



SPEED & EFFICIENCY

BOOSTING REVENUE POTENTIAL
THROUGH IMPROVING BAR EFFICIENCY

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This exercise will walk you through all the steps you can take to improve your bar's efficiency and, ultimately, your bottom line. By placing the emphasis on efficiency FIRST, ahead of coaching speed, you set your staff up to produce MORE drinks and SELL them quickly — increasing your revenue during peak operating hours.

STEP 1

CHECK YOUR BAR AGAINST THE TWO-STEP RULE

By placing as much commonly used equipment, tools, and products as possible within easy reach, you can dramatically boost your bartenders' productivity. Remember: Time is money, and every time your staff have to leave their work station to get a tool or grab a bottle they're not driving your revenue cap.

Assess your bar during peak hours: Take 20 minutes and just watch a bartender serve their guests during a high-volume time. Identify what products are causing them to step outside that radius and waste their time.

Use this checklist to identify many common time-stealers:

<input type="checkbox"/>	Liquor. Your most popular and commonly used liquors should be within arm's reach.
<input type="checkbox"/>	Bar tools. What good is the workstation without tools in easy reach?
<input type="checkbox"/>	Glassware. Could more glassware be stacked safely in front of/behind the bartender?
<input type="checkbox"/>	Mixers. Do any take the bartender outside of the two-step zone?
<input type="checkbox"/>	Ice. Is the ice well the right depth? Is it melting? And is there a sink nearby?
<input type="checkbox"/>	Garnishes. Is the garnish caddy easy to reach? Can empty individual trays be swapped out for fresh, full ones?
<input type="checkbox"/>	Backup stock. Are extra bottles of popular liquors, spare pour spouts, and backup printer paper handy?

**Also, evaluate your POS system. This includes your computer, printer and till.
Are the units:**

<input type="checkbox"/>	Could it be mounted on the front of the bar so that it doesn't take bartenders away from their guests?
<input type="checkbox"/>	Easy to navigate during peak hours? Are shortcut keys effective and updated monthly?
<input type="checkbox"/>	Is it well-lit, so bartenders aren't grabbing the wrong change or printing the wrong checks?

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STEP 2

OPTIMIZE THE PHYSICAL ENVIRONMENT

A happy, healthy bar team is a productive bar team. Set them up for success by checking the following at each station—and ask your staff, too.

Are the following present and in good working order, to physically support your staff?

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Fatigue Mats. Should be placed on the floor in any high- and moderate-traffic areas, especially where bartenders stand in that two-step radius.

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Bottle Openers, Muddlers & Tools. Are they strong and do they stand up to heavy use?

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Bar Towels. Do you have plenty of clean ones on hand?

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Ice Well Depth. Are the bartenders kneeling to scoop the ice well? Consider raising it to hip height to avoid fatiguing your staff.

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Lighting. Can your bartenders see the POS, inside cabinets and stock areas, and in coolers?

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Rubbish/Recycle Bins. Are they big, and frequently emptied during the shift?

Ask your staff...

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What items do you frequently have to bend down/reach to access?

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What ergonomic supports are failing in your station?

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STEP 3

BOOST EFFICIENCY AND SAVE SPACE

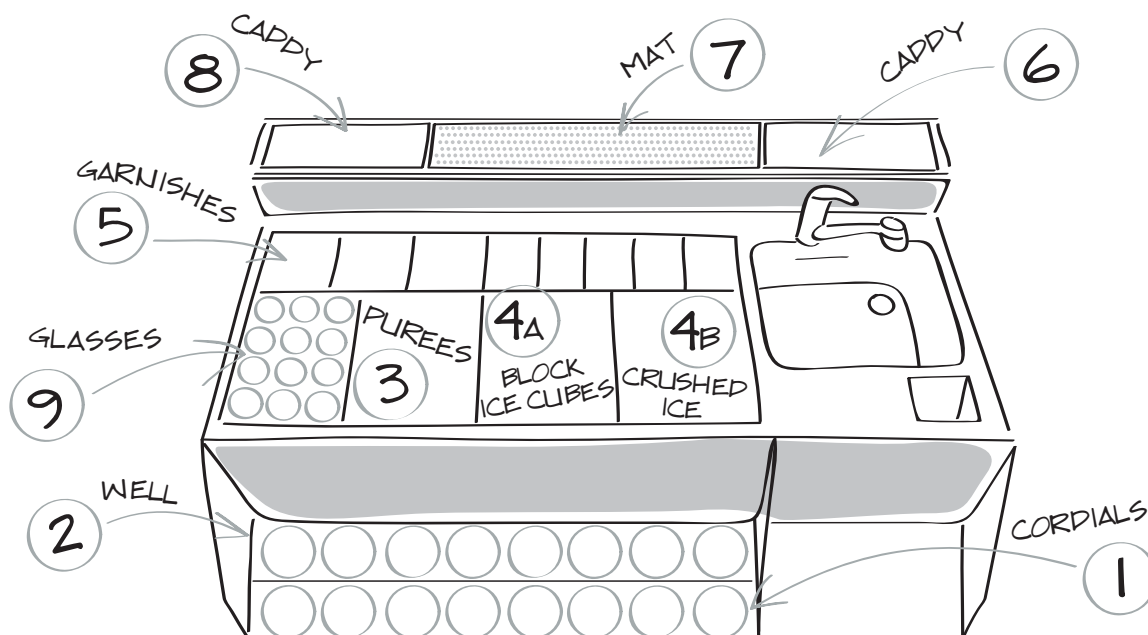
Evaluate your stations and see if there is room to make any of the following adjustments. Sometimes a small investment can greatly boost productivity.

<input type="checkbox"/>	Is your glassware stackable?
<input type="checkbox"/>	Is there any opportunity to install glass racks overhead for stemware and glasses with handles?
<input type="checkbox"/>	Is there room to attach a second speed rail, putting twice as many liquors at your bartender's fingertips?
<input type="checkbox"/>	Do you have plenty of straw/napkin caddies at each station?
<input type="checkbox"/>	Do your cabinet and refrigerator doors block traffic when they open? Can you reverse the hinge?
<input type="checkbox"/>	Are there lights in your cupboards?

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STEP 4 STANDARDIZE YOUR BAR

Create and publish a map of every station in your bar. Where possible, you want to set up all stations IDENTICALLY—so any bartender working any shift could swap stations and make a drink.



Evaluate Tools & Equipment

While standardizing the bar layout, check your fixed equipment as well. Check the following equipment on at least a weekly basis to ensure proper function:

<input type="checkbox"/> Blenders & Small Appliances	<input type="checkbox"/> Ice Well Drains
<input type="checkbox"/> Ice Machines	<input type="checkbox"/> Draft Systems
<input type="checkbox"/> Dishwashers/Glass Washers	<input type="checkbox"/> POS and touch screens
<input type="checkbox"/> Sinks & Drains	<input type="checkbox"/> Coolers & Freezers

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STEP 4

OFFER SUPPORT DURING PEAK HOURS

Sometimes a few hours of extra help can generate a bump in your revenue cap. Without overloading your schedule, you can achieve this extra support by:

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Cross-training servers. Have 1-2 servers on staff who can at least take care of the service bar or pour drafts if the bar gets overwhelmed during peak service.

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Training managers to bartend. Sometimes just adding one extra “bartender” for 10-15 minutes allows bartenders to maintain control of the bar without choking the flow of service.

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Schedule support staff. Bartenders should be guest-focused. Schedule a busser or two to deal with everything else: Getting ice, restocking coolers, and cleaning up accidents.

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To determine how offering this support can boost your revenue during peak hours, use the following formula:

During peak hours, you venue is making : _____ \$

Cost to add 2 hours of extra labor during peak hours : _____ \$

Extra revenue potential: _____ \$

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If your extra potential revenue is HIGHER than the cost of scheduling support staff:
Schedule them!