
BEVSPOT GUIDES

Industry Checklist

THE BAR STOCK CHECKLIST

The essential products to stock in your new bar



So you've decided to open a bar...

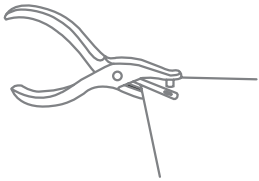
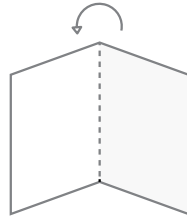
You speculated with friends over drinks, laughed over possible names, found the capital to get this whole pipe-dream off the ground, and here you are—opening night. But, which beers, wines, spirits, and mixers should you have in stock?

You're going to need items on your shelves that appeal to a broad audience. Our comprehensive product checklist on the following pages illustrates how first-time bar owners should stock their new bar to keep patrons coming back time and time again.



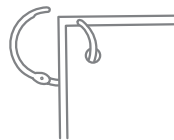
1
Print on letter size
paper, single-sided.

2
Fold each page in half
along the dotted line.



3
Punch the top corner
with a hole punch.

4
Clip together with a
loose leaf ring.



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GLOSSARY

- Well** Spirits you'll use when patrons don't name a spirit brand in a drink order. (Example: Gin and tonic.) Your well bottles are often the best deal for both the bar and the customer.
- Call** Spirits you'll use when patrons do name—or "call"—a specific spirit brand in a drink order. (Example: Tanqueray and tonic.) 'Call' bottles tend to be your more popular brands, but are generally not the most expensive.
- Premium** Also known as top-shelf, these items are usually the most expensive and carry a more refined reputation. These bottles are often on display on your back bar or in display cases to pique customers' interest.
- Blanco** An aging term that applies to tequilas and some rums. When a spirit was not aged in barrels for any extended length of time and carries a blank (blanco) or clear hue to it. Brands like Patron also use the term 'Silver' for these items.
- Reposado** An aging term that applies to tequilas. It means the spirit was aged in oak barrels for a limited period of time. Reposado tequila is smoother and has a light woody note in both the color and flavor profile.
- Anejo** An aging term that applies to tequilas and some rums. It means the spirit was aged in oak barrels for at least one full year. Anejo spirits tend to be more expensive and refined than their less-aged counterparts, and are not used as much in mixed drinks or cocktails.

SPIRITS

Vodka 2-3 bottles

If you want a flavored vodka, stick with a brand of citrus vodka—it's the most versatile.

- Well
- Call
- Premium

Gin 2-3 bottles

Aim to map your gins around the intensity of the botanicals on the palate.

- Well
- Call
- Premium

Rum 2-3 bottles

Try to stock multiple kinds of rum to keep a wide variety of rum drinkers happy.

- Light
- Amber/dark
- Spiced

SPIRITS

Tequila 3 bottles

Tequila quality can vary drastically. Make sure to test out a few samples.

- Blanco _____
- Reposado _____
- Anejo _____

Whiskey 4 bottles

You can, and probably should, expand your whiskey selection once you have a better understanding of your customers' tastes.

- Bourbon _____
- Rye _____
- Irish _____
- Scotch _____

Vermouth 2-3 bottles

You'll most likely be using more sweet vermouth than dry. Try a premium product like Carpano Antica to up your Old Fashioned and Manhattan game.

- Sweet _____
- Dry _____

SPIRITS

SPIRITS

SPIRITS

Triple Sec 2 bottles

Triple Sec is easy to miss when stocking your bar, but it's a key ingredient in many more drinks than you'd think.

- Well _____
- Cointreau/Combier _____

Bitters 2 bottles

This is one area where you don't need to branch out too far. Stick to Angostura Old Fashioned bitters and Regan's Orange Bitters to get started.

- Old Fashioned _____
- Orange _____

WINE

Red Wine 2 bottles

Having simple options will keep anybody ordering red wine happy, because they will recognize the varietals.

- Light-bodied (e.g. Pinot Noir)
- Full-bodied (e.g. Cabernet Sauvignon)

White Wine 2 bottles

Keeping in line with our options for red wine, make sure you are stocking at least one light-bodied white along with one richer, full-bodied option.

- Light-bodied (e.g. Pinot Grigio)
- Full-bodied (e.g. Chardonnay)

Sparkling Wine 1 bottle

Make sure you have one sparkling option that is quality to pour out on its own, but also won't overpower cocktails when the recipe calls for a sparkling wine topper.

- Prosecco or Cava

WINE
BEER

BEER

Draught Beer 4 kegs

If you pick your styles carefully, you can have a pretty full selection from just four taps.

- Light Lager/Pilsner
- Amber Ale/Pale Ale
- IPA/Double IPA
- Porter/Stout

Bottled/Canned Beer 4-6 bottles

Think of your bottled and canned beers as a supplement to your draught program and don't forget to stock at least one cider to have an option for gluten-free drinkers!

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-
-
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MIXERS AND GARNISH

- Coke
- Diet Coke
- Ginger Ale
- Ginger Beer
- Soda Water
- Tonic Water
- Tomato Juice
- Cranberry Juice
- Pineapple Juice
- Grenadine
- Kosher Salt
- White Sugar*
- Raw Sugar*

*Simple syrups are really easy to make and will expand your cocktail options.

MIXERS & GARNISH

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MIXERS AND GARNISH

- Olives
- Luxardo cherries
- Lemons (whole, for fresh juice and garnish)
- Limes (whole, for fresh juice and garnish)
- Oranges (whole, for fresh juice and garnish)
- Grapefruit (whole, for fresh juice and garnish)

The Last Word

This checklist is a great way to stock a standard bar, but remember, your list should adapt. Add additional items as needed to expand your selection, or remove items that aren't selling. Identify your opening products, work with your distributors' [sales reps](#) to get your bar stocked properly, and good luck with the grand opening!

Opening a new bar or restaurant can be extremely stressful. Our bar management software takes the stress out of inventory, ordering, and managing your sales numbers, so you can get back to doing what you love. See what BevSpot can do for your new bar and try BevSpot for 14 days free.

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BEVSPOT RESOURCES

Guides

Health Inspection Checklist
Bulk vs. Lean Ordering
Glossary of Beverage Management Terms
The Bar Math Cheat Sheet
Glassware Guides

Books

Guide to Bar Management
Running a More Profitable Bar
The Bar Manager's Handbook
The Ultimate Guide to Marketing Your Bar
Guide to Managing Bar and Restaurant Staff

Recipes

Craft Cocktail Series: Starter Pack
Industry Spotlight: Bar Mezzana

Reports

9 Restaurant Types & Their Top-Selling Brands
Pour Costs in 2016
2016 Beverage Program Trends
The Cocktail Profitability Handbook
Boston's Most-Ordered Beer & Liquor Brands

bevspot.com/resources