

Consultancy on opening a bar



Liquid Design°

We provide a full range of services required to open a bar.
Here are the things we can do to help you open or rebrand a bar.

BEFORE THE OPENING



Creating the concept and the philosophy of the bar

We come up with the things that the bar will broadcast to the world. We start by looking for answers to the questions: 'Who will be our guest?' and 'Why will this person want to come to this place?'. After that, we build a strong ideology and we define the values that the whole team will follow.

Ergonomics and equipment

Together with your technicians and designers who are engaged in construction and interior design, we create an ergonomic and efficient bar design. We take care of all the sockets to be installed in their place, select proper bar equipment within the budget, design unique stations for your bar and make bartenders' workplace comfortable and enjoyable.

Creating a Brand Book

We create a visual guide for you and your team on how to work in a bar and convert philosophy into money (through service, drinks and advertising).

In this guide, we compile recommendations on the following:

- The way you look
- A tone of voice
- Writing style and ideas for writing
- Colors/fonts/elements selection and application

We generate interesting stories about the concept, interior, dishes and drinks in the bar and collect them in one place so that every employee has access to this information.

DURING
THE OPENING



Selection of suppliers and contract signing

We select the most up-to-date spirit brands for you and negotiate the most favourable terms of supply with alcohol companies.

Creating a cocktail menu

We create a signature cocktail menu that matches the concept of your bar and emphasises its uniqueness. We work with all known modern bar techniques and can perform a task of any complexity. We will build a strong modern list of classic cocktails, which even the most demanding bon vivants will be able to appreciate. We will select the tableware, optimise the preparation processes, create cocktail recipes and training manuals for the staff.

Creating a wine list

We build wine lists of any complexity. We negotiate the most favourable terms with wine companies, including discounts, refrigerators, dishes, tastings and staff training. We write manuals and guides for the staff and pair menu dishes with wines.

Creating a soft drinks menu

We will select all the required soft drinks for you, make a selection of elite Chinese teas, build a coffee menu and lists of hot non-alcoholic beverages and lemonades.

Staff training

Liquid Design School

We conduct comprehensive staff training in all areas. We teach employees to take care of guests according to the highest standards of service. We give masterclasses on the preparation of drinks and all the necessary tastings. We provide training guides with photos and video lessons.

Building marketing

We plan communication, marketing, digital and PR strategies. We create content by shooting photos and videos of dishes, drinks, staff and interiors. We generate catchy hooks for the media and social networks.

AFTER THE OPENING



Implementation of the concept

We make sure that everything in the bar works according to the Brand Book and its philosophy.

Creating a motivational programme

We make an employee development plan, clarify personal motivation and introduce a motivational programme that solves a specific HR or sales problems such as:

- Team building
- Staff turnover reduction
- Increase in the average check
- Qualitative change of a regular guest


Adjusting the work process

We improve the ergonomics of the workspace. We make all the necessary adjustments and monitor the consistency of the product quality. We perfect the service standards of the employees. We create special offers, seasonal and festive drinks. We keep training your staff, hold meetings, and discuss mistakes.

Implementation of marketing strategy

We run all planned marketing activities, share photos and videos in the information space, using social networks, advertising, media and bloggers. We find and engage the most popular influencers and food bloggers in the city. We create unique marketing events that attract journalists' attention and bring in new guests.

THE RESULTS YOU GET FROM WORKING WITH LIQUID DESIGN



1. Project philosophy, concept, and strategy
2. A highly motivated professional team that adheres to the highest international service standards
3. A self-sufficient and efficient business system
4. A modern, conceptual, high-quality product adapted to the preferences of the most demanding customers
5. Individualised communication channels within the local and international communities

DO YOU WANT TO START RIGHT NOW?

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