



# Saudi Arabia Beverage Management Curriculum

Paul Walker  
2026

# STORAGE



# KIT



# SERVICE



# COCKTAILS



# COSTING



# PROMO



As Alcohol restrictions relax in the Kingdom of Saudi Arabia, the hospitality market will have a mass of F&B leaders & venues, with little to no experience of managing an Alcoholic Beverage property.

To help manage this it would be prudent to develop a training course, covering the additional key skills and knowledge required.

This is more to Alcohol service than just Cocktails.

Intensive Course  
Suggested Topics:

- Alcohol Categories
- Global Beverage Trends
- Alcohol Service
- New Equipment
- Beverage Storage
- Cocktails - Essentials & More
- Procurement & Menu Costing
- Designing Menus
- Alcohol Promotion
- Managing Risks
- Training Staff
- Management Tools

**RISKS**



**TRENDS**



**MENUS**



**TYPES**



**TRAINING**



**TOOLS**



## Alcohol Categories

### Global Trends

- Alcohol Service
- New Equipment
- Beverage Storage
- Cocktails
- Procurement & Menu Costing
- Designing Menus
- Alcohol Promotion
- Managing Risks
- Training Staff
- Management Tools

## Alcohol Categories

Understanding the main categories of alcoholic beverages is fundamental for Directors of F&B managing premium hotel venues. This module provides a structured overview of the key beverage groups and their characteristics within luxury hospitality environments.

- Beer
- Wine
- Spirits
- Liqueurs
- Aperitifs

## Global Trends

Understanding global beverage trends allows F&B Directors to keep hotel beverage programs relevant, profitable, and aligned with evolving guest expectations. This module explores the key shifts shaping the international alcohol landscape.

- Growth Categories
- Premiumisation
- Low & No Alcohol Growth
- Local & Craft Production
- Sustainability & Ethical Production
- Experience-Led Drinking



Alcohol Categories  
Global Trends  
**Alcohol Service**  
**New Equipment**  
Beverage Storage  
Cocktails  
Procurement &  
Menu Costing  
Designing Menus  
Alcohol Promotion  
Managing Risks  
Training Staff  
Management Tools



## Alcohol Service

Serving alcohol requires additional professional standards compared with standard beverage service, combining guest experience, legal responsibility, and risk awareness. This module focuses on the operational and behavioural differences required when alcohol is part of the guest experience.

Responsible Alcohol Service  
Recognising & Managing Intoxication  
Alcohol vs Non-Alcohol Service  
Hospitality Service Standards  
Guest Experience Management

## New Equipment ★

Delivering a successful alcohol program requires specialised equipment and infrastructure to ensure product quality, efficient service, and correct storage conditions. This module outlines the essentials needed to operate a high-performing beverage outlet.

Temperature-Controlled Storage  
Beer Dispense Systems  
Ice Requirements  
Cocktail Preparation Equipment

[WWW.KRAFTEDSPIRIT.COM](http://WWW.KRAFTEDSPIRIT.COM)

Alcohol Categories  
Global Trends  
Alcohol Service  
New Equipment  
**Beverage Storage**  
**Cocktails**  
Procurement &  
Menu Costing  
Designing Menus  
Alcohol Promotion  
Managing Risks  
Training Staff  
Management Tools

## Beverage Storage

Proper beverage storage is essential to protect product quality, preserve value, and ensure beverages are served at their optimal condition.

This module covers the key principles of storage management for alcoholic beverages in hotel environments.

Cellar Management

Temperature

Refrigeration & Wine Fridges

Short-Term vs Long-Term Storage

Stock Rotation & Quality Protection

## Cocktails ★

Cocktails are a key driver of beverage identity and profitability in luxury hotel bars. This module explores foundational cocktail knowledge, emerging trends in high-end mixology, and how F&B Directors can guide teams in developing compelling signature drinks.

Classic Cocktails

Modern Classics

Luxury Cocktail Trends

Cocktail Balance & Structure

Managing Signature Cocktail Development

Modern Techniques



[WWW.KRAFTEDSPIRIT.COM](http://WWW.KRAFTEDSPIRIT.COM)

Alcohol Categories  
Global Trends  
Alcohol Service  
New Equipment  
Beverage Storage  
Cocktails  
**Procurement & Menu Costing**  
Designing Menus  
Alcohol Promotion  
Managing Risks  
Training Staff  
Management Tools



## **Procurement & Menu Costing**

Effective procurement and accurate beverage costing are critical to maintaining profitability in hotel bars and restaurants. This module explores sourcing challenges, regulatory considerations, and the financial calculations required to manage beverage margins successfully.

Alcohol Procurement in Restricted Markets  
Compliance & Legislation  
Menu Costing Fundamentals  
Gross Profit & Margin Management  
Target Profit & Financial Control

## **Designing Menus**

A well-designed beverage menu is a strategic tool that influences guest choices, reinforces brand identity, and drives profitability. This module focuses on how to structure and present alcohol menus to maximise both guest engagement and commercial performance.

Menu Concept & Identity  
Category Balance  
Good, Better, Best  
Menu Psychology

[WWW.KRAFTEDSPIRIT.COM](http://WWW.KRAFTEDSPIRIT.COM)

Alcohol Categories  
Global Trends  
Alcohol Service  
New Equipment  
Beverage Storage  
Cocktails  
Procurement &  
Menu Costing  
Designing Menus  
**Alcohol Promotion**  
**Managing Risks**  
Training Staff  
Management Tools

## Alcohol Promotion ★

Promoting alcoholic beverages in hospitality requires a careful balance between commercial opportunity, brand positioning, and legal compliance. This module explores the key channels and considerations for effectively marketing beverage offerings within hotel environments.

Legal & Regulatory Considerations  
Social Media Promotion  
In-House Marketing  
In-Outlet Promotion & Menu Placement  
Loyalty & Brand Platforms

## Managing Risks ★

Alcohol service carries inherent risks that must be proactively managed to protect guests, staff, and the hotel's reputation. This module covers the key risk areas and practical strategies for mitigating them in luxury hospitality settings.

Legal Compliance  
Guest Safety & Wellbeing  
Cultural & Religious Sensitivity  
Public Relations & Brand Reputation



Alcohol Categories  
Global Trends  
Alcohol Service  
New Equipment  
Beverage Storage  
Cocktails  
Procurement &  
Menu Costing  
Designing Menus  
Alcohol Promotion  
Managing Risks  
**Training Staff**  
**Management Tools**



## Training Staff ★

High-performing F&B teams are central to delivering exceptional alcohol experiences in luxury hotels. This module focuses on structured training approaches, skill development, and ongoing staff engagement.

Training Tools & Resources  
Pre-Shift Briefings  
Tastings & Product Knowledge  
Bartender Development & Mentoring  
Full Hotel Engagement

## Management Tools

To ensure lasting value from the training, attendees will be provided with practical tools and reference materials to support implementation in their venues.

Comprehensive Course Notes  
Pre-Shift Meeting Templates  
Beverage Cost Calculators  
Recommended Training & Learning Links  
Reference Materials & Checklists

# Timings

**Beverage Manager, F&B Director & Operations Director Level**  
**12 hours - 2 days including 2 Lunches & 3 Coffee Breaks**

## DAY 1

Course Overview & Intro	15mins
Ice Breaker	15mins
Global Beverage Trends	40mins
<b>Coffee Break</b>	
Alcohol Service	40mins
Procurement & Menu Costing	45mins
<b>Lunch</b>	
New Equipment	30mins
Beverage Storage	30mins
Designing Menus	45mins
<b>Coffee Break</b>	
Alcohol Categories	60mins
+ Optional Tasting	60mins

## DAY 2

Day 1 Review	15mins
Cocktails - Essentials & More	60mins
+ Optional Cocktail Interactive	60mins
<b>Coffee Break</b>	
Alcohol Promotion	45mins
<b>Lunch</b>	
Managing Risks	30mins
Training Staff	45mins
Management Tools	20mins



## Quotation

### Included in Quote

Bespoke Curriculum  
Trainer 2 days  
Digital Course Notes  
Digital Resources  
*(Printed & Bound Course Notes +100 AED/105 SAR per attendee)*

### Prices quoted for 15 attendees

15,495 UAE AED  
15,850 KSA SAR  
+Additional Travel costs outside of Riyadh & Jeddah

### Additional Attendees (Maximum of 25 total attendees)

+600 UAE AED  
+615 KSA SAR

### Client to provide

Meeting room with Projector/Screen *(Classroom style + 3 large rounds)*  
Lunch & Coffee breaks  
Tasting & Cocktail product *(for legal reasons)*  
Limited Cocktail equipment  
Trainer Accommodation & Dinner for a minimum of 2 nights

*Price valid for 30 days from receipt of quote. 50% payment to be received at confirmation of training & a minimum of 10 days before course. Further 50% to be received within 14 days of course completion.*

**Thank you for your consideration.**

**To discuss further or book your session, reach out to us**

**Paul Walker**

**Director & Chief Beverage Officer**

**Krafted Spirit**

**paul@kraftedspirit.com**

**+971 58 902 3768**

**www.kraftedspirit.com**