

Topshelf Bartenders

Training Course Catalog

Volume 1

The Art Of Bartending



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Topshelf Bartenders

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Introduction/Education Philosophy

Please take some time to read the following italicized passage. It's a letter of encouragement that the director of this school wrote to the Department of Education. I believe this says it all...

"During the 25 years I've been in the restaurant/guest service industry I have been requested to train bartenders, barbacks, servers, host/hostess', bussers, expeditors, line chefs, saute chefs, grill chefs, fry chefs, dishwashers, bouncers, front of the house managers and back of the house managers. I personally have written several food item menus and an uncountable number of drink menus. I've been a part of the opening team of several restaurants, trained entire staffs and eventually I opened my own restaurant and bar. When I was working for others and requested to train any of the staff that worked in the front of the house, there was a common interest in every single request... Make sure they know how to make the drinks and make sure they know what's on the menu. Somewhere along the line training the bartenders on history of what they are pouring is no longer existent. Bartenders aren't required to know that Gin derived from the Dutch around 1580 and the Juniper berry, which gives Gin its wonderful flavor, was originally used because it was thought to help treat kidney and bladder infections. Bartenders no longer need to know there are only 4 main ingredients that are used to produce a great beer. Bartenders aren't even trained to properly greet a guest at the bar. These establishments I worked for actually paid me to train bartenders how to mix the top 25 drinks that are common in that particular area, how much head to leave on the draft beer, and make sure to short pour the wine in the wine glass, and oh, ask the guest what they would like to drink. Why??? What is the point in pouring a glass of wine if they didn't want me to train them on taste, bouquet, mouth feel, levels, origination, and for goodness sake wipe the lipstick off the rim of the wine glass before and after it's washed! My point is that the basics, the essentials of bartending are gone. It's all about speed now, which is an important aspect of the business, but certainly not the only or most critical focus of the business, and that's what the other schools and believe it or not the establishments themselves are teaching/training. Schools are taking about 30 of those 40 hours that are required and training potential bartenders how to memorize drinks and get super fast at making them through repetition. What the students are going to be most confused about is that the drinks are incorrect. An "alabama slammer" has 4 variations, a "raspberry martini" has about 6 variations and the students do not know that when a guest orders a Gin martini there are actually follow up questions to the order such as what kind of Gin would you like, or would you like an olive or twist?"

My passion for this industry grows stronger the more years I invest in it, which is why I am starting this school. I'm not trying to focus on a culinary institution, but I do have a plan to train every single person that has an interest in this profession. Simply stated, I just want to open this school and start teaching potential bartenders how incredible this industry truly is".

Welcome and thank you for taking the time to read this introduction. At Topshelf Bartenders we take pride using the experience and knowledge of over 25 years in the industry to make you the absolute best bartender possible when completing this course. We will help you realize what you are truly capable of in the industry and just how enjoyable it is. You will be given knowledge from years and years of learning and perfecting this industry, which has been taught to all of the instructors. In the upcoming weeks you will learn all you need to know to become a sought-after professional bartender. Learn and enjoy!

Jeffrey Rogers
School Director/Instructor

Qualifications include: Involvement in the service industry since 1992, owner/operator of a restaurant & bar, certification in smart service, certification in managerial leadership, higher education with a concentration in hospitality & psychology, eighteen 1st place finishes & twelve 2nd place finishes for the taste category in drink mix-off competitions involving the Martini, Margarita, Bloody Mary & Hurricane, eight 1st place finishes & eight 2nd place finishes for the presentation category in drink mix-off competitions involving the Martini, Margarita, Bloody Mary & Hurricane.

Topshelf Bartenders is owned by Jkidz Inc. Jeffrey Rogers is the performing/managing member and founder for Jkidz Inc. Jeffrey Rogers is authorized to act on behalf of Topshelf Bartenders.

Equal Opportunity Policy

Topshelf Bartenders is committed to promoting equal opportunity policy and to avoiding unlawful discrimination to any individual.

In endeavoring to become an equal opportunity company we intend that no individual shall receive less favorable treatment because of their gender, marital or civil partnership status, sexual orientation, color, race, ethnic origin, religion, disability or age; not be disadvantaged by any other conditions or requirements which are irrelevant.

The company also strives to ensure that the learning environment is free of harassment and bullying and that everyone is treated with dignity and respect is an important aspect of ensuring equal opportunity. Any harassment by student(s) or staff based on discrimination is strictly forbidden and will not be tolerated.

Disclaimer

The student should be aware that some information in the catalog may change. It is recommended that students considering enrollment check with the school director (Jeffrey Rogers) to determine if there is any change from the information provided in the catalog. In addition, a catalog will contain information on the courses' teaching personnel and courses/curricula offered.

Licensing

Topshelf Bartenders is privately owned and operated. There is no licensing required.

The Facilities

Topshelf Bartenders is taught at various locations throughout Central New York and is taught in an actual bar. We take pride in the fact that we use “real” hands on equipment when teaching our students. We use a real bar, back bar, real glassware, real bottles which are of course filled with colored and weighted water, soda gun, bar stools, sinks, ice bins, pairing knives, cutting boards, shaker tins, speed wells and so much more. The facility will usually contain the latest and greatest of restaurant/bar industry technology that will in return give you an incredible advantage when you graduate. The facility is not handicapped accessible.

School Hours

School Hours: **Tuesday – Thursday..... 6:00pm – 10:30pm**
 Friday.....By appointment only

Office Hours: **Monday – Thursday.....9:00am – 4:00pm**
 Friday – Sunday.....10:00am – 3:00pm

Tutorial Hours: **Monday – Saturday.....By appointment only**

Class Size

1 Teacher to 12 Students.

Class (Instructional) Hour

One instructional hour is 50 minutes with an optional 10 minute break.

Class Schedule

This is a full time course for 3 consecutive weeks totaling 40 hours. One instructional hour is 50 minutes with an optional 10 minute break. Classes are held Tuesday – Thursday from 6:00pm – 10:30pm. Please see the school calendar for potential days closed throughout the calendar year.

*** Classes are offered in direct relation to a demand and/or minimum amount of students enrolled for the course ***

Enrollment

Each applicant must complete an enrollment form before attending. Tuition must be paid in full before attending the course. Textbooks are issued on the first evening of class and payment is received. Enrollment forms are accepted during the schools hours of operation and during the schools office hours.

Admission Requirements

Topshelf Bartenders maintains a very open concept with regard to admissions. The school reserves the right to require a personal and/or phone interview with any applicant prior to acceptance into the school. All applicants must be at least 18 years of age. All applicants must have a strong understanding and use of the English language.

Financial Assistance

Topshelf Bartenders does not participate in any federal or state financial aid program. There are tuition payment plans available for the student on an individual basis. If there is a request for a tuition payment plan, it must be requested prior to the start of the first class and will be resolved prior to the start of the first class.

Transfer Credit(s)

Topshelf Bartenders does not take credit for previous training into account.

Attendance

Student must attend 7 classes for the course in which they have enrolled. It is the policy of Topshelf Bartenders to allow a student to miss 2 classes per course. It is recommended that the class is made up and the student will have the opportunity to do so throughout the course. Students must inform the trainer prior to being tardy, absent or leaving class early. Not informing the trainer prior to being tardy, absent or leaving class early will respectively be counted as unreported and will therefore count as an absence. Students whom are tardy have up to 15 minutes after the scheduled class start time. A total of 2 tardy are allowed per student per course. If a third tardy does occur than the student will be counted as absent. If a student arrives more than 15 minutes (without prior notice) after the scheduled class time they will then be counted as absent. If a student is absent more than 2 classes, Topshelf Bartenders reserves the right to excuse the student from the course. A student can not graduate without attending or making up ALL of the class material for the course. A diploma/graduation certificate will be issued once the class is made up and all/any test(s) are completed.

Leave Of Absence

Due to the short three week time frame of the course a leave of absence is not permitted.

Dismissal or Withdrawal

Topshelf Bartenders reserves the right to dismiss/excuse a student for any of the following reasons:

- ✘ Non-compliance with the rules and regulations of Topshelf Bartenders as so described in the catalog.
- ✘ Unsatisfactory absences, tardiness or behavior.
- ✘ Unsatisfactory progress in class.
- ✘ Delinquency for tuition.

Re-Entry Into The School

A students re-entry into the training facility once dismissed will be made at the sole discretion of the director after review of the reason for dismissal.

Student Conduct

Students are expected to conduct themselves in a courteous, mature, respectful and professional manner. This is a zero tolerance policy and any student whom does not conduct themselves in a courteous, mature, respectful and professional manner will be excused from the school without refund. Students are not permitted to wear torn, dirty or inappropriate clothing. Recording devices, radios, i pods or other devices that interfere with the learning environment are strictly prohibited. It is requested that all cell phones are put on silent or vibrate during training hours. Alcohol brought in by a student is strictly prohibited. Students are not to smoke or consume alcohol on the training premises.

Counseling Services

Counseling with an instructor is available to every student who seeks counseling in reference to academic related topics/concerns. Any request must be in writing and scheduled privately with an instructor at the instructors discretion. Additional charges will apply for counseling services.

Standard of Progress & Grading

The Topshelf Bartenders Academic Standards of Progress Procedure establishes criteria that constitute good academic standing and satisfactory academic progress toward attainment of the training facilities goals for the students. The monitoring and prescribed intervention of academic progress allows for the identification of students who may need assistance in setting appropriate educational goals and utilizing resources to achieve success. Reviews are performed at the conclusion of week one (13 hours) , week two (15 hours) and week three (12 hours).

There are 2 categories which are labeled as follows:

- ✦ Good Academic Standing – Students who are meeting the appropriate grade average in order to graduate.
- ✦ Academic Probation - Students previously in good standing who do not meet the appropriate grade average requirement will be placed on Academic Caution. An e-mail and/or letter may be sent to all students in this category at the conclusion of the second class. Students are responsible for self-monitoring of academic improvement in this category.

Students will be graded on a daily basis, however academic reviews are performed at the conclusion of week one (20 hours) and week two (20 hours) and a progress record will be available to each student. The following grade schedule applies:

90% - 100% = A

80% - 89% = B

70% - 79% = C

60% - 69% = D

All students must maintain at least a 70% average to be in Good Academic Standing. Students who fall below a 70% grade average will be placed on Academic Probation. A permanent set of records for each student will be kept at the corporate office and is available to the student upon written request. Every student will be issued a “Certificate of Completion” upon satisfactory fulfillment of all the program requirements.

Please note that Standards of Progress also include overall Student Conduct (please see the “Student Conduct” section of the catalog). If there are questions regarding Dismissal, Refunds or Appeals please see the appropriate section(s) in the catalog.

Cancellation & Tuition Refund Policy

A student who cancels within 7 days of signing the enrollment agreement but before instruction begins will receive a full refund with exception of the non-refundable registration fee.

The student will be liable for:

1. The non-refundable registration fee plus
2. The cost of any textbooks or supplies accepted plus
3. Tuition liability as of the student's last date of physical attendance.
Tuition liability is determined by the percentage of the program to the student.

If termination occurs the school may keep:

- 0% - 15% of the program in session = 50%
- 16% - 100% of the program in session = 100%

Refunds will be made within 45 days. If a student has an unexcused absence more than 2 classes, the school reserves the right to excuse the student from the course. The refund policy will apply.

The failure of a student to notify the director in writing of withdrawal may delay refund of tuition.

Cancellation Policy: If for any reason the school needs to cancel the course(s)/program, every student enrolled in that course will be notified by mail, text, telephone or email. If the entire course is canceled all monies paid will be completely refunded in full to the student. If only a specific course subject and/or day is canceled due to inclement weather, facilities issues (e.g., lack of heat, water, electricity, etc.) or other extenuating circumstances, a make up time will be scheduled for a time that is in agreement with most enrolled in that particular course.

All refund request(s) should be in writing.

Terms

Topshelf Bartenders reserves the right to make changes in curriculum, rates and regulations as it deems necessary without previous notice and in compliance with approval from all incumbent licensing agency/agencies.

Housing

Housing is not available for students at Topshelf Bartenders.

Placement

Topshelf Bartenders does not guarantee job placement to any student or graduate of this school. Every graduating student will be provided assistance after graduation.

Transcripts/Certificate Of Completion

A Certificate of Completion is provided to each student at no cost. Each additional certificate requested there is a \$5.00 fee. A written request with a self-addressed stamped envelope is to be provided. If a student's financial obligation to Topshelf Bartenders is delinquent the school reserves the right to withhold the certificate.

Appeals Process

Every student has the right to appeal a decision made on behalf of the administration. Upon dismissal the student will have the right to an appeal by appealing to the director in writing within 24 hours of the written notification of dismissal.

School Calendar & Holidays

There will be no classes held on the following days:

New Years Eve

Memorial Day

Labor Day

Thanksgiving Day

Christmas Eve

New Years Day

Independence Day

Thanksgiving Eve

Halloween

Christmas Day

Course Description & Outline

This course is designed to teach a 4 lesson program. Each lesson will cover specific topics which are described below. The lesson(s) are designed to cover the following information:

Lesson 1

- ✦ History on course/Introduction (1 hour) – Personal experience in the restaurant industry, what to expect in this course. Location of the school.
- ✦ Guest service (3 hours) – Importance of great service, the fatal 5 requirements for great guest service, location of your guests, first impressions, team work.
- ✦ Working with servers (.5 hour) – How to work well with your servers in the restaurant, timely delivery, courtesy.
- ✦ Product knowledge (4 hours) – Knowing product location, prices, coolers, product rotation, cleanliness, stocking product, knowing the carbonated beverage gun.
- ✦ Bar set-up & tear down (1.5 hours) – How to, cleanliness, organization.

Lesson 2

- ✦ Atmosphere (2 hours) – What type of theme/atmosphere is the bar and/or restaurant aiming for and how to present the desired atmosphere correctly.
- ✦ Everything beer (3 hours) – How beer is produced, fermentation process, ingredients used in making beer, appreciation of beer, descriptive words, styles, proper pour.
- ✦ Everything wine (4 hours) – How wine is produced, wine description, senses appreciation, wine terms, types of wine, proper pour.
- ✦ Liquor terms (2 hours) – The glossary for industry language.

Lesson 3

- ✘ Proper pouring (2.5 hours) – In terms of a proper liquor pour, technique, over pouring, time, efficiency.
- ✘ Time testing (3 hours) – Improving your professional courtesy to the guest with great speed and accuracy.
- ✘ Cocktail preparation (3 hours) – The guests likes and dislikes for proper preparation.
- ✘ Everything liquor (2 hours) – How liquor is produced, distillation process, liquor terms, types of liquor.
- ✘ Top 25 cocktails (2 hours) – Using colored and weighted water in clear glass bottles you will learn from a list of cocktails: proper measurements and technique.
- ✘ Flair training (1 hour) – Bottle flip, napkin flair, humor.

Lesson 4

- ✘ Help the ones you hurt (.5 hour) – Common cures and tales for hangovers and hiccups.
- ✘ Total alcohol awareness (1 hour) – Physiological and psychological effects of alcohol, recognizing the stages of intoxication, reasonable offerings, problem drinkers.
- ✘ Intoxication stages (.5 hour) – Recognition of enough.
- ✘ Dram shop laws & tips (.5 hour) – Assorted laws relating to responsible serving, proper claiming, laws.
- ✘ Non-alcoholic cocktail knowledge (.5 hour) – Catering to everyone's needs, garnishes, creativity.
- ✘ Top 25 non-alcoholic cocktails (.5 hour) – Non-alcoholic drinks for all occasions.
- ✘ Finals (2 hours)

*** Please note – There is P.O.S. (point of sale) training throughout the entire course (if available), as well as mixology training daily.

Tuition & Fees

The total cost of instruction for this bartending training course is \$400.00, which includes the \$30.00 registration fee. This fee includes all materials related to the class such as the following:

- × Bartenders manual
- × Unlimited training hours
- × Placement assistance
- × Professional tutoring service
- × Professional drink list
- × Refresher courses at no additional charge
- × P.O.S. Training
- × Real bar atmosphere

Program	Topshelf Bartenders
Hours	40
Tuition	\$345.00
Books	\$25.00
Reg. Fee	\$30.00
Total	\$400.00

Topshelf Bartenders Enrollment Agreement

Bartending School

315-420-9013

Student Name:		
Address:		
Phone:		d.o.b.:
Student Email Address:		

The above listed school and student enter into agreement under which the student will pay tuition and fees as indicated below as well as adhere to the school's rules and regulations as set forth in the school catalog. The school will instruct the student in the curriculum listed below in accordance with Education Law and Commissioner's Regulations.

Program	Topshelf Bartenders
Hours	40
Tuition	\$345.00
Books	\$25.00
Reg. Fee	\$30.00
Total	\$400.00
Refund Policy	1 duration of 2 weeks (40 hours) – Please see the “refund policy” section in detail listed below

Schedule: (Evening Class / 3 Weeks) 6:00 pm – 10:30 pm Tuesday – Thursday
4.5 hours daily, 13.5 hours weekly for a total of 40 hours

Hours of School Operation: 6:00 pm – 10:30 pm Tuesday – Thursday

Office Hours of Operation: 9:00 am - 4:00 pm Monday – Thursday
10:00 am - 3:00 pm Friday - Sunday

Start Date: _____ Expected Graduation Date: _____

Refund Policy

- A. A student who cancels within 7 days of signing the enrollment agreement receives all monies returned with the exception of the non-refundable registration fee.
- B. There after, a student will be liable for
1. The non-refundable registration fee plus
 2. The cost of any textbook or supplies accepted plus
 3. Tuition liability as of the student's last date of physical attendance.

If termination occurs	School may keep
Prior to school starting	0.00%
0% - 15% of the program in session	50.00%
16% - 100% of the program in session	100.00%

Although placement assistance service is provided, the school cannot guarantee a job to any student or graduate.

Please list any practical experience or educational experience you have in the bartending industry

By my signature, I agree to the conditions of this agreement. I also verify that I have read and received a copy of the agreement and the school catalog.

Student Name (Printed)_____

Student Signature_____ Date_____

The agent who enrolled me was:

Agent Name (Printed)_____ Jeffrey Rogers _____ Cert. #: _____ 11571895 _____

Agent Signature_____ Date_____

Method Of Payment: Initial Registration Fee of \$30.00 with a remaining payment of \$370.00 before the term begins or a full payment of \$400.00 before the term begins.

Check:_____ Charge:_____ PayPal:_____ Cash:_____

Please Note: Send All Completed Forms To The Corporate Address:

Topshelf Bartenders
17 Edgewood Drive
Baldwinsville, NY 13027

-OR-

Email To: billing@topshelfbartenders.net