

## Serve alcoholic and soft drinks

---

### Overview

This standard is about how you provide your customers with a range of drinks during service. It covers alcoholic and non-alcoholic drinks served by a variety of methods including optics, draught and free-pouring. It also covers how you interact with customers to provide a professional and welcoming environment.

This standard focuses on the technical knowledge and skills required to serve alcoholic and soft drinks; however it should be assessed in the wider context of safe and hygienic working practices. It is recommended that the following NOS, selected as appropriate to the job role and organisation, are referenced in conjunction with the technical skills and knowledge for the standard:

- Maintain basic food safety in catering
- Maintain food safety in a hospitality environment
- Provide basic advice on allergens to customers
- Minimise the risk of allergens to customers

When you have completed this standard you will be able to demonstrate your understanding of and your ability to:

- Serve alcoholic and soft drinks

Serve alcoholic and soft drinks

---

## Performance criteria

You must be able to:

### **Take customer drink orders**

1. Acknowledge your customers on arrival at the bar
2. Deal with customers in order of arrival at the bar where possible
3. Provide customers with assistance as necessary
4. Ensure your customers have the correct drinks menu to choose from
5. Provide your customers with information which enhances their experience, answering questions and promoting your company's products and services
6. Assist your customers to make choices where appropriate and take opportunities to maximise the order using sales techniques
7. Identify your customers' orders correctly and process them promptly and efficiently

### **Serve alcoholic and soft drinks**

8. Provide alcoholic drinks to permitted people only
9. Select the appropriate glass, making sure that it is clean and undamaged
10. Pour the drink according to the product that you are serving and serve at the correct temperature with the appropriate garnish or accompaniment
11. Deal with customer incidents efficiently and inform the appropriate person where necessary
12. Keep the preparation/service areas clean

Serve alcoholic and soft drinks

---

## Knowledge and understanding

You need to know and understand:

### **For the whole standard**

1. Current, relevant legislation relating to licensing, weights and measures and trades description

### **Take customer orders**

2. Why all information given to customers must be accurate, particularly in relation to strength of drinks, special offers and promotions
3. Your workplace customer service standard
4. Why you should deal with customers in order of arrival where possible

### **Serve alcoholic and soft drinks**

5. Why it is important to check glassware for damage and cleanliness
6. Why drinks should be stored and served at the correct temperature
7. The correct techniques and equipment for opening drinks
8. The correct techniques and your workplace service standard for pouring and serving drinks
9. The correct glassware to use for each drink according to your workplace service standard
10. How to respond to someone who may be under the influence of excess alcohol or drugs and why it should be reported to the appropriate person
11. Why and to whom all customer incidents should be reported
12. Why and to whom all breakages should be reported
13. Why customer and service areas should be kept clean, tidy and free from rubbish
14. The types of unexpected situations which may occur when serving drinks and how to deal with these

Serve alcoholic and soft drinks

---

**Scope/range related  
to performance  
criteria**

**1. Customer information**

- 1.1 price
- 1.2 alcohol content / abv%
- 1.3 name and type of drink
- 1.4 style and characteristics

**2. Drinks**

- 2.1 bottled
- 2.2 draught
- 2.3 optic
- 2.4 free-poured
- 2.5 in cartons
- 2.6 in cans
- 2.7 hot

**3. Drink accompaniments**

- 3.1 ice
- 3.2 food garnishes
- 3.3 decorative items / stirrers
- 3.4 accompaniments for hot drinks

**4. Customers**

- 4.1 with routine needs
- 4.2 with non-routine needs

**5. Service style**

- 5.1 at the bar
- 5.2 at the table

**6. Equipment**

- 6.1 glassware
- 6.2 jugs / pitchers
- 6.3 crockery
- 6.4 cutlery
- 6.5 hot beverage containers
- 6.6 trays

Serve alcoholic and soft drinks

---

<b>Developed by</b>	People 1st
<b>Version Number</b>	2
<b>Date Approved</b>	February 2016
<b>Indicative Review Date</b>	March 2021
<b>Validity</b>	Current
<b>Status</b>	Original
<b>Originating Organisation</b>	People 1st
<b>Original URN</b>	PPL2BS2/10
<b>Relevant Occupations</b>	Team Member; Waiter/Waitress; Bar Staff
<b>Suite</b>	Hospitality - Food and Beverage Service
<b>Keywords</b>	serve; drinks; bar

---