316
 sake, 236–237
- Jefferson, Thomas, 3–4, 309
- Jigger, 143
 mixed drink measure, 405–406, 408
- Job descriptions, 495–499
 examples of, 498–499
- Job interview
 questions to ask, 501
 taboo questions, 502, 516
- Judgment, impaired, and alcohol consumption, 55
- Jug wines, 253
- Juices
 for bar setup, 376–378
 freshness factor, 378
 juice flight, 378
- Junmai sake, 236–237
- Kabinett, 270
- Kahlua, 223
- Kahunaville (Delaware), 468
- Kamikaze, recipe, 459
- Kegs of beer
 keg size, 323
 storage of, 142
- Kentucky whiskey, 191
- Ketamine, testing drinks for, 43
- Kharasch, Isidore, 618
- Kidder, George, interview with, 398–399
- Kilning, 318
- Kir, 217
- Kir Royale, recipe, 426
- Kirsch, 217
- Korn, 200
- Krausening, 322
- Krueger, Gottfried, 323
- Krystal, 331
- Labels
 directional labels, 687
 Italian wine, 262
 labeling laws, 685–689
 for organic wine, 688–689
 Spanish wine, 263–264
 wine, information on, 254–257, 686
- La Bodega Winery (Texas), 92
- Labor/employment laws, 513–520
 listing of laws, 518–520
 workplace liability prevention measures, 514, 516–517
- Lager
 origin of term, 7, 325
 Vienna lagers, 328
- Lagering, 321, 322
- Lambertville Station (New Jersey), 286
- Lambic beer, 335–336
- Lambrusco, 239
- Lanza, Joseph, 403
- Latinos
 as customers, 73–74
 Nuevo Latino cocktails, 416–417
- Lawnmower beer, 314
- Laws and hospitality industry, 44–52, 50–52, 676
 advertising requirements, 691–692
 blood alcohol concentration (BAC) laws, 46–47
 bottle-related, 684–685
 Certificates of Label Approval, 685
 dramshop laws, 44–46
 drinking-age laws, 50–52, 511, 676–677
 drunken-driving laws, 47–50
 inspections/audits, 689–691
 intoxicated persons, selling to, 45–46, 677
 labeling laws, 685–689
 marrying, prohibition of, 685
 noncompete clause for staff, 660
 product policing, 683–685
 recordkeeping, 689
 third party liability, 45–46
 trademark and copyright, 659–660
See also Labor/employment laws; Regulations

- Layout, 93–98
 entry and exit, 93, 95
 handicapped accommodations, 98
 shapes, examples of, 94
 space, elements of, 93
 traffic patterns, 95–96
- Lead time, 548–549
- Leave, employees, special requests, legal aspects, 517, 519–520
- Lees, 243
- Legal developments, drunken-driving laws, 52
- Lemon, garnish preparation, 380–381
- Lemonade, hard, 224, 328
- Lemongrass Margarita, recipe, 454–455
- Liabilities, 581
- Liability
 insurance needs, 677–680
 third-party, aspects of, 45–46
 workplace liability prevention measures, 514, 516–517
- License states, liquor purchase, 545–547, 681
- Licensing, 680–681
 and layout design, 98
 state and local, 673–674
- Light beer, 17–18, 314–315, 325–326
- Lighting, and mood, 90
- Light whiskey, 195
- Limoncello, 223
- Lincoln, Abraham, 193
- Liqueur(s), 219–224
 float, 430–431
 production process, 219
 serving methods, 219
 types of, 175, 219–223
- Liqueur glass, 158
- Liquidation value, 640
- Liquor
 purchasing steps. *See* Purchasing
 types of. *See* Alcoholic beverages
- Liquor on ice, 422–423
- Liver, ethanol, metabolism of, 31
- Llodra, Marcela, 476
- Local codes, 675
- Local option laws, 672–673
- Location, choosing for new business, 81–82, 637
- Long-draw system, 346
- Long Island Iced Tea
 recipe, 429
 variations, 429
- Loss measurement methods, 617–622
 cost-percentage method, 617–619
 ounce method, 619
 potential sales-value method, 619–621
- Loss of earnings insurance, 679
- Lotus (New York City), 110
- Maceration, 219
- Macon, 260
- Madeira, 236
- Maderized, wine, 299
- Maibock, 330
- Main, Bill, 513
- Mai Tai, recipe, 460
- Malnutrition, of alcohol abusers, 40
- Malt
 in beer-making, 318, 320
 and fermentation, 185
- Malternatives, 51, 328, 330, 336
- Malt liquor, 327–329
 issue related to, 328–330
 malternatives, 51, 328, 330, 336
- Malt whiskey
 versus grain whiskey, 187–188
 production process, 185–188
- Mandarin Oriental Hotel (Florida), 445
- Manhattan, 441–443, 445–447
 quantity premix, 447
 recipe, 443
 stir method, 442–443
 variations, 445–446
- Manolis, Christopher, interview with, 534–535
- Manzanilla, 264
- Marc, 215–216
- Margarita
 frozen, 468
 recipes, 454, 468
- Margarita glass, 154, 158
- Marketing, 641–658
 atmosphere factors, 645–647
 competition-related information, 642–643
 customer-related information, 642, 648
 and food/snacks, 649–650
 and Internet, 651
 news/reviews, 653–655
 and personal contact, 655–656
 promotional events, 656–657
 service factors, 647–648, 652
 steps in, 641
 word-of-mouth, 650–652
- Market segment
 and bar business start-up, 76–77
 identifying, 641
- Market Watch*, 540, 543
- Mark's Bar (New York City), 80
- Marsala, 236
- Marsanne, 240
- Martini, 441–446
 classic versus popular types, 203–204
 dry, 410, 443
 history of, 444–445
 Perfect, 443
 quantity premix, 447
 recipe, 443
 stir method, 442–443
 variations, 443–446
- Martini glass, 154, 158
- Martini Ranch (Chicago), 380
- Mash
 in beer-making, 321
 and fermentation, 185–186
- Mash bill, Washington's, 8
- Mash tun, 321
- Mass-market breweries, 312–313
- Maxim's, 11
- M Bar (Miami), 444–445
- Meals, free, 529–530
- Measures
 bar measures (chart), 408
 metered versus free-pour, 407–408
- Medical insurance, 530
- Medicare taxes, 529
- Menger, 11
- Menus
 bar food, creating, 649–650
 drinks. *See* Drink menus
- Meritage, 247
- Merlot, 238
- Mermaid Tavern, 10
- Mescal, 209–210
 production process, 209
- Metaxa, 215
- Metered pour, 407–408
- Methode Champenoise, 235, 248
- Mexico, breweries, 315
- Microbreweries, 17, 310
- Micron rating, water filter, 371–372
- Microsodas, 375–376
- Milk, in drinks, 379
- Milk punches, types of, 462–463
- Miller, Frederick, 6
- Miller Brewing Company, 313
- Mineral water, 372–373
- Minibars, hotel, 22–23
- Minimum-wage requirements, 521–522
 exempt employees, 523
- Mint bitters, 384
- Mint Julep
 recipe, 428
 versions of, 428–429
- Mise en place*, 388–389
- Mitchell, Dodd, 110
- Mixed drinks, 441–443
 bar chef drink recipes, 411
 bar measures (chart), 408
 chocolate-based, 433
 coffee drinks, 432–436
 Collins drinks, 425, 455–457
 coolers, 426
 cream drinks, 461–462
 defined, 177
 drink families (chart), 412–413
 Fizz, 455, 457
 frappes, 422
 frozen drinks, 465–468
 fruit-juice drinks, 417–422
 highballs, 413–417
 ice-cream drinks, 463–465
 increase in popularity of, 403
 liquor on ice, 422–423

- Mixed drinks (*Continued*)
 Manhattan, 441–443, 445–447
 Martinis, 441–446
 measures of ingredients, 406
 metered versus free-pour, 407–408
 milk punches, 462–463
 Mint Julep, 428–429
 mixing methods, 408–410
 nonalcoholic drinks, 468–469
 Old Fashioned, 426–427
 pousse-café, 429–431
 rickeys, 425–426
 shooters, 458–459
 Sling, 457
 sours, 448–453
 spritzers, 426
 structure/components of, 404–405
 summer cocktails, most popular, 427
 taste complexity categories, 407
 terms related to, 410
 tropical drinks, 459–460
 two-liquors on ice, 423–425
 well-balanced, components of, 406
- Mixed pints, 335, 342–344
 Mixers, shake mixer, 128–129
 Mixes, 370–379, 398–399
 carbonated, 372–374
 juices/juice-based mixes, 376–378
 less common types, 379
 milk/cream, 379
 simple syrup, 378–379
 sweet-and-sour, 378
- Mixing cup, 145
 Mixing drinks, equipment for, 142–149
 Mixing glass, 144
 Mixology. *See* Mixed drinks
 Mixto, 208
 The Moan and Dove (Massachusetts), 338
 Mocha Rum Cooler, recipe, 435
 Mocktails, 17
 with bottled water, 373
 pricing, 468–469
 types of, 469
- Mojito, recipe, 416–417
 Molson-Coors Brewing Company, 313
 Monastrell, 239
 Monopole, 253, 257
 Monopoly states, 545–546
 Montrachet, 260
 Moonshine, origin of term, 14
 Mothers Against Drunk Driving (MADD), 47–48
 Motor skills, and alcohol consumption, 56
 Mourvedre, 239
 Muddler, 121
 Muddlers, 145, 148
 Mugs, beer, 157, 159, 355–356
 Muller-Thurgau, 241
 Multiple facings, 102
 Munich Pale and Dark, 328
- Muscat, 241, 262
 Muscatel, 236
 Mystery-shoppers, 657–658
- Napa Gamay, 239
 Napa Valley, wine from, 265
 Napkins, cocktail, 386
 Narcisse (Chicago), 88
 Nation, Carry A., 12–13
 National Laboratory Center, 689
 National Labor Relations Act, 519
 National Sanitation Foundation International (NSFI), 121, 675
 Neat, serving whiskey, 196
 Nebbiolo, 239
 Negligence, aspects of, 46
 Neighborhood bars, customers of, 72
 Neoprohibition, 43–44
 Neotemperance, 44
 Net income, 598–599
 Net profit, 581, 598–599
 Net-worth capital, 582
 Neutral spirits, 183, 186–187
 News feature, as promotional tool, 653–655
 New York, wine from, 266–267
 New York Tea Party, 11
 New Zealand, wine from, 272
 Ninkasi, 5
 Nitrogenated beer, 322
 Noise level, 90
 Noisette, 223
 Nonalcoholic beer, 336–337
 Nonalcoholic mixed drinks. *See* Mocktails
 Noncompete clause, 660
 Nonik, 356
 Nutrition, alcohol consumption, effects of, 39–40
- Oatmeal stout, 335
 O'Brien, Pat, 420
 Occupational Safety and Health Act, 520
 Occupational Safety and Health Administration (OSHA), work-related injury documentation, 517
 Off-premises sale, 310, 692
 Old Ale, 334
 Older adults
 and alcohol abuse, 38
 alcohol consumption, health effects, 38
 Old Fashioned, 426–428
 history of, 427
 recipe, 427–428
 Old Fashioned glass, 156
 Old Forester, 184, 185
 Old Tom gins, 202
 Olive Garden, 79, 154
 Oliver's Lounge (Washington D.C.), 476
 Olives, cocktail, 382
 Olorosso, 264
 One-empty-for-one-full system, 563
- Onions, cocktail, 382
 On-premises sale, 310, 692
 On the rocks, serving whiskey, 196
 Open-container laws, 48
 Operation Lightning Strike, 685
 Orange, 380–381
 garnish preparation, 381
 Orange bitters, 384
 Oregon, wine from, 267
 Organic wine, labeling rules, 688–689
 Orgeat, 379
 Ounce method, 619
 Outback Steakhouse, 79
 Ouzo, 223
 Overrun, 129
 Overtime pay, calculation of, 524–527
 Oxidation, wine, 299
- Paclut, Paul, interview with, 228–229
 Palace Kitchen (Seattle), 88–89
 Pale ales, 333
 Palo Cortado, 264
 Palomino, 264
 Park Avenue Country Club (New York City), 89
 Parking-lot requirements, 673
 Par-stock
 bar form, 551
 and control function, 621–622
 and purchasing, 550–551
 Participatory bars, 92
 Pasteurization, beer, 7, 324
 Pastis, 223
 Patent still, 183
 Pat O'Brien's (New Orleans), 474
 Paycheck system, 163–164
 Payroll taxes, 529
 Pear William, 217
 Peat, malt whiskey production, 187–188
 Percentage cost, 586
 Percolation, 219
 Periodic order method, 555
 Pernod Anise, 222
 Perpetual-inventory method, 555, 570–571
 Perquisites (perks), 529
 Perrine, Joy, 476
Per se laws, drunken-driving laws, 48
 Petite Champagne, 213
 Peychaud's, 384
 Phenolic compounds, 35
 Physical inventory, 565–568
 Picks, 386
 Pickup station, 105, 123, 133
 Pierce's Disease, 266
 Pilsner, 320, 326–327
 Pilsner glass, 157, 355–356
 Pina Colada, recipe, 460
 Pineapple, garnish preparation, 382–383
 Pinotage, 269
 Pinot Bianco, 263
 Pinot Blanc, 240

- Pinot Grigio, 240, 263
 Pinot Gris, 240
 Pinot Noir, 238
 Piper Pub Bar & Grill (Idaho), 190
 Pisco, 215
 Pitching, 3
 Planter's Hotel (St. Louis), 11, 460
 Planter's Punch, 11, 460
 Plate (Pennsylvania), 433
 Plotkin, Robert, 469
 Plymouth gin, 202
 Point-of-sale (POS) system, 162–164
 choosing, guidelines for, 627–628
 hand-held POS unit, 625
 sales tracking with, 540
 special features, 628–629
 tracking functions of, 540, 626–627
 See also Cash register
 Poiré William, 217
 Policy formulation, for responsible beverage
 service, 60–61, 67
 Pomace, 35
 Pomace brandy, 215–216
 P.O. number, 556
 Port, categories of, 271
 Portable bar, 110
 Porter, 335
 Port glass, 289
 Portuguese wine, 271–272
 appellations, 271
 Port, 271
 wine producing regions, 272
 Postmix dispensing system, 126–127
 Post-off discount, 545, 553–554
 Potential sales-value method, 619–621
 Pot still, 183, 215
 Pouilly-Fuisse, 260
 Pouilly-Fumé, 240, 260
 Pour-cost analysis, 610–611
 Pourers, 143–144, 370
 cleaning, 393
 Pouring
 metered versus free-pour, 407–408, 622
 overpouring, preventing, 127–128, 407–408,
 691
 Pouring brands, 125
 Pouring costs, industry standards, 612
 Pouring station, 104–105
 Pousse-café, 429–431
 recipe, 430–432
 Pradikats, 270
 Pravda (New York City), 446
 Precheck method, 624
 Pregnancy, alcohol, dangers of, 37, 55
 Premier Cru, 260
 Premium well brands, 541–542
 Premix dispensing systems, 126
 Presets, 164
 Pressware, 157
 Presumptive laws, 48
 Pre-tax profit, 581, 598–599
 Pricing, 601–611
 average drink prices by city, 605
 and cost control, 607
 cost/price relationship, 601–604
 demand/price relationship, 604–605
 examples of, 606, 608–609
 pour-cost analysis, 610–611
 price points, 610
 price/profit relationship, 605–607
 as promotional method, 658–659
 total business pricing, 606
 wines, 276, 278–279, 285–286, 607, 610
 Prime costs, 599–600
 Prime ingredient, 603
 Private Preserve, 301
 Prix fixe, 659
 Procurement process. *See* Purchasing
 Profit
 defined, 583
 income statement information, 598–599
 net/pre-tax profit, 581
 pricing for. *See* Pricing
 Pro forma statements, 587, 589
 Prohibition, 310, 669, 682
 bathtub gin, 201–202
 effects on alcoholic beverage industry, 14–15
 end of, 2
 passage of laws, 11–14
 and religion, 4–5
 rumrunners, 204
 Promotion
 promotional events, 656–657
 See also Marketing
 Proof
 defined, 174, 176
 and distillation process, 181–183
 of distilled spirits, 34, 174, 176
 of fermented liquors, 174
 Property insurance, 679
 Proprietary name, wine, 253–254
 Psychological theory of alcoholism, 42
 Pub, 10
 Public House (Massachusetts), 337, 339
 Pull date, 344
 Purchasing, 544, 545–547
 bar supplies, 573
 broken/mixed case, 552
 business-to-business trend, 544, 549
 buying regulations, 545–547, 680–681
 catalogs on CD-ROM, 543, 547
 category management as aid, 540
 discounts, 553–555
 distributors, role of, 545
 inventory systems, 555, 565–573
 issuing liquor, 563–565
 and par-stock needs, 550–551
 placing orders, 556–557
 purchase order, 556–557
 quality factors, 541–542
 quantity versus small volume, 550–552
 receiving order, 558–559
 recordkeeping, 556
 steps in, 539–540
 storage of goods, 559–563
 suppliers, factors in using, 548–549
 timing of, 552–553
 variety factors, 542–543
 wines, 543–545
 Puro, tequila, 208–209
 Quality factors, in purchasing, 541–542
 Queen's Head Tavern, 11
 Rabbit corkscrew, 152
 Radio-frequency ID tags, 558, 565
 Rail of bar, 102
 Raleigh Tavern, 11, 309
 Ramos Fizz, recipe, 465
 Reaction time, and alcohol consumption, 56
 Ready-to-drink (RTD) malt liquor, 328
 Reasonable care, aspects of, 45–46
 Receiving liquor order, 558–559
 Recordkeeping
 on employee wage complaints, 531
 legal requirement, 689
 liability prevention, 516
 on purchases, 556
 tip income, 531–532
 for W-2 information, 532
 worker related information, 531
 Rectification, effects of, 9
 RedBones Barbeque (Massachusetts), 338
 Red wine
 breathing of wine, 291–292
 characteristics of, 234
 food paired with, 234
 glassware, 289
 grape varieties, 238–239
 health benefits, 35
 production process, 237, 243–244, 246
 serving temperature, 234, 291
 Refrigeration units, 139–140
 components/operation of, 139–140
 cruvinet, 301
 underbar unit, 133–134
 Regional breweries, 312, 325–326
 Regis, Susan, 80–81
 Registration, 673–674
 Regulations, 669–692
 buying regulations, 545–547, 680–681
 Certificate of Occupancy (CO), 675
 control states, 545–546, 669–670
 credit restrictions, 681, 691
 health department codes, 675
 hours of operation, 676
 licensing/registration, 672–673
 local codes, 675
 local option laws, 672–673
 parking-lot requirements, 673

- Regulations (*Continued*)
 supplier-related, 681–682
 taxes, 671–672, 674
 wet versus dry areas, 673
See also Laws and hospitality industry
- Religion, and wine, 4–5
- Relish fork, 151
- Remove Intoxicated Drivers (RID), 47–48
- Renaud, Serge, 35
- Reposado tequila, 208
- Requisition
 for bar goods, 369–370
 issuing liquor, 563–564
- Responsible beverage service
 age and liquor sales, 50–52, 510–511, 676–677
 crisis management, steps in, 63
 for drunken drivers. *See* Drunken-driving laws
 food offered with alcohol, 62–63
 incident reports, 56–58
 intoxication, signs of, 55–56
 legal developments, 52
 negative alcohol effects, risk factors, 54–56
 recommendations, 57
 responsible service promotion, 62–63
 ServSafe Alcohol program, 52–53
 special needs, identifying, 58–60
 at sports stadiums, 315
 staff, training of, 61–62
 training programs, 511–512
 written policies, 60–61, 67
See also Laws and hospitality industry
- Responsible Beverage Service, Server Awareness Course, 512
- Restaurant Associates, 26
- Restaurant bars, dinner menu as feature, 79
- Restaurant Industry Operations (RIO) Report*, 593
- Resveratrol, 35
- Return on investment (ROI), 583
- Revere, Paul, 11
- Reviews, as promotional tool, 654–655
- Ribera del Duero, 264
- Rickeys
 building, steps in, 426
 types of, 426
- Riedel Crystal, 153–154
- Riesling, 240, 261
- Rimming
 bar ingredients for, 384
 glass rimmer, 148–149
 with salt, 419
- Rim tempered, 158
- Rioja, 264
- Ritz-Carlton (New York City), 375
- Ritz-Carlton (Chicago), 383
- Roadside sobriety test, 48
- Rocks glass, 156
- Rome, ancient
 taverns, 10
 wine and health, 9
 wine and winemaking, 3
- Rosado, 264
- Rose's Lime Juice, 377–378
- Rosé wine
 characteristics of, 234
 food paired with, 234
 production process, 237, 243–244, 246
 types of, 260, 264
- Router, 151
- Rum, 204–207
 history of, 7–8, 204
 origin of, 204
 production process, 205
 Standards of Identity, 204
 types of, 175, 205–207
- Rum Milk Punch, recipe, 462
- Rumrunners, 204
- Rum Vieux, 206
- Rye whiskey, 195
- SABMiller, 313
- Sabra, 223
- Saint (Boston), 80
- Sake, 236–237
 categories of, 236–237
 heated versus chilled, 237
 production process, 236
- Salary-basis test, 523
- Salary-level test, 523
- Sales
 forecasting with budget, 583–584
 industry comparison report, 593
 sales from budget, 583–584
- Sales training, 509–510
- Saliva tests, for drunken patrons, 67
- Saloons, history of, 12
- Salt
 for bar setup, 384
 rimming glass, 419
- Sam Adam's Pubs, 92
- Sambuca, 223
- Sancerre, 240, 260
- Sangiovese, 239, 263
- Sanitation, 363–368
 chemical sanitizing rinse specifications, 132
 employee training, 364
 food dangers, 364
 functional water, 368
 for glassware/utensils, 130, 367–368
 hand-washing, 365, 367
 health department codes, 675
 ice, serving, 367
 NSFI standards, 121–122
 temperature of food, range for, 365–366
 water safety, 371–372
- Sauternes, 240, 258
- Sauvignon Blanc, 239, 258, 260
- Schedule for staff
 development of, 500–501
 example of, 500
- Schiedam, 202
- Schnapps, 200, 223
- Scotch, 187–190
 blended, 187–189
 brand names, 189
 categories of, 187
 history of, 187–188
 proof, 188
 single-malt (BMSWs), 185, 187, 189–190
 types of, 187
- Scotch and Soda, recipe, 414
- Scotch Mist, recipe, 422
- Scotch on the Rocks, recipe, 422
- Scotland
 ales from, 334–335
 single-malt distillers, 189
- Screwdriver, recipe, 419
- Seasonal beer, 328–329, 334
- Seat-belt laws, 50
- Security staff, job of, 493–494
- Security system, storage room, 560
- Sediment, wine, 291, 298
- Sekt, 235
- Semillon, 240, 258
- Servers
 job of, 488–491
 theft methods of, 623
- Service bar, 109–110
- Service factors, and marketing strategy, 647–648, 652
- Service napkin, 292–293
- Serviette, 293
- Serving Alcohol with Care (CARE), 512
- ServSafe Alcohol program, 52–53, 512
- Sexual harassment
 environmental type, 516
 legal definitions, 519
- Shake method, sours, 450
- Shake mixers, 128–129
- Shake-mix method, sours, 450–451
- Shaking mixed drinks, 409
- Sherry
 as aperitif, 236
 categories of, 265
 grape varieties for, 264
- Shiraz, 238
- Shire, Lydia, 80
- Shooters
 and liqueurs, 219
 nonalcoholic drinks, 458–459
 popular types, 458
 shaken and layered, 458
- Shot glass, 143, 156
- Shots, 459
- Shrinkage, 617, 690–691
See also Theft
- Signature drinks
 developing, 78–79, 474–475
 examples of, 476

- and marketing strategy, 652
- pricing, 606
- Silver rum, 205
- Singani, 215
- Single grain Scotch whiskey, 187
- Single-malt Scotch whiskey
 - and American consumers, 189–190
 - defined, 187
 - regions of origin, 189
- Single-malt whiskey, Irish whiskey, 191
- Singles bars, customers, 72
- Sinks, bar, 130–131, 394
- Sin tax, 44
- Sip sticks, 386
- Six-shooter, 105
- Skimming scam, prevention of, 625
- Slivovitz, 217
- Sloe gin, 203
- Slush freezer, 129
- Small-batch, 194
- Smash, recipe, 428
- Smirnov, Vladimir, 197
- Smith, Jodi Lee, 476
- Smith, Mike, 476
- Smith & Kerns, recipe, 463
- Snacks, bar
 - and marketing strategy, 649–650
 - storage of, 393
 - types of, 386
- Snifter, 156–157
- Soave, 263
- Social Security taxes, 529
- Sociological theory of alcoholism, 42
- Soda, whiskey with, 196
- Sofitel Hotels, 376
- Softness, wine, 252
- Solera system, 214–215, 264
- Solis, Carlos, 492
- Solvency, bar-and-restaurant business, 640
- Sommelier, job of, 298, 492
- Sons of Liberty, 10
- Soundscape, 90
- Sour-mash yeast process, 193
- Sours, 448–453
 - blend method, 450, 452
 - frozen drinks, 467
 - shake method, 448–450
 - shake-mix method, 450–451
 - versus sweet-n-sour, 448
 - types of, 453
- South Africa, wine from, 269
- Southern Comfort, 223
- Spain, beer from, 316
- Spanish wine, 263–265
 - label designations, 263–264
 - sherry, 264–265
 - types/descriptions, 264
- Sparkling water, 372
- Sparkling wines
 - characteristics of, 235
 - glassware, 289, 298
 - production process, 248
 - serving temperature, 235, 291
 - types of, 240, 241, 260–261, 262
 - See also* Champagne
- Spatlese, 270
- Speakeasy, 2, 14–15
- Special Occupational Tax (SOT), 671–672, 674
- Speed rail
 - position of, 123
 - standard liquors, 125
- Spices, for bar setup, 384
- Spill trough, 102
- Spindle blenders, 128
- Spirit glass, 158
- Sports bars, customers of, 72
- Spumante, 235, 241, 262
- Spuyten Duyvil (Brooklyn), 337–338
- Staff
 - barback, 488
 - bartender, 484–488
 - beverage manager, 494–496
 - beverage steward, 494
 - compensation/benefits, 520–530
 - contract labor, 527–528
 - feedback from, 657–658
 - health examination, 675
 - hiring, 496–503
 - labor/employment laws, 513–520
 - recordkeeping on, 530–532
 - security staff, 493–494
 - server, 488–491
 - training, 503–513
 - wine steward, 491–493
- Standardization
 - drink recipe, 614–616
 - drink size, 613–614
 - glassware, 616
- Standards of Identity, 174, 683
- State laws. *See* Regulations
- State stores, control states, 545–546, 669–670
- Steam beer, 330–331
- Steen, 240
- Steeping, 219
- Steins, 157
- Stem of glass, 155
- Stemware, 157–158
- Stills
 - and distillation process, 172–173, 183
 - types of, 183
- Stinger, recipe, 425
- Stir method, Martinis and Manhattans, 442
- Stirring mixed drinks, 409
- Storage, 559–563
 - of beer, 141–142, 344–351, 562
 - bin card system, 562–563
 - issuing liquor, 563–565
 - layout, example of, 560
 - limited access to, 559–560
 - security system, 560
 - smart shelves, 561
 - of wine, 141, 300–301, 562
- Stout, 335
- Straight-up, 441
- Straight whiskey, 194, 196
- Strainers, bar, 145–146
- Straws, 386
- Stripper, 151
- Strip stamp, 684
- Stroh, Bernard, 6
- Strong Scotch Ale, 334–335
- Structured water, 368
- Students, as customers, 81
- Students Against Drunk Driving (SADD), 47–48
- Suberin oak trees, 245
- Submicron rating, water filter, 371–372
- Sugar, for bar setup, 384–385
- Suggestive selling, 61
- Sulfites in wine
 - labeling law, 685–686, 688
 - and winemaking, 247–248
- Sullivan, Jim, 510
- Sumerians, and beer-making, 5
- Sunday, hours of operation, 675
- Sunset Tap & Grill (Boston), 337
- Super well brands, 541–542
- Suppliers
 - choosing, criteria for, 548–549
 - state regulations, 681–682
- Sweet-and-sour mixes, 378
- Swirls, making, 468
- Swizzle, recipe, 428–429
- SWOT analysis, 637–638
- Sylvius, Franciscus, 201
- Syrah, 238
- Syrup, simple, 378
- Tabasco, 384
- Tabla (New York City), 446
- Table setting, with wineglasses, 290
- Table tent
 - beer selections, 340–341
 - wine selections, 281
- Tall drinks, 422
- Tamper-proof closure, 684
- Tannins, 35, 237, 238, 251
- Tap box, 138
- Tapping, 346
- Tare weight, 558
- Tavel, 260
- Tavern, history of, 10–11, 121
- Taxes, 671–672
 - federal, 670–672, 674
 - recordkeeping, 690
 - state, 672
 - tax stamp, 674
- Techniques of Alcohol Management (TAM), 512
- Temperance, and Prohibition, 11–14
- Tempering, glass, 157–158

- Tempranillo, 239, 264
Tennessee whiskey, 191, 194
Ten Steak and Sushi (Rhode Island), 281
Tequila, 207–209
 history of, 207
 production process, 208
 types of, 175, 208–209
Tequila bar, example of, 86
Tequila Sunrise, recipe, 420
Tequillarias, 209
Tequila, 209
TGI Friday's, 85, 342, 380
Theft
 common methods of, 623
 loss measurement methods, 617–622
 prevention. *See* Cash control
 shrinkage, 617, 690–691
 skimming scam, 625
 storage room prevention, 559–560
Third-party liability, 45–46
Thistles, 356
Thomas, Jerry, 435–436, 444
Three-tiered sales hierarchy, 544, 549
Throw sediment, 291
Tia Maria, 223
Tied-house, 681
Tintos, 264
Tip Reporting Alternative Commitment (TRAC), 532
Tips
 pooling, 522
 reporting to IRS, 531–532
 tip credit, 521
Tom and Jerry, recipe, 435–436
Tony's Restaurant (Houston), 433
Topaz Lounge (Washington D.C.), 79
Top-fermented, 322
Torqued On Pilfer-Proof (TOPP), 246
Total business pricing, 606
t-PA antigen, 35
Trade dress, 660
Trademark, name of bar, 659–660
Trader Vic's (New York), 652
Traffic pattern, and layout design, 95–96
Training, 503–513
 Bar Boot Camp, 508–509
 bartender, 507–509
 in beverage laws, 510–512
 importance of, 505
 sales training, 509–510
 by suppliers, 509
 uniforms/dress code, 505, 507
Training for Intervention Procedures by Servers of Alcohol (TIPS), 511–512
Trebiano, 241
Tribeca Grill (New York City), 282
Trichloroanisole (TCA), 246, 299
Triple Sec, 223
Troockenbeerauslese, 270
Tropical drinks, 459–460
 frozen, 467–468
 types of, 460
Tru (Chicago), 378
Trummer, Stefan, 417
Tulip flute, 158
Tumblers, types of, 156
Turnover
 evaluation of, 513
 exit interview, 514
 manager evaluation questionnaire, 515
 turnover, 513–515
21 Club (New York), 15
Twenty-first Amendment, 14, 669, 682
Twenty-sixth Amendment, 50
Twists, lemon/lime, 381
Two-liquor drinks
 building, steps in, 423–424
 types of, 423, 425
Tyramine, 36
Ugni Blanc, 212
Uisegebaugh, 185
Uisegeatha, 185
Unallocable expenses, 586
Uncorking machine, 153
Underbar
 cocktail station, 122, 125
 components, diagram of, 123
 design of, 104–107, 121–122
 equipment for. *See* Bar equipment
 pickup station, 133
 pouring station, 104–105, 122–123
Underberg, 225
Uniforms for staff, 505, 507
Uniform System of Accounts for Restaurants, 589, 595, 597
Unions, employee legal rights, 519
United States
 beer-making, history of, 6–7
 beers from, 325–326, 330–331, 333, 335
 bottled water from, 372
 taverns, historical view, 10–11
 winemaking, history of, 4–5
 wines from, 265–267
United States Bartenders Guild (USBG), 489
Universal Product Code (UPC), for inventory process, 568
Upscale bars, 92
Upselling, benefits of, 61–62
Upstairs at the Square (Boston), 80–81
USDA, alcohol consumption guidelines (2005), 34
Usher, Andrew, 188
Vacations, paid, 529
Vacuvin, 301
Valpolicella, 263
Valuation of business, 639–641
 fair-market value, 639–640
 types of value, 640–641
Van der Hum, 223
Variable expenses, 586
Varietal, defined, 234
Vase, 356
Vehicle-forfeiture laws, for drunken drivers, 48–50
Ventilation system, 98
Verdicchio, 263
Vermouth, serving methods, 236
Vermouth Cassis, recipe, 426
Vienna lagers, 328
Vintage clearance, 545
Vintage of wine, 234, 241
Viognier, 240
Violence, alcohol-related, 42
Virtual Vineyards, 544
Viticulture, history of, 2–4
Vitus vinifera, 2
Vodka, 197–200
 flavored, 199
 history of, 197–198
 imported, 199–200
 infusing, method for, 201
 origin of term, 197
 production process, 198–199
 Standards of Identity, 198
Vodka Martini, 443
Vouvray, 260
Waiter's corkscrew, 152, 293–294
Walt Disney World (Orlando), 493
Washington, George, 6, 8, 309, 669
Washington state, wine from, 267
Waste dump, 133
Water
 and beer-making, 318–319
 bottled, 372–374
 common problems with, 371
 functional water, 368
 quality and beer-making, 318–319
 safety standards, 371–372
Water filter, micron rating, 371–372
Watermelon Margarita, recipe, 454
The Wave (Chicago), 476
Wedges, lemon/lime, 380, 382
Weighted-average method, 619–621
Weinbrand, 215
Weisenbock, 331, 333
Weizen, 331
Welch, Thomas, 5
Well brands, 125, 541
Wet versus Dry
 and Prohibition, 11–15
 stat regulations, 673
Wheat malts, 318, 331
Wheels, lemon/lime, 381
Whiskey
 blending, 186–187
 malt versus grain, 187–188
 origin of term, 185
 production process, 185–187
 serving methods, 196
 types of. *See* Brown goods, 175

- Washington's mash bill, 8
- Whiskey de Breton, 196
- Whiskey Rebellion, 8, 669
- White brandy, 217, 218
- White Burgundy, 259–260
- White goods
 - Aquavit, 200
 - defined, 16, 196–197
 - Gin, 200–204
 - line extensions, 197
 - mescal, 209–210
 - rum, 204–207
 - tequila, 207–209
 - vodka, 197–200
 - women as customers for, 73
- White rum, 205
- White tequila, 208
- White wine
 - characteristics of, 234
 - food paired with, 234
 - glassware, 289
 - grape varietals, 239–241
 - production process, 237, 243–244, 246
 - servicing temperature, 234, 291
- White Zinfandel, 238, 260
- Wholesaler's basic permit, 681
- Wild Horse Cafe (Massachusetts), 380
- Wine
 - alcohol content, 177
 - from Argentina, 268
 - from Australia, 268–269
 - bargain purchases, 545, 552
 - bottle and case sizes, 552
 - brand names, 253–254
 - chemical compound in, 35
 - from Chile, 272
 - consolidation in industry, 547–548
 - consumption per year, 16
 - food paired with, 234
 - fortified, 235–236
 - from France, 257–261
 - and Generation X and Y customers, 75
 - generic names, 253
 - from Germany, 269–271
 - glassware for, 153–154
 - and health, historical view, 9
 - health benefits, 35
 - history of, 2–4, 233
 - Internet sale of, 544
 - from Italy, 261–263
 - label, information on, 254–257, 686
 - late harvest, 236
 - light versus full-bodied, 251
 - most popular types, 16
 - organic, 688–689
 - origin of term, 2–3
 - place-of-origin names, 254
 - from Portugal, 271–272
 - pricing, 610
 - production process. *See* Winemaking
 - proof, 174
 - purchasing, 543–545
 - red. *See* Red wine
 - and religion, 4–5
 - sake, 236–237
 - selection for establishment. *See* Wine list
 - serving. *See* Wine service
 - from South Africa, 269
 - from Spain, 263–265
 - sparkling. *See* Champagne; Sparkling wines
 - Standards of Identity, 234
 - storage of, 141, 300–301, 562
 - sulfites in, 247–248, 685–686, 688
 - table wine, defined, 234
 - tasting. *See* Wine-tasting
 - terms related to, 233–234
 - types of, 175
 - uncorked, stoppers for, 301
 - from United States, 265–267
 - varietal names, 252–253
 - vintage of, 234, 241
 - white. *See* White wine
- Wine bars, 20–21
- Wine Brats, 75–76
- Wine.com, 544
- Wine cooler, recipe, 426
- Wine flights, 20
- Wineglass, types of, 158, 289
- Wine list, 276–286
 - by-the-glass program, 282, 285
 - descriptions, examples of, 281–283
 - food-wine matching, 279–280
 - great list, elements of, 284
 - increasing sales, 287–288
 - initial considerations, 276–277
 - mapping, 277–279
 - presentation methods, 280–283
 - pricing wines, 276, 278–279, 285–286
 - server, role of, 286–287
 - and storage, 277
 - wine flights, 285
- Winemaking, 241–248
 - aging wine, 243–247
 - blending, 247
 - fermentation, 171, 237, 243, 248
 - grapes in, 241–243
 - process of, 243–245
 - red wine, 237, 243–244
 - rosé, 243–244
 - sealing bottles, 245–246
 - sparkling wine, 248
 - and sulfites, 247–248
 - white wine, 237, 243–244
- WineSaver, 301
- Wine service, 288–300
 - bad wine, causes of, 299–300
 - breathing of wine, 291–292
 - decanting wine, 298–299
 - glassware, 153–154, 158, 288–289
 - potential problems, 291, 294
 - presenting/opening/pouring wine, 292–294
 - table setting, 290
 - temperature of wine, 290–291
 - tools for, 296
 - wine chiller, 290–291
- Wine spritzer, 177, 291
 - recipe, 426
- Wine steward, job of, 298, 491–493
- Wine taster glass, 158
- Wine-tasting, 248–252
 - features of wine, 251–252
 - steps in, 249–250
 - structure of wine, 251
 - training servers, 286–287
- Wing corkscrew, 152
- Witbier, 331
- Wolfgang Puck Express, 92
- Women
 - alcohol consumption, health effects, 36–38
 - as customers, 73
 - expectations of, 73
 - and temperance movement, 12–14
 - and white goods, 73
- Wood management, and whisky production, 186
- Worcestershire sauce, 384
- Word-of-mouth marketing, 650–652
- Worker's compensation, 679
- Workweek, legal definition, 521–522
- Worm corkscrew, 151–152
- Wort, 321, 322

- Zell, Steve, 476
- Zero-Tolerance laws, 51
- Zester, 151
- Zinfandel, 238, 253
- Zombie, 460

