2450 The Beverage Program

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

The beverage program is the most underleveraged asset in most restaurants.

Operators spend months perfecting their menu and then hand their Guests a laminated beer list and a wine selection chosen by whoever answered the distributor's call last.

The beverage program isn't an afterthought. It's an extension of your brand. A craft cocktail that tells your story. A wine list curated with the same intention as your menu. A non-alcoholic program that treats the non-drinker as a full Guest, not an afterthought. These things don't just drive margin — and they do, significantly — they communicate something about who you are.

Treat the beverage program like the marketing tool it is.