



# A Toolkit Must-Have

Ensure a successful bar program with essential content in beer

## **A BARTENDER (OR SALESPERSON) IS OFTEN THE FIRST INTERACTION A PATRON HAS WITH YOUR OPERATION.**

**Intro to Beer™** provides your team with the essential knowledge they need to sell and serve beer- bottled, draught or craft- to your customers and guests. Whether a bartender, server, retail employee, banquet server or training for a career in the foodservice/hospitality industry, this course equips students with the vocabulary, confidence and knowledge they need to be helpful and educated beverage professionals.

## **RICH, VIVID DESCRIPTIONS BY A KNOWLEDGEABLE STAFF MEMBER CAN INCREASE SALES BY UP TO 27%.\***

The course serves as the the ideal beer-focused onboarding solution for new team members at the time of hire. **Intro to Beer™** aids in the recommending, selling and proper service of all types of beer. It can also be used as a refresher course for seasoned professionals. This engaging and interactive online learning experience is solely focused on driving the beverage sales of your operation while concurrently improving the overall experiences of your guests and patrons.

\*CORNELL UNIVERSITY HOTEL & RESTAURANT STUDY

## **ESSENTIAL TRAINING. AFFORDABLE PRICING.**

**Intro to Beer™** is available for \$299.00 for 1 year. For this purchase price, a location will receive access to the course for 30 employees as well as the benefits of our Learning Management System for record management and data storage of the operation's training statistics.

For more information visit:

<https://foodservicetrainingportal.com/beer>

## **Intro to Beer™**

**Drive sales.  
Improve guest experiences.**

### **Key Takeaways:**

- How Beer is Made
- Styles & Characteristics of Beer
- Improved Sales Acumen: Bottle, Draught & Craft
- Directives for Responsible Service

