

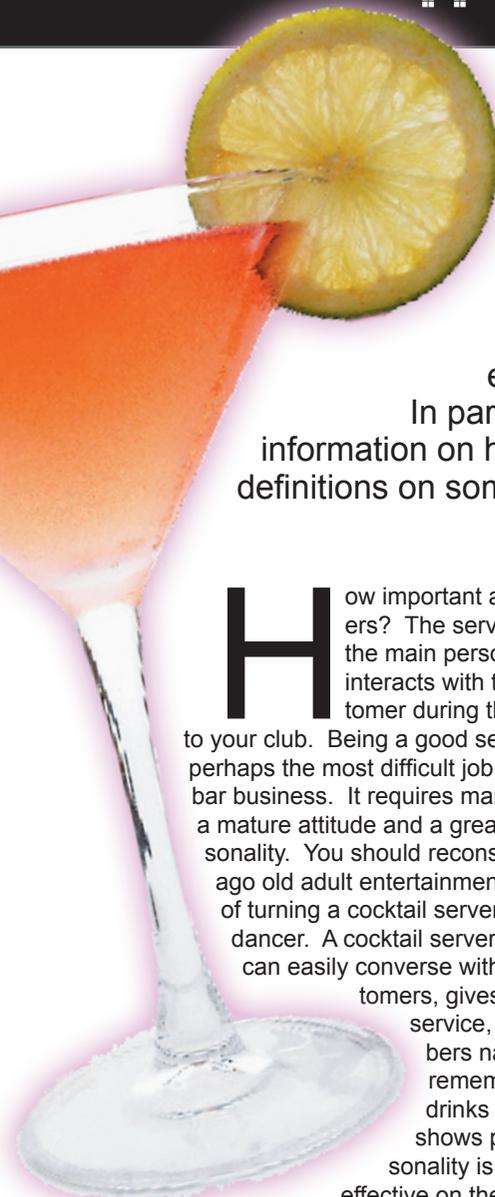
## A great cocktail server

# is hard to find:

## *An outline for success, Part 2*

In an adult nightclub, cocktail servers are required to do much more than simply take orders and hand out drinks. According to bar management expert Bob Johnson, there are several nuances that, if employed correctly, can turn a good cocktail server into a great one.

In part two of this two-part series, Johnson provides servers with detailed information on how to properly handle house and serving policies, while offering definitions on some common drink ordering phrases.



**H**ow important are servers? The server is the main person that interacts with the customer during their visit to your club. Being a good server is perhaps the most difficult job in the bar business. It requires many skills, a mature attitude and a great personality. You should reconsider the age old adult entertainment theory of turning a cocktail server into a dancer. A cocktail server who can easily converse with customers, gives great service, remembers names, remembers drinks and shows personality is more effective on the floor than being a dancer on stage. Plus, they are more accessible than a dancer.

The following article provides detailed information for cocktail servers on how to properly administer house and serving policies, and includes definitions on some common drink ordering phrases. Being a good cocktail server means more than just taking orders and bringing drinks; hopefully, this article will help define their roles in a successful adult nightclub.

### *Handling Trays*

Never be seen delivering a drink by hand. Drinks should be served from the tray only.

Carrying a drink by hand is tactless and

unprofessional. The real purpose of a tray is to give a better presentation of service "with style." It also can carry your "cash caddy" napkins, clean ashtrays, etc.

Also:

(1) The tray stays glued to your hand at all times!

(2) When delivering drinks, the heaviest drink should be centered to help balance the tray.

(3) Handles should face outward so that you can easily grasp the cup.

(4) Trays are needed to bring back dirty glasses, ash trays, soiled napkins, stir sticks/straws, etc.

### *House Policies*

#### • Running tabs

You may run a tab for someone provided you secure his or her credit card as collateral (house policy prevails). Then check their driver's license to be assured the credit card is in the same name as the driver's license. Give the credit card to the bartender for safekeeping (house policy prevails).

#### • Checking IDs

Servers are responsible for checking IDs, not the doorman. Yes, it might be a routine function of the doorperson to check IDs, but he has no liability if an underage person is served beverage alcohol. The person who serves the beverage alcohol drink to an underage person is the one who gets busted, goes to jail, is finger printed, picture taken and given an order to appear before a judge in a court of law—not the doorman!

A penlight should be mandatory equipment. You've got to be able to see the ID

in order to properly check it. If in doubt about the legitimacy of an ID, contact management immediately. Too much is at stake, including the server's job if it turns out to be a minor.

There are only four forms of ID that are considered legal:

- (1) A state driver's license (with photo)
  - (2) A state identification card
  - (3) A passport
  - (4) Military ID (active duty)
- Don't accept anything else!

#### • Intoxication

We are in business to sell, and push liquor—up to a point. Servers should not be allowed to serve someone up to obvious intoxication. If it does happen get management involved immediately. Do not let an intoxicated person leave the property.

If a customer is drinking at a rate faster than normal, slip in an occasional glass of water or food. Slow down service. Be polite. You should care enough about all customers to not hurt them in any way. Alcohol can do that. Watch the drinking pattern of all customers at all times.

#### • Controlling the environment

If a fight breaks out in your establishment, everyone loses. Most customers don't like patronizing a bar that has a lot of fights—they go elsewhere. Fewer customers mean fewer tips. Fewer tips mean less money for you. Easy math, right?

Therefore, it's in everyone's best interests to do everything possible to keep a fight from breaking out. As a server, this is best accomplished by eavesdropping on all conversations in and around your station. If you can detect disagreement, disgruntlement, agitation, men getting more

excitable in their conversations and more animated with arm movements or actually getting into someone's face in a confrontational way, intervene! Say something! Talk about something else. Then, notify security and management of the disturbance that you identified and tried to quell. It is everyone's responsibility to control the environment in a bar—not just security's.

You cannot continue to walk around and let the argument or disagreements continue to swelter or rise in intensity. That's how fights break out, because they are not de-fused in the early stages. They're allowed to grow into a possible event.

### *Serving policies*

Do not serve a customer a glass of water for free unless it is under the following conditions:

- (1) They are the designated driver.
- (2) To slow down a customer's consumption of beverage alcohol (they've had a few drinks and you can use the water as a "spacer").
- (3) As a water "back" (a shot of liquor served with a highball glass of water).

Because of the quality of entertainment and service adult entertainment offers to each and every patron, there is no such thing as "sitting and drinking for free"—unless it is the conditions above.

### • Garnishes

Know the correct garnishes for all drinks. The orange and cherry (flag) go on Vodka/Tom Collins and all Sours (Whiskey Sour, Amaretto Sour, Midori Sour, etc.). You must squeeze the juice out of a lime wedge for all drinks made with tonic, or a cuba libre. A 1/3 lime wedge goes in all Corona beer bottles. A lemon wedge goes with all iced teas. Whatever your house policy is for garnishing drinks, make sure you have these fruits in the fruit tray area.

### *Common ordering specifications*

**Margaritas:** Specify "with salt" or "no salt" (N/S).

**Martinis:** "On the Rocks" or "Up." "On the rocks" means in a rocks glass with ice. "Up" means "no ice in the drink or glass, but made with ice and then strained into a glass, a glass that has a stem.

**"With a twist":** Any drink can be ordered "with a twist." It means a lemon twist goes into the drink. "Twist" the lemon wedge into the drink by holding it from both ends, one inch above the center of the drink with the yellow side down, then "twist" in opposite directions. A significant

amount of lemon oil is released from the twist into the drink. The twist is not for decoration. It has a definite function to the drink and changes the flavor of the drink. After twisting, drop the lemon twist into the drink.

**"Tall":** A basic highball type drink goes into a "taller" glass—usually a Collins glass or mixing glass. "Tall" does not mean more liquor. It means the same drink into a taller glass, thereby adding more mix.

**"Splash":** Refers to a shot of liquor in a rocks glass with ice and a "little bit" of water (or a "splash"). If the customer said "Jack Daniels with a splash of coke" then the bartender would know to make the drink in a rocks glass with ice, a shot of Jack Daniels, then a "splash" or little bit of Coke.

**"Double":** Means two (2) shots of liquor. Make sure you charge the customer for two separate shots of liquor. Doubles should go in a "tall" glass (more mix) to help reduce the possibility of early intoxication. Sometimes a customer wants two shots of liquor in an empty rocks glass, also known as a "double." Listen to what the customer is telling you and ask questions if you're not 100 percent sure of the order.

**Mug/Glass:** When a customer orders a bottle of beer, always ask if they would like a glass with the bottle beer.

**"Neat":** A single shot of liquor in an empty rocks glass (no ice). For example, "Give me a shot of Jack Daniels neat.. Or, "Give me a double shot of Crown neat." (Two shots of Crown Royal in an empty rocks glass, no ice/no stir stick).

**"Chilled" Wine/Cocktail glasses:** White Zinfandel, Chardonnay, Chablis, etc. are examples of wines that must be served in a chilled wine glass. Martinis, Cosmopolitans—anything served "up"—must be served in a chilled cocktail glass.

Finally, here's a "tip" for serving draft beer. Bartenders: If possible, do not dispense draft beer to a server until you see the server standing in the server station waiting for the draft beer. You must put a "head" on the draft beer. The server must get the draft beer to the customer immediately, before the "head" disappears. The customer must see the "head" on his draft beer when he receives it. Otherwise it was not served correctly. (If necessary, swirl the draft beer with a straw to create more head, then serve).

*Bob Johnson is available for on-site bar management training and consulting services for adult entertainment liquor clubs, short or long term. He can be reached at 800-447-4384 or visit [www.BobtheBarGuy.com](http://www.BobtheBarGuy.com) and click on "consulting."*



## Gettin' sexy!

### Finally recovered from the Orchid...

Thank God Expo only comes once a year... I don't think my liver could take any more! But seriously, I had a great time catching up with everyone in between drinks and shots at Mandalay Bay's Orchid Lounge. And hey, at least they didn't have any terrible karaoke singers this time! Now that I'm off the wagon and back on the saddle, I've got some hot shots for you all. I've gone easy this time around because I think I (and maybe you too) need a break from the Jager! Enjoy!

—Kevin Pennington

### Clit Lickin' Cowgirl

- 1 oz Butterscotch Schnapps
- 1 oz Baileys Irish Cream
- 3-4 drops of Grenadine

Layer the Baileys on top of the Butterscotch then add the grenadine on top



### Wet Pussy

- 1oz Triple Sec
- 1 oz Baileys Irish Cream
- 1oz Chambord

Chill - Shake - Serve!

If you have a shot that you like or invented and would like to share with us, please email me at [kevin@exoticdancer.com](mailto:kevin@exoticdancer.com).

## We know who's buying!

