

RHR-36A- At the bar : molecular recipes along technical and customer relation

36.01 INTRODUCTION :

It had to happen. Since science tries to explain what surrounds us, meeting our world could not be avoided. Far from converting barmen into chemists as some opponents would make us believe, this activity calls for our curiosity and sense of method that are dormant within each of ourselves. It is left open to the barmen to welcome their customers, and sell them their craft.

36.02 AIMS :

When this formation will end, the attendants will be able to reproduce the recipes that they will have followed and better realize what are the chemical reactions that are on offer daily job. They will be able to apply the basic rules of customer relation in both welcoming and selling.

36.03 PROGRAMM (SCHEDULE) :

Day 1

Learn to know oneself, to listen and to follow rules.

Through exercises on one's own and within the party, attendants will discover the worthiness of listening and concentrating in a workshop.

Putting together attendants

Talking together about what they expect from this tuition, and where do you come from, the attendants will tell what they expect from this tuition.

Technical data a basic cocktail.

Learning the basic recipes for making a cocktail with or without alcohol.

Colours.

Working on basic and additional colours.

How important is sight over appetence.

Games bringing the attendants to the point that « what is more beautiful is easier to sell ».

Mixing colours.

The attendants learn how to mix colours, « what to do and what not to do »

Cocktail décoration.

With a « home » chart, attendants in small groups offer decorated theoretical cocktails.

Mixing tastes.

Tastes scheme and what customer expect from a cocktail.

Make your own cocktail.

Attendants make freely cocktails on their own, then following certain rules (theme).

Day 2

History of melicular cooking :

From XVIIe century to now History and pioneers of molecular recipes.

Basis for science and cooking.

Remembering or discovering the bases of physics and chemistry through everyday professional activity.

Products and their properties.

Tensio-activity.

Definition and applications.

Perfumes and aromas.

Aromas and spices making their way into cooking, in liquids and solids a few examples of recipes and their chemical approach :

- jellies and gels respecting
- taste and colours
- winer tasting

LENGTH
4 days

PUBLIC
Bartender, Chef-bartender
Bar manager,
Professionals Bar

LEVEL
PRIOR KNOWLEDGE
Starter (s)
or confirmed (s)

FOLLOW
Attendance sheet
Evaluation of knowledge
during sessions
by scenario
Training certificate

PEDAGOGY
Active, demonstrations,
exhibitions

All training (COST HT)
(contact us)

TRAINER
Advisor oenology, mixology,
flair

For a program
custom-contact us

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Day 3

Welcoming the customer : basic rules

How to welcome and make the customer feel easy

Selling, what for ?

Principles of selling and margins

To sell in everybody's interest

Selling means that everybody is happy, the customer, the employee, the employer ; the challenge of win-win communication

Day 4 (validation)

New beverage list

Mixologie (different crafts)

- with the coffee, small sparkling chocolate (soluble sugars)
- foamy mexican chocolate (emulsion of liquids)
- toffee and apple vodka (spherification, hard marbles)
- cider chorizo (other way around, soft marbles)
- peraly grape juice (fermentation)
- square lumps of jelly made of tean apple, beetroot (infusion)
- white sangria (antioxydation)
- making recipes according ti the beverage list under way and validation

To be brought by the customer : tools, powder, a bottle of white wine, food colouring red and blue, scale of gram level.