



Pubs remain favorite gathering spots for locals and visitors. Nyul/Fotolia

Today, instead of allowing the bartender to free-pour, automated systems strictly control the amount of alcohol poured and electronically transmit information to the computerized cash register system that rings up the sale and updates the bar's **perpetual inventory**. Although these systems are practical, many guests find them to be impersonal, and many professional bartenders dislike their inflexibility. Some guests and bartenders perceive the bar as a place for relaxed, social exchanges where technology should be forgotten and handshakes remembered.

Keeping Spirits Under Control

Establishments serving alcoholic beverages face a unique set of legal and social challenges. In the United States, Dram Shop or Civil Liability Acts impose liability on the seller of intoxicating liquors when an injury occurs to a third party as a result of a customer's intoxication.²⁸ In addition, society's demand for more responsible drinking and stricter drinking-and-driving laws are creating additional demands on operators who serve alcoholic beverages.

These legal and social concerns are being met with strong industry support for responsible serving practices. Training programs that focus on recognition and service support for customers who have enjoyed too much of a good time are now the industry standard. Simple tactics for bartenders and waitstaff that include slowing down the

FYI CATEGORIES OF ALCOHOLIC BEVERAGES

1. Fermented beverages, made from agricultural products such as grains and fruits.
2. Distilled or spirit beverages, made from a pure distillation of fermented beverages.
3. Compounded beverages, made from combinations of either a fermented beverage or a spirit with a flavoring substance(s).