



# On-Premise Tool Kit

## MEETING TODAY'S CHALLENGES

A collection of suggestions and ideas to help  
you through these tough economic times

Presented by your "Distributor Partner"



**CONNECTICUT**  
DISTRIBUTORS INC.  
THE CHARMER SUNBELT GROUP



## >>> INTRODUCTION

The On Premise channel of our industry has always been very competitive: successful restaurants, bars and hotels continually look for ways to obtain the competitive edge.

Given the current economic climate, we at Connecticut Distributors Inc. recognize the need to be even more of a partner with our customers. Due to the recent reduction in consumer spending, we have to fight harder to retain our customer base by way of building enthusiasm and maintaining expected profits. Being pro active in this environment is essential and we believe the two main areas of focus are:

1. Creative, value oriented promotional ideas to drive traffic.
2. Better scrutiny of labor, food and wine/liquor costs. Are you making the profit you expect? Are you serving products that give you the best return on your investment?

We hope that the suggestions and ideas mentioned in this guide will be of valuable service to you. Please call upon your representative to follow up on further assistance required.



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- *Analyzing your beverage program from the back bar and well pricing to wine list markups and special features.*
- *Can you be more cost effective in any/all areas?*
- *Are you maximizing profitability?*

### Part 2 – Attracting More Customers

- *Methods and ideas with track records that may work for you.*
- *Being proactive without giving away your profits or image.*

### Part 3 – Maintaining Customer Loyalty

- *The importance of a well trained, well educated staff.*
- *Ideas to insure repeat business.*

### Part 4 – Profit Guide

- *A formula to maintain consistency in pricing.*
- *Creating awareness of healthy profits through appropriate brands.*

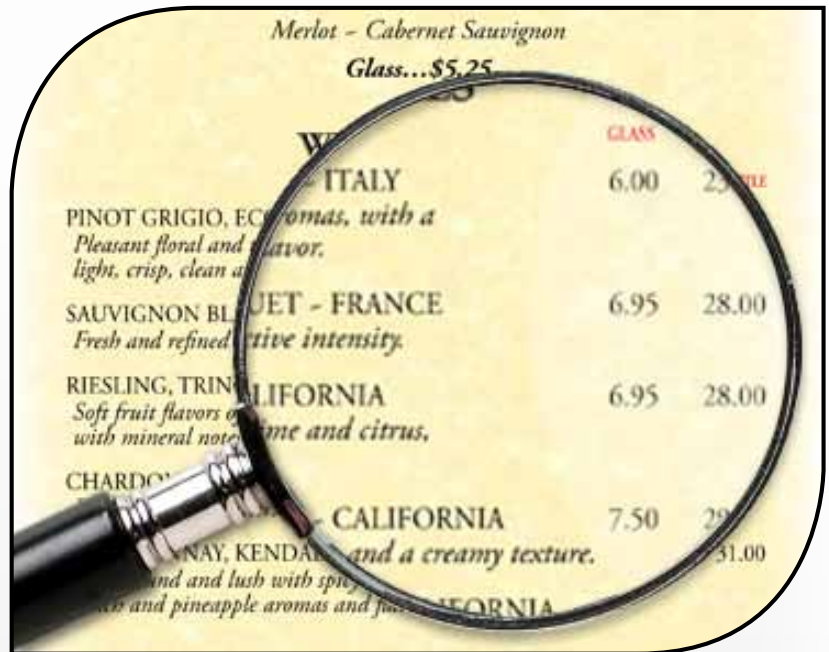
### Part 5 – Bartending Tips

- *Fundamental aspects to aid in the most profitable area of your establishment.*



## >>> BECOMING MORE PROFITABLE

- Do a cost analysis/breakdown of your wine and spirits list to check if you have appropriate markups. Make sure that you are not overcharging or undercharging your customers. Check that your beverages are reasonably priced while at the same time earning expected profits.
- Evaluate your customer base. Does your list include wine and spirits that fit your market? Consider carrying quality but less expensive, alternative brands.
- Track sales of each item on your menu. Eliminate any beverages that don't sell. Edit your list so that you can increase volume with a smaller inventory.
- Renegotiate credit card fees.
- Comparison shop pricing for all of your service vendors. Get new bids to ensure that you are paying the most competitive prices. (Ex: linen costs, cleaning crew fee, glassware, trash removal, landscaping)
- Review your food menu for possible additions of lower cost items that can be marked up for a higher return.
- Increase check averages through:
  - Staff incentives, up-selling
  - Price increase tweaks
  - Merchandising (table tents featuring Wine of the Month/ Cocktail Special)



## DID YOU KNOW?

**The Merlot Law:** Recently passed legislation allows any customer of legal age who is dining to take home a bottle of wine that isn't completely consumed. The bar/restaurant has the responsibility of re corking the bottle down to the lip. The bottle must then be placed in a sealed bag, whatever method/ bag your establishment chooses. This allows you the opportunity to sell an extra bottle of wine with the customer knowing that the take out option is available. There are merchandising possibilities for the creative restaurateur who wants to capitalize on the "take out package" See addendum for full details.

Designer/gift bags require a large quantity commitment and will be more costly than paper bags. Our recommendation is to contact your friendly paper goods supplier and carry a reasonable inventory of one bottle paper bags. The key is having adhesive labels containing your establishment's name/ logo and phone number as the sealer for the bag; again ask your paper supplier for advice.





## RESTAURANT MARKETING TACTICS

**Branding** - Who are you? What are you? What do you serve? What do you want to be known as? A brand is an idea or a promise. It's what customers expect when they go to your restaurant. A strong brand delivers what it promises. For example: A great steak house serves great steak and the proper wine to complement the meal.

**Positioning** - The place you hold in the customer's mind, relative to the competition. Are you the cheaper one or the higher quality choice? Is your pricing consistent? Don't serve a \$12 glass of wine with an \$8 dollar steak.



## DRINK SPECIALS

- Insert drink specials and/or wines by the glass specials into the food menu.
- Offer specials such as wine or spirit flights: 3 2-oz. pours can sell for more than one 6 oz. pour, while the customer gets the added value of trying a variety of wines or spirits.
- Create weekly drink specials featuring seasonal ingredients, new products or theme based cocktails.
- Refresh cocktail list seasonally. Write creative menus that entice customers to try different cocktails in a single evening – and want to come back for more.
- Draw attention to specific wines with by the glass and nightly features.
- Half-Bottles – To avoid the investment of a larger cruvinet or more vacu vin materials, half-bottles of wine will add flexibility to your wine program as well as maintaining the romance of bottle presentation.



### TIPS - Training for Intervention Procedures

- This is a nationally established alcohol education and awareness program. Signing up your servers can decrease your insurance premiums by 10-15%. CDI currently employs six certified trainers with twelve more certified by May 2009.



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## >>> ATTRACTING MORE CUSTOMERS

Organize special events to draw new and repeat customers.

**Wine Events:** Work with a local wine shop to promote a casual event featuring 4 or 5 different wines and appetizers during slower weeknights. The retailer might donate some of the wines as a way to attract sales in store, while you can charge \$25-30 for admission.

**Catering/Take Out:** Create a low-maintenance menu for your kitchen staff. By advertising in-house with menu inserts, check inserts, you can provide additional revenue and service while gaining more exposure.

**Wine/Spirits Pairing Dinners:** Customers are interested in learning more about how to pair wine and spirits with food. They'll pay a premium for a well-thought out dinner with pairings, especially if an expert is on site to explain why the pairings work. (That expert can be you or your chef!)

**Wine Tasting Classes:** For \$15-20, guests attend a tasting conducted by a CDI Representative to taste four wines. Offer a \$10 bonus certificate toward dinner.

**Happy Hour:** The early bird gets their first drink for \$1. Limit the number of guests to receive this prize and place a time limit on the offer.

**Build an e-mail list:** Guests enter their e-mail address to win a free bottle of wine (accounts choosing). Winner should be notified by e-mail to verify valid address. Use these addresses to promote through weekly/monthly e-mail blasts. Examples: Monday and Tuesday night prix fix menu with free half bottle of wine for two. Promote happy hour events, new brand promotions.

Offer more elaborate take out dinners during slower business days Monday – Wednesday

**Charity Involvement:** Through charity events, you make new contacts, meet potential customers and gain exposure from media.

**Party Size:** Encourage larger groups by offering a free entrée to any group over a specified number. Offer a free dinner to a regular customer who brings a group during their birthday month. (Have customers sign up for the Birthday Club and send postcard reminders. This is also a way to build your mailing list. You can use the same information to invite customers to “refer a friend” and receive a free drink, appetizer or dessert.

**Public Relations:** Create and publicize timely events with a news hook. Invite a well-known chef or local celebrity.

**Business Parties:** Become involved with local business organizations such as Rotary or Lions Clubs. Host events at your restaurant or bar with special food and beverage offerings and submit to local media.

**Create a Networking Hour:** Invite job-seekers to an event where they can meet for an exchange of thoughts and ideas. Offer specially priced drinks such as “The Battered Bull,” or the “Unemployment Blues” to encourage sales and create a positive, upbeat and hopeful mood.







## >>> PROFIT GUIDE

This spread sheet breaks down an actual wine list line by line and is compared to a list that shows brands from CDI which have better profitability. Our aim is not to be exclusive on every list (although we wouldn't argue). Our goal is to have the total list consistently priced in line with the image of the account as well as exhibit fair and reasonable mark ups that are healthy enough for the on-premise operator to stay profitable. Ask your CDI sales representative about getting this analysis done for your establishment.



Wine List Comparison

### Wine List Total Profit (example only)

CURRENT WINE LIST													
Wine			Cost				Typical		Profit		% Beverage	Cs/Yr	Profit/Yr
Brand	Type	Size (750 or 1.5)	Case	Bottle	Ounce	Glass	Glass	PerGlass	Per Case	Gl.Cst %			
Grivo, Volpe (SLC)	Pinot Grigio (posted)	750	\$100.00	\$8.33	\$0.33	\$2.17	\$6.50	\$4.33	\$208.00	33%	60	\$12,480.00	
Hess Select	Chardonnay (posted)	750	\$99.00	\$16.50	\$0.33	\$2.15	\$6.50	\$4.36	\$261.30	33%	52	\$13,587.60	
Dashwood (BB)	Sauvignon Blanc	750	BTB	\$11.99	\$20.00	40% GP	(\$30.00)						
Kris (SLC)	Pinot Grigio	750	BTB	\$10.99	\$22.00	50% GP	(\$28.00)						
Louis Latour (SLC)	Pouilly Fuisse	750	BTB	\$21.25	\$30.00	29% GP	(\$48.00)						
Angeline (SLC)	Chardonnay	750	BTB	\$12.99	\$28.00	53% GP	(\$32.00)						
Echelon, (SLC)	Pinot Noir (24 e/o)	(posted) 750	\$90.00	\$15.00	\$0.30	\$1.95	\$6.50	\$4.55	\$273.00	30%	40	\$10,920.00	
Rosemount (CDI/SL)	Merlot (posted)	750	\$68.00	\$5.67	\$0.23	\$1.47	\$6.50	\$5.03	\$241.28	23%	40	\$9,651.20	
Rosemount	Merlot (off post)	750	\$103.00	\$8.58	\$0.34	\$2.23	\$6.50	\$4.27	\$204.88	34%	40	\$8,195.20	
Pavilion, (SLC)	Cabernet Sauvignon	750	\$112.00	\$9.33	\$0.37	\$2.43	\$6.50	\$4.07	\$195.52	37%	40	\$7,820.80	
Colibuono (SLC)	Chianti	750	\$96.00	\$8.00	\$0.32	\$2.08	\$6.50	\$4.42	\$212.16	32%	40	\$8,486.40	
		750											
Clos de los Siete (SLC)	blend	750		\$14.58	\$30.00	51% GP	(\$36.00)						
Penfolds (SLC)	Shiraz/Cabernet	750		\$9.00	\$22.00	59% GP							
Greg Normant (ed/hp)	Shiraz	750		\$13.99	\$28.00	50% GP	(\$35.00)						
Rosenblum (HP)	Zinfandel	750		\$10.99	\$22.00	50% GP	(\$28.00)						
<b>TOTAL PROFIT PER YEAR</b>											<b>312</b>	<b>\$71,141.20</b>	

PROPOSED WINE LIST													
Wine			Cost				Typical		Profit		% Beverage	Cs/Yr	Profit/Yr
Brand	Type	(750 or 1.5)	Case	Bottle	Ounce	Glass	Glass	PerGlass	Per Case	Gl.Cst %			
Feudo Arancio, Sicily	Pinot Grigio	750	\$69.00	\$5.75	\$0.23	\$1.50	\$6.50	\$5.01	\$240.24	23%	60	\$14,414.40	
Mezzacorona	Pinot Grigio	750	\$73.65	\$6.14	\$0.25	\$1.60	\$6.50	\$4.90	\$235.40	25%	60	\$14,124.24	
Kenwood Yalupa	Chardonnay	750	\$79.92	\$6.66	\$0.27	\$1.73	\$6.50	\$4.77	\$228.88	27%	52	\$11,901.93	
Frei Bros, Sonoma	Chardonnay	750	\$96.00	\$8.00	\$0.32	\$2.08	\$6.50	\$4.42	\$212.16	32%	52	\$11,032.32	
Kendall-Jackson	Chardonnay	750	\$113.92	\$9.49	\$0.38	\$2.47	\$8.00	\$5.53	\$265.52	31%	30	\$7,965.70	
Mirassou	Pinot Noir	750	\$80.00	\$6.67	\$0.27	\$1.73	\$6.50	\$4.77	\$228.80	27%	40	\$9,152.00	
Mirassou	Pinot Noir (posted)	750	\$65.88	\$10.98	\$0.22	\$1.43	\$6.50	\$5.07	\$304.36	22%	40	\$12,174.24	
Quercetto	Chianti DOCG	750	\$70.00	\$5.83	\$0.23	\$1.52	\$6.50	\$4.98	\$239.20	23%	40	\$9,568.00	
Red Rock	Merlot	750	\$84.00	\$7.00	\$0.28	\$1.82	\$6.50	\$4.68	\$224.64	28%	40	\$8,985.60	
Kenwood Yalupa	Merlot	750	\$79.92	\$6.66	\$0.27	\$1.73	\$6.50	\$4.77	\$228.88	27%	40	\$9,155.33	
Kenwood Yalupa	Cabernet Sauvignon	750	\$91.92	\$7.66	\$0.31	\$1.99	\$6.50	\$4.51	\$216.40	31%	40	\$8,656.13	
Louis Martini	Cabernet Sauvignon	750	\$102.00	\$8.50	\$0.34	\$2.21	\$6.50	\$4.29	\$205.92	34%	40	\$8,236.80	
Feudo Arancio, Sicily	Pinot Grigio	750	\$69.00	\$5.75	\$0.23	\$1.50	\$7.00	\$5.51	\$264.24	21%	40	\$10,569.60	
Kenwood Yalupa	Chardonnay	750	\$79.92	\$6.66	\$0.27	\$1.73	\$7.00	\$5.27	\$252.88	25%	52	\$13,149.93	
Mirassou	Pinot Noir	750	\$80.00	\$6.67	\$0.27	\$1.73	\$7.00	\$5.27	\$252.80	25%	40	\$10,112.00	
Quercetto	Chianti DOCG	750	\$70.00	\$5.83	\$0.23	\$1.52	\$7.00	\$5.48	\$263.20	22%	40	\$10,528.00	
Red Rock	Merlot	750	\$84.00	\$7.00	\$0.28	\$1.82	\$7.00	\$5.18	\$248.64	26%	40	\$9,945.60	
Kenwood Yalupa	Cabernet Sauvignon	750	\$91.92	\$7.66	\$0.31	\$1.99	\$7.00	\$5.01	\$240.40	28%	40	\$9,616.13	
												\$0.00	
<b>TOTAL PROFIT PER YEAR</b>											<b>786</b>	<b>\$189,287.93</b>	

Metric Size	Liters Per Case	Fluid Ounces	Oz. PerCase
18L	18L	606	606
4L	16L	135.2	540.8
5L	12L	101	404
1.5L	9L	50.7	304.2
750ml	9L	25.4	304.2

**CHANGE IN PROFIT** \$118,146.73  
**% CHANGE** 166%

See addendum for larger view...

Beverage Cost=Cost/Price



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### >>> BARTENDER TIPS

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Any restaurant that features a bar with seating capacity has at its disposal the most profitable real estate on its property. No other area of the restaurant will generate more profit. The profit margin from your food menu or wine list pales in comparison.

Utilize this precious commodity as much as possible. Customers waiting for tables should be directed to the bar/lounge to enjoy a drink, which always makes the wait more bearable; not to mention the added revenue (profit) from the cocktail or wine that's consumed. If there are open lounge/bar tables, make good use of them.

Be proactive if customers don't embrace this idea initially. Offer half-price drinks for those waiting to be seated and you still will realize a decent profit. There's no profit in customers gazing out the window waiting to be seated. Appetizers are another possibility for those on an extended wait.

#### **Creating a Cocktail Menu That's Right:**

The key to any great cocktail menu is having the right combination of balance, size and appeal. Ideally, the perfect cocktail menu is seasonal, taking advantage of the best ingredients at their peak freshness: Think watermelon or strawberries in summer; blood oranges in winter. When creating a cocktail menu, remember to have a balance of different spirits represented. The season will also help determine which spirits are most popular. Keep in mind that some spirits work better with certain fruits or other seasonal ingredients.

Food will also play a role in determining what cocktails should be on your menu. If your bar has food, try to choose drinks that pair well with specific dishes on the food menu. Work with the chef to complement his/her dishes in a way that will create a great pairing between food and drink.

When creating your menu, there should be a drink for everyone. There should be an all-spirit cocktail (ex: Manhattan); a classic cocktail (ex: Pisco Sour); a lighter styled cocktail (ex: Collins); and an assortment of cocktails representing a wide range of different spirits. You might also want to think about the color of a drink and the type of glassware that you use.

**Seasonal Cocktail Suggestions:** Great winter cocktails include Egg Nog, Tom and Jerry, Glug (warm, spiced wine) and Hot Buttered Rum. For spring, lighten things up with floral flavors and herbs. In summer, serve Mojitos over shaved ice in a tall glass, Cuba Libre on the rocks, blended Frozen Margaritas, and the Brazilian favorite, Caipirinha. For fall, feature the Applejack Cobbler or Apple Sidecar.

There are many different plays and takes on each of these drinks. Each can be changed to suit taste and experimented with to take on new and interesting ingredients. Great web sites for recipes and other miscellaneous info are: [www.drinkboy.com](http://www.drinkboy.com) [www.cocktails.about.com](http://www.cocktails.about.com) [www.webtender.com](http://www.webtender.com) [www.ardentspirits.com](http://www.ardentspirits.com) [www.cocktail.com](http://www.cocktail.com) [www.cocktaildb.com](http://www.cocktaildb.com)



## >>> BARTENDER TIPS

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**Creating the Proper Back Bar:** An appealing backbar display is a vitally important aspect to capturing your customer's attention. When placing your bottles, group according to spirit (ex: vodkas go together, gins go together). The more extensive your display of liquors, the more you will be able to showcase particularly beautiful bottles. All bottles should be facing with their labels outward so that the guest can clearly read the label. Pour spouts should all face in the same direction. Higher end super premium items should be placed on the highest level of display, creating a look of luxury.

Another way to enhance the look of the bar is to showcase antique bar tools or books. Displaying these items shows a touch of passion that conveys respect. 'Dressing' up your bar with flowers or other natural elements can be a nice touch as well. The back bar set up is an important step in capturing a customer's attention and can go a long way in making people feel welcome. Taking advantage of this with care and thought will enhance your ability to sell all of your products while maintaining your customer's interest.

**Garnishing Drinks:** The garnish can be used specifically to enhance the look of the drink or to add flavor. Whether it be a flamed orange peel, a grate of nutmeg or a lime turned inside out for a float, a great garnish can be the deciding factor in whether someone chooses to order a drink or not. Almost any fruit, spice or herb can be used. Have fun and get creative!

**Shaking and Stirring:** The difference between stirring and shaking is most noticeable in the look of the drink and the feel and texture on your tongue. Generally, drinks that contain spirits only (think Martini, Manhattan and Rob Roy, for example) are to be stirred. In contrast, drinks that contain mixers such as fruit/citrus should be shaken (Margaritas, Daiquiris, Sours). Shaking adds millions of air bubbles to a cocktail and will make a drink look frothy and alive. While this will enhance the look of certain drinks, it will do the opposite to cocktails comprised of 100% spirits. Drinks with only liquor in them should have a heavy, silky, and smooth texture. The look should be clean and cold.

**Herbs and Spices:** More and more these days you will find bartenders traveling to their local farmer's market to purchase various herbs and spices. Whether by way of infusion, syrup, or muddling, herbs and spice play an important role in the enhancement of modern mixology. Great examples of herbs that are very mixable include mint, basil, sage, thyme, tarragon, and sorrel. Examples of spices would be cinnamon, cloves, pink peppercorns, chilis, allspice, nutmeg, and cardamom. Any or all of these examples can be turned into a wonderful syrup or infusion with a little experimentation and care.

### **Book Recommendations:**

- *The Craft of the Cocktail* by Dale Degroff
- *Joy of Mixology* by Gary Regan
- *Imbibe* by David Wondrich
- *The Savoy Cocktail book* by Harry Craddock
- *The Art of the Cocktail* by Ben Reed



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## >>> EXAMPLES

**Winter Wine Dinner**  
Presenting the Italian Wines of Empson USA  
Speaker: Ms. Cindy Richardson of Empson Imports  
Tuesday, January 27, 2009 6:30 PM

**ANTIPASTI**  
Carpel Bagger Oysters  
Carpel oysters wrapped with leaf Corpaella, truffe cream, citrus  
Wine: Canella Pinocce Bru VSAQ

**PASTA**  
Bacotini Bolognese  
Wild boar tomato sauce with burrata cheese  
Tortello Chianti Classico DOCG

**MACMURRAY RANCH PINO**  
Sonoma, California  
Elegant varietal fruit character expressing rich aromas  
and flavors of red fruits and fresh, earthy notes.

**RED ROCK MERLOT**  
California  
Black cherry, plum and boysenberry are complemented  
by soft, rounded tannins. Body and flavor are perfectly  
matched and exquisitely balanced, achieving a  
delicate harmony found in only the finest wines.

**LOUIS M. MARTINI**  
**BERNET SAUVIGNON**  
Sonoma Valley, California  
Flavors of ripe plums and chocolate perfectly matched with  
nuances. A well-structured wine that is balanced with  
firm, velvety tannins that culminate in a long, elegant finish.

Glass... \$9 • Bottle... \$36  
Wine Flight of 3... \$10

**First 100**  
the door at 7:30  
Find your match and  
Free Absolut Drink!

Thursday April 17th  
8:00 - 10:00p.m.

**VIP Rewards @ Ginza**

Buy 1 Get 1 Free Movie Ticket  
\$5 Movie Ticket w. Any Entrance  
1 Free Movie Ticket  
Any Menu Item (Value up to \$10)  
Any Menu Item (Value up to \$10)  
\$25 Gift Card  
\$10 Gift Card  
\$10 Gift Card  
\$10 Gift Card  
Cruise for 2

**Rules**  
the time you arrive to receive  
for every \$1 purchase  
VIP card you must

**see a show and sip and savor**  
\$29 three course prix fixe theater menu before 6pm/ after 9pm

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Lunch & Dinner  
Monday - Friday  
10:30am-2:00pm & 4:30pm-9:00pm  
Saturdays & Sundays  
10am-2:00pm & 4:30pm-9:00pm



## >>> ADDENDUM

### The Merlot Law -verbatim from the CT Liquor Control Act

**Sec. 30-22. Restaurant permit. Wine ordered with restaurant meals.** (a) A restaurant permit shall allow the retail sale of alcoholic liquor to be consumed on the premises of a restaurant. A restaurant patron shall be allowed to remove one unsealed bottle of wine for off-premises consumption provided the patron has purchased such bottle of wine at such restaurant and has purchased a full course meal at such restaurant and consumed a portion of the bottle of wine with such meal on such restaurant premises. For the purposes of this section, "full course meal" means a diversified selection of food which ordinarily cannot be consumed without the use of tableware and which cannot be conveniently consumed while standing or walking. A restaurant permit, with prior approval of the Department of Consumer Protection, shall allow alcoholic liquor to be served at tables in outside areas which are screened or not screened from public view where permitted by fire, zoning and health regulations. If not required by fire, zoning or health regulations, a fence or wall enclosing such outside areas shall not be required by the Department of Consumer Protection. No fence or wall used to enclose such outside areas shall be less than thirty inches high. The annual fee for a restaurant permit shall be one thousand two hundred dollars.

(b) A restaurant permit for beer shall allow the retail sale of beer and of cider not exceeding six per cent of alcohol by volume to be consumed on the premises of a restaurant. The annual fee for a restaurant permit for beer shall be two hundred forty dollars.

(c) A restaurant permit for wine and beer shall allow the retail sale of wine and beer and of cider not exceeding six per cent of alcohol by volume to be consumed on the premises of the restaurant. A restaurant patron may remove one unsealed bottle of wine for off-premises consumption provided the patron has purchased a full course meal and consumed a portion of the bottle of wine with such meal on the restaurant premises. The annual fee for a restaurant permit for wine and beer shall be five hundred sixty dollars.

(d) Repealed by P.A. 77-112, S. 1.

(e) A partially consumed bottle of wine that is to be removed from the premises pursuant to subsection (a) or (c) of this section shall be securely sealed and placed in a bag by the permittee or permittee's agent or employee prior to removal from the premises.

(f) "Restaurant" means space, in a suitable and permanent building, kept, used, maintained, advertised and held out to the public to be a place where hot meals are regularly served, but which has no sleeping accommodations for the public and which shall be provided with an adequate and sanitary kitchen and dining room and employs at all times an adequate number of employees.

Wine List Comparison

Wine List Total Profit (example only)

CURRENT WINE LIST										TOTAL PROFIT PER YEAR			
Wine		Cost				Typical		Profit		% Beverage	Cs/Yr	Profit/Yr	
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Rosemount	Merlot (posted)	750	\$68.00	\$5.67	\$0.23	\$1.47	\$6.50	\$5.03	\$241.28	23%	40	\$9,651.20	
Rosemount	Merlot (off post)	750	\$103.00	\$8.58	\$0.34	\$2.23	\$6.50	\$4.27	\$204.88	34%	40	\$8,195.20	
Pavilion, (SLC)	Cabernet Sauvignon	750	\$112.00	\$9.33	\$0.37	\$2.43	\$6.50	\$4.07	\$195.52	37%	40	\$7,820.80	
Colibuono (SLC)	Chianti	750	\$96.00	\$8.00	\$0.32	\$2.08	\$6.50	\$4.42	\$212.16	32%	40	\$8,486.40	
		750											
Clos de los Siete (SLC)	blend	750		\$14.58	\$30.00	51% GP	(\$36.00)						
Penfolds (SLC)	Shiraz/Cabernet	750	\$9.00	\$9.00	\$22.00	59% GP							
Greg Norman (cd/hp)	Shiraz	750	\$13.99	\$13.99	\$28.00	50% GP	(\$35.00)						
Rosenblum (HP)	Zinfandel	750	\$10.99	\$10.99	\$22.00	50% GP	(\$28.00)						
										<b>TOTAL PROFIT PER YEAR</b>		<b>312</b>	<b>\$71,141.20</b>

PROPOSED WINE LIST										TOTAL PROFIT PER YEAR			
Wine		Cost				Typical		Profit		% Beverage	Cs/Yr	Profit/Yr	
Brand	Type	Size (750 or 1.5)	Case	Bottle	Ounce	Glass	Glass	PerClass	Per Case	Gl.Cst %			
Feudo Arancio, Sicily	Pinot Grigio	750	\$69.00	\$5.75	\$0.23	\$1.50	\$6.50	\$5.01	\$240.24	23%	60	\$14,414.40	
Mezzacorona	Pinot Grigio	750	\$73.65	\$6.14	\$0.25	\$1.60	\$6.50	\$4.90	\$235.40	25%	60	\$14,124.24	
Kenwood Yalupa	Chardonnay	750	\$79.92	\$6.66	\$0.27	\$1.73	\$6.50	\$4.77	\$228.88	27%	52	\$11,901.93	
Frei Bros, Sonoma	Chardonnay	750	\$96.00	\$8.00	\$0.32	\$2.08	\$6.50	\$4.42	\$212.16	32%	52	\$11,032.32	
Kendall-Jackson	Chardonnay	750	\$113.92	\$9.49	\$0.38	\$2.47	\$8.00	\$5.53	\$265.52	31%	30	\$7,965.70	
Mirassou	Pinot Noir	750	\$80.00	\$6.67	\$0.27	\$1.73	\$6.50	\$4.77	\$228.80	27%	40	\$9,152.00	
Mirassou	Pinot Noir	750 (posted)	\$65.88	\$10.98	\$0.22	\$1.43	\$6.50	\$5.07	\$304.36	22%	40	\$12,174.24	
Quercetto	Chianti DOCG	750	\$70.00	\$5.83	\$0.23	\$1.52	\$6.50	\$4.98	\$239.20	23%	40	\$9,568.00	
Red Rock	Merlot	750	\$84.00	\$7.00	\$0.28	\$1.82	\$6.50	\$4.68	\$224.64	28%	40	\$8,985.60	
Kenwood Yalupa	Merlot	750	\$79.92	\$6.66	\$0.27	\$1.73	\$6.50	\$4.77	\$228.88	27%	40	\$9,155.33	
Kenwood Yalupa	Cabernet Sauvignon	750	\$91.92	\$7.66	\$0.31	\$1.99	\$6.50	\$4.51	\$216.40	31%	40	\$8,656.13	
Louis Martini	Cabernet Sauvignon	750	\$102.00	\$8.50	\$0.34	\$2.21	\$6.50	\$4.29	\$205.92	34%	40	\$8,236.80	
Feudo Arancio, Sicily	Pinot Grigio	750	\$69.00	\$5.75	\$0.23	\$1.50	\$7.00	\$5.51	\$264.24	21%	40	\$10,569.60	
Kenwood Yalupa	Chardonnay	750	\$79.92	\$6.66	\$0.27	\$1.73	\$7.00	\$5.27	\$252.88	25%	52	\$13,149.93	
Mirassou	Pinot Noir	750	\$80.00	\$6.67	\$0.27	\$1.73	\$7.00	\$5.27	\$252.80	25%	40	\$10,112.00	
Quercetto	Chianti DOCG	750	\$70.00	\$5.83	\$0.23	\$1.52	\$7.00	\$5.48	\$263.20	22%	40	\$10,528.00	
Red Rock	Merlot	750	\$84.00	\$7.00	\$0.28	\$1.82	\$7.00	\$5.18	\$248.64	26%	40	\$9,945.60	
Kenwood Yalupa	Cabernet Sauvignon	750	\$91.92	\$7.66	\$0.31	\$1.99	\$7.00	\$5.01	\$240.40	28%	40	\$9,616.13	
												\$0.00	
										<b>TOTAL PROFIT PER YEAR</b>		<b>786</b>	<b>\$189,287.93</b>

Metric Size	Liters Per Case	Fluid Ounces	Oz. Per Case
18L	18L	606	606
4L	16L	135.2	540.8
1.5L	12L	101	404
750ml	9L	50.7	304.2
	9L	25.4	304.2

Beverage Cost=Cost/Price

CHANGE IN PROFIT  
% CHANGE

\$118,146.73  
166%