

Little Picnics to Big Parties

LET MAC'S LIQUOR HELP

Your decisions about beverage catering are key to the overall success or failure of your party. Mac's will help you determine the brands, quantities and the overall supplies needed. When you've looked through our brochure, call and make an appointment. We'll walk through our planner, with you, to answer all the questions and gather all the information we need.

There are a number of ways Mac's can help. You can buy the beverage from us and do the remainder on your own. You can let us take care of everything... beer, liquor, wine, ice, cups, mixes, napkins, stir stix, and anything else that you could think of for your party. In addition, Mac's can do delivery and set up and refer you to bartending services. And, for every party we will help you work within your budget (our take back policy on unopened items helps keep it economical)

Beverage Catering For Parties and Weddings

In planning you have numerous beverage service options

- Beer, Wine, and Pop
- Full Bar
- Self Service / Staffed

We start with the total number of guests and break them down into age groups. From this information alone, a close estimate can be drawn, but there are many more facets that we look at to create a custom fit.

The basic things you'll want to consider are the: Type of event, type of guests attending, and types of foods being served. For example, the consumption per guest will be considerably higher for a wedding or gala than for an after work business gathering. Also the number of seniors or minors in attendance should be considered.

Whatever the event, it is best to keep the selection basic to minimize waste and overstock/leftover costs. By minimizing the number of selections, you will be able to stock sufficient quantities of each selection within a reasonable budget to make sure that you do not run short of any individual selection.

Two or three quality wines along with a domestic regular and light selection, and either a micro or import beer plus a selection of non-alcoholic beverages will give you the most bang for your buck. A cola, diet cola, a soda like 7up, and sparkling water with lemon and lime twists will take care of the soft drink selection. Regular and decaf coffee should also be available for most events.

Table Wines, Champagnes, Sparkling Wines (5 oz. wine servings)

Bottles	1	2	4	6	8	10	12
750 ML (25.4 oz.)	5	10	20	30	40	50	60
Liter (33.8 oz.)	6	13	27	40	54	67	81
1.75 L (59.2 oz.)	10	20	30	40	54	67	81
3 Liter (101 oz.)	20	40	80	121	161	202	242
4 Liter (135 oz.)	27	54	108	162	216	270	324

Where the calculations leave less than a full drink, the fraction is disregarded

How Many Bottles of Wine for Dinner Table Wines, Champagnes, Sparkling Wines (average 2 servings at 4 to 5 oz. per serving)

People	4	6	8	10	12	20
750 ML (25.4 oz.)	2	2+	3+	4	5	8
1.5 Liters (50.7 oz.)	1	1+	2	2	2+	4

Generally, bottle quantities recommended provide some small overages of wine from 10 oz. per guest formula

"+" sign indicates somewhat less than formula and additional bottle may be desirable to have on hand

How Many Drinks to Plan

How Many	Lunch	Cocktail Party	Dinner Party	Evening
4	6 cocktails/wine 6 glasses wine w/lunch 4 liqueurs/Sherry*	8 cocktails/highballs or 8 glasses wine (first 2 hours) 6 drinks/ hour after	8 cocktails/wine 8 glasses wine w/dinner 4 liqueurs/Sherry* 4 drinks/ hour after dinner	16 drinks (highballs, cocktails, wine)
6	10 cocktails/wine 10 glasses wine w/lunch 6 liqueurs/Sherry*	12 cocktails/highballs or 12 glasses wine (first 2 hours) 9 drinks/ hour after	12 cocktails/wine 12 glasses wine w/dinner 6 liqueurs/Sherry* 6 drinks/ hour after dinner	24 drinks (highballs, cocktails, wine)
10	15 cocktails/wine 15 glasses wine w/lunch 10 liqueurs/Sherry*	20 cocktails/highballs or 20 glasses wine (first 2 hours) 15 drinks/ hour after	20 cocktails/wine 20 glasses wine w/dinner 10 liqueurs/Sherry* 10 drinks/ hour after dinner * Optional	24 drinks (highballs, cocktails, wine)

How Many Drinks Per Bottle Highballs, Cocktails, Mixed Drinks (1.5 oz. liquor servings)

Bottles	1	2	4	6	8	10	12
750 ML (25.4 oz.)	16	33	67	101	135	169	203
Liter (33.8 oz.)	22	45	90	135	180	225	270
1.75 L (59.2 oz.)	39	78	157	236	315	394	473

THINGS TO CONSIDER

- It starts with planning *Pre party* – Set a date, time, location, and guest list. Set a budget, determine a theme and set a timeline. *Day of the party*- Work from a schedule to keep you focussed

- 12 ounce glasses are recommended for mixed drinks, beer and soft drinks no matter what the type of event. It gives the guest a reasonable portion and decreases the number of times a guest will return for a refill.

- Using skimpy glass sizes not only looks cheap, it also increases congestion at the bar areas and glassware usage. Using a glass larger than 12 ounces, especially in warm weather, will create waste since the ice will melt or the product will warm before it is consumed, adding to wasted glassware and product.

- Wine should be served in 6 ounce glasses with a 4.5 to 5 ounce portion for the same reasons.

- Your planning information should include, number of guests, number of male / female guests, number and ages of children, time of day (lunch vs. dinner), season and weather (outside and hot means a higher beverage consumption.)

- The 1st 2 hours of an event – guests consume the most. You can save money on your beverages by interrupting the peak consumption period by scheduling dinner to be served within that period of time or by scheduling some other activity to take place, i.e. a presentation, etc.

- You can cut back on consumption by: Passing hors d'oeuvres instead of placing them on a table, using napkins instead of plates.

Pieces per person guide		
Reception 2 hours or less (dinner follows)	Reception 2 hours or less (no dinner)	Reception 2 - 3 hours (no dinner)
Light Eaters: 3 - 4 pieces	Light Eaters: 6 - 8 pieces	Light Eaters: 8 - 10 pieces
Moderate Eaters: 5 - 7 pieces	Moderate Eaters: 10 - 12 pieces	Moderate Eaters: 14 pieces
Heavy Eaters: 8+ pieces	Heavy Eaters: 12+ pieces	Heavy Eaters: 16+ pieces

- If your event is scheduled to last for 4 or more hours and you want to offer a full bar, consider offering the beverages in stages to save money. For example offer only complimentary beer, wine and soft drinks until after dinner, you establish a consumption trend for the lower cost selections. If mixed drinks are added to the complimentary beverage selections after dinner many people will not switch to mixed drinks but will continue lower cost per portion beverages.

- Champagne (even the cheap stuff) has the highest cost per portion of just about anything that can be served. It is more than a mixed drink on an actual cost per portion basis. Consider limiting the service time of champagne or using it only for a toast rather than serving it for the entire event unless money is no object.

- You can save 50% or more by using bulk wine in liter carafes for dinner service rather than bottled product. If you are placing wine at the tables rather than pouring, avoid multiple selections if possible since you will end up with significant waste. If both red and white wines are required, depending upon the menu selection, consider renting 1/2 liter carafes for the red wine which will minimize the waste. Buying on sale prior to the peak of party season or buying by case to get a discount is smart.

- Purchase your product from a liquor store that will allow return and refund, or take back and credit, for your unopened product. That way you can be stocked to ensure that you do not run out of any product selection and minimize leftover cost. (In most cases bottled beer cannot be returned due to potential product damage from chilling and warming. Wine may not be returnable if labels are damaged by moisture)

- Consider canned soft drinks rather than 2-liter bottles or pop dispensers. They are easier to handle and the leftover product can be used later.

- Disposable Glassware costs significantly less to use disposable plasticware rather than actual glassware when considering the cost per unit and the cost of loss and breakage. Clear plastic is preferred (exception-picnics) Plastic requires less storage space and the unused full packs of plastic glassware can be returned after your event. (You get charged for the glassware whether you use them or not...) If you rent real champagne glasses, consider using standard champagne glasses (flats) as flutes tip, spill, and break very easily.

- When comparing prices, compare apples to apples. Rather than comparing total cost estimates (based on a cost per guest) compare the cost per drink, or per bottle, case, or keg. Be sure the associated costs are clearly outlined. Do the prices include tax, delivery, and gratuity? Consider the number of minors attending, especially when comparing prices that are based on a flat cost per guest. For example, if you are hosting the beverage service for 100 guests @\$8.50 per person and there are 10 children in the group you are actually paying \$9.44 per adult for beverage service.

- For a party of 50 or more guests, you may want to **hire a professional bartender** rather than having a friend or Uncle Jack provide the bartending. An experienced bartender will usually pay for him/herself. Based on full bar service of 100 guests, an bartender can save you an average of \$18.00 per hour in product costs, waste, will know enough not to open every bottle in sight, and will provide a higher quality of service for your guests. If service is a full bar, a ration of 1 to 50 should provide efficient service. For beer, wine and soft drinks a ratio of 1 to 75 should be adequate

- The size of the room, number of guests, and traffic flow are the considerations when you decide where you place your beverage service area. Place the beverages away from the entryway. Food and beverage areas should also be separated to minimize congestion and create traffic flow throughout the room.

- **SAFETY** Consider that most people cannot drink unlimited quantities of alcoholic beverages for a long period time. When an event will last more than 4 hours consider a staging option which will shift some of the consumption from hard liquor. Consider a

cooling down period for the last 1/2 hour where only Non alcoholic beverages are served.

- **LEGAL STUFF** While consumption of alcohol, by minors, is acceptable in some family circles, it is still illegal in most states unless in the home of the parent or guardian. From a liability standpoint there is little or no liability in many states when alcohol is served to guests **UNLESS THERE IS A CHARGE FOR THE ALCOHOL OR UNLESS AN ILLEGAL ACT (serving minors) HAS OCCURRED.**

Most homeowner's policies contain "Host Liquor Liability" coverage. This coverage can normally be extended to cover a wedding or other private event held at another location rather than having to purchase coverage specifically for the event. If in doubt contact your agent and ask about "Host Liquor Liability" coverage, (NOT "Dram Shop" which is coverage specifically for commercial sales of liquor.)

If you are planning to charge money for alcoholic beverages, i.e. sales of tickets to be exchanged for drinks, a cover charge, etc. it may be considered a commercial sale which "Host Liquor Liability" coverage will not cover. If you have hired a licensed beverage service provide a cash bar or if your event is being held in a facility that provides cash bars, their "dram shop" liquor liability insurance should cover the liability of service of alcoholic beverages. But, check local regulations pertaining to "cash bars" to be certain you are in compliance with the laws unless the event is being held in a liquor licensed facility.

HOW MUCH ??

WINE - A 750-milliliter bottle has 25.4 oz. Or, a little over 4 - 6 oz. pours.

For a dinner party, a bottle of wine per person may sound like a lot, but the basic guide of 2 glasses per hour per guest holds true. A three-hour gathering will allow the last hour for coffee and desert.

LIQUOR - A 750-milliliter bottle of spirits has 17 - 1.5 oz. pours.

For a cocktail party, still use the 2 drinks per hour per guest guide. A self-serve bar with a 750 ml each of; Scotch, Gin, Vodka, Rum, and Bourbon would conceivably provide 85 mixed drinks. An adequate supply for 40 guests over a two-hour period.

PUNCH - The standard punch bowl holds a gallon or approx. 24 servings.

Punch is an easy way to handle a larger number of guests and you can use less alcohol. Remember, 1 750-ml bottle of spirits contains 24 oz. You can use less than a full bottle per batch.

BEER – A 1/2 barrel keg = 15.5 gallons, or 165 12 oz. glasses (a quarter keg, 82 glasses) Use 2 glasses per hour, do the math and formulate a plan. Or purchase 24 can cases as required.

COFFEE- 1 Gallon serves about 20 cups.

Liquor-

One - Fifth bottle	One - Quart bottle	One Liter bottle
Shot size: 1oz =25 drinks	Shot size: 1oz. = 32 drinks	Shot size: 1oz. = 33 drinks
1 1/8oz. = 22 drinks	1 1/8oz. = 28 drinks	1 1/8oz. = 30 drinks
1 1/4oz. = 20 drinks	1 1/4oz. = 25 drinks	1 1/4oz. = 27 drinks
1 1/2 oz. = 17 drinks	1 1/2 oz. = 21 drinks	1 1/2 oz. = 22 drinks

MAC'S LIQUORS

SAMPLE PLANS - All packages are customized to YOUR needs

BEER, WINE & SODA SERVICE

PREMIUM SETUP

Beer	Budweiser
Light Beer	Budweiser
Keg	Michelob Golden Light
Import/Micro	Labatts
Wine-White	Sutter Home
Wine-Red	Corbett Canyon
Wine-Sparkling	Cooks or Andre
Sprite Cola Diet	



PREMIUM PLUS

Beer	Sam Adams
Light Beer	Sam Adams
Keg	Michelob Golden Light
Import/Micro	Heinneken or Becks
Wine-White	Turning Leaf
Wine-Red	Redwood Creek
Import-White	Rosemount Estates
-Red	Cotes Du Rhone
Wine-Sparkling	Ballatore or Col San Dago
Sprite Cola Diet	



FULL BAR SERVICE

PREMIUM SETUP

In addition to the beer, wine and soda

Vodka	Skyy
Gin	Seagrams or Beefeaters
Scotch	B & L or Ushers
Bourbon	Jim Beam
Rum	Bacardi
Tequila	Cuervo
Whiskey	Seagrams
Garnishes	

PREMIUM PLUS SETUP

In addition to the beer, wine and soda

Vodka	Abolute or Stohli
Gin	Tangeray or Bombay Sapphire
Scotch	Dewars
Bourbon	Jack Daniels
Rum	Captain Morgans
Tequila	Sauza
Whiskey	Crown Royal
Garnishes	

complimentary ice.

For the budget conscious (who isn't?) MAC'S offers a return option for unopened (except beer) products (labels must be in new condition) There is a refundable deposit for keg taps

All orders include free delivery, and

