

Crafting The Perfect Event Bar Menu

A STEP-BY-STEP GUIDE TO ASSEMBLING A CROWD-PLEASING BAR MENU FOR EVENTS



tap
the
coast
mobile beverage co.



3 Things to Know

1) AN "EXPERIENCE" WILL TRUMP "OPTIONS" EVERY TIME

Creating a beverage "experience" means curating a menu to be meaningful, unique, or interactive in some way. Adding signature cocktails named after your pets, selecting your favorite local beers, renting a unique signature bar, serving prosecco on tap, or even using unique garnishes give the bar a curated/intentional feel. When things feel special or personal it's less important to have an extensive bar selection as it's implied that everything on the menu has a special reason for being there.

2) YOU DON'T NEED TO SERVE EVERYONE'S FAVORITE DRINK

Many times, clients start the menu planning process with a list of what they know their loved ones drink. "Uncle Bob only drinks Bud Light, and Aunt Sally only drinks this super sweet wine that nobody else likes..." STOP.

This is YOUR day, not theirs. If you have a well-rounded and curated bar menu, they will find something to drink. They may even be pleasantly surprised to find a new favorite! If it just so happens that one of the guest favorites are also one of yours, awesome! That's a #winwin

3) ADDING SPIRITS TO YOUR MENU CAN SAVE YOU MONEY

There is a common myth circulating that Beer + Wine menus are less expensive to host than bars with hard liquor. That's not necessarily true!

Per serving, assuming mid-level brands, liquor averages about \$1 per 1.5 oz serving, domestic beer about \$1/15 per serving, and wine by the bottle, around \$2 per serving.

Lets Talk Menu Mix

Menu mix refers to the various drink categories you have on your event menu. There are four main menu mixes, though there are certainly ways to do bars that don't fall within these four categories.

MOST COMMON EVENT BAR MENU MIXES:

- Beer + Wine
- Beer + Wine + Signature Cocktails
- Beer + Wine + Mixed Drinks
- Full Bar (Beer + Wine + Mixed Drinks + Signature Cocktails)

THINGS TO KEEP IN MIND

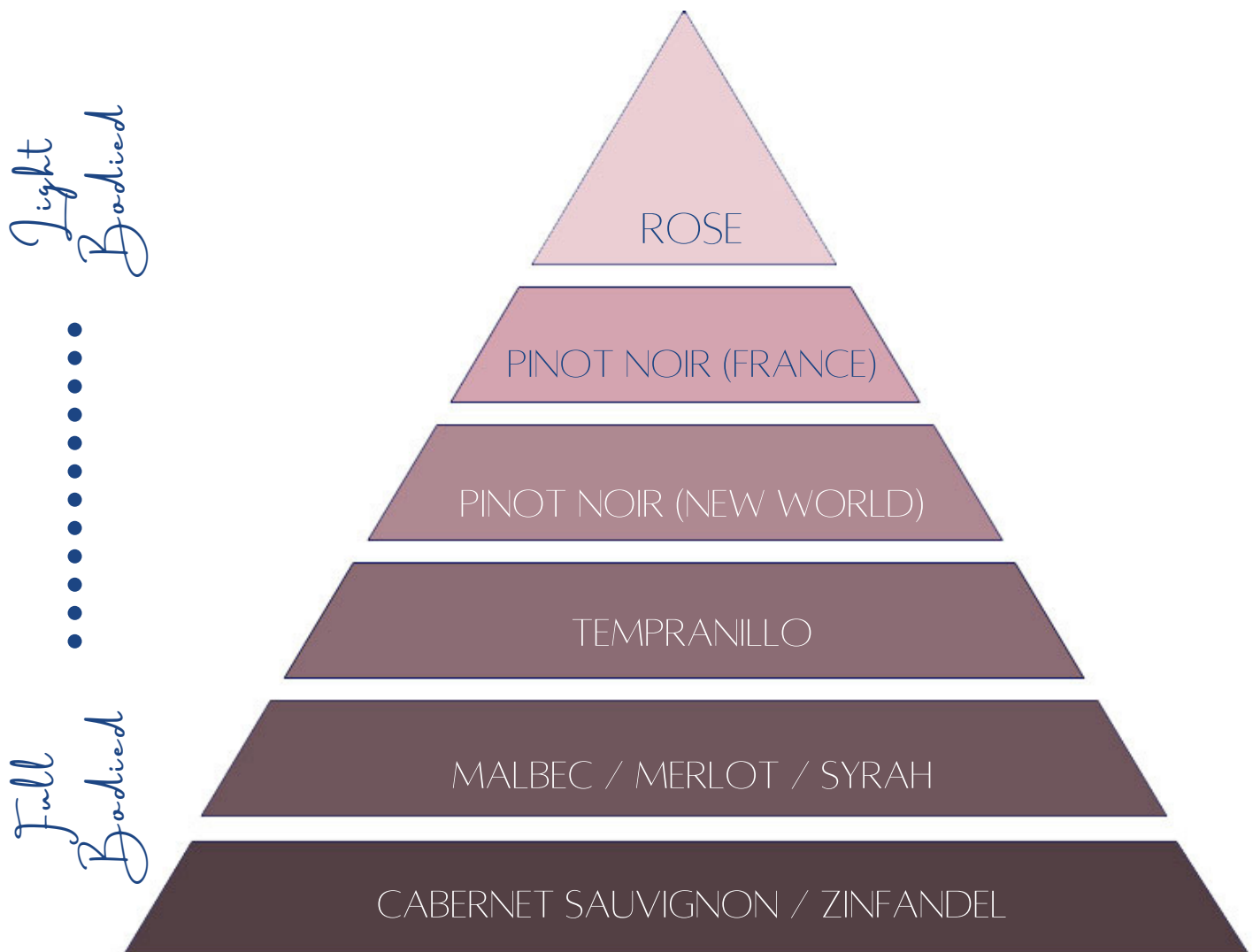
- When signature cocktails re on the menu, 60% of guests will select them. This helps with estimating how much alcohol to order.
- 2-3 beer varieties is ideal. More than that and you end up getting fewer of each beer and favorites run out quickly.
- Even if it's not your favorite, a light calorie beer is almost always the most popular beer so be sure to put at least one "light" beer on the menu.
- 2-4 wine selections is ideal. One red and one white is usually fine, but a mix of up to four is also okay if you want more variety.
- Rose is increasingly popular in summer months, so don't be afraid to go outside the standard red/white for wine.
- Ciders and seltzers are popular alternatives to cocktails and beer as well.
- Seasonal drinks add a bit of flair and a festive vibe to not only your bar menu but the overall event atmosphere.
- Adding a wow factor to drinks with craft ice, premium garnishes or edible glitter will create "instagramable" photos and have your guests raving.

BEWARE: ANALYSIS PARALYSIS

While we recommend limiting menu items for budgetary reasons, another big reason is what we call Aalysis Paralysis. Large menus at events create lines when every time someone walks up to the bar they have to either ask the bartender what their options are, or they have a long menu to read. Keeping it simple speeds up service and puts less pressure on the guest to make a quick decision when there are many options.

Selecting Red Wine

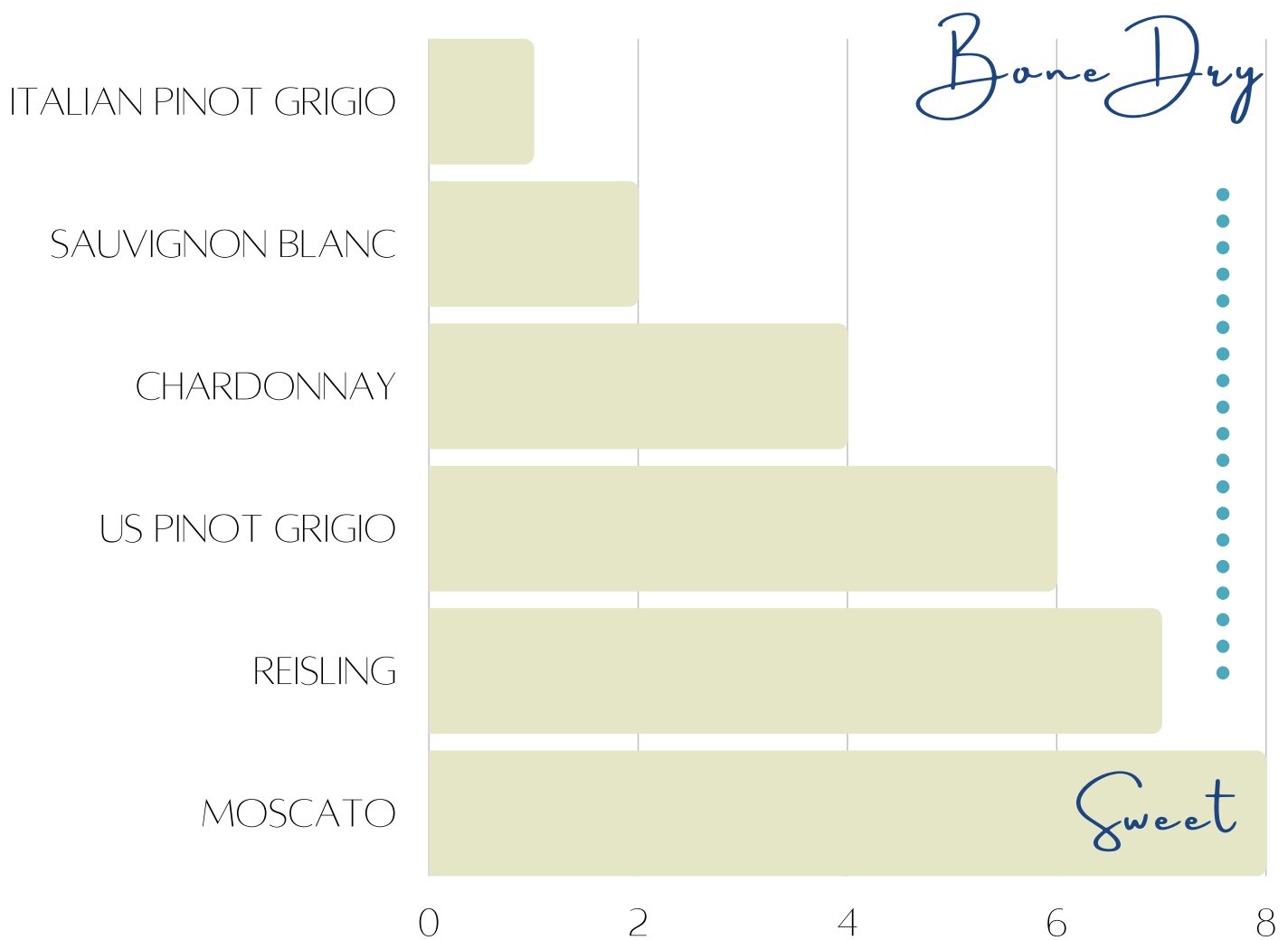
CHEAT SHEET



NOTE: THESE ARE GENERALIZATIONS. THERE ARE MANY FACTORS THAT MAY PUT A VARIETAL OUTSIDE THIS SCALE, INCLUDING THE WINEMAKERS GENERAL STYLE.

Selecting White Wine

CHEAT SHEET

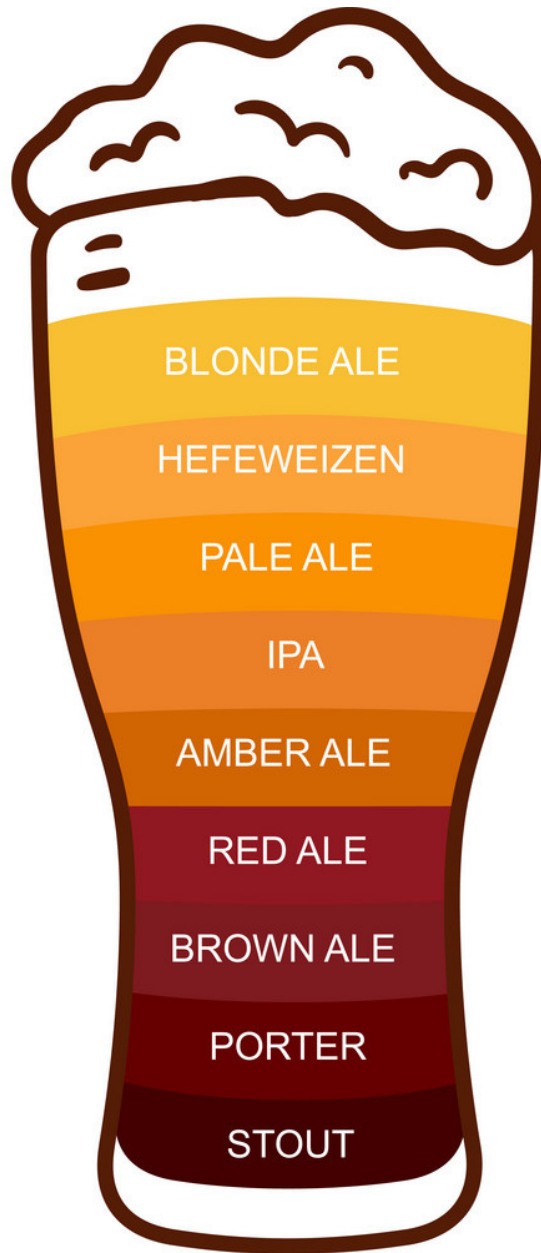


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Selecting Beer

CHEAT SHEET

Light



Heavy

Selecting Cocktails

CHEAT SHEET

OUR TOP 3 TIPS TO GUARANTEE
A GREAT COCKTAIL EXPERIENCE



1) PICK SPIRITS THAT ARE POPULAR IN YOUR REGION

In Nashville, that's bourbon. In Florida, it's rum. In Texas it's tequila. In New York you see more gin. We also recommend two signature cocktails, and selecting different spirits for each one.

2) SELECT COCKTAILS THAT HAVE LENGTHENER

A lengthener is something that tastes great but is non-alcoholic. Juice, ginger beer, lemonade and sodas are all popular mixers.

Cocktails with lengtheners aren't as boozy, and therefore keep people drinking responsibly for longer.

In general, any cocktail that's served over ice in a rocks or highball glass will have sufficient non-alcoholic components.

3) MAKE CLASSIC SPECIAL WITH HERBS / FRUIT

We love to play off of classics because they're familiar enough for people to recognize them, which makes them more willing to drink them. Adding hibiscus to a margarita or blackberry sage to a mule updates a favorite and makes it an easy but delightful specialty cocktail!

