

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: CUL 259 **Credits:** 3

Course Title: Beverage Management

Course Description:

Involves the systematic study of beverages, emphasizing the use of beverages as a complement to food. Covers topics including both alcoholic and non-alcoholic beverages, beverage equipment and bar setup in addition to mixology, beer, wine and spirits. Lecture 2 hour. Laboratory 3 hours. Total 5 hours per week. 3 credits

General Course Purpose:

The purpose of this course is to emphasize the areas of beverage management, control, legal applications for alcohol service, and the many procedures involved in a beverage operation. If approved, the course will serve as a required course in the proposed Career Studies Certificate in Restaurant Management.

Course Prerequisites/Corequisites:

None

Course Objectives:

Upon completing the course, the student will be able to:

- Relate local, state, and federal laws pertaining to the service and purchase of alcoholic beverages to include the
- Discuss the opening and closing procedures of a beverage operation.
- Explain the procedures for internal beverage control.
- Explain the production processes for distilled spirits, liquors, beer, and brandies.
- Identify levels of intoxication and methods to control consumption by guests.
- Recognize equipment and glassware used for beverage preparation and service.
- Demonstrate the preparation, presentation, and service of alcoholic and non-alcoholic beverages.
- Evaluate the relationship of beverages to food.
- Demonstrate knowledge of wines by grape and other fruit variety, country, growing region, and production.

Major Topics to be Included:

- Advantages of the catering business
- Financial and legal considerations
- On-premise catering
- Selling and booking affairs
- Developing and increasing sales
- Planning and pricing banquet menus
- Package plans, parties, and functions
- Banquet organization and supervision
- Catering kitchen and related areas
- Banquet service
- Banquet service ware, furniture, and equipment

- Off-premise catering
- Kosher vs. kosher-style catering
- Related catering services
- Orientation, management teams, themes, and goal setting
- Sessions of management planning and training
- Execution of functions
- Critique of functions and evaluation of employees

Effective Date/Updated: August 1, 2024