

TheBarkeeper.com

A new website dedicated to the On Premise Drink Industry

June 2009

Volume I, Issue V



This Issues Libations

Introduction Artwork

Illustration from Harry Johnson book

Barchives

Drink Book Review and Overview of Harry Johnson's "The New And Improved Illustrated Bartenders' Manual"- 1882, Part I

Management and the Bar

Economic and Consumer Surveys Updates

Sidebar

“Out of Order” (cartoon)

Improving Bar and Beverage Sales

The Ideal Drinking Establishment

Sidebar II

The Match Bar Tequila Guidelines

New Feature- Famous Recipes

Some Famous Cocktail Recipes From Noted Drinking Places

A shot of history

Shampain

Humor...or satire

“A Drunkard’s Ode”

Last Call

Recipes and Tag Line

Next Issues Libations

Readers of this site should be of “Legal Drinking Age” in the State or Country where they reside.

Any and all information published in this website are the opinions of the author, who is in no way responsible for the actions of the readers.

Members of the eating and drinking establishment industry are expected to follow the practice of RESPONSIBLE BEVERAGE SERVICE!!!!

Introduction Artwork

Bar working bench from Harry Johnson Bartenders Manual

Barchives

Drink Book Review

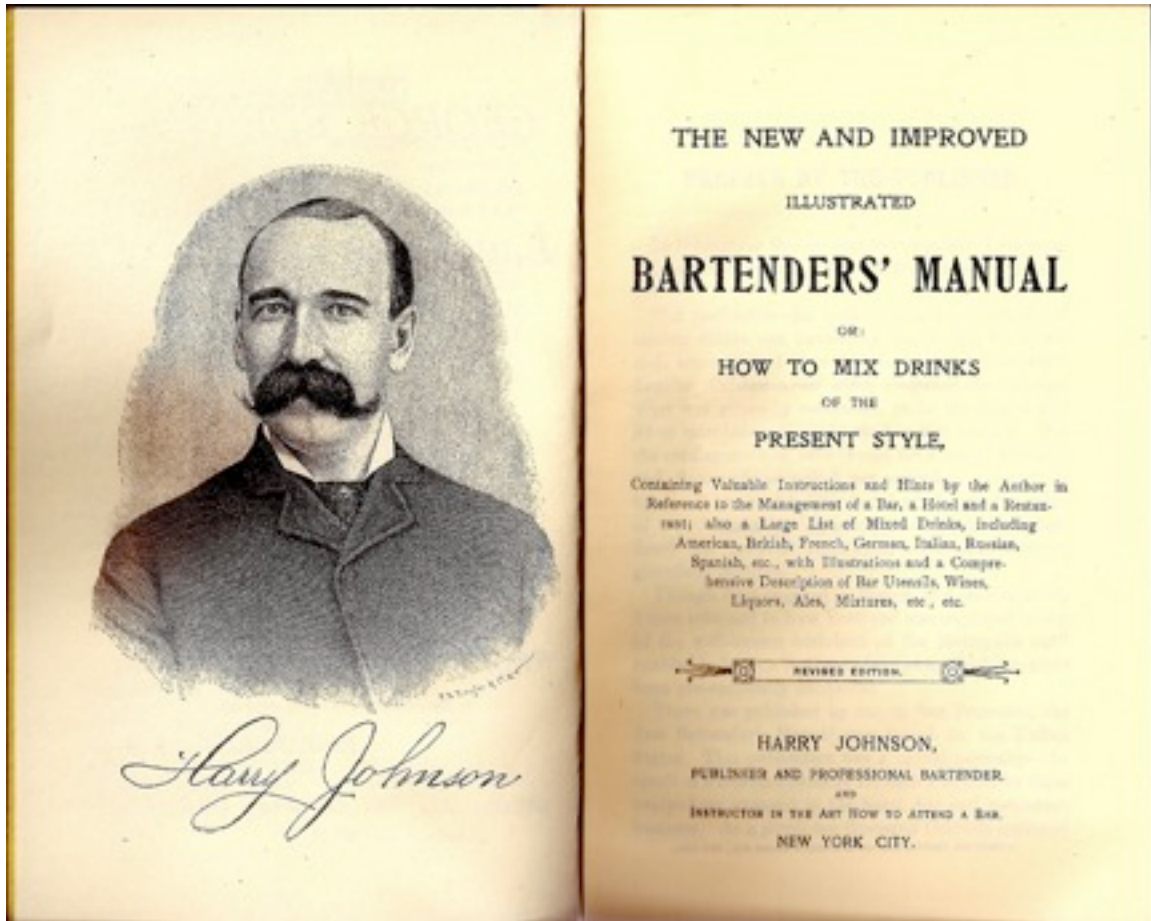
The NEW AND IMPROVED
ILLUSTRATED
BARTENDERS' MANUAL
OR:
HOW TO MIX DRINKS
OF THE
PRESENT STYLE

Harry Johnson

This book was published in the year 1882 by the author, who was also a competitor of the famous author/bartender Jerry Thomas, and their lives had quite similar parallels. They both entered the drink/saloon trade in the 1840's, worked in San Francisco during the Gold Rush, were employed as bartenders in numerous other cities (New York, Boston, Chicago, New Orleans, etc.), had many copies of their books published, were extremely proud of their bartender skills, and both became saloon owners.

The period in which they they worked as bartenders could be considered the formative years of cocktail and mixed drink development, and their books no doubt inspired other bartenders to improve their job skills, as well as create recipes, garnishes, service techniques, and quite a few weird drink titles. These two gentlemen must be given credit for initiating the golden age, or half century of saloon success from 1860 to 1910. After 1910 the various temperance movements began to seriously, and negatively, impact the relationship between the saloonkeeper and the customer.

Mr. Thomas' book was published in 1862, and Mr. Johnsons' book in 1882. Obviously they both knew each other, worked in saloons that were competitive, thought they were more professional than the other, constantly marketed their capabilities, and over the years had an intense rivalry.



Mr. Johnson claimed he had published an earlier bartenders manual in 1862, while employed in San Francisco, and that the book had sold 10,000 copies in less than two months. As of this date, no such book has surfaced, either in a library, private collection, or archive. But an interesting aside was that the title of his 1882 book states: “New And Improved Illustrated Bartenders’ Manual”, so possibly his earlier book could have just been titled “Bartenders’ Manual”. Or... possibly this was just a marketing trick or a pique of jealousy over the success of Mr. Thomas’ earlier book.

An interesting aspect of Mr. Johnson’s book, was that it was printed in English and German. It would appear that Mr. Johnson, or one of his advisors, realized that the second largest group of people involved in the saloon trade were second generation German immigrants, after the Americans, British and Irish, who were all English speaking. The trade was not that difficult to master, did not involve capital investment, and generated instant cash flow. And there were always breweries and distillers that would offer financing assistance, for *featuring* their brands.

The most important element of Mr. Johnson’s book, was that it should be considered the first barkeeper/saloonkeeper operations manual, and it was also the first book to list rules and

regulations. Mr. Johnson was a very successful saloonkeeper (Mr. Thomas was not), and his book provided a structured format for operating a saloon.



In addition Mr. Johnson had other talents, as witness the announcement inside the cover of his book:

Announcement

I beg to offer my services as an expert to those who may wish to sell a hotel, restaurant or saloon. A successful career of forty years in this line of business suggests that my experience could be of value to others.

I will appraise properties for buyer or seller-examine and audit accounts-introduce a model and simple method of keeping books, my own system-will advise on the purchase, care and handling of stock-suggest economies in management-proper treatment of employees-how to deal with your wholesalers-economical and effective furnishings, etc.

If you wish to sell I will find you a purchaser---if you wish to buy I will find you the right place.

To Brewers, Distillers or Syndicates having or contemplating heavy mortgage investments, this announcement is respectfully commended. Examinations and appraisals made in any part of the United States or Canada.

Fees moderate, according to the value of property involved.

*HARRY JOHNSON
1 and 2 Hanover Square, New York*

At the bottom of the announcement was a list of formidable references.

*Hon. Wm. R. Grace
Mr. George Ehret (brewer)
Corn Exchange Bank
Farmer's loan and Trust Co.
United States Trust Co.
Astor National Bank
Oriental Bank*

It would then appear that Mr. Johnson, besides being a successful saloonkeeper, was also a business broker, accountant/auditor, assessor, and management consultant, with a list of references that were extremely impressive.

In future issues we shall further explore Mr. Johnson's book, and his unusual skills as a saloonkeeper.

Management and the Bar

Economic and Consumer Survey Updates

The Economy

The stock market is up, the job market is down. Even with the increase in the stock market prices, it does not result in increases in the employment sector. The unemployment rate is now at 9.2%, and expected to go higher, with no real relief in sight.

Food and Drinking Places sales for May increased 0.5% from April, but 9.6% below May 2008. But this would still seem to indicate some stabilization in the market place.

In future issues of thebarkeeper.com, we shall devote very little time and effort to the economy due to the doom and gloom aspects of same, unless certain aspects could have a significant impact on the hospitality industry. Instead we shall concentrate on recent beverage surveys by various agencies, in hope that these reports may provide you with tools to improve *your* sales and profits.

Beverage Surveys

Some partial data from a Wine & Spirits Daily bartender consumer behavior study indicated:

- 63.5% of bartenders agree that consumers are likely to order established brands, rather
- 78% of bartenders said consumers are increasingly asking about the cost of drinks, and 85% of consumers are likely to order drinks with special pricing.
- Wine and spirits appear to be losing sales to beer, with 53.7% of bartenders saying beer is more likely to be ordered than a mixed drink.
- 67.4% of bartenders say consumers tend to order lower priced brands

Another Wine & Spirit Daily report last July stated that 40% of bar managers, bar owners, and bartenders said they had seen a 25% decrease in drink orders, and 22% said consumers were ordering less.

A recent Zagat survey states:

- 33% of consumers are eating out less, and are sensitive to menu pricing.
- 28% are dining at less expensive places.

- 20% are cutting back on adult beverages, appetizers, and desserts.
- 34% say they are unaffected by the economic downturn.
- 50% of all meals are eaten outside the home.

All the above are indicators of how the economy is affecting the on premise market consumer. This trend is reflected in the thousands and thousands of operators being more aggressive with pricing of drink and food, combining food and drink specials, day and night specials, happy hours and reverse happy hours, multi portion drinks (5 and 8 oz. wine servings, 8 and 12 or 16 oz. draft beers, 1 ½ or 2 oz. spirit portions), and numerous NABS (non-alcoholic beverages) at modest prices. Again, to reiterate, you bank sales dollars, not percentages.

A Nightclub & Bar recent survey indicates that 71% of customers drink selections are influenced by:

- Drink Menus
- Friend or family recommendation
- House Specialty
- Bartender or floor staff recommendation

and

- 82% of consumers read Drink Menus
- 53% prefer stand alone menus

If all these partial observations and surveys are somewhat accurate, it would sure provide me with some very stimulating ideas for improving sales and profits.



FIG. 363.
Combination Shaker.
1½ pint. \$1.25 each.



FIG. 364.
Cutter for Combination
Shaker.



FIG. 365.
Heavy Spun Shaker.
4½ in. high, 60 cents each.
5 " " 65 " "
5½ " " 80 " "
7 " " 81.00 "



FIG. 367.
Hooded Shaker.
90 cents each.

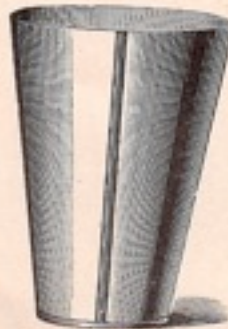


FIG. 366.
Flexible Shaker.
4½ in. high, 40 cents each.
5 in. " 50 " "
5½ in. " 75 " "



FIG. 368.
Spice Stand.
Nickel plated. 82.50 each.

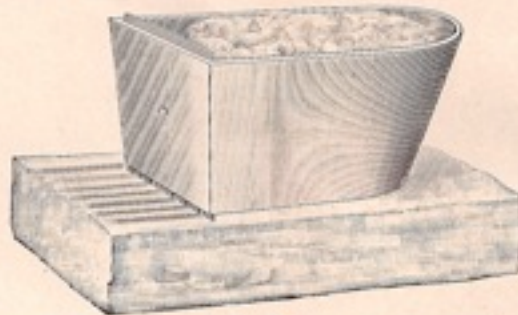


FIG. 369.
N. P. Steel Ice Shaver. Price 50 cents.



FIG. 370.
Spice Sifter.
Plain \$1.50 each.
Engraved, 1.65 "

Improving Bar and Beverage Sales

The Ideal Bar/Lounge

The critical areas for a bar/lounge to be successful, and to insure return visits by the customers, is somewhat simple, though far too often, overlooked. Bar/Lounges (taverns) have been around thousands of years, and the only two main changes in drinking establishments have been air conditioning and television. But the basic premise has pretty much remained the same.

- Friendly atmosphere and staff
- Warm comfortable design and decor
- Speedy service, prompt second drink service
- Real greetings
- Clean and tidy establishment
- Real lounge food service
- Quality products
- Comfortable seats
- Quiet atmosphere
- Music to match style of operation
- Good selection of beers, spirits and wines
- All age groups
- Non threatening atmosphere
- Nice, knowledgeable staff
- Areas to converse
- Visible management

Bartenders as a group, do have influence on the success of a restaurant, bar, or lounge, by their constant contact with customers. This element is further reinforced by the relationships they develop. *A professional* bartender usually has more interaction with the customer, than other members of the staff, and thus has the opportunity to enhance the total operation. Therefore it is important that bartenders and management work together, to achieve the *Ideal Bar/Lounge!*

One must also remember that our business is quite unique, for it is one of the few establishments where the customer has made up their mind (before they even come in), that they are going to buy something. So you must remember then, that fulfilling their needs is quite important,if you want to see them again.

In a future issue, we shall discuss each of the above points, and explain the elements involved. And we shall also trace the history of the tavern/bar business since 2,500 B.C., a long, long, long time ago.

Cartoon

“Out of Order”



Source: “Two Beers, My Friend Will Pay...”, by B. Glover & N. Hanson

Sidebar I

The Match Bar (London) “Rum and Tequila Selection”, to wit:

- Do you have feelings of inadequacy?
- Do you suffer from shyness?
- Do you sometimes wish you were more assertive?

If you answered yes to any of these questions...ask your bartender about TEQUILA

Tequila is the safe, natural way to feel better and more confident about yourself and your actions. Tequila can ease you out of your shyness and free you to tell the world that you are ready and willing to do just about anything.

You'll notice the benefits of tequila almost immediately, and with a regimen of doses you can overcome many obstacles that prevent you from living the life you want to live. Shyness and awkwardness will be a thing of the past, and you'll discover many talents you never knew you had. Stop hiding and discover Tequila!

Disclaimer: Tequila may not be right for everyone. Women who are pregnant or nursing should not use tequila. However, women who wouldn't mind nursing or becoming pregnant are encouraged to try it. Side effects may include dizziness, nausea, vomiting, incarceration, erotic lustfulness, loss of motor control, loss of clothing, loss of money, loss of virginity, delusions of grandeur, table dancing, headache, dehydration, dry mouth, and a desire to sing karaoke and play all night rounds of strip poker, truth or dare, and naked twister.

Think I'll have a six pack!

New Feature- Famous Cocktails

Some famous cocktails from noted drinking establishments or bartenders

Match Box (London) Champagne Cocktail

Nicola Six

A girl's best friend - Stolichnaya Raspberry Vodka shaken with lemon juice, summer berry cordial, strawberries and cucumber, topped with Rose Champagne.

PDT (Please Don't Tell, New York)

Blackthorne Rose

Hendrick's Gin, Lillet Rouge, Plymouth Sloe Gin, Mymoune Rose Syrup

Bartender David Slape's botanical blend of roses and the Blackthorne bush's famous fruit may help coax spring out of this never-ending winter. You can almost smell the roses.

*footnote- portions for all recipes listed are not presented, for the challenge is for you to properly determine the correct ones, to achieve the most important ingredient, *balance!*



A shot of history

Shampain

Many eons ago, I worked in a bar that was referred to as a *bust out joint*. This was a type of facility where we had various *ladies (B girls)* hanging around with the purpose of enticing customers to buy them a little drink. Well, the little drink was always a split of champagne, but this was a very special “Sham”pain. In an attempt to keep the costs down, and the girls sober (so they could order more giggle soup), we produced our own *special cuvee*.

At closing time, we would fill the empty champagne bottles with 1/3 third Sauterne, and then fill the balance with soda. The most difficult aspect of the process was using a large pair of pliers to squeeze the cork back in the bottle, as it would flare immediately after opening. Hell we were reusing corks, wire, foil and bottles before anyone even thought of the word ‘recycling’. Our cost factor was about 39 cents a bottle, and we sold same at \$12.50 to \$ 15.00, which we considered adequate markup. Ah, those were the days of “Better Living Through Chemistry” (thank you DuPont).

Humor... or satire

“A Drunkard’s Ode”

How well do I remember, t’was in the late November,
I was walking down the street quite full of pride,
My heart was all a-flutter as I slipped down in the gutter,
And a pig came there and laid down by my side,
As I lay there in the gutter, all too soused to even mutter,
A lady passing by was heard to say:
“One may tell a brute that boozes, by the company he chooses”,
Hearing this the pig got up and walked away.

Last Call Recipe and Tag Line

Last Call Classic Recipe

Lawlor's Pousse Café- 1895

Take ¼ Curacao

¼ Maraschino

¼ Yellow Chartreuse

¼ Cognac brandy

Keep all ingredients separate

Shake these ingredients, and you have a very interesting cocktail!

Last Call Weirdo Cocktail

"Viagra Cocktail"

2 oz. Lemon Flavored Vodka

1 Viagra pill (liquified)

4 oysters on the half shell

2 dashes of Tabasco Sauce

Garnish with hotel room key

Next Issues Libations (VI)

- Introduction, artwork explanation
- Barchives – Harry Johnson’s Bar Manual
“Utensils for a First Class Saloon” *Read this!!!*
- Technomic Consumer Survey *Very interesting.*
- Sidebar - Operator’s (Bartender’s) License
- Management and the Bar – Impact of Customer Complaints
- Baravatar – “Duff’s”, part II
- Improving Bar Sales and Profits – Beverage Promotion Ideas
- New – PITA Moments at the Bar
- Sidebar II – “The American Cocktail”, and “Doctor’s Prescribe”
- Famous Cocktails from Noted Drinking Places and Bartenders
- Last Call Recipes and Tag Line
- Next Issues (VII) Libations