

14-586
AP- 9/2/14
Senate Info 10/7/14

Undergraduate Distance Education Review Form

(Required for all courses taught by distance education for more than one-third of teaching contact hours.)

Existing and Special Topics Course

Course: HRIM 402 Beverage Management

Instructor(s) of Record: Dr. Lisa Dupnock

Phone: (724) 357-3160 Email: l.m.dupnock@iup.edu

Step Two: Departmental/Dean Approval

Recommendation: Positive (The objectives of this course can be met via distance education)

Negative

[Signature] 8-21-14
Signature of Department Designee Date

Endorsed: [Signature] 8.24.14
Signature of College Dean Date

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

Step Three: University-wide Undergraduate Curriculum Committee Approval

Recommendation: Positive (The objectives of this course can be met via distance education)

Negative

[Signature] 9-8-14
Signature of Committee Co-Chair Date

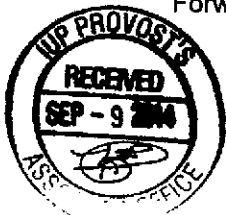
Forward form and supporting materials to the Provost within 30 calendar days after received by committee.

Step Four: Provost Approval

Approved as distance education course Rejected as distance education course

[Signature] 9/12/14
Signature of Provost Date

Forward form and supporting materials to Associate Provost.



Received
SEP 8 2014
Liberal Studies

Received
AUG 27 2014
Liberal Studies

UNDERGRADUATE DISTANCE EDUCATION REVIEW FORM ATTACHMENT

Step One: Proposer

A. Provide a brief narrative rationale for each of the items, A1-A5.

1. How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline?

Dr. Dupnock has experience developing and teaching courses using distance education methods. She has developed and taught ELR 632- Compensation Administration, and ELR 624 – Comparative Employment and Labor Relations in Desire To Learn (D2L). Dr. Dupnock has taught several courses in the classroom in the Employment and Labor Relations Department including; ELR 631 Human Resources in the Public Sector, ELR 613 Fundamentals of the American Labor Movement, ELR 526 Case Studies in Labor Management Relations. She uses D2L as a supplemental tool in each of these classes, and has taken several IUP IT Support lead training sessions to advance her skills in using D2L, including D2L Boot Camp in July 2014. Dr. Dupnock has also used the distance education delivery method for over four years through Westmoreland County Community College, developing and instructing a range of online courses including Applied Human Relations, and Principles of Management.

Dr. Dupnock is a graduate of the Hospitality Management department, and was temporary faculty in the department from 2006-2008. She also worked in the industry for over 20 years. Her experience in the field in combination with her formal education, and knowledge of online teaching, qualifies her to teach the proposed class.

2. How will each objective in the course be met using distance education technologies?

Course Objectives:

1. Understand the liquor laws in the State of Pennsylvania pertaining to serving alcoholic beverages in a bar or restaurant.
 - a. Quizzes- there will be four quizzes throughout the semester. The quiz is meant to evaluate the students' understand of the material throughout the semester. One will specific focus on the liquor regulations.
2. Know state laws concerning underage drinking, liquor liability, and how the laws are enforced.
 - a. Current Events- Students will be responsible for four current events, due on the dates outlined in the course outline below. To receive full credit for the assignment, students must provide a summary of the article along with the article or a link to the website where the instructor can obtain the article.
3. Train employees to serve alcohol responsibility.

- a. The students will be required to attend a Responsible Alcohol Management Program (RAMP) training. The instructor will notify of the students well in advance of the date (s). The students will be required to attend the training in the classroom (per PLCB requirements). The other options include taking the training online via the PLCB website.
4. Understand effects of alcoholism on the body and how to handle alcohol-related problems with employees.
 - a. Current Events- Students will be responsible for four current events, due on the dates outlined in the course outline below. To receive full credit for the assignment, students must provide a summary of the article along with the article or a link to the website where the instructor can obtain the article.
5. Arrange the flow of products, employees, and customers to optimize a bar operations.
 - a. Through assigned weekly readings from the text, interaction with the instructor and other students in threaded discussions, students will develop an understanding of how a bar functions. Online videos will be used to enhance the learning.
6. Understand the essential equipment and organization needed for a bartender to perform his/her duties.
 - a. Through assigned weekly readings from the text, interaction with the instructor and other students in threaded discussions, students will develop an understanding of what the employees need to operate a profitable bar.
7. Explain proper safety and sanitation needed for a beverage operation.
 - a. Through assigned weekly readings from the text, interaction with the instructor and other students in threaded discussions, students will develop an understanding of safety, sanitation, and how the other entities such as the Food and Drug administration regulates some of the procedures behind the bar.
8. Understand the basic types of wines and be able to serve wine to a customer.
 - a. Quizzes- there will be four quizzes throughout the semester. The quiz is meant to evaluate the students' understand of the material throughout the semester.
9. Understand the basic types of beer and proper handling procedures.
 - a. Quizzes- there will be four quizzes throughout the semester. The quiz is meant to evaluate the students' understand of the material throughout the semester.
10. Gain knowledge of the marketing and merchandising activities in the beverage industry.
 - a. Current Events- Students will be responsible for four current events, due on the dates outlined in the course outline below. To receive full credit for the assignment, students must provide a summary of the article along with

the article or a link to the website where the instructor can obtain the article.

11. Understand the human aspect of the bar and beverage industry, both from the customer point of view employee.
 - a. Current Events- Students will be responsible for four current events, due on the dates outlined in the course outline below. To receive full credit for the assignment, students must provide a summary of the article along with the article or a link to the website where the instructor can obtain the article.
12. Understand the importance of controls and the various types of systems available.
 - a. Through assigned weekly readings from the text, interaction with the instructor and other students in threaded discussions, students will develop an understanding of system controls. Specific readings from industry journals will be used as to form the discussion.
13. Deal with an employee who is abusing alcohol or drugs.
 - a. Through assigned weekly readings from the text, interaction with the instructor and other students in threaded discussions, students will develop an understanding of alcohol and drug abuse in the workplace.
14. Describe the drink types and how drinks are built.
 - a. Through assigned weekly readings from the text, interaction with the instructor and other students in threaded discussions, students will develop an understanding of building drinks. The application of other online tools will also be used; for example the “Drinks & Cocktails” app that is available on Smartphones.
15. Describe the different types of alcoholic beverages available.
 - a. Quizzes- there will be four quizzes throughout the semester. The quiz is meant to evaluate the students’ understand of the material throughout the semester.
16. Understand the purchasing, receiving, and storage procedures that could be used in a beverage operation.
 - a. Through assigned weekly readings from the text, interaction with the instructor and other students in threaded discussions, students will develop an understanding of purchasing, receiving, and storage procedures.
17. Discuss how a beverage operation could market itself.
 - a. Current Events- Students will be responsible for four current events, due on the dates outlined in the course outline below. To receive full credit for the assignment, students must provide a summary of the article along with the article or a link to the website where the instructor can obtain the article.

18. Pair a beer or wine with food to maximize the meal flavor and enjoyment.
 - a. Through assigned weekly readings from the text, interaction with the instructor and other students in threaded discussions, students will develop an understanding of food and beverage pairings.

3. How will instructor-student and student-student, if applicable, interaction take place?

Instructor-student interaction will take place by several methods. Instructor will interact with students via the threaded discussion message board. Each week the instructor will post discussion questions on the message board inviting students to respond. Instructor-student interaction will also take place via regular email messages to all students regarding general course issues and individual email messages to students. Interaction will also occur during assignment grading when feedback is provided to students. Finally, the instructor will be available as needed for phone conversations with individual students.

Student-student interaction will take place in several threaded discussion forums. Students will interact in a discussion forum devoted to the chapter topic each week. In addition to responding to the instructor's posts, students will be encouraged to engage each other in thoughtful analysis of issues raised in the thread. Student-student interaction will also occur in a current event assignment in which each student will be assigned to select a current event related to the chapter topic for the week and lead a threaded discussion on the event. In addition to posting discussion questions, the assigned student will be expected to provide opinion and analysis of other students' posts.

4. How will student achievement be evaluated?

Each week of the course will deal with a specific topic related bar management/ practices and beverage service in the hospitality industry. Students will be expected to read the assigned chapter, other selected readings for the chapter topic, such as PowerPoint slides and additional scholarship research. The instructor will post discussion questions taken from the text books and other sources to probe student understanding and application of the topic. Students will be expected to respond to instructor's posts as well as post at least one question for consideration by students in the course. Students will be evaluated based on meeting the minimum requirements for posting as well as the quality of their participation (10 points per week).

During the semester students will be required to locate a current event related to that week's topics. Students will be expected to prepare a summary of the event to share with other students in the course and lead a threaded discussion of the issue.

Four quizzes will be given through D2L during the semester. These quizzes will be 10 questions in a combination of multiple-choice and true/false questions. The quizzes will be timed, and will be worth a total of 100 points.

The final exam (100 points) will consist of true/false, multiply choice, and short answer responses. Students will have 1 hour to complete the 50 question exam that will encompass all of the material covered throughout the semester.

5. How will academic honesty for tests and assignments be addressed?

The following academic integrity policy is contained within the syllabus:

Academic Integrity

IUP students are expected to maintain the highest standards of honesty and integrity.

This syllabus represents a contract between you and the instructor of this course in which you agree to follow the rules and expectations described therein. You are responsible for knowing and abiding by the IUP Academic Integrity Policy, (website:

<http://www.iup.edu/teachingexcellence/nfo/acadintegrity.shtm>) including the definitions of cheating, plagiarism, and other violations of academic integrity. Plagiarism involves using the works, facts, or ideas of another person or source as if they were your own. It is illegal and violates both university policy and the principles of scholarship. To avoid plagiarism, you must properly cite other people's words, facts, and ideas that you incorporate into your work. If you paraphrase (put into your own words) or quote (use the author's exact words) from any source (including material from the Internet), the paraphrase or quote must be cited properly. Other violations of academic integrity include *Providing or receiving unauthorized assistance in coursework, including papers, quizzes, and examinations, Using unauthorized materials and resources during quizzes and tests, Possessing course examination materials without the prior knowledge of the instructor, engaging in behaviors that are disruptive or threatening to others, and using computer technology in any way other than for the purposes intended for the course.* Plagiarism, cheating, and other forms of academic dishonesty are grounds for receiving an F for an assignment or exam, an F for a course, and referral to the University Judicial Review and potential sanctions including suspension or expulsion from the university.

In addition, to clearly expressing the above expectations in the syllabus, course evaluative assignments will be designed to minimize the potential for violations of academic integrity. Anti-plagiarism tools such as Turnitin will be used, as necessary, to ensure compliance with academic integrity. Quizzes and final exam will be timed, and questions randomly selected per each student. Books and notes will be permissible for the final exam.

SYLLABUS OF RECORD

I. Catalog Description

HRIM 402 Beverage Management

3c-01-3cr

Prerequisites: Verifiable proof of 21 years of age or permission

Examines the principles, processes, and theories of beverage service. Analysis of methods of alcoholic beverage production and examination of categories of spirits, malt beverages, and wine, as well as legal concerns of service. Development and marketing of beverage operations are discussed. Includes voluntary tasting and evaluation of alcoholic beverage products.

II. Course Outcomes:

The student will be able to:

1. Understand the liquor laws in the State of Pennsylvania pertaining to serving alcoholic beverages in a bar or restaurant.
2. Know state laws concerning underage drinking, liquor liability, and how the laws are enforced.
3. Train employees to serve alcohol responsibly.
4. Understand effects of alcoholism on the body and how to handle alcohol-related problems with employees.
5. Arrange the flow of products, employees, and customers to optimize a bar operations.
6. Understand the essential equipment and organization needed for a bartender to perform his/her duties.
7. Explain proper safety and sanitation needed for a beverage operation.
8. Understand the basic types of wines and be able to serve wine to a customer.
9. Understand the basic types of beer and proper handling procedures.
10. Gain knowledge of the marketing and merchandising activities in the beverage industry.
11. Understand the human aspect of the bar and beverage industry, both from the customer point of view e employee.
12. Understand the importance of controls and the various types of systems available.
13. Deal with an employee who is abusing alcohol or drugs.
14. Describe the drink types and how drinks are built.
15. Describe the different types of alcoholic beverages available.
16. Understand the purchasing, receiving, and storage procedures that could be used in a beverage operation.
17. Discuss how a beverage operation could market itself.
18. Pair a beer or wine with food to maximize the meal flavor and enjoyment.

III. Course outline

<u>CLASS</u>	<u>CHAPTER- TOPIC</u>	<u>ASSIGNMENTS DUE</u>
8/26	Introduction/Chapter 1	
8/28	Chapter 1- Beverage Industry, yesterday and today	Read Chapter 1
9/2	Ch. 2-Responsible Alcohol Service (Ann Sesti)	Read Chapter 2
9/4	Ch. 2-Responsible Alcohol Service	
9/9	Ch. 16- Regulations	Read Chapter 16
9/11	Quiz #1	
9/16	Ch. 3- Creating and Maintaining a Bar Business	Read Chapter 3
9/18	Ch. 4- Bar Equipment (In Dining Room)	Read Chapter 4
9/23	Ch. 5- The Beverages: Spirits	Read Chapter 5
9/25	Ch. 5- The Beverages: Spirits	
9/30	Quiz #2	
10/2	Ch. 6- Wine Appreciation	Read Chapter 6
10/7	Ch. 7- Wine Sales and Service	Read Chapter 7
10/9	Ch. 7- Wine Sales and Service	
10/14	Ch. 8- Beer	Read Chapter 8
10/16	Ch. 8- Beer	
10/21	Quiz #3	
10/23	Ch. 9- Sanitation and Bar Setup	Read Chapter 9
10/28	Ch. 10- Mixology, Part 1	Read Chapter 10
10/30	Ch. 10- Mixology, Part 1	
11/4	Ch. 11- Mixology, Part 2	Read Chapter 11
11/6	Quiz #4	
11/11	Ch. 12- Employee Management	Read Chapter 12
11/13	Ch. 12- Employee Management	
11/18	Ch. 13- Purchasing, Receiving, Storage, and Inventory	Read Ch. 13
11/20	Ch. 13- Purchasing, Receiving, Storage, and Inventory	

11/25	NO CLASS - BREAK	
11/27	HAPPY THANKSGIVING- NO CLASS- BREAK	
12/2	Ch. 14- Planning for Profit	Read Chapter 14
12/4	Ch. 15- Managing Your Bar Business, Final Review	Read Chapter 15
12/9	FINAL EXAM (12:30pm-2:30pm)	

IV. Evaluation Methods

Class Participation (28 class periods x 10 points)	= 280 points
Homework Assignments (4 assignments x 25 points each)	= 100 points
Quizzes (4 x 25 points each)	= 100 points
Final Exam	= 100 points

V. Grade Scale

90 – 100% = A	(480-580 points)
80 – 89% = B	(380-479 points)
70 – 79% = C	(280-379 points)
60 - 69% = D	(180-279 points)
59% and Below = F	(179 points and below)

The deadline for submitting course requirements is the due date specified on the syllabus. Assignments submitted after the deadline will be accepted but will be penalized one letter grade (10%) except in cases of serious personal illness or injury or other unusual circumstances discussed with the instructor in advance. Except for bona fide emergencies or unusual circumstances requiring arrangements mutually agreed upon between the student and instructor in advance of the due date, no assignment will be accepted for evaluation once evaluated assignments have been returned to the class.

Academic Integrity

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another person or source as if they were your own. It is illegal and violates both university policy and the principles of scholarship. To avoid plagiarism, you must properly cite other people's words, facts, and ideas that you incorporate into your work. If you paraphrase (put into your own words) or quote (use the author's exact words) from any source (including material from the Internet), the paraphrase or quote must be cited properly. Plagiarism, cheating, and other forms of academic dishonesty are grounds for receiving an F for an assignment or exam, an F for a course, and referral to the University Judicial Review and potential sanctions including suspension or expulsion from the university.

VI. Attendance Policy

As student learning is enhanced by class attendance and participation in discussions, the instructor encourages regular class attendance. The attendance policy of this instructor recognizes possible student need to miss class because of illness or personal emergency.

VII. Consultation:

Office Hours in Room 4 Ackerman Hall:

Tuesday and Thursday: 1:30pm-2:00pm

Wednesday: 10:00am-12:00pm, 1:30pm-2:30pm * Other times available by appointment

Email: l.m.dupnock@iup.edu

IUP Office Phone: 724-357-3160

VIII. Required Textbooks, Supplemental Books and Readings

Katsigris, C., Porter, M., and Thomas, C. (2012). *The Bar & Beverage Book* (4th ed.). Hoboken, New Jersey: John Wiley & Sons.

IX. Special Resource Requirements – Access to Desire To Learn (D2L) will be helpful, but not required.

IX. Other

Technology is a great invention and I encourage you to use whatever technology you have to do class assignments. Use of technology can also be a distraction; to you and students around you. Solitaire, web-surfing, texting or other non-academic uses of technology will not be tolerated during class time. If your technology interrupts class time, you will be asked to leave class and will forfeit earned participation points for the class.

Also, as a reminder the "Instructor of Record" for this course is listed at the top of this syllabus. Only work assigned and graded by the instructor of record will be used to determine your final grade. Course work which is either assigned or graded by any instructor other than the instructor of record will not be used in the computation of a student's final course grade.

DISTANCE EDUCATION SYLLABUS

I. Catalog Description

HRIM 402 Beverage Management

3c-01-3cr

Prerequisites: Verifiable proof of 21 years of age or permission

Examines the principles, processes, and theories of beverage service. Analysis of methods of alcoholic beverage production and examination of categories of spirits, malt beverages, and wine, as well as legal concerns of service. Development and marketing of beverage operations are discussed. Includes voluntary tasting and evaluation of alcoholic beverage products.

II. Course Outcomes:

The student will be able to:

1. Understand the liquor laws in the State of Pennsylvania pertaining to serving alcoholic beverages in a bar or restaurant.
2. Know state laws concerning underage drinking, liquor liability, and how the laws are enforced.
3. Train employees to serve alcohol responsibly.
4. Understand effects of alcoholism on the body and how to handle alcohol-related problems with employees.
5. Arrange the flow of products, employees, and customers to optimize a bar operation.
6. Understand the essential equipment and organization needed for a bartender to perform his/her duties.
7. Explain proper safety and sanitation needed for a beverage operation.
8. Understand the basic types of wines and be able to serve wine to a customer.
9. Understand the basic types of beer and proper handling procedures.
10. Gain knowledge of the marketing and merchandising activities in the beverage industry.
11. Understand the human aspect of the bar and beverage industry, both from the customer point of view and employee.
12. Understand the importance of controls and the various types of systems available.
13. Deal with an employee who is abusing alcohol or drugs.
14. Describe the drink types and how drinks are built.
15. Describe the different types of alcoholic beverages available.
16. Understand the purchasing, receiving, and storage procedures that could be used in a beverage operation.
17. Discuss how a beverage operation could market itself.
18. Pair a beer or wine with food to maximize the meal flavor and enjoyment.

III. Course outline

<u>CLASS</u>	<u>CHAPTER- TOPIC</u>	<u>ASSIGNMENTS DUE</u>
Week 1:8/26	Introduction/Chapter 1	
	Chapter 1- Beverage Industry, yesterday and today	Read Chapter 1
Week 2: 9/2	Ch. 2-Responsible Alcohol Service	Read Chapter 2
Week 3: 9/9	Ch. 16- Regulations	Read Chapter 16
		Quiz #1
Week 4: 9/16	Ch. 3- Creating and Maintaining a Bar Business	Read Chapter 3
	Ch. 4- Bar Equipment	Read Chapter 4
Week 5: 9/23	Ch. 5- The Beverages: Spirits	Read Chapter 5
Week 6 9/30	Ch. 6- Wine Appreciation	Quiz #2 Read Chapter 6
Week 7:10/7	Ch. 7- Wine Sales and Service	Read Chapter 7
Week 8: 10/14	Ch. 8- Beer	Read Chapter 8
Week 9: 10/21	Ch. 9- Sanitation and Bar Setup	Quiz #3 Read Chapter 9
Week 10: 10/28	Ch. 10- Mixology, Part 1	Read Chapter 10
Week 11: 11/4	Ch. 11- Mixology, Part 2	Read Chapter 11
		Quiz #4
Week 12: 11/11	Ch. 12- Employee Management	Read Chapter 12
Week 13: 11/18	Ch. 13- Purchasing, Receiving, Storage, and Inventory	Read Ch. 13
Week 14: 11/25	NO CLASS - BREAK	
Week 15: 12/2	Ch. 14- Planning for Profit	Read Chapter 14
Week 16: 12/4	Ch. 15- Managing Your Bar Business, Final Review	Read Chapter 15
		FINAL EXAM

IV. Evaluation Methods

Participation in Weekly Discussions (14 class periods x 10 points)= 140 points Objectives: 1-16	
Current Events (4 assignments x 25 points each) Objectives: 2,4,10,11,17	= 100 points
Quizzes (4 x 25 points each) Objectives: 1,8,9,15	= 100 points
Final Exam Objectives: 1-16	= 200 points
RAMP Certification Objective: 3	= 40 points

Weekly Discussion Posts- The instructor will post discussion questions taken from the text and other sources to probe student understanding and application of the topic. Students will be expected to respond to the instructor's posts and engage in interaction with other students in the course. Students will be evaluated based on meeting the minimum requirements for posting (at least 3 posts, either original posts or replies to other posts in the thread) as well as the quality of their participation (10 points per chapter). It is strongly encouraged that you regularly review the posts rather than waiting until the end of the week. D2L tracks participation and students who only log on one or two times a week and/or spend a very short time in the course will receive a lower participation grade in this component of the course compared to those who are actively engaged.

Current Events Assignments – During the semester students' will be required to locate a current event related to that week's topics. Students will be expected to prepare a summary of the event to share with other students in the course and lead a threaded discussion of the issue.

Quizzes- Quizzes will be given on dates listed in the Course Outline. No make-up quizzes will be permitted. Each quiz will remain open for 30 minutes, and consists of a combination of ten true/false and multiple-choice questions.

RAMP Certification – Responsible Alcohol Management Program (RAMP) training will be conducted during a scheduled 2.5 hour time period. Students will need to attend the training in person, per the PLCB requirements. The instructor will inform students at the beginning of the semester of the training date. If a student is unable to attend the class, they will be required to take the online version of the training via the PLCB website (will be an additional fee).

V. Grade Scale

90 – 100% = A	(480-580 points)
80 – 89% = B	(380-479 points)
70 – 79% = C	(280-379 points)
60 - 69% = D	(180-279 points)
59% and Below = F	(179 points and below)

The deadline for submitting course requirements is the due date specified on the syllabus. Assignments submitted after the deadline will be accepted but will be penalized one letter grade (10%) except in cases of serious personal illness or injury or other unusual circumstances discussed with the instructor in advance. Except for bona fide emergencies or unusual circumstances requiring arrangements mutually agreed upon between the student and instructor in advance of the due date, no assignment will be accepted for evaluation once evaluated assignments have been returned to the class.

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VI. Attendance Policy

It is the expectation of the instructor that students will log into the D2L class two to three times per week. Regular participation in the online discussions will be part of the student's overall evaluation in the course.

VII. Consultation:

Office Hours in Room 4 Ackerman Hall:

Tuesday and Thursday: 1:30pm-2:00pm

Wednesday: 10:00am-12:00pm, 1:30pm-2:30pm

Email: l.m.dupnock@iup.edu

IUP Office Phone: 724-357-3160

* Other times available by appointment

VIII. Required Textbooks, Supplemental Books and Readings

Katsigris, C., Porter, M., and Thomas, C. (2012). *The Bar & Beverage Book* (4th ed.). Hoboken, New Jersey: John Wiley & Sons.

IX. Special Resource Requirements –

Students enrolled in this course should possess the following technology skills:

- The ability to access information via the Web
- The ability to use the D2L system and associated tools, including discussion/chat, quizzing, and dropbox features.
- The ability to use word processing software.
- The ability to use Internet communication tools, specifically e-mail
- The ability to demonstrate netiquette (appropriate online conduct).

Students enrolled in this course must possess the following software:

Windows Operating System (XP, Vista, 7)

- Browser
 - Mozilla Firefox 2 or later
 - Microsoft Internet Explorer 7 or later
- Office Productivity Suites
 - Word processing (Microsoft Word 2003 or later, Microsoft Office 2003 or later, Open Office)
- Browser Viewers and Players
 - Windows Media Player 7 or later (typically included with Windows)
 - Adobe Flash Player 7 or later
 - Adobe Reader 9 or later

Mac OS X (Tiger, Leopard, Snow Leopard)

- Browser
 - Mozilla Firefox 2 or later
 - Safari 3x or later (Not compatible with all university systems)
- Office Productivity Suites
 - Word processing (Microsoft Word 2004 or later, Microsoft Office 2004 or later, Open Office)
- Browser Viewers and Players
 - [Flip4Mac](#) (support for .wmv files)
 - [Adobe Flash Player](#) 7 or later
 - [Adobe Reader](#) 9 or later

If you are not familiar with Distance Education, please visit this site for guidance,
<http://www.iup.edu/page.aspx?id=77153>.

Also, as a reminder the “Instructor of Record” for this course is listed at the top of this syllabus. Only work assigned and graded by the instructor of record will be used to determine your final grade. Course work which is either assigned or graded by any instructor other than the instructor of record will not be used in the computation of a student's final course grade.

HRIM 402- Beverage Management

Distance Education Proposal

Sample Lesson- Week 1

CHAPTER 1

Class Topic: The Beverage Industry, Past and Present

Reading Assignment(s)- Chapter 1- The Beverage Industry, Past and Present

Weekly Discussion Posts

After reading Chapter 1, students will post responses and hold a Discussion based on the following questions posed by the instructor. A few example questions would be:

1. Alcohol was hearty enough to provide up to half the calories needed in ancient and medieval times, when work was difficult and hours were long. People drank it because it was safer than other beverages, tasted better, and quenched thirst. What are some other uses for alcohol?
2. What are your views on Prohibition? Good or Bad, and why?

Current Event

On the week that a current event is assigned, the student will locate a current event based on the topic of that current week. For example, a student assigned to prepare a current event for Week 1 would locate a current event based on the beverage industry's past and present. The student would then prepare a summary of the current event and post the summary and current event in the Discussion thread. All students in the class will then be required to read each others' posts and respond to the current events.

Quiz

Quizzes will be conducted about every 3-4 weeks. The quizzes will consist of multiple choice and true/false questions, from each of the previous chapters assigned. For example, the Chapter 1 questions for the quiz will be combined with Chapters 2 and 16. The following are some examples of the questions that would be asked related to Chapter 1:

1. One of the hottest issues in today's bar/restaurant business is:
 - (a) Crowd control at dance clubs.
 - (b) Appropriateness of the cigar bar in an age of fewer smokers.
 - (c) Whether to offer a smoking section.
 - (d) Whether to make your own brands to ensure quality.

2. Before the modern era, alcohol was used for medicinal purposes, including:
 - (a) As an anesthetic.
 - (b) As the earliest type of antioxidant.
 - (c) As an agent for weight gain.
 - (d) All of the above.

3. The chief reason(s) for Prohibition included:
 - (a) The proliferation of saloons, which prompted them to add such services as gambling and prostitution in order to compete for customers.
 - (b) The popular belief that selling and/or drinking alcohol is sinful.
 - (c) The problems of alcoholism and its effect on families.
 - (d) All of the above.

4. Ancient civilizations learned by trial and error that the most important function of a wine vessel is:
 - (a) To keep air out.
 - (b) To keep the wine sanitary.
 - (c) To keep the wine from discoloring.
 - (d) To make the bottle waterproof.

5. Herbs have been used in wine and spirits for centuries, primarily to:
 - (a) Sanitize it.
 - (b) Color it.
 - (c) Market it.
 - (d) Flavor it.

6. T F The term *brown goods* includes dark ales, such as those made in England and Ireland.
7. T F *White goods* are more popular with American consumers than *brown goods*.
8. T F The British equivalent of a bar or tavern is called a *public house*, or *pub* for short.
9. T F *Moonshine* is a term we associate with illegal production of high-alcohol-content wine.
10. T F *Fermentation* always precedes *distillation* in the production of distilled spirits.

THE BAR AND BEVERAGE BOOK

Fifth Edition

Costas Katsigris and Chris Thomas



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CHAPTER 1

THE BEVERAGE INDUSTRY, YESTERDAY AND TODAY



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THIS CHAPTER WILL HELP YOU

- Learn the historical importance of alcohol in religious rites.
- Learn about how wine, beer, and distilled spirits were created.
- Trace the history of the tavern in Europe and America and recount the role that taverns played in the American Revolution.
- Examine the impact of Prohibition on the bar industry.
- Compare and contrast the types of businesses that make up today's beverage service industry.



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THE BEVERAGE INDUSTRY

In the last century in the United States alone, the bar and beverage business has gone from an illegal enterprise carried on behind the locked doors of a *speakeasy* to one of the nation's most glamorous and profitable businesses.

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THE EARLIEST WINES

- People around the world fermented anything that would ferment
 - honey, grapes, grains, dates, rice, sugarcane, milk, palms, peppers, berries, sesame seeds, pomegranates.
- Almost all of the world's wines (from grapes) can be traced to a single Eurasian grape species, *Vitis vinifera*.
- The Egyptians, Phoenicians, and Chinese were all tending their vines at about the same time.
 - It is believed that the ancient Greeks got their *viticulture* knowledge from the Egyptians.

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THE EARLIEST WINES

- The Greeks first discovered the practice of aging wines, storing them in cylinders known as *amphorae*. Made of clay, they were remarkably airtight.
- Fifteen hundred years later, the Romans tried a similar method, but their clay was more porous and didn't work as well. So they began coating their clay vessels with tar on the insides, a process known as *pitching*.

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THE EARLIEST WINES

- In many cultures, people associated intoxicating beverages with wisdom.
 - Early Persians discussed all matters of importance twice: once when they were sober and once when they were drunk.
 - Saxons in ancient England opened their council meetings by passing around a large, stone mug of beer.
 - Greeks held their famous symposiums (philosophical discussions) during hours of after-dinner drinking.
 - As the Roman historian Pliny summed it up, "*in vino veritas*" ("In wine there is truth").

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THE EARLIEST WINES

- Alcoholic beverages, often in combination with herbs, have been used for centuries as medicines and tonics.
 - Bread and *ale*, or wine, were the staples of meals.
 - In addition, they were considered the only liquids fit to drink, as household water was commonly polluted.
 - Milk could cause *milk sickness* (tuberculosis).
 - Beer, ale, and wine were disease free, tasty, and thirst-quenching, crucial qualities in societies that preserved food with salt and washed it down with a diet of starches.

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WINE AND RELIGION

- Early beers, ales, and wines were considered gifts from the gods, Romans honored *Bacchus*.
 - Of all alcoholic beverages, wine maintains the greatest religious connection.
 - These include Roman Catholics, Eastern Orthodox, Episcopallians, and Lutherans.
 - Some groups feared that consuming alcohol would weaken sensibility, ethics, and moral values and diminish self-control in an age where many churches sought greater control over their members.

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A BRIEF HISTORY OF BEER

- The Sumerians are said to have discovered the beer fermentation process, they had a goddess of brewing, *Ninkasi*.
 - Just about every civilization has made some type of beer, from whatever grain or root or plant was available in abundance.

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A BRIEF HISTORY OF BEER

- Beer production and sales played colorful parts in U.S. history.
 - The Dutch West Indies Company opened the first American brewery in 1632.
 - By the mid-nineteenth century, brewing dynasties began in the United States, such as Stroh, Miller, and Busch.
 - The Germans brought with them a different brewing style that produced a lighter beer known as *lager*, which is paler and clearer in appearance than ale and has a drier flavor. Its name comes from a German word for *storage* or *storehouse*.

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A BRIEF HISTORY OF BEER

- The French chemist Louis Pasteur discovered in the 1800s that, like milk or cider, beer could be heated to sufficient temperature to kill harmful bacteria without diminishing the quality of the brew.
 - This process of *pasteurization* enabled beer to be bottled for shipment.

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DISTILLED SPIRITS IN BRIEF

- The process of distillation—first heating, then cooling and condensing liquids to extract and concentrate their alcohol content—was known in crude form even in ancient times.
- *Distilled spirits* made from fermented liquids were much more potent than the original liquids.
- The first ones were called *aqua vitae* (water of life) and used as medicines, but they were quickly assimilated into society as beverages.

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DISTILLED SPIRITS IN BRIEF

- Scots and Irish distillers made whiskey.
- The French distilled wine to make brandy.
- A Dutch doctor's experiments produced gin, which is alcohol flavored with the juniper berry.
- In Russia and Poland the distilled spirit was vodka.
- In the West Indies rum was made from sugarcane.
- While in Mexico, Spaniards distilled the Indians' native drink to make *mescal*, the great-grandfather of today's tequila.

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WHISKEY REBELLION

- Seeing a potential new income source, the new U.S. Congress enacted the first tax on whiskey production in 1791.
 - Many of the distillers refused to pay. President Washington mustered 12,000 troops and marched into Pennsylvania to avert the so-called *Whiskey Rebellion*.
 - It ended without a shot being fired, but many angry distillers packed up and moved farther west to enjoy greater freedom and avoid future confrontations.

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BOURBON

- When Washington's presidency ended in 1797, he was once again a forerunner in the distilling business. (A recipe for his *mash bill* is included in this chapter.)
 - The distillers who relocated to Tennessee and Kentucky after the Whiskey Rebellion inadvertently discovered cold, clear water supplies that are still famous for their role in whiskey production.
 - The spirit soon became known as *Bourbon*, since some of the first distillers set up shop in Bourbon County, Kentucky.

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DISTILLED SPIRITS IN BRIEF

- Distillation gained momentum as the process was refined.
 - *Rectification* or distilling a liquid more than once, yielded much cleaner and almost 100 percent purer spirits than previous efforts.
 - Before rectification was perfected, spirits contained flavor impurities. Herbs, honey, and/or flowers were added to mask them.
 - After rectification, these items were also routinely added, but now to enhance the flavor.
 - Some of today's grand liqueurs are the results of these early flavor concoctions.

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ALCOHOL AND HEALTH IN HISTORY

- Alcoholic beverages, particularly wines, were the prime medicinal agents of our ancestors from the ancient world into the early nineteenth century.
- In addition to alcohol's anesthetic properties, early physicians and folk healers recognized its ability to act as a disinfectant.

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THE TAVERN: PLEASURES AND POLITICS

- Pouring for profit developed hand in hand with civilization.
 - There were alehouses along the trade routes.
 - When Europeans emigrated to America, they brought the tavern with them.
 - When Americans pushed westward, taverns sprang up along the routes west.

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THE TAVERN: PLEASURES AND POLITICS

- In England the public house, or *pub*, developed during Saxon times as a place where people gathered for fellowship.
- By the turn of the century, the successors to the early taverns had taken many forms.
 - Such as;
 - Fashionable cabarets
 - Private clubs
 - Cafes ranging from elegant to seedy
 - Big-city saloons

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PROHIBITION AND ITS EFFECTS

- Meanwhile, a growing number of people in the United States sought to curb the use of alcoholic beverages.
 - At first this movement went by the name *temperance* and its target was “ardent spirits” (distilled spirits), but proponents soon included beer and wine and expanded their goal from temperance, or moderation, to total *prohibition*.

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PROHIBITION AND ITS EFFECTS

- If “demon rum” were outlawed, they believed sin would disappear.
- Along with this belief, the notion that those engaged in making or selling alcoholic beverages were on the devil’s side. “Good” = *dry*; “Evil” = *wet*.
- Legal breweries and distilleries closed down, but illegal stills made liquor by the light of the moon in secret hideouts, hence the nickname *moonshine*.

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PROHIBITION AND ITS EFFECTS

- While the Prohibition movement gave some women their first taste of political activism, it was also an expression of religious and ethnic antagonisms.
 - The *Eighteenth Amendment*, prohibited the “manufacture, sale, transportation, and importation of intoxicating liquors.”
 - In 1933 Congress passed the *Twenty-first Amendment*, repealing the Eighteenth.

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TODAY’S BEVERAGE SERVICE INDUSTRY

- **What People Are Drinking**
 - *White goods* (vodka, gin, tequila, and rum)
 - *Brown goods* (Bourbon, Scotch, and other whiskies)
 - Beer sales look very impressive when compared to wine and spirits.
 - In recognition of customers who drink less, restaurants offer wines by the glass, not just by the bottle.

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WHAT PEOPLE ARE DRINKING

- Imported beers and beers from small, regional breweries, or *microbreweries*, have gained substantial followings.
- Nonalcoholic offerings: mineral waters, soft drinks, flavored teas, juice drinks, and even non-alcohol beers and *mocktails*.
- There is also strong interest in *call brands*, the slang term for premium brands that are requested, or “called for,” by name.

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TODAY'S BEVERAGE SERVICE INDUSTRY

- **The Beverage-Only Bar**
 - This type of bar also usually has a specific reason for success, perhaps its location, its reputation as a friendly place.
- **Bar/Entertainment Combinations**
 - In most cases the entertainment may draw the crowd, but it is the drinks that provide the profits.
 - A *cover charge*, which is an admission fee per person paid is likely to go to the entertainers.

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FOOD AND BEVERAGE COMBINATIONS

- The most common form of beverage operation is one that is linked with some kind of foodservice.
 - A special variation of the food-beverage combination is the *wine bar*. Some wine bars offer inexpensive one-ounce *tastes* (or groups of these one-ounce samples, known as *wine flights*).
 - Beer aficionados also have their own version of the wine bar. At a *brewpub*, beer is brewed and served right on the premises.
 - Yet another new trend in beverage-and-food combination is the distillery and restaurant.

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BARS AND SMOKING

- The *cigar bar and hookah bar* has been a trendy addition to the beverage scene—and profitable.
 - This brings up a controversial issue in the bar industry today. In many cities and states, allowing bar customers to smoke indoors is no longer the prerogative of the business owner.

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HOTEL BEVERAGE OPERATIONS

- In hotels, the beverage operation differs in many ways from the bar or the bar-restaurant combination.
 - There might be three or four bars
 - A lobby bar, a cocktail lounge, a restaurant bar
 - A nightclub with dancing
 - Room service
 - Banquet service, catering to conference, convention, and reception needs
 - Individual rooms often have a *mini-bar*

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AIRLINE BEVERAGE SERVICE

- Another type of beverage service that must adapt to special conditions is that on airline flights.
 - The restrictions of space, time, weight, and equipment are formidable.
 - Cruise lines and passenger trains have similar storage limitations.

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SUMMING UP

- While alcohol use remains controversial, an attitude of moderation and responsibility has enabled the beverage industry to grow and flourish.
 - Today's consumer is likely to drink less but is interested in higher-quality products, even if they cost more.

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CHAPTER 2

RESPONSIBLE ALCOHOL SERVICE



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THIS CHAPTER WILL HELP YOU

- Understand the effects of alcohol in the human body.
- Understand the impact of alcoholism in today's society.
- Become familiar with the alcohol-related laws.
- Learn the importance of responsible alcohol service.
- Become proactive on behalf of the beverage service industry to educate consumers.
- Value the responsibility of keeping up to date on the latest health benefits.



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ALCOHOL AND HUMAN PHYSIOLOGY

- The alcohol found in liquor, beer, and wine is *ethanol*, which is a form of drug; it is a depressant or tranquilizer.
 - In larger doses, it becomes toxic, a form of poison.
 - The liver *metabolizes* about 90 percent of the alcohol consumed.
 - Alcohol reaches the brain within a few minutes of entering the bloodstream.

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ALCOHOL AND HUMAN HEALTH

- Generally, an alcoholic drink contains the equivalent of one-half ounce of pure (ethanol) alcohol.
- In a glass this translates into:
 - 12 ounces of beer, at 5 percent alcohol content.
 - 4 ounces of wine, at 12 percent alcohol content.
 - 1½ ounces of distilled spirit, at 40 percent alcohol content (80 proof).
 - 1 ounce of distilled spirit, at 50 percent alcohol content (100 proof).

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WINE AND HEALTH

- Wine contains *phenolic compounds*, part of what gives grapes their color, known as *tannins*.
- These compounds are antioxidants. *Antioxidants* break down "bad" cholesterol (LDL) and help prevent both clogging of arteries and blood clots.

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WINE AND HEALTH

- *Resveratrol* is the primary antioxidant in wine.
 - It is a *flavonoid*, a component of grape skins that grapevines make naturally in response to stress, lack of nutrients, or fungal infections.
 - Red wines contain more *resveratrol* than white wines simply because of the way they are made.

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WINE AND HEALTH

- Recent studies of resveratrol have focused on whether it has the potential to prolong the human lifespan by mimicking another process known as *caloric restriction (CR)*.
 - Even the leftover skins and seeds from the crushed grapes, known as *pomace*, might have beneficial uses.
 - A recent Turkish study indicates that these mashed-up leftovers inhibit the growth of more than a dozen different harmful bacteria, some of which cause food-borne illnesses.
 - The researchers are experimenting with the idea of drying the *pomace* to use as a food preservative.

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ALCOHOL'S EFFECTS ON THE HEART AND BRAIN

- To help prevent heart disease, Ethanol raises HDL levels in the bloodstream.
 - In addition to resveratrol in wines, alcohol itself (ethanol) also contains a beneficial enzyme known as a *t-PA antigen*.
 - This substance helps prevent chronic internal blood clots, and the anti-clotting benefits take effect within hours of alcohol consumption.

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ALCOHOL/DRUG INTERACTIONS

- A chemical found in some types of wine and beer, called *tyramine*, interacts with some types of antidepressants, such as *monoamine oxidase inhibitors*, to increase blood pressure, possibly to dangerous levels.

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ALCOHOL AND WOMEN

- In the body of a pregnant woman, alcohol passes easily through the placenta into the body of the fetus, and drinking during pregnancy can cause a pattern of physical and mental defects in the child, known collectively as *fetal alcohol syndrome (FAS)* or *fetal alcohol effects (FAE)*.

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ALCOHOL AND STRESS

- The ability to cope with traumatic events varies among human beings, and recent research indicates a strong association between alcohol abuse and chronic stress or *post-traumatic stress disorder (PTSD)*.
 - The latter is an anxiety disorder developed after a terrifying event or ordeal.

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ALCOHOL AND NUTRITION

- There is a medical explanation for *beer belly*, which is noticeable even in many moderate drinkers.
 - One of the most common conditions associated with alcoholism is even called *fatty liver*, a build-up of fat cells retained by the liver that enlarges and damages it, even with no symptoms.
- The most dramatic impact is on *folate*, a vitamin that the body requires to make new cells.
 - An excess of alcohol prompts the body to excrete folate.

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ANATOMY OF THE HANGOVER

- A hangover, indicating a chemical imbalance, may present itself as headache, nausea, stomach cramps, dehydration, and dizziness.
 - *Congeners* are compounds found in alcoholic beverages that contribute to the hangover.

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ANATOMY OF THE HANGOVER

- A byproduct of the overburdened liver, working hard to metabolize the alcohol, is a chemical called *acetaldehyde*.
 - Some of it gets into the bloodstream, prompting inflammation. The stomach also gets into the action, secreting extra acid and histamines, which also cause inflammation.
 - The acetaldehyde, along with the congeners, appears to stimulate the body's immune response, much as if it were fighting the flu or an infection.
- This triggers the release (by the white blood cells) of molecules called *cytokines*.
 - These tiny culprits produce the flu-like feelings that come from drinking too much.

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ALCOHOLISM AND OTHER DRINKING PROBLEMS

- **1. A craving for the alcohol:**
 - A strong need or urge to drink.
- **2. A lack of control:**
 - Not being able to stop drinking once the person has begun.
- **3. Physical dependence:**
 - Withdrawal symptoms (shakiness, sweating, nausea, anxiety) when the person stops drinking.
- **4. Increased tolerance:**
 - The need to drink greater amounts of alcohol to feel its effects.

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BINGE DRINKING

- Another type of problem drinking, not classified as alcoholism but potentially just as serious, is *binge drinking*.
 - For men, binge drinking is defined as the act of consuming five or more alcoholic beverages in a single, short time period.
 - For women, four or more drinks qualify as a binge.

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BINGE DRINKING

- A new twist on binge drinking is *drunkorexia*—not an official medical term, but the slang for a disturbing behavior combination of self-imposed starvation (anorexia or bulimia) and alcohol abuse.

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LEGAL CONSIDERATIONS

- The surge of third-party litigation.
- The raising of the drinking age to 21.
- The placement of warning labels on liquor bottles.
- The pressure to control media advertising of alcoholic beverages are all part of an ongoing national movement against alcohol abuse.
 - Such efforts are dubbed by some as *neoprohibition*.
 - Those who are involved in today's movement, however, speak of it as *neotemperance*, aimed against the *abuse* of alcohol, not consumption of alcohol entirely.

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THIRD-PARTY LIABILITY

- The thrust of these laws is:
 - The liability for damages in a drunk driving accident, are shared by;
 - The driver who caused it.
 - The server or alcoholic-beverage licensee who provided the intoxicating drinks.
- This concept is known as *third-party liability*.



THIRD-PARTY LIABILITY

- *Criminal liability* lets the state file a lawsuit;
 - Against a licensed business.
 - Individuals employed by the business.
 - The social host of a private party where alcohol is served.

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THIRD-PARTY LIABILITY

- *Administrative liability* applies to any liquor-license holder in a certain state.
- In many court cases alcoholic-beverage servers have been held responsible for *foreseeability*.
 - That is, the reasonable anticipation that a particular course of action will likely result in harm or injury.

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THIRD-PARTY LIABILITY

- The term *reasonable care* is used to describe the degree of diligence or the standards of precaution that are expected in a particular set of circumstances.
 - Reasonable care includes, but is not limited to, what an ordinary, prudent person would do to prevent harm or injury.
- The flip side of reasonable care is *negligence*, which means the failure to act.
 - That is, the failure to exercise reasonable care resulted in harm or injury to someone.

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BLOOD ALCOHOL CONTENT (BAC) LAWS

- You are considered legally intoxicated when your *blood alcohol content* is higher than what the law permits in your area.
 - All states have now adopted the more stringent .08 BAC level (and there are many that have a *Zero Tolerance* policy for those under the age of 21).

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DRUNKEN-DRIVING LAWS

- The national reaction to drunken driving has resulted in the implementation of several different types of *per se* laws.
 - Their efforts have forever changed the arrest, recording of charges, and penalties for an offense now commonly known;
 - As *driving while intoxicated (DWI)*.
 - Or *driving under the influence (DUI)*.

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DRUNKEN-DRIVING LAWS

- Administrative license-suspension laws,
 - Empower an arresting officer to immediately revoke the driver's license of a person who refuses to take, or fails to pass, an alcohol breath test.
- Open-container laws,
 - Prohibit drivers and/or passengers to have open containers of alcohol in vehicles.
- Vehicle-forfeiture laws
 - Allow multiple offenders' vehicles to be impounded.
- Ignition-interlock laws
 - Require accused drunk drivers to install devices in their vehicles into which they must blow to start the ignition and/or keep the vehicle running.

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DRINKING-AGE LAWS

- Some of the responsibility for underage drinking rest with the beverage manufacturers.
 - The wide variety of fizzy, fruit-flavored products they market to younger drinkers that end up in the hands of minors are perceived as "one step up" from their favorite soft drinks.
 - This beverage category, with alcohol content of between 5 and 8 percent, even has nicknames:
 - *Alca-pops*
 - *Malternatives*

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HIGH-RISK FACTORS

- Stress or Depression
- Diets and/or Fatigue
- Altitude
- Alcohol Tolerance
- Medication
- Pregnancy

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WATCHING BEHAVIOR

- Relaxed inhibitions
- Impaired judgment
- Slow reaction time
- Impaired physical condition:
 - Alcohol consumption almost always impairs motor skills. This condition is known as *ataxia*.

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MAKING A PLAN

1. Review any existing records your operation may have about this topic.
 - Carefully examine the history of your establishment in *incident reports* or a current written policy.
2. Identify the special needs of your operation.
3. Develop, review, and update written policies.
4. Manage the staff to ensure a successful program.
5. Promote the responsible service of alcoholic beverages.

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CHAPTER 16 REGULATIONS



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THIS CHAPTER WILL HELP YOU

- Research your state and local regulations.
- Meet licensing, registration, and code requirements.
- Buy your beverages from licensed suppliers.
- Avoid illegal relationships with suppliers.
- Observe laws.
- Check product labels for legitimacy.
- Avoid illegal advertising.
- Train employees.



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REGULATIONS: AN OVERVIEW

- In *control states*, alcoholic beverages are sold through stores run by the state rather than by private business owners.
- In the *license states*, there are numerous conditions that allow individuals and corporations to obtain and/or keep their liquor licenses.

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TAXES AND REVENUE

- Taxes and Revenue: taxes are levied on the alcohol itself, known as an *excise tax*.
- The taxes are paid to the *Alcohol and Tobacco Tax and Trade Bureau (TTB)*.
 - The Homeland Security Act of 2002 split the Bureau of Alcohol, Tobacco, and Firearms (BATF) into two agencies with separate functions.
 - The BATF is now strictly an enforcement-related agency.

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GETTING READY TO OPEN

- If you own a bar or restaurant serving alcoholic beverages, you are defined in legal terms as an *on-premise* retail dealer.
- Local Option Laws:
 - Most states have *local option* laws; the state allows the people of local communities to choose whether or not they will allow the sale of alcoholic beverages, and if so, how.

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MUSIC LICENSING

- Public businesses, from bars and restaurants to retail stores and office buildings, must pay annual licensing fees in order to play almost any type of music, whether it is performed live or on a sound system.

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ADVERTISING REQUIREMENTS

- Nearly all codes set limits on advertising involving alcoholic beverages.
- The federal government has stringent regulations designed to prevent false, misleading, or offensive product advertising.

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SUMMING UP

- The sale of alcoholic beverages is highly regulated and heavily taxed.
- On-premise means that people consume the alcohol on your premises; off-premise means people buy the liquor then consume it elsewhere.
- The observance of existing laws and all of the paperwork that you must keep current.
- Rules about deals you can accept from wholesale distributors.

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