2450 Product The Beverage Program

Product Fieldbook · https://kb.jeffreysummers.com/docs/2450-product-the-beverage-program/

The Demand

Before your next shift, walk your beverage program the way a first-time Guest would — the wine list, the cocktail menu, the non-alcoholic options — and rate how intentionally each one was built versus how it happened to arrive. Name who last curated it and when. Then pick the weakest link in the program this week and treat it as a brand decision, not a distributor decision, and rebuild it to say something specific about who you are.

The Work

Rate your beverage program's intentionality, 1-5, where 5 is fully designed and 1 is whatever the distributor sold you:

Wine list:

Who curated it, and when:

What it currently communicates about your brand:

Cocktail program:

Who curated it, and when:

What it currently communicates about your brand:

Non-alcoholic program:

Does it treat the non-drinker as a full Guest or an afterthought — Full Guest or Afterthought:

The weakest link in your beverage program right now:

What you will do this week to make it communicate your brand as intentionally as your menu does: