

1. Record Nr.	UNINA9910153091803321
Autore	Schmid Albert W. A.
Titolo	The beverage manager's guide to wines, beers, and spirits // Albert W. A. Schmid, John Peter Laloganes
Pubbl/distr/stampa	Harlow, England : , : Pearson, , [2014] ©2014
ISBN	1-292-05522-7
Edizione	[Third edition, Pearson new international editon.]
Descrizione fisica	1 online resource (369 pages) : illustrations, tables
Collana	Pearson custom library
Disciplina	641.8/74
Soggetti	Alcoholic beverages
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover -- Table of Contents -- 1. The Evolution of Alcoholic Beverages -- 2. Alcohol Safety and Professional Beverage Service -- 3. Viticulture: Outside in the Vineyard -- 4. Enology: Inside the Winery -- 5. Wine Regulations and Labeling Methods -- 6. The Wine Styling Approach -- 7. Other Wines: Sparkling, Fortified, and Dessert Wines -- 8. The Brewery: Beer Production and Other Fermented Beverages -- 9. Ales and Lagers of the World -- 10. The Distillery: Spirits and Liqueurs of the World -- 11. Mixology: The Art and Science of the Cocktail -- 12. Constructing the Beverage Concept -- 13. Managing for Profit -- 14. Marketing the Beverage Establishment -- 15. Appendix: Drink and Food Pairing -- 16. Appendix: Lexicon of Beverage Terms -- 17. Welcome to the World of Wine -- 18. Welcome to the World of Beer -- 19. Welcome to the World of Spirits -- Index.
Sommario/riassunto	For courses in Beverage Management, Wines, Beers and Spirits, Dining Room Services and Beverage Purchasing and Cost Control. The Beverage Manager's Guide to Wines, Beers and Spirits, Third Edition, navigates the reader through an intriguing journey on the vast world of alcoholic beverages. The text serves as an authoritative guide intended to inspire those individuals pursuing or enhancing a career in the food and beverage industry; the book will be equally fascinating for the beverage enthusiast. Written in a lively and engaging literary style, that is both comprehensive and yet concise; exploring the essential management and service aspects of drink. Designed to be intellectually

appealing, with stimulating photography while providing the necessary knowledge on building and sustaining a profitable beverage program. This read provides marvelous insights into the beverage industry by discovering the sometimes perplexing, yet enduring influence of wines, beers and spirits that have been inseparable from the evolution of civilization. &nbsp;

---