

## Chapter 2 Principles of Bar Planning & Operations

### 2.1 Types of Bar, Parts of Bar

#### Stand Up Bar –

- Also called as American Bar.
- People would be standing close to bar to order their drinks and also to enjoy.
- Few bar stools may also be arranged in front of the bar.
- This bar is in sight of guests so high standards of Hygiene are required.



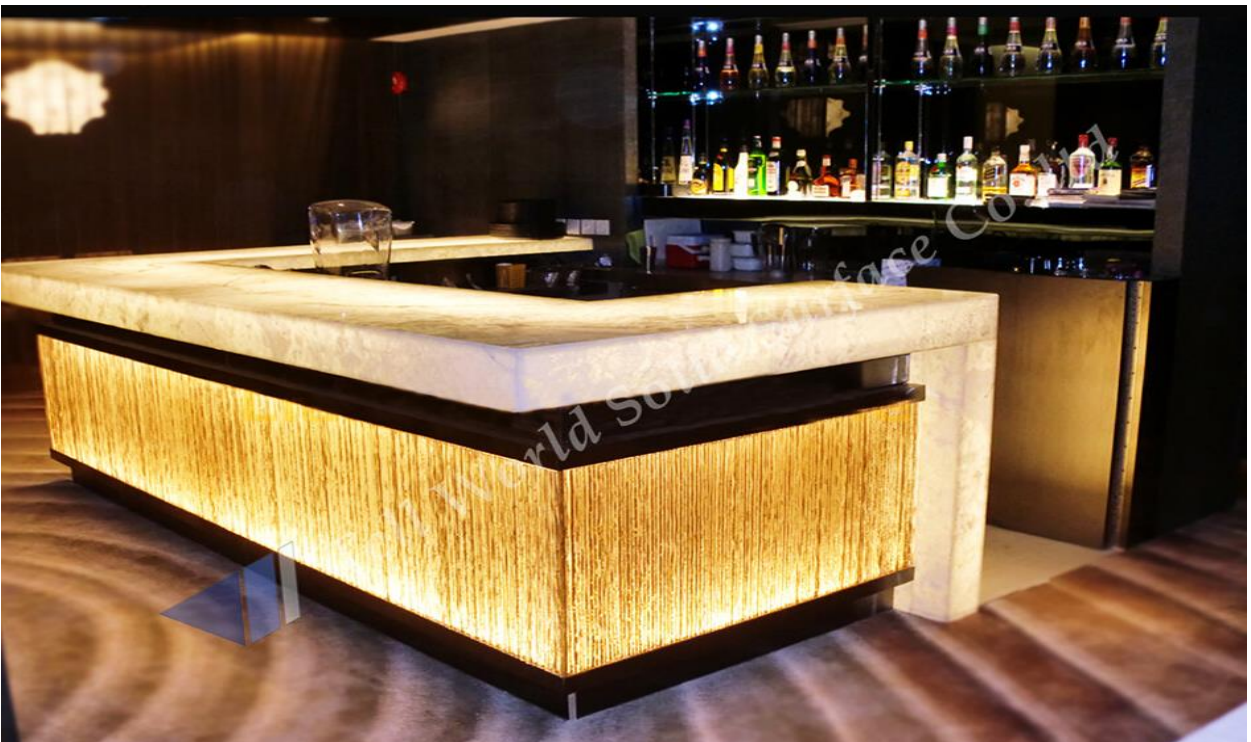
### Cocktail Bar –

- More comfortable atmosphere compared to Stand up Bar
- Cocktail tables (High Table) are arranged around the room.
- Cocktail snacks are served by waiter or placed on cocktail tables for guest to help themselves.
- Located near water bodies (swimming pools and beaches), airport and seaports where alcohol consumption may need to be regulated



### **Dispense bar or service bar –**

- Any bar which is situated within a service area & which dispenses alcoholic/ other drinks which may be served while consuming their meal in restaurant or in banquets is called 'Dispense bar'.
- It may or may not be out of sight of customers and will require close supervision very strict control



## Sports Bar –

- Sports bars are where all of the action is. At the sports bar, every wall is plastered with giant flat screen TVs, they have, and they have plenty of craft beers on tap.
- If you want to watch the game but don't have a huge TV at home, then head over to the sports bar and you'll feel like you're right at the stadium.
- The best way to enjoy a sports bar is to get there before the game starts so that you can grab a seat. Make sure you can comfortably view all of the TVs in the bar from your seat.



## **Cigar Bar/ Cigar Clubs**

- A cigar bar (or lounge) is an establishment that caters to patrons who smoke cigars.
- Some will member exclusive only with attention to strict dress code
- Will also serve variety of spirits, champagne and other alcoholic beverages.
- Seating is usually very comfortable and stylish.
- The lighting is controlled to ensure the quality of the cigar is retained, hence, not very bright.



### Pubs (Public House)

Is an original Irish concept and has now become a very popular all over UK.

- Named after the family who owns it. Pubs are traditionally family-owned. ...
- Atmosphere is fun-loving publican and casual.
- Mostly will only serve alcohol but now they may serve traditional food like steak & kidney pie, fish & chips etc
- Pubs main clientele are for the working class. ...
- Low-key atmosphere with traditional decor. ...



## Pool Side Bars

- These are very popular at holiday destinations, beaches, beach hotels.
- May have tables within the pool area with provision for games
- Cocktails are very popular in these bars
- The food offered is mainly protein rich finger food.
- Pricing is slightly on the higher side
- May also have a separate kids pool area



**Another modern trend is that of “concept bars”, where patrons are whisked to an exotic location. Eg Northern Lights Bar, Iceland**





## Wine bar

The wine bar sells only wines of all kinds, mainly the most expensive wines. It has a good collection of wide range of wines. The guests are given a free sample of wine for tasting before making purchase decisions. They may buy bottles of wine for consuming later or drink in the wine bar itself. This kind of bar is comparatively new concept and becoming very popular amongst wine connoisseurs and affluent people.



## **Banquet bar**

This is a temporary bar set-up in banquet suites to serve alcoholic drinks during a specific function.

The type and quantity of drinks to be served are generally predetermined at the time of booking the function.

The drinks may be either bought by those who wish to drink or paid by the host for all the drinks consumed by his/her guests during the function.

The banquet bar collects the required stock either from the main bar or from the cellar.

Sometimes, guests would bring their own bottles of liquor in which case corkage charges will be levied.



## **Mini Bar**

A mini-bar is a small, private snack and beverage bar that is often found in upscale Western-style hotel rooms.

Typically, a minibar comes in the form of a counter and small refrigerator stocked with a precise inventory.

The room's guests can take a beverage or snack at any time during their stay.

The bar is commonly stocked with small bottles of alcoholic beverages, juice, and soft drinks. It may also include candy, cookies, crackers, and other small snacks.

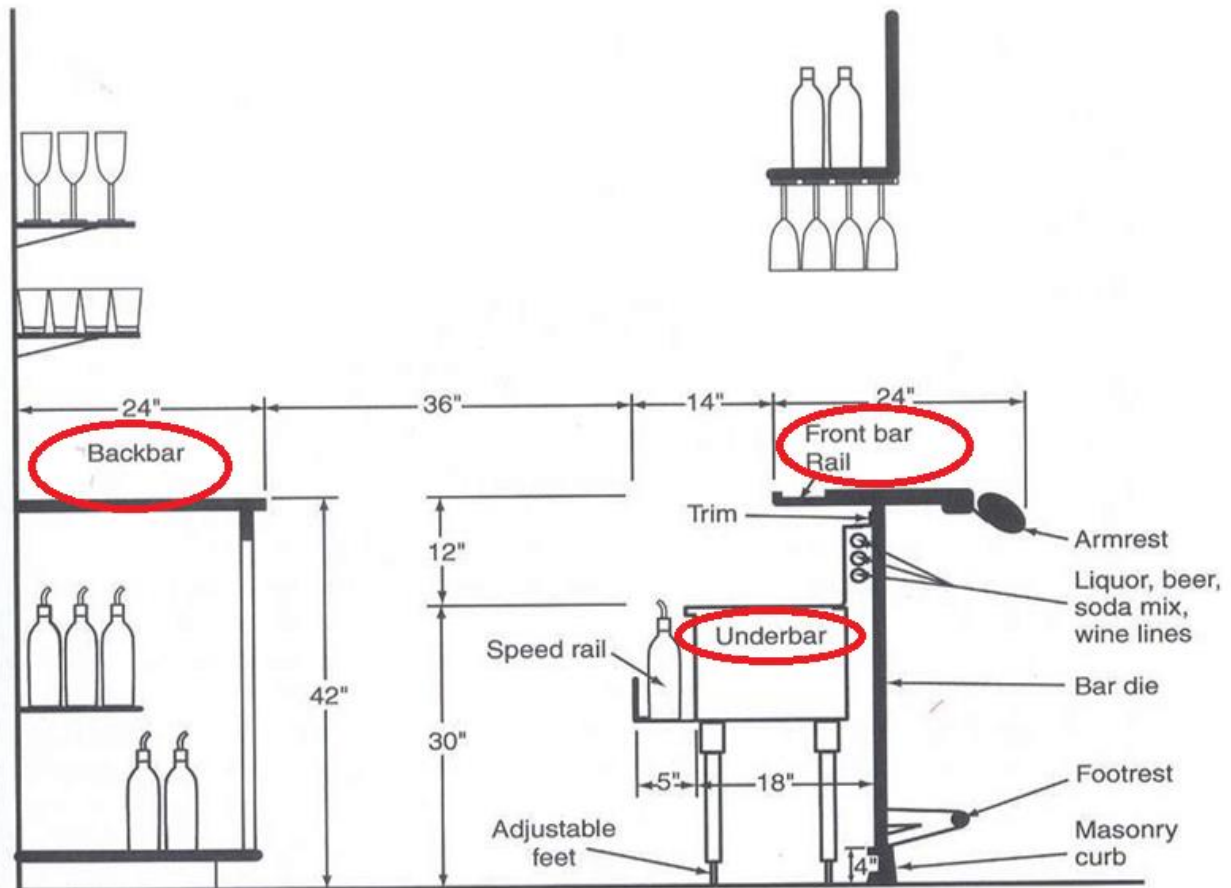


## Parts of bar

BACK BAR- Soul of the bar

UNDER BAR- Bartenders' area

FRONT BAR- Guest/Customer Area



**Figure 3.9** The bar in profile, showing dimensions.

## **BACK BAR- Soul of the bar**

- Your back bar should be designed to facilitate efficient service and thereby maximize sales.
- A well designed back bar should create an impressive visual impact, thereby making a powerful statement to your customers demonstrating that you offer the best products and the best service possible.
- Consider the space you have available and the range of products you are must stock.
- Drinks display will be a key space you must consider to have maximum impact on sales.
- Fridges must hold enough stock, hence workout the best layout and bottle capacity of each fridge. Running out of cold drinks is disastrous! Shelves should be adjustable to accommodate various standing bottles per business needs.
- Appropriate wine display, fridge and cellar must take into account to ensure wine preservation. More thought needs to be given to lighting since this inappropriate light like a hot spot lights shining directly on your wine will spoil it which is the very product that you may be trying to promote.
- Glassware/small equipment must be easily accessible but not visible to customers.
- Remember, all products positioned behind the bar in the prime "eye level/buy level" area should be the key products you wish to sell.
- Do think of the ergonomics of you staff who have to reach classes stored at height or very. Hence they must be at accessible height to ensure the can be used by shortest and tallest person in your bar.







**UNDER BAR-** Bartenders' area

HANDSINK, DRAINBOARDS, ICE WELL  
SPECIAL GLASSWASHERS, WASTE DUMP, SPEED  
RAIL, REFRIGERATORS





## FRONT BAR- Guest/Customer Area

Hand rails/Counter, Bar Die - Vertical structure supporting the front bar  
Bar Stools



- All front bars should have a height of be 42to 48 inches
- Any significant variation will result in a mismatch with bar stools. Some handicapped codes require that a section of the bar be 30" above the finished floor to accommodate wheel chairs.
- Bar tops which are alcohol proof or laminated with plastic can vary from between 16 and 18 inches in width, including a drink rail if required. The bar top thickness is usually 1.5 inches with a front rail which can be thicker.

Front bar surface, die, armrest, footrest & stools are the part of the public perception. **Bar Die - Vertical structure supporting the front bar below**



## **2.2 Location with Target Clientele**

Two vital aspects to be taken into consideration before choosing the location

1. *Investigate the number of business that have opened & closed in the area in past few years. And also analyse how the existing ones are performing.*
2. *Study who are your competitors in detail & be sure you have something unique to offer*
  - Be sure of enough potential customers in chosen area
  - Good visibility, accessibility, parking/valet service
  - If taking over an existing facility, find out why the previous one left.
  - Check the licensing zone, find out about other restrictions (Schools, Church/place of worship-will cause issues with licensing).
  - Analyze financial feasibility of your business plan. Estimate capital for land, building. Do Market Research.

### **TARGET CLIENTELE**

- 1 Identify Customer - The People You Want To Attract
- 2 People Who Are Going To Pay Your Bill And Generate Profit
- 3 They are the focal point around everything revolves

Eg- Drinks, Dress, Décor, Entertainment Sound, light

They influence your location, floor plan, bar equipments, kind of staff you hire

#### **Types of Customer**

1. Diners in your restaurant/hotel residents
2. Walk in customers with various purposes or Meet and go customers
3. Sports fanatics /Entertainment/Relaxation seekers
4. Youngsters in their 20s,experimental,adventourous drinkers
5. Crème de la crème or sophisticated clients who would look for quality drinks and cocktails.

## **2.3 Décor and Ambience**

Below are simplified considerations for Decor and Ambience:

1. The atmosphere of bar will determine who comes to buy drinks , how long they stay , how much they spend
2. They come for good time , to relax , to socialize , to meet people etc. Not just to drink
3. Décor should be inviting. It includes furniture, wall covering , floor , ceiling , lighting , plants , other special displays.
4. Soft colours and rounded shapes of chairs – restful
5. Bright colours and bold patterns – stimulating
6. Noise can be muted by carpets, drapes, upholstered chairs.
7. High ceiling gives spacious look
8. Bright and flashing lights – action and excitement
9. Firelights are restful , romantic.
10. Luxury can be conveyed by having expensive fabrics , furniture , artifacts. By dramatic views like waterfall, exclusive paintings & attentive service.
11. Make sure carry out your theme in your service , drinks , uniforms .

## **2.4 Basic Elements of Layout with Design consideration**

- **Available space** – includes not only square footage but also the shape of the area
- **Square footage** will set an outside limit on the number of customers you can serve. It may also determine styles of seating
- **The shape of room** – is critical for arrangement of furniture  
It also will determine number of tables that can be arranged.
- **Entry and exit** – influences flow of customers.
- Consider the traffic patterns –
- Should have orderly flow instead of chaos.
- Furniture – as per bar concept. Comfort is primary concern.
- Standard bar stool has a seat that is 30 inches(2 & ½ ft) above the floor. 24 inches bar stools are designed for house bars. The lounge tables can be small as used for drinks size and shape of table and chair is important element.
- Utilities – plumbing, supply pipes, drains, electrical equipments, air conditioning , smokers etc.
- Sharing space- with other activities

## Designing Your Bar

There are literally hundreds of different steps involved in the design of a standalone BAR, and your concept will drive most of them. Having a clear concept and a strong platform to support it, is more likely to move you through the design process with greater ease and encounter fewer hurdles in the future. It is critical to get this aspect right and set in stone before you head onto the architectural outlay and the business of construction.

Another important component of the design is the sensorial element. Any high-quality bar design should provoke the emotional engagement of all five senses - sight, smell, touch, sound, and taste. The more your restaurant design allows for these to be brought together in a synergistic way, the stronger the brand experience will be.

Besides the engagement and the ambiance, particular attention should be given to the functionality and ergonomic design of the bar as well. Although every project is different, here are some basic design considerations to take into account:

- What are the space requirements for your concept?
- How many square feet per person?
- How big does your kitchen/bar need to be?
- What is the best ergonomic flow considering space and menu offering?
- Have you identified all crucial activities and hotspots?
- How smooth and functional is the bar workflow?
- Have you catered for personnel space, supported areas, storage, etc.?
- Have you provided for those with disabilities?

## 2.5 Beverage control procedure with Records maintained

### Control measures

- Measure devices
- Standard recipes will be useless until bar tenders use appropriate measuring devices i.e. short glasses or jiggers. Measuring devices should be checked time to time.
- Use of records for storing, issuing, spillage and transfers – as follows  
Check & cross reference delivery notes, invoices
- Check correct discounts are allowed
- Maintain beverage inventory book
- Maintain daily, & to date beverage control reports
- Bar stock to be replenished by authorized person only
- Bars to sell House brands for all the drinks unless specifically requested by the customer, as they will give a higher profit
- Checking of proof of liquor in open bottles
- Check the frequency of breakage recorded by a specific person
- Check shortage or over record



## Records Maintained

1. **Bin cards**- used for food commodities. HAS details regards the brand names of commodity, amount of stock received, amount issued, balance in hand.
2. **Transfer Note**- these are used to make sure the inter departmental transfers are recorded and so it does not affect the stock taking
3. **Spillage & breakage Record** – It is necessary to record any spillage or breakage in the department so that at the end of the month the cost will be calculated and be considered in value of stock for that department.
4. **Issuing Register** – Issuing from the store or cellar to selling outlet (Bar, Restaurant, Coffee Shop, Room Service, Banquets) should be made against the signed requisition only. It is common practice to have requisition book color coded with different color code for each of the selling out



### **INVENTORY REGISTER**

SR.NO	ITEM	OPENING STOCK	REQUISITION	TOTAL	SALES	PILFERAGES/ BREAKAGES	CLOSING STOCK

- One copy goes to f "n" b controller every day.Made on daily basis.
- Physical stock needs to tally with book records.
- F"n"b controller tallies records in inventory sheet with the sales report and the b.o.ts.

### **INTER BAR TRANSFER NOTE**

FROM BAR: \_\_\_\_\_ TO BAR/RESTAURANT: \_\_\_\_\_

SR.NO	ITEM	QTY	REMARKS

**REASON:**

**MADE BY:**

**AUTHORISED BY:**

**ISSUED BY:**

- Whenever stock transferred from one bar to another due to some special circumstances, an inter bar note is made and only if approved by the manager.
- A copy is also sent to f"n"b controller to minimize transfer.



**REQUISITION FORMAT**

DATE:  
DEPARTMENT:

SR.NO	ITEM	QTY REQUIRED	QTY ISSUED	REMARKS

**MADE BY:**

**AUTHORISED BY:**

**ISSUED BY:**

- 3 copies maintained, first copy to stores, second copy to controller and third is with the bar.
- Requisition made in order to adjust the par stock level.
- It has to be authorised by manager.

**SPOILAGE REPORT**

DATE:  
DEPARTMENT:

SR NO.	ITEM	QTY	REASON FOR SPOILAGE

**MADE BY:**

**AUTHORISED BY:**

- Made whenever there is any breakage, spoilage etc.
- It should be informed to the manager.
- Copy should be sent to f'n'b controller.

### **BIN CARD**

NAME OF WINE:

BIN NO:

DATE	RECEIVED	BALANCE	ISSUED

- Used to indicate physical stock of each separate stock line.
- Any in or out of stock should be recorded.
- Shows the maximum stock and minimum stock levels on basis of which reordering is done.

#### **Other books**

Ullage book – for recording all the beer wastage in cleaning the pipes, broken bottles, etc

## **2.6 Approvals and Licenses required**

The restaurant and bar format require more licenses and approvals than any other restaurant format. A minimum of eight licenses is required for your restaurant to open. The licenses required to open a restaurant and bar are as follows:

- 1) FSSAI License
- 2) Liquor License
- 3) Health Trade License
- 4) Police Eating House License
- 5) Shop Establishment License
- 6) GST Registration
- 7) Fire Safety Certificate
- 8) Lift Clearance
- 9) Music License
- 10) Health Trade License /Environmental Clearance
- 11) Signage License

**Among all, liquor licenses, FSSAI license, GST registration and local municipal health licenses are the most important one to start the restaurant operations with.**

The rest can be applied for once the bar, restaurant is operational and can be procured in the next two to three months.

The total cost of licenses can be around Rs 10 lakhs.

## 1) FSSAI Food Safety and Standards Authority License-

Valid for 1 -5 years and penalty 5 lakhs

- The FSSAI license, also known as the Food License is one of the most important licenses required to open a restaurant and is obtained from the FSSAI (Food Safety and Standard Authority Of India).
- This license is not merely a license, on the contrary, it also serves as an approval by the authority and ensures the customers that the food of that particular restaurant affirms to the food safety standards of India.
- This license is necessarily a unique 14 digit registration number that is given to manufactures, traders, and restaurants which should mandatorily be printed on food packages. This confirms your consumers that they are dining at the right place which adhered to all the safety standard.
- **FSSAI License can also be used as a means to attract customers to your restaurant.**

## 2) Liquor License-

Valid for 1 year and penalty –Rs.2000-10,000 and/or imprisonment from

6 months upto 4years

- If your restaurant serves liquor, then procuring the Liquor License is a must. This can be obtained from the Local Excise Commissioner, and the forms are available at the respective State Government websites.
- Having this license is exceptionally crucial since if you sell liquor without the above-said license, you can incur a huge penalty and also be forced to shut down the premises permanently.
- Once the documents are served the concerned excise officer inspects the restaurant or the hotel premises, and he then submits a report to the liquor granting authority. After the approval, the applicant has to submit

the fees as per the guidelines and then the license is issued.

- The fee guideline goes like this: you will have to pay Rs, 5,000 at the time submission of the documents and an additional Rs 50,000 is required for each additional spirits brand, like whiskey, rum, gin, brandy, vodka and the like. It is a known fact that obtaining a liquor license for your restaurant is by far the most difficult one since the government verifies all the details

### 3) Health/Trade License

Valid for 1 year and penalty –Punishable with fine or imprisonment or both

- The 11th schedule of the Municipal Corporation Act (1957) is about Health Trade License. It came into existence from the concern that public health must be given the supreme importance.
- This license is generated by the local civil authorities like the State's Municipal Corporation or the Health Department.

### 4) Eating House License

**Valid for 3 years**

The Eating House License is provided by the Licensing Police Commissioner of that city where you would want to open the outlet.

The approximate cost required to issue this license is Rs. 300 for 3 years.

### 5) Shop and Establishment Act

Penalty – Rs 2000 per day

- To run a food business in India, you must register your restaurant under the Shops and Establishment Act, be it a Food Truck or a Fine Dine restaurant.
- You need to register your restaurant within 30 days of the commencement of your business. This license is city specific. The total cost you would incur for this license amounts to Rs.200 to Rs.4,000 per year.
- However, the cost is relative as it depends on the number of the employees and the location of the restaurant.

## 6) GST Registration

Penalty – 10% of tax due or minimum 10,000

- GST that came into force since 1st of July, 2017, has kept everyone hitched to it with frequent changes.
- Both the restaurant industry and the government has been in loggerhead for long. Even then registering in GST is one of the major things that your restaurants must do, that will ensure that your restaurant runs seamlessly.

## 7) Fire Department

Validity 1 year and penalty 6 months-3 year imprisonment or upto 3000 penalty

- The restaurant's ulterior motive must be to protect their customers from all things dangerous, be it food products or hazards such as fire.
- A No Objection Certificate(NOC) from the fire department is also required to run a restaurant.

## 8) Lift Clearance

Validity One year and Penalty is 1000 Rs per day

- In case you want to install a lift in your multi-story restaurant, you need to get clearance from an inspector from the electricity department as well as the Labour Commissioner of that specific city.
- The Electrical Inspector issues this license from the office of the Labour Commissioner after verifying installation of life, layout, safety gears and the like. State wise applications are available for obtaining lift clearance.

## 9) Music License

Validity 1 year and penalty -18% interest +18% penalty + actual fees.

- Don't you as a restaurant owner love to play the trending songs at your restaurant? It is not only you, but the customers love it too.
- But, to play music at your restaurant, you need to obtain a restaurant music license. Under the Copyright Act of 1957, those who play pre-recorded music in any non-private, commercial or non-commercial establishments must obtain a music license issued by Phonographic Performance Limited(PPL).
- If a restaurant plays music and operates without the said license, they will have to face legal penalties.

## 10) Certificate Health Trade License or Trade License or Environmental Clearance

Validity- 1 year and Penalty- Actual fees + 50% fine

- A health trade license is usually required from the local Health Department for restaurants and hotels. Health trade licenses are usually issued by the Municipal Corporation.
- The health trade license is required for businesses that have a direct impact on public health. Compliance with the relevant hygiene and safety norms, which are important for public health is a prerequisite for issuance of a health trade license.
- If restaurant, it is not only responsible for ensuring the health of the customers, but they are also legally and morally bound to ensure that its operations must not negatively harm the nature of the mother earth.
- Hence, restaurants are also expected to apply for the Certificate Of

## Environmental Clearance

### 11) Signage License

- You need to market your product well that will ensure that your business helps you garner the maximum profit.
- However, if you want to market your restaurant either through word of mouth, logos, posters, pictures, and symbols, you are required to obtain a legal permit which is the signage license.
- You can obtain this license from local civil authorities like the Municipal corporations.

To open a hotel, there are various licenses that are required to be obtained.

Such licenses include:

- Police License / Registration.
- A license under Shops & Establishments Act.
- A license under Prevention of Food Adulteration Act.
- Registration under the Luxury Tax Act.
- Registration under the Sales Tax Act.
- Registration under the Contract Labour Act.
- Registration under the Pollution Control Act.
- Registration under the Apprentices Act.
- Registration under the Provident Fund Act.
- Registration under the ESI Act.
- Entertainment License on Festival Occasions.
- License for Chimney under the Smoke Nuisance Act.
- Registration under the Weights & Measures Act.
- Factory License for Laundry.



- Central Excise License for Bakery Products.
- Registration & Permits under the Motor Vehicle Act for Tourist Coaches / Taxies.
- Eating House License.
- Municipal Beer Bar License.
- License for storage of Diesel Oil.
- License for storage of Kerosene & Compressed Gas (LPG).
- Sign Board Directions, Neon Signs.
- Cold Storage License, (if over 25 cubic ft.).
- License for Boiler & Generators and Mixers and Grinders.
- Bar License (Foreign Liquor).
- Dance License
- Mild Liquor License.
- Temporary License for Awnings & covering of Terrace during monsoon.
- Building Completion Certificate.
- Copy Right License for Playing of Music.
- Lodging House License
- Approval from the Department of Tourism, Government of India.
  - Registration from GTDC for new projects under the Package Scheme of Incentives.

