

## Types of Bar

### Objectives :-

1. To be get familiar with different types of bars.
2. To understand the names & categories of all bars of the industry
3. To understand and remember the names and recognize bars by their specialties and SOP's
4. To understand the use and purpose of all bars.

Bars can be classified in various ways. It may be classified on the basis of its function; architectural concepts, themes, interiors and ambience: patronizing clientele: key beverage (product) served; location; payment of drinks; in-situ (on-premises) entertainment offered, etc. However, noteworthy point is that a certain type of bar may fit more than one classification.

- **Front Bars:** These are also called as public bars. They are situated in front of the house and are characterized by barman-guest contact, facilitating maximum interaction. Here, bartenders serve the public face to face. Some guests are seated and served at the bar counter itself while others purchase drinks at the bar counter and consume standing or carry them to the tables provided. Basic front bars offer adequate bar skills, beverage lists, comfort, decor and ambience. It gets upmarket, stylish, and more lavish, focused (specialized) and more expensive as it evolves into lounge bars and cocktail bars. Front bars may or may not provide entertainment.

- **Service Bars:** These are also called as dispense bars. Here, bartenders do not serve the public directly but pour drinks that are picked up by servers and delivered to customers at different locations like the guestroom, a table in the restaurant or a poolside deck chair. In short, it fills drink orders brought by waiters and waitresses only. Generally in such bars, a single pouring station is enough to handle the volume. Also, guests have no access to service bars and hence are characterized by absence of barman-guest interaction. However, service bars need the same forethought in its planning, has the same functions. Uses the same equipments and performs the same tasks of recording and controlling the pouring & selling of drinks as any other bar.

It is of two basic types:

- ❖ **Back-of-the-house service bars:** As the name suggests these are located behind the scenes and hence hidden from guest view. They are smaller and simpler in design. Backbar of such bars have a room for bulk supplies of beer, mixes, liquor stock, etc and has no display. These bars do not require hiding of ugly and noisy equipments and mechanical dispensing

systems are often used to increase speed and reduce liquor loss. These bars act as centralized bar dispensing drinks in various guest service areas like various kinds of outlets, guest-rooms, poolside etc. and thus centrally located in a hotel. It does away with the problem of having separate bars thus maximizing the service area of various outlets.

- ❖ **Front-of-the-house service bars:** As the name suggests these bars are in full view of the guests but used only for dispensing beverages to the servers against guest's orders. These bars are less usual, are generally found in conjunction with food service and are a part of the dining room. These bars must harmonize well with the overall ambience and due thought should be given to its layout, design and decor for efficiency and economy of service. The emphasis is more on functional ambience and is not lavishly equipped as a full-scale public or cocktail bar.

- **Special Function Bars:** As the name suggests these bars are used for beverage sales and service at functions like banquets, meetings, receptions, conferences or conventions. It can also be used In recreational areas like golf course and tennis courts, open gardens & pools side or anywhere else in the hotel. It is of two basic types:
  - ❖ **Portable bars:** It takes the form of mobile trolleys (on castors/wheels) built to specifications. These mobile trolleys are parked in a suitable area when not in use.
  - ❖ **Crash bars:** These are a make-shift arrangement of trestle tables (horizontal tables held by two pairs of collapsible legs that save space when stored) nested together and dressed up to create a low and open bar counter. Crash bars are more versatile as they can be arranged into any shape or size required and can also be made to harmonize with the decor and ambience of the function. After the function is over, these tables are dismantled and stacked away.

- **Minibars:** They are also called as in-house bars or honor bars. It is a relatively new concept and consists of a refrigerated cabinet placed in a guest room along with the menu cum rate-list, for consumption by room-guest. Thus, these bars are means of visual merchandising to boost beverage sales. By this option, the guest can enjoy the drink in the privacy of the room. Generally, miniature single serve bottles of liquor, pints of beer and cans of soft drinks are stocked in such bars due to space constraints. However, the exact contents are a matter of hotel policy. Assorted snacks like nuts, crisps etc are also kept to make the experience more complete. The guest's' account is charged based on consumption - manually or electronically. Billing and Refilling is usually done once a day for a stay-over guest and on check-out for a departing guest. Minibar (refilling, charging and inventory) responsibility lies with a separate F & B team or is appended to the Room Service Department and work 24 hours.

- **Cocktail Lounges:** Cocktail lounges are more comfortably furnished, more luxurious in ambience and more expensive than public bars. Thus, it is an enhanced version of public bars. Seating includes chairs with armrests or sofas/couches and coffee tables are spaciouly laid out. The ambience is particularly relaxing with enhanced elegance and style. Entertainment may be in form of live music (like Guitarist, Pianist, etc) and some cocktail lounges may be themed. Such bars have a comprehensive beverage list and also serve complimentary light snacks with the drinks. Guests use these lounges for a 'sundowner' in the evening or for an aperitif before proceeding to an in-house restaurant for dinner. Overcrowding, standup consumption and very high turnovers are not encouraged in bars. Sometimes, there may be a cocktail lounge on privileged floors for the exclusive use of guests staying on these floors.
- **Sunken Bars:** As the name suggests, these bars are sunk (immersed) and surrounded by water on all sides i.e. it is built in the middle of a swimming pool. These bars are usually found in resort hotels where guests spend a lot of time in and around the pool. Here, guests swim to the bar to collect the drinks and consume it seating at Immersed bar stools or on air floats.

- **Tiki Bars:** As the name suggests, these bars are themed on the tiki culture i.e. a South Seas-inspired pop culture in United States. This culture was at its height in the 1950s and 60s, and is enjoying a revival now-a-days. Tiki bars are generally made of bamboos, canes, straw mats etc and are decorated with tropical flowers including orchids, fruits, etc. They dispense rum based cocktails and mixed drinks such as zombie, planters punch etc.
- **Pubs:** Also referred to as dive or neighborhood bar in America, it is a contracted form of 'Public House' - a licensed house for the sale and consumption of alcoholic drinks on or of the premises. These are small outlets - pretty much like local places at the comers; very basic, nothing fantastic or special and generally run of the mill bars. They dispense common beers, standard spirits and wines.



- **Wine Bars:** As the name suggests, such bars serve a wide range of wines by glass/carafe/bottle and wine based mixed drinks. Food served include cheese trays, fruit platters and hors d'oeuvre specialties. Wine list consists of a wide variety of wines ranging from inexpensive house wines to quality wines at dizzy prices for accommodating different tastes and budgets. Wine bars are declining as serving only wine limits the clientele to wine-lovers only. Also, purchasing appropriate wines requires expertise and large investment. Hence, such bars feature a limited range of beer and spirits to maintain a broad appeal and realizing good profit margin. In stark reality, now-a-days these are simply bars that have a wine oriented ambience and often broaden their offerings by serving meals. Wine bars may also be successfully combined with a smart casual restaurant. Also, it requires professional, knowledgeable staff that comes expensive.

- **Beer Bars:** As the name suggests, these bars stock and serve only/predominantly beer and beer based mixed drinks. They generally carry and sell a variety of different styles and brands of beer like stout, porter, ales, pilsners, draught etc by glass/pitcher/pint/can/bottle. Many a times, such bars are owned/franchised by brewery companies as part of their vertical marketing integration strategy.
- **Cocktail Bars:** Cocktail bars are full-service bars serving an entire range of alcoholic and non-alcoholic beverages but specializing in wide range of cocktails and mixed drinks - both classical and innovative. Here, the focus is on the cocktail range featured on the menu and the skills & proficiency of the bartender. Cocktail bars are upmarket beverage outlets, commonly found in luxury hotels and are luxuriously furnished and lavishly equipped. It carries a complete range of liquors, garnish, glassware and equipment in order to prepare and serve different cocktails and other drinks. Such bars can be thematic and sometimes open only in the evenings offering professional and elegant tray and bar service. Being a high class and refined bar, standing crowds and congested layouts are unlikely.

- **Host Bars:** Also called as Sponsored bars, a host bar is a kind of special function bar where the total consumption of beverages of any type (from what is available) and in any quantity by the Invited guests at the function, is charged to and paid for by the host at the end. Consumption may be recorded and charged on
  - a drink-count basis,
  - bottle count basis
  - per hour basis.
- On a drink-count basis of Host Bar, a system is kept to track the number of each type of drink served through tickets turned over to the bartender by guests, transactions recorded by a point of sale system, or marks on a tally sheet. The consumption is then charged generally With reduced rates (as compared to normal rates) to obtain the host's business. numbers of bottles used or open is charged upon an agreed price. This is nothing but difference between the beginning inventory and ending Inventory of each type of spirit, beer or wine bottles.

- On per hour basis of Host Bar, the pricing plan charges a fixed beverage fee per person per hour. This plan involves estimating the number of drinks guests will consume each hour. While estimates are not easy to make, a rule of thumb used is three drinks/person during the first hour, two a second, and one-and-half the third. It is then multiplied by an established drink charge to arrive at the hourly drink charge per person. A point to note over here is that statistics should be maintained on consumption, which can assist in accurately setting hourly charges in future events. Another form of host bar is the Captain's bar, which is stacked with full bottles of liquor and mixes needed to make all the basic bar drinks. It is a self- service or make-your-own-drink bar and is not attended by a barman.
- **Cash Bars:** These are also called as No-host bars, Cash on delivery (COD) bars or A-la-carte bars. In some service clubs, some convention functions, and meetings; such bars are set up. Here, the host may pay for the food and venue while the individual participants pay for drinks consumed. Payment may be effected by cash collection or an equivalent amount

(number) of coupons that is sold prior to the event by either the function organizer or the hotel. The prices may be the same or different from normal selling prices. However, the prices are generally reduced in order to attract group business.

- **Foyer Bars:** As the name suggests, such bars are situated in the foyer (lobby area) of some superior residential hotels and serve drinks in the same area. However, even if there is no such bar, most of the hotels serve drinks to seated guests in the foyer.
- **Nightclub & Discotheque Bars:** As the name suggests, these bars are found in nightclubs (An outlet that is principally open at night for dinner, dance and cabarets. Decor is lavish while service is elaborate. A live band is always there and most establishments insist on formal wear so as to enhance the atmosphere) and discotheques (An outlet which is principally meant for dancing to recorded music. A live band may also perform. Food offered mainly consists of snacks).

They serve mixed drinks including cocktails as well as local and imported liquor. These bars are open till the early hours of morning and provide tray and bar service.

- **Sport Bars:** as the name suggests, these are bars that provide sports entertainment on big television screens, with special projections etc. It may have a series of screens and the decor may also be geared on the theme of sports. Generally, they are found in clubs and spring up throughout the city during Soccer season, Cricket World-Cup, Wimbledon Tennis tournament, etc.

## References :-

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# School of Hospitality

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**Thank  
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