

A Study on the Evolving Trends in Service of Alcoholic Beverages

Mr. Amit P. Ghadiyali

Anjuman-I-Islam's College of Hotel & Tourism Management Studies & Research, Mumbai

Abstract: *This research work aims towards understanding the various types of bar and the trends that have evolved in Beverage services through exploring the secondary data. The beverage and bar sectors are changing to meet the needs of millennial consumers who seek out sustainable, innovative, and healthful options. This includes the emergence of DIY cocktail kits, self-service kiosks, alcohol delivery, craft beers, and non-alcoholic and zero-proof drinks. In order to provide better customer service and run more efficiently, bars are also adopting technology. In addition, canned cocktails are becoming more and more popular, and classic cocktails are returning. Technology and data collection enable bars to better comprehend and cater to their target clientele.*

Keywords: Bars, Alcohol, Beverages, Service, types of bars, Cocktails.

I. INTRODUCTION

Since ancient times, alcohol has been a major part of civilization, from basic fermented drinks to sophisticated molecular cocktails of today. Alcoholic beverage styles and varieties have progressed from simple fermented drinks to intricate distilled liquors. We find references to alcoholic beverages such as Sura in our mythology. Alcoholic beverages have a long and rich history that dates back thousands of years. Ancient civilizations such as Egypt, China, India, and Babylon have historically made these beverages out of fermented grains, fruit juice, and honey. Greek societies were well-known for manufacturing mead, and Native American societies produced drinks like "Chicha." Greeks and Romans used alcohol as medicine in ancient times. Wine was considered a luxury in medieval Europe.

1.1 Objectives:

- To analyse the various styles of bars.
- To study the emerging trends in alcohol service.

II. REVIEW OF LITERATURE:

(Mohinder C. Dhiman*, 2013) A study conducted on Bar service operations in India showed the level of implementation of bar service operation practices of Indian hotels show that hotels in India have a "Very High" level of bar service operation practices. They consider 'Bar counter service makes a guest more satisfied' 'Correct garnish invoking interest in the drink' 'Standard operating procedure ensures that the product and service is consistent' 'Innovative cocktails on the online menu attracts the guest, 'Flaring attracts the guest and gets repeat orders' method appeals to the guest', 'Use of chilled glasses for cocktails makes a guest delight' , 'Measured pouring holds lots of importance in making a guest satisfied', 'Mechanical pourers helps in fast pouring and reduce the spillage', 'Beverage served in a sequence and to the correct guest makes a customer more satisfied', 'Computerized Beverage dispensing equipment improves the portion control'.

(O'Hara) In the bar business, patrons are very loyal, and the most important factor for them is the quality of the drinks—66% of them think it's very important, and another 17% think it's important. An important factor in choosing a bar is the staff. Word-of-mouth has a significant impact on what patrons anticipate from a bar, with drink quality and comfort ranking as the most important aspects of the patron experience. A significant portion of participants (22%) are more likely to share a negative experience than a positive one (78%), with 97% indicating that they would suggest a bar to friends or co-workers.

(What are the current trends in the bar industry?) The food and beverage industry has seen a number of trends in 2021, including canned cocktails, alcohol delivery, off-site drink sales, merchandise and cocktail kits sold online, and a focus on non-alcoholic beverages to appeal to a wide range of consumer tastes and increase sales.

(htt) In India, a novel and cutting-edge bar idea called The Bar Stock Exchange (TBSE) allows patrons to exchange food and beverages at real-time prices that mirror those of a stock market. Customers can set the price of their drinks with this concept, making the experience dynamic and interactive. Orders can be placed by calling the waiting staff or through an app that has been specially developed. With its unique take on drinking, TBSE has grown in popularity and is now a must-visit location for both locals and visitors.

(Total Food Service, 2020) Leading supplier of self-pour beverage technology, PourMyBeer offers a more effective and secure option in light of the COVID-19 pandemic. With this technology, there are fewer touchpoints and fewer interactions between employees and clients. It also increases customer flow, maximizes efficiency, avoids congested bar areas, maximizes space, and transparently displays cleaning efforts. Self-pour technology allows customers to serve themselves, making drinking safer and more pleasurable while still respecting social distancing rules.

(luckyslounge.com) The aesthetics and culture of speakeasies from the Prohibition era endure, even though alcohol is no longer prohibited. These were shady, covert places that doubled as clubs and hidden bars during proscription. In our contemporary speakeasies, we bring back the era by imitating the eerie, dark, and secretive atmosphere of long-gone speakeasies, giving guests a sense of mystery and nostalgia.

Styles of bars.

Shebeen were unlicensed or illegally operated drinking establishment, especially in Ireland, Scotland, and South Africa. It was a place where alcoholic drinks were bought and drunk, sometimes illegally.

Speakeasies were often hidden in secret locations, such as behind legal businesses, underground, or in hidden backrooms. The term "speakeasy" may have come from how people needed to enter a bar. To gain admission, a patron had to know a secret handshake, knock, or password.

Three primary criteria can be used to classify bars: cost, ambience, and presentation/service.

Price Point: This element has to do with how much the entire bar experience costs in relation to other factors. While wine and cocktail bars tend to be more expensive, dive bars typically offer more reasonably priced options. Different types of bars may have different price points. The price point can also be influenced by location; for example, bars in cities tend to be more expensive than those in suburbs. A discounted happy hour drink may also be offered by some bars to draw in patrons after work.

Ambience: A bar's style, design, decor, lighting, cleanliness, and level of service all influence its atmosphere. Plastic tablecloths and a more youthful, laid-back clientele are common features of a dive bar. A cocktail lounge, on the other hand, with its own unique mixology, ambient lighting, and luxurious velvet couches, creates a more refined and expensive atmosphere. High-end bars with dress codes or low-key speakeasies don't have the same vibe as live music bars with loud music and dancing.

Service & Presentation: Bars can also be classified according to the kind of service they provide and the way their drinks are presented. For example, live music venues might not offer table service, but wine bars and taverns usually do. The bar's identity and patron expectations are influenced by the way drinks are presented, such as by using elegant glassware or presenting specialty cocktails in plastic cups.

These three elements aid in the categorization of bars and provide a variety of experiences for customers to pick from, accommodating various tastes and events.

Types of Bar:

The *Front Bar* also referred as *Public Bar*, is where bartenders engage with patrons face-to-face. Visitors have the option of standing or taking their purchased drinks to tables, or they can sit at the bar counter. With varying degrees of sophistication and style, it serves as the basic kind of hotel or pub bar and may or may not offer entertainment. Front bars provide drink selections, basic bar techniques, comfort, ambience, and décor.

Service bars, sometimes referred to as *Dispense bars*, are made to mix and serve beverages that wait staff will bring to customers. They are frequently found in hotels or restaurants and do not directly interact with guests. Back-of-the-house service bars act as central dispensing points for multiple outlets and are typically out of sight. They have a simpler design and are smaller. Although they are visible to guests, Front-of-the-house service bars are less common and are

only used to prepare drinks that beverage servers have ordered. These bars put efficiency and usefulness ahead of aesthetic appeal. The rush of orders at front bars is lessened and the drink service process is streamlined with the aid of service bars.

Mobile trolleys and *Crash bars*—ad hoc arrangements made of trestle tables—are examples of portable bars that provide versatility in the beverage service options available in different hotel banquets and event spaces. They can be utilized in gardens, parks, by pools, or at banqueting events. These bars are easily stored, stocked and set up in advance of an event, and cleaned up afterwards. Because of their adaptability, they can be made in any size or shape to fit the theme of the event. They can be positioned according to the function layout and avoid wasting space in permanent architectural bars when liquor service is only occasionally provided. Fully stocked from the main bar, they need sales and accountability at the end of the event.

Mini-bars, sometimes referred to as in-house bars, are a contemporary idea in hotels that provide a place of commerce in the guest room. Pints of beer, soft drinks, and single-serving liquor bottles are kept in these refrigerator cabinets. Each hotel has different minibar policies and contents. Either manually or electronically, guests are billed according to their consumption, or each guestroom is equipped with a menu that includes the rates. In addition to providing guests with the convenience of enjoying beverages in their rooms, mini-bars are used as a visual merchandising tool. For overnight guests, refills and billing usually take place every day; for departing guests, these processes happen at check-out. These mini-bars are managed and maintained by F&B service or Housekeeping staff.

Lounge or *Saloon bars* provide a cosier and more opulent ambience than standard public bars. Their tasteful furniture, cosy couches and armchairs, and coffee tables make them perfect for unwinding on a cool evening. Lounge bars try to create a chic and laid-back atmosphere, sometimes with themed décor or live music. These bars serve light bites and have a large drink menu. They are not known for having large crowds or having a lot of turnover. Certain hotels offer their guests access to private lounges situated on higher floors. An illustration of this is the Library Bar at the Hotel President in Mumbai, which combines a lounge with a library theme and provides guests with a selection of rare and unusual books to enjoy while sipping their drinks. Guests traveling alone who want a peaceful and interesting experience will find this concept especially appealing.

Sunken bar is an inventive architectural idea known that places a bar counter completely submerged in the middle of a swimming pool, with water surrounding it on all sides. Swimmers approach the bar, where they perch on air floats or sit on submerged bar stools to sip their drinks. Resort hotels frequently have this opulent feature, particularly in areas where visitors hang out by the pool. In Goa, the Ramada Renaissance is home to one example of this type of bar.

Tiki bars are exotically themed establishments well-known for their elaborate rum-based cocktails, such as the "Mai Tai." They have décor that is reminiscent of romanticized primitive tropical cultures, usually Polynesian. This décor creates a South Pacific vibe with elements like indoor fountains, bamboo, palm trees, hula girl motifs, and masks of tiki gods. Even live performances by bands in the exotica style and Polynesian dance shows are held in some tiki bars.

Pub short for "public house," is essential to British culture, is an establishment with a license to sell and serve alcoholic drinks. Pubs serve a variety of customers and are available in a variety of styles, from traditional to themed. In addition to drinks, they occasionally serve food. Public and lounge bars that offer opulent and casual settings can be found in pubs. Similar establishments are called bars in the United States.

Meet bars, sometimes referred to as singles bars, are places where people go with the hope of meeting possible romantic partners who are the other sex. As singles, they visit these bars hoping to meet someone for a variety of reasons, such as a quick date or a more committed relationship. They frequently go to a different location for a longer, more pleasurable time together after they meet someone interesting.

Ladies-only bar is a place of business that only accepts female customers and does not allow men inside. Frequently, these establishments target female patrons who might feel more comfortable in a female-only setting as opposed to typical unisex bars. Typically, they offer wines, gin, vodka, and cocktails to suit the tastes of women. Although some bars host ladies' nights, it is not common for there to be a permanent ladies-only bar in one location.

Drinks are frequently served in the lobby or foyer area of upscale residential hotels, and table service is offered even in the absence of a physical bar counter.

Airport bars are getting more and more fashionable, and they now serve a variety of alcoholic drinks, such as wines, beers, spirits, and cocktails. They also provide a variety of food selections to accommodate different types of travellers.

Nightclubs and *Discotheques* are entertainment venues with bars and serve a variety of mixed drinks and cocktails, including both domestic and foreign selections. They usually remain open until the wee hours of the morning and provide both tray and bar services.

Casino bars offer their customers an extensive array of alcoholic drinks and a diverse selection of food options to enhance their overall casino experience.

Host bar, sometimes referred to as a sponsored bar, lets attendees enjoy unlimited beverage consumption at an event because the host pays for it all. The fees could be calculated by the number of drinks, bottles, or hours spent. Certain host bars demand a minimum revenue guarantee in order to pay for their labour.

Captain's baris a self-service or build-your-own drink bar with full bottles of liquor and mixers. It is usually used at events or parties, and no bartender is present. Before and after the event, the host and a banquet supervisor take an inventory of the bar to determine consumption that will be charged. In terms of available payment methods, this differs conceptually from open bars.

Cash bars, also called no-host bars, demand that guests pay for their own drinks even though the host pays for the venue and food. Drinks can be ordered and paid for on-site with cash or by using pre-purchased coupons. To guarantee better cost control, this technique is frequently employed at gatherings such as meetings, conventions, and service clubs.

Open bars function similarly to a "drinks buffet" in that patron can sip alcohol without having to pay for it while it's being served. Guests can enjoy any kind and amount of drinks at an open bar without having to pay for them right away. Rather, through event tickets or passes, guests have pre-paid for unlimited access to the bar.

Jazz bars are places to hear jazz music with improvisation, syncopated rhythms, and a variety of instrumental techniques that are of African-American descent.

Sports bars are decorated with sports-related décor and feature televisions for watching sports.

Piano bars provide live piano or keyboard performances at Cocktail lounges, restaurants, and other venues. The pianist frequently gets tips from the audience.

Stand-up bar are where guests may not have seating facilities. At the bar counter, patrons place their orders, pay for them, and then stand around the establishment drinking and socializing. These pubs are popular in busy downtown areas for quick drinks after work because they promote conversation and social interaction. They are also employed for transient occasions. Compared to bars with seats, stand-up bars take up less space and can handle more patrons in the same space.

Shebeen is an unlicensed or illegally operated drinking establishment, especially in Ireland, Scotland, and South Africa. It is a place where alcoholic drinks can be bought and drunk, sometimes illegally.

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Recent trend highlights-

Millennials are drawn to unusual and healthy beverage options like plant-based waters, Hard seltzer (a type of highball drink containing seltzer (carbonated water), alcohol, and often fruit flavourings) and Kombucha (a healthy, fizzy sweet-and-sour drink made with tea).

Rise in consumption of Craft beers.

In order to improve productivity and client happiness, the sector is implementing self-service kiosks and devices such as self-pour beer and alcohol vending machines.

As more establishments open that don't serve alcohol and as traditional bars start serving mocktails on their menus, the trend of non-alcoholic options and zero-proof drinks is growing.

Superior mixers broaden the range of beverages available and give drinks a premium feel.

To encourage sustainability, bars are using fewer throwaway items and organic ingredients.

Timeless favourites like mojitos and old-fashioned cocktails are the focus of a resurgence of classic cocktail options.

In order to improve customer service and operational efficiency, bars are embracing technology and self-service kiosks. Alcohol delivery is the latest trend, not just bottles but also signature cocktails made by bartenders.

DIY Cocktail kits are becoming more and more popular. They usually include all the necessary ingredients so that you can prepare your favourite cocktails at home.

Frozen Cocktails (Alcoholic slushies) are being preferred for summer, it can be frozen in the fridge, so people usually buy them in packs.

Bars have also started selling whole bottles of alcohol; it's a traditional way of generating income. One can also buy a bottle of Mojito especially made for you by a professional bartender.

Canned Cocktails trend is becoming increasingly popular lately. Rum & Coke, Gin Tonic, Mojito and Whiskey & Coke are some of the most sold canned cocktails. Bars offer their own canned cocktails to differentiate themselves from alcohol brands that have been doing this for a few years.

Offering non-alcoholic beverages is a great way to continue boosting your sales.

III. CONCLUSION

Through the secondary data referred from websites and other sources we learn about evolving trends in the beverage services. From the mention in mythologies all around the world be it Greek god for wine *Bacchus*, *Sura* in Hindu mythology, to the tradition of drinking to the dead so that the departed soul may rest in peace, raising toast with wine to celebrate and honour people and various occasions, to drinking home-made country liquor, Speakeasies during prohibition in US, Shebeens in Europe, self-pour walls and so on, we have indeed seen a lots of developments in the alcohol beverage services.

In the food and beverage sector, bars are able to better understand and cater to their target customer base thanks to data collection and technology.

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