

SPECIALTY DRINKS



1 Always suggest an upgrade to premium liquor in specialty drinks and give guests two choices: “Would you like to try Absolut or Stoli in your Sea Breeze? Both taste great!”

2 Use the word **ONLY**: “We’re the *only* place in town where you can get a Joan Collins. It’s like a Tom Collins, but made with top shelf gin and cranberry juice. It’s more refreshing and tastes great!”

3 “Bookend” as you mention specialty drink suggestions: “Would you like to start with a specialty drink, a cold beer, or a glass of wine? Our house specialty is the Chi-Chi with top shelf vodka, fresh coconut and pineapple juice. It’s like a Piña Colada but tastes much better.”

4 Always use your props (including table tents) and suggest at least two different drinks to every customer: “Can I start you off with a Pepper Mary — it’s like a Bloody Mary, but it’s made with pepper vodka. Or maybe a Lemonade Joe — it’s made with top shelf gin and fresh-squeezed lemonade.”

5 Point out the features and benefits of your drinks: “We have a great selection of specialty drinks on this menu. Gold Margaritas — our house specialty — Sea

Breezes, Piña Coladas and some great non-alcohol smoothies. All our Gold Margaritas come with a gold token that can be used for video games.”

6 Have a guest who’s sitting nearby endorse your suggestions: A customer asks, “How’s that Absolut Kurant?” You say, “Really popular. But ask Susan here, she’s having the Kurant in a Sea Breeze.”

7 Know your products: “A French Tickler is made with a splash of Grand Marnier in Champagne, served with a fresh slice of orange.”

8 Always smile and nod your head up and down when you suggest a specialty drink: “Would you like to try a top shelf Margarita? It’s made with Grand Marnier and gold tequila.” Not your head and smile, maintaining eye contact with your guest.

9 Don’t forget to suggest after-dinner drinks, even in the summer: “How about a Grand Marnier or Bailey’s with your cappuccino?”

10 Always suggest premium brands instead of well brands: Remember when your guests drink better, YOU drink better!

