# SOP: Beverage Menu Setup and Display

This SOP details the process for **beverage menu setup and display**, covering the design, organization, and presentation of beverage options to enhance customer experience. It includes guidelines for selecting menu items, categorizing beverages, ensuring clear and attractive layout, updating prices and promotions, and following brand standards to maintain consistency. The goal is to create an engaging and informative beverage menu that drives sales and satisfies customer preferences.

## 1. Purpose

To ensure the beverage menu is consistently organized, visually appealing, up-to-date, and reflective of brand values, leading to increased customer satisfaction and sales.

## 2. Scope

This SOP applies to all staff responsible for the setup, maintenance, and display of beverage menus in the establishment.

## 3. Responsibilities

- **Menu Designer:** Designs the menu layout and presentation.
- **Bar/Beverage Manager:** Selects beverage items, sets pricing, and oversees updates.
- **Service Staff:** Ensures physical/display menus are clean, current, and available.

## 4. Procedure

1. **Selecting Beverage Items**
   - Curate a balanced selection including non-alcoholic and alcoholic options.
   - Consider seasonal, signature, and popular beverages.
   - Review supplier availability and profitability for each item.

2. **Categorizing Beverages**
   - Group beverages logically (e.g., Soft Drinks, Cocktails, Wines, Beers, Hot Beverages).
   - Use clear and simple headings with concise descriptions.

3. **Designing Layout and Presentation**
   - Use readable fonts and suitable font sizes.
   - Incorporate brand colors, logos, and imagery as per brand guidelines.
   - Ensure menu is visually balanced-avoid clutter.

4. **Pricing and Promotions**
   - List current, approved pricing for each item.
   - Highlight promotions/specials distinctly (e.g., boxes, color highlights).
   - Update all instances of the menu immediately when prices or promotions change.

5. **Brand Consistency**
   - Follow all branding and menu presentation standards.
   - Obtain approval for any significant menu changes from management.

6. **Menu Display and Upkeep**
   - Display menus prominently at relevant service areas (tables, bars, counters, or digital boards).
   - Regularly check the menu for cleanliness, visibility, and condition.
   - Replace or repair damaged menus promptly.

## 5. Review and Update

- Review beverage menu for accuracy and relevance at least once per quarter.
- Solicit customer and staff feedback for improvements.

## 6. Documentation

- Keep a digital and physical copy of the latest approved beverage menu and historical versions.
- Record menu updates, reasons for changes, and approval signatures, if applicable.

## 7. References

- Brand guidelines/manual.
- Pricing lists from suppliers.
- Local licensing and labeling regulations.

## 8. Appendix

- Sample beverage menu layout (attach or link as appropriate).
- Menu update log template.