CONTENTS

Preface xiii	Alcohol Consumption Levels 18
About the Authors xv	Facts About Alcohol Consumption 19
Chapter I The Origins of Beverages and the Beverage Industry I Chapter Objectives 2 Introduction 3 Why Understanding the Origins of Alcohol Is Important 4 The History of Drinking in the World 4 The Origins of Alcoholic Beverages 4 The Earliest Alcoholic Beverages 5 First Recorded History of Alcohol 6 Origins in Europe 7 The History of Drinking in America 8 First Public Drinking Establishments in the	Consumption in America 20 The Amount of Alcohol in Various Beverages 21 The Effect of Alcohol on the Human Body 21 The Factors Affecting the Absorption of Alcohol in the Body 23 Summary 24 Key Terms 25 Chapter Questions 25 References 25 Suggested Readings 26 Web Resources 26 Liquor Liability/Dramshop Issues 26
US 10 Americans Move West 10 America's Contribution to the Alcoholic Beverage Industry 11 Prohibition: Its Effect on the US 13 The Repealing of Prohibition: The Twenty-First Amendment 15	Chapter 2 The Importance of the Customer 27 Chapter Objectives 28 Introduction 28 Why Looking at the Importance of the Customer Is Important 29
The Role of Alcohol in American Society 16 Economic Impact 17 How Does Alcohol Consumption Negatively Cost Society? 18 Health Consequences of Drinking Alcohol 18	Different Generational Views on Customer Service 30 Enhanced Autonomy 30 Make It Efficient 31 Keep It Consistent 31 Personalization 31 Millennials Share the "Likes" 32

The Implications of Service for the	Prevention through Education 49
Hospitality Industry 32	Goals of Systems to Promote Responsible
The Importance of the Customer, and the	Drinking 51
Customer-Driven Operation 33 Why Is It Important to Make Your	CARE for Servers 52
Operation Customer-Driven? 33	Alcohol Server Training 52
How to Make an Operation Customer-Driven 34	The Development of Liquor Laws in History 52
Hallmarks of Excellent Customer Service 35	Liquor Liability and Dram Shop Laws 53 Alcohol Laws 54
Characteristics of Goods and Services 36 Services 37 Goods 37	State Laws Governing Leverage Operations 54 Local Option Laws 54
Components of the Customer-Service Transaction 38	Three-Tier System (Alcohol Distribution) 55
Anticipation 38	Sales and Possession of Alcoholic Beverages 55
The Actual Experience 38 Residue 39	How States Determine the Legal Age for Consuming and Serving Alcohol 55
Summary of the Customer-Service Transaction 39	Control/License States 57
Empowered Staff Mean Happy Customers 40	State Liquor Laws 58 Serving Underage Drinkers/Minors 59 Identifying Underage Drinkers 60
The World Is Listening 40	Serving Intoxicated Guests 60
Summary 41	Other State Regulations 61
Key Terms 41	Summary 61
Chapter Questions 41	Key Terms 62
Web Resources 42	Chapter Questions 62
Chapter 3 Promoting Responsible	Chapter Questions 63
Drinking and Alcohol Awareness 43	Suggested Readings 63
Chapter Objectives 44	Web Resources 63
Introduction 44	Chapter 4 Alcoholic Beverage
Importance of Promoting Responsible Drinking to Customers 46	Production 65
Throughout History, Drunkenness Has	Chapter Objectives 66 Introduction 66
Caused Problems 46	
Understanding Blood Alcohol Content (BAC) 48	What Is an Alcoholic Beverage? 67 Basic Definitions 67
Programs to Promote Responsible Alcohol Service 49	Why It Is Important to Understand the Beverage Production Process 69

Types of Alcohol 69	Brief History of Beer 86
The Three Types of Alcohol 69 The Differences between Distilled and	What Is the Reinheitsgebot (German Purity Law)? 87
Fermented (Un-Distilled Alcohol) Beverages 70	Beer Consumption in the United States 88 Demographics of Beer Drinkers in the U.S. 88
Different Types of Alcoholic Drinks by Alcohol Content 70	The Most Popular Beers Sold in the U.S. 88 The Craft Beer Market 89
Fermented: Un-Distilled Drinks 71	Important Definitions 90
Distilled Beverages (Liquors and Spirits) 72	Beer Taste Descriptors 90
Brief History of Beer and Wine Production 72	Beer's Vital Statistics: ABV, IBU, SRM, and OG 91
The Process of Alcohol Fermentation 73	The Main Ingredients in Beer 93
Some of the Key Factors Affecting Fermentation 74	Water:The Base 94
The Process of Distillation 74	Yeast:The Crucial Ingredient 94
History 74	Malt:The Soul 95
Design 75	Hops:The Spice of Beer 96
Differences between the Two Stills 75	Other Ingredients 97
Advantages and Disadvantages 76	Quality/Off-Flavors 98
Spirited Choices 76 Pot Still 76	How to Identify and Control Off-Flavors in Beer 98
Column or Coffey Still 77	Summary 100
Distilled Spirits 78	Key Terms 101
White (Un-Aged) Spirits 78	Chapter Questions 101
Brown (Aged) Spirits 78	Suggested Readings 101
Aging Process 78	Web Resources 101
Liqueurs/Cordials 79	
Liquor vs. Liqueur 79	Chapter 6 Beer Styles and
Summary 80	Service 103
Key Terms 80	Chapter Objectives 104
Chapter Questions 80	Introduction 105
Web Resources 81	Customer Perspective on Beer Styles 105
vveb Resources or	Introduction to Beer Styles and
Chapter 5 Brewing and Beer	Categories 106
Making 83	History of Beer Styles 106
Chapter Objectives 84	Using the Style Guidelines 106
Introduction 84	Beer Styles 108
Why It Is Important to Know About	Ale Style Beers 108
Beer 86	Lager Style Beers 113
	Lager Beers 114

lypes of Hops 114	Web Resources 132
Noble Hops 114	
American Hops 115	Chapter 7 Wine Fundamentals and
English Hops 115	Language 133
Hop Flavor Profiles 115	Chapter Objectives 134
Cascade Hops Profile 115	Introduction 134
Citra Hops Profile 115	The Origins of Wine 135
Juggle Hops Profile 115	The Selling and Serving of Wine 137
Vallarta Hops Profile 116	Suggestive Selling 137
Mosaic Hops Profile 116	Wine Service Techniques 138
Centennial Hops Profile 116	The Sommelier 140
Malt and Mashing Terms 116 Malt Defined 116	Winemaking Standards and Fundamentals 141
Mashing Defined 117	Leading Wine-Grape Varieties 142
Yeast and Fermentation Terms 117	White Wine Grapes 144
History of Beer Pasteurization 117	Red Wine Grapes 145
Key Factors in Evaluating Beer 118	Principal Wine Countries and Regions 146
Beer Descriptors 118	California 146
Packaging Options 119	Germany 147
Bottles 119	France 148
Cans 120	Italy 149
Kegs 123	Other Notable Wine Producing Nations 157
Beer Glassware 124	Wine Classifications 158
American Pint Glasses 125	Sparkling Wine Methods 158
Pilsner Glasses 125	Non-Alcoholic Wines 159
Tulip Glasses 125	Wine Language 159
Weizen Glasses 126	Terroir 159
Storage, Serving, and Pouring 126	Botrytis Cirenea 159
Storage 126	Phylloxera 159
Serving 127	Body I59
Pouring Draft Beer 128	Legs 160
Pouring Bottled/Canned Beer 129	Variety 160
"Beer Clean" Glasses 129	Vintage 160
Steps to "Beer Clean" Glasses 130	Summary 160
Summary 130	Key Terms 161
Key Terms 131	Chapter Questions 161
Chapter Questions 131	Suggested Readings 161
Suggested Readings 132	-

Web Resources 161	Alcohol Content of Sake 185
Chapter 8 Food and Wine Pairing for Sensory and Personality Perception 163 Chapter Objectives 163 Introduction 164 Food and Wine Pairing and Sensory Perception 165 Wine Pairing and Personality Perception 168 Food and Wine Pairing Hints 170 Key Terms 171 Chapter Questions 171 Suggested Readings 171 Web Resources 171 Chapter 9 Hard Cider/Mead/Sake and Other Fermented Beverages 173	Sake Packaging Options 185 Other Fermented Beverages 185 Hard Kombucha 185 Hard Seltzer 186 Summary 187 Key Terms 187 Chapter Questions 187 Web Resources 188 Chapter 10 Distillation/Spirit Production 189 Chapter Objectives 190 Introduction 190 Why Alcoholic Beverages Are Called Spirits 190 The Customer Perspective on Distilled Beverages 191 Alcoholic Beverages Market Overview 19
Chapter Objectives 174 Introduction 174	U.S. Spirits Market 191
Customer Perspective on Hard Cider/Mead and Sakes 175 The World of Hard Cider 176 Hard Cider Alcohol Content 177 Different Types of Hard Cider 177 Cider Production Methods 178 Proper Storage of Hard Cider 179 Service of Hard Cider 179 Ancient Drink Growing in Popularity: Mead 180 Exploring the Styles of Mead 180	Dark (Aged) Spirits Production Cordials/Liqueurs 192 Craft Distillery Movement 194 Definition 194 History 195 Craft Distilling Industry 195 Summary 195 Key Terms 196 Chapter Questions 196 Suggested Readings 196 Web Resources 196
Mead Production Methods 182 Alcohol Content of Mead 182 The Best Way to Serve Mead 182 What Is Sake? 182 Types of Sake 183 Sake Production 184	Chapter 11 Spirits and Cordials 197 Chapter Objectives 199 Introduction 199 Changing Consumption Patterns 200 Review 201 The Base Six Types of Distilled Spirits 201
How to Serve Sake 184	The base six types of Distilled spirits 201

Brandies—The Soul of Wine 201	Types/Styles 214
Brandy Key Facts 201	What Does Vodka Taste Like? 215
Overview 202	How to Serve Vodka 215
Brief History 202	Whiskey/Whisky 216
Production Methods 202	Whiskey Key Facts 216
Types/Styles 203	Overview 216
What Does Brandy Taste Like? 204	Brief History 216
How to Serve Brandy 204	Production Methods 217
Gin 205	Types/Styles 217
Gin Key Facts 205	How to Serve Whiskey 222
Overview 205	Liqueurs and Cordials 223
Brief History 206	Liqueurs/Cordials Key Facts 223
Production Methods 206	Overview 223
Types/Styles 207	Brief History 223
What Does Gin Taste Like? 207	Production Methods 223
How to Serve Gin 208	Types/Styles 224
Most Popular Gin Drinks 208	Other Distilled Spirits 226
Rum 208	Absinthe 226
Rum Key Facts 208	Everclear 226
Overview 208	Grappa 226
Origins/History 209	Summary 226
Production Methods 209	Key Terms 227
Types/Styles 209	Chapter Questions 227
What Does Rum Taste Like? 210	Suggested Readings 228
How to Serve Rum 210	54,650
Tequila 210	Chapter 12 Cocktails/Service/
Tequila Key Facts 210	Mixology 229
Overview 211	Chapter Objectives 230
Brief History 211	Introduction 230
Production Methods 212	What Is Mixology? 231
Types/Styles 212	The Differences between Mixologists and
What Does Tequila Taste Like? 213	Bartenders 232
How to Serve Tequila 213	Mixologists 232
Vodka 213	Bartenders 232
Vodka Key Facts 213	A (Brief) History of the Cocktail 233
Overview 213	The Structure of Cocktails 234
Brief History 214	Drink Measurements 234
Production Methods 214	Parts 234

Parts 234	Types of Coffee Beans 254
Dash or Splash 235	Choosing Your Coffee 254
Jiggers 235	Types of Coffee Drinks 257
Cocktail Glassware Types 236	Tea 261
Rocks Glass 236	History 262
Highball Glass 236	True Teas 263
Shot Glass 236	Experience a World of Flavor 267
Cocktail Glass 237	Summary 268
Chilled Glasses 237	Key Terms 268
Drink Making Methods and Procedures 237	Chapter Questions 268
Mixing Methods 237	Suggested Readings 268
Factors Affecting How Customers Judge Drinks 239	Web Resources 268
Amount of Ice 239	Chapter 14 Purchasing, Receiving,
Drink Level 239	Storing, and Issuing 269
Tips for Bartenders 239	Chapter Objectives 270
Standard Portions/Variations of Drinks 240	Introduction 270
Popular Cocktails 240	Purchasing, Receiving, and Storing through
Ready to Drink (RTD) Cocktails 240	the Eyes of the Customer 271
Trends in Cocktails 241	Purchasing/Buying 271
Summary 242	Control and License States 272
Popular Bar Terms 243	Control States as of 2021 272
Key Terms 244	The Advantages/Disadvantages of the
Chapter Questions 244	Alcohol Purchasing System 272
Suggested Readings 244	The Goal of Purchasing 273
Web Resources 245	Proper Product 274
VVCD NCSOUICES 213	Best Price 274
Chapter 13 Non-Alcoholic Beverages/	Needed Quantity 274
Coffee/Tea 247	Quality Desired 275
Chapter Objectives 248	Metric Container Sizes 275
Introduction 248	Ordering 275
What Is Coffee? 249	Receiving 276
Botanical Classification 249	Storing 277
The Anatomy of a Coffee Cherry 250	Concerns When Storing Beer 278
An Ethiopian Legend 251	Concerns When Storing Wine 278
The Arabian Peninsula 25 I	Concerns When Storing Distilled
The History of the Coffee Drink 251	Spirits 279
Types of Coffee Roasts 253	Issuing 279

What Advice Could You Give a Student Who Summary 280 Is Planning to Pursue a Career in the Key Terms 280 Beverage Industry? 289 Chapter Questions The Hospitality Viewpoint 290 Suggested Readings How Would You Describe Your Web Resources 281 Company? 290 How Will the Beverage Industry Be Affected **Chapter 15** A Look at Tomorrow's over the Next 5-7 Years? 290 Beverage World from Industry Leaders' Do You See Any Industry Changes in the Perspectives 283 Next 5-7 Years? 290 Chapter Objectives What Advice Could You Give a Student Who Is Planning to Pursue a Career in the Introduction 284 Beverage Industry? 291 Projections for the Immediate Future 286 The Educational Viewpoint 291 The Distributor Viewpoint 286 How Would You Describe Your How Would You Describe Your Company? 291 Company? 286 How Will the Beverage Industry Be Affected How Will the Beverage Industry Be Affected over the Next 5-7 Years? 291 over the Next 5-7 Years? 286 Do You See Any Industry Changes in the Do You See Any Industry Changes in the Next 5-7 Years? 292 Next 5-7 Years? 287 What Advice Could You Give a Student What Advice Could You Give a Student Who Is Planning to Pursue a Career in the Who Is Planning to Pursue a Career in the Beverage Industry? 292 Beverage Industry? 287 Beverage Education 292 The Executive Viewpoint 287 Beverage Programs and Majors at Schools How Would You Describe Your and Colleges in the U.S. 293 Company? 287 Continuous Beverage Education 295 How Will the Beverage Industry Be Affected Hints for Beverage Managers 297 over the Next 5-7 Years? 287 Chapter Questions Do You See Any Industry Changes in the 298 Next 5-7 Years? 288 Suggested Readings 298 What Advice Could You Give a Student Web Resources 298 Who Is Planning to Pursue a Career in the Beverage Industry? 288 **Appendix** Experience Design The Association Viewpoint 288 Guide: Hospitality Beverage How Would You Describe Your Experience Development 299 Company? 288 References 304 How Will the Beverage Industry Be Affected Recommended Readings over the Next 5-7 Years? 288 Glossary 307 Do You See Any Industry Changes in the

Index 317

Next 5-7 Years? 289