

90-Day Beverage Programme Refresh

Instructions

A twelve-week, four-phase implementation plan for restructuring your entire beverage programme. Begin with the Single-Day Beverage Audit.

Phase 1: Discovery (Weeks 1–2)

- ☐ Complete the Single-Day Beverage Audit.
- ☐ Identify dead stock and underperforming menu items.
- ☐ Pull the bottom 20% of the cocktail menu by sales volume – items accounting for less than 5% of orders.
- ☐ Consolidate overlapping syrup recipes.
- ☐ If running 18 cocktails, target 12. If running 30, target 15.

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Phase 2: Architecture (Weeks 3–4)

- ☐ Execute menu reduction based on Phase 1 findings.
- ☐ Restructure wine-by-the-glass programme with preservation technology (Coravin or equivalent).
- ☐ Apply the sliding scale for wine pricing:
- Entry-level wines (wholesale cost at or below \$15): first glass recovers the entire bottle cost. Remaining pours are effectively pure profit, landing at roughly 20% pour cost.
- Premium wines (wholesale cost \$30–\$50): accept 35–40% pour cost to capture larger gross profit in absolute terms.
- ☐ Renegotiate supplier terms timed to the new menu launch. Trade minor price concessions for staff training support.
- ☐ Price NA cocktails to target the same gross profit in absolute terms as the average alcoholic cocktail.

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Phase 3: Human Capital (Weeks 5–6)

- ☐ Intensive menu training: every front-of-house staff member tastes every new drink.
- ☐ Replace brand-specific sales contests with beverage attachment rate incentives.
- ☐ Soft launch during midweek service to test speed under moderate pressure.
- ☐ Benchmark cocktail prep times: no drink on the final menu should exceed 90 seconds.

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Phase 4: Measurement (Weeks 7–12)

- ☐ Daily pour cost tracking via integrated POS and inventory systems.
- ☐ Monitor beverage attachment rate shift against the baseline established in week one.
- ☐ Week 12 review: any new item falling into the bottom 10% of sales velocity is flagged for immediate replacement.

Key Metrics to Track

Metric	Baseline (Week 1)	Week 6	Week 12
Revenue per available seat hour			
Beverage attachment rate			
Prime cost percentage			
Average cocktail prep time			
NA category as % of beverage revenue			