

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: CUL 259 Credits: 3

Course Title: Beverage Management

Course Description :

Involves the systematic study of beverages, emphasizing the use of beverages as a complement to food. Covers topics including both alcoholic and non-alcoholic beverages, beverage equipment and bar setup in addition to mixology, beer, wine and spirits. Lecture 2 hour. Laboratory 3 hours. Total 5 hours per week. 3 credits

General Course Purpose:

The purpose of this course is to emphasize the areas of beverage management, control, legal applications for alcohol service, and the many procedures involved in a beverage operation. If approved, the course will serve as a required course in the proposed Career Studies Certificate in Restaurant Management.

Course Prerequisites/Corequisites:

None

Course Objectives:

Upon completing the course, the student will be able to:

- x Relate local, state, and federal laws pertaining to the service and purchase of alcoholic beverages to include the
- x Discuss the opening and closing procedures of a beverage operation.
- x Explain the procedures for internal beverage control.
- x Explain the production processes for distilled spirits, liquors, beer, and brandies.
- x Identify levels of intoxication and methods to control consumption by guests.
- x Recognize equipment and glassware used for beverage preparation and service.
- x Demonstrate the preparation, presentation, and service of alcoholic and non-alcoholic beverages.
- x Evaluate the relationship of beverages to food.
- x Demonstrate knowledge of wines by grape and other fruit variety, country, growing region, and production.

Major Topics to be Included:

- x Advantages of the catering business
- x Financial and legal considerations
- x On-premise catering
- x Selling and booking affairs
- x Developing and increasing sales
- x Planning and pricing banquet menus
- x Package plans, parties, and functions
- x Banquet organization and supervision
- x Catering kitchen and related areas
- x Banquet service
- x Banquet service ware, furniture, and equipment

- x Off-premise catering
- x Kosher vs. kosher-style catering
- x Related catering services
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