

# Best Cocktail Menu

## Online Presence

- Was the information on the venue's website enticing?\*  
*Did you feel motivated to attend?*
- Was the information on the venue's website informative?\*
- Was the information on the venue's website up to date?\*
- Did the venue have a presence on either Facebook or Instagram?\*
- If so, were the posts encouraging/positive?\*  
*Did you feel motivated to attend looking at the posts from the last month?*
- Were there recent posts enticing people to attend, with promotions?\*  
*Was there a post regarding a promotion that was less than one month old?*
- Were the social media posts up to date?\*  
*Was there a post made in the last week?*

## Booking

*Please try to book over the phone. When calling to make a booking please call during non-service hours i.e. not between noon and 2 p.m. and before 5 p.m. If you cannot book over the phone, please book online.*

- Were you able to make a booking over the phone or online?\*
- When you called to make a booking, did the person answering the phone mention the name of the venue and introduce themselves?\*
- Was the staff member friendly and polite?\*
- Did the staff member repeat the booking back to you?\*
- Did you receive a confirmation of your booking in writing (text or email)?\*
- When making your booking online, was the booking process user-friendly?\*
- Could you locate information about the venue easily e.g. menu and opening hours?\*
- When making your booking online, was there a section where you could add comments e.g. special occasion, dietary needs?\*
- Did you receive confirmation in writing of your booking (text or email)?\*

# Venue

- Was the street outside the venue free from rubbish?\*
- Were all exterior areas of the building in good repair?\*
- If you visited the venue after dark was there adequate lighting outside the venue, so that the entry was well lit?\*
- Check to see that all lights are working.
- Was the lighting inside the venue adequate for the time of day / weather outside?\*
- For example not too bright but you were able to read a menu without having to use the light on your phone.
- Was the lighting inside appropriate for the style of venue?\*
- E.g. Family bistro well lit, cocktail bar with mood lighting.
- Was the music at an appropriate volume?\*
- Loud enough that you could hear the music but not too loud that you could not have a conversation.
- Did you notice poor acoustics while in the venue?\*
- E.g. did the sound at the venue echo, making it hard to hear while you were there?
- Was the interior of the venue tidy?\*
- Were the floors inside the venue clean?\*
- Were unoccupied tables clean, tidy and ready for the next patron/s?\*
- Was the temperature inside the venue comfortable?\*
- Were there clear, easy-to-find directional signs inside the venue?\*
- Was the décor in line with the style of the venue?\*
- Was furniture in the venue in good repair with no obvious maintenance issues? If you did find maintenance issues please upload a photo.\*
- Did you notice any safety hazards at the venue? if so, please upload a photo.\*
- Could you identify the location of the fire exits? \*
- Were the fire exits clearly marked, with clear access?\*
- Was there a liquor license displayed in the bar area?\*
- NB: if there is more than one bar, please be sure to look behind the bar in all the bars.
- Was there liquor licensing compliance signage? \*
- E.g. cannot serve people aged under 18 years old.

# Beverage

Take a photo of your beverage

- Was there a wide selection of beverage options available?\*  
Were there at least five choices of red wine, five choices of white wine, five options for beer and five options for cocktails? Please check carefully to get this right.
  - Were there items on the menu that you hadn't seen before or that are not mainstream?\*
  - If yes, what were they?\*  
Give two examples. Please write the name of the drink.
  - Were there locally sourced options available?\*  
E.g. locally sourced gin, locally sourced wine NB: for a metro venue, 'local' refers to the state of Victoria. For a regional venue, 'local' refers to the region that you are in.
  - If yes, give some examples?\*  
Give three examples and name the drinks
- \*\*\* The judge will ask the staff member at the bar a question
- Was your query answered confidently?\*
  - Was your query answered in an informative manner?\*  
E.g. was the staff member knowledgeable about the items on the menu?
  - Was your query answered efficiently?\*  
E.g. query was answered in a timely manner (less than a two minute discussion).
  - Were there non-alcoholic beverages available that suited the venue?\*  
Were there mocktail and / or alcohol-free drinks NB: non-alcoholic beverages does not include softdrinks, juice or water, we're looking for specific made non-alcoholic drinks
  - If yes, what was available?\*  
Give two examples and name the drinks

# Menu

- Were the menus easy to locate?\*  
Menus could be physical menus, a blackboard or via a QR code.
- Were the menus easy to read?\*  
Could be read without squinting.
- Did the menus have the venue's branding displayed?\*  
Menus could be physical menus, a blackboard or via a QR code.
- Were the menus in line with the style of the venue?\*  
Menus could be physical menus, a blackboard or via a QR code.
- Was there an appropriate variety of items available on the menu? \*  
E.g. vegetarian, gluten free, healthy choices.
- If the venue had physical menus, were they undamaged?\*
- If the venue had physical menus, were they clean?\*
- If you visited the venue during peak meal service, were there specials available?\*  
Peak meal periods are the lunch and dinner periods as advertised at your venue you're visiting. Specials could be on a separate sheet of paper, a blackboard or mentioned by the staff member.
- Were there any offers on the menu to combine courses, or make a "packaged" combination?\*
- Were all your chosen dishes available to order?\*

\*\*\* *Take a photo of the venue's menu (Screenshot if menu is online).*

## Food Presentation

- Was the cutlery clean?\*
- Was the food served on clean crockery?\*
- Was the crockery well maintained?\*
- Were your dishes delivered / ready within 30 minutes of ordering?\*
- If no, were you told while you were ordering or while you were waiting that your meals would take longer than 30 minutes? \*
- If more than one meal was ordered, were all meals delivered / ready at the same time?\*

If it was table service, were they brought out at the same time but if it was a buzzer system, were they ready for pick up at the same time?

- If it was table service and you ordered more than one meal, were all meals placed in front of the correct guest?\*
- Did the staff member announce the dishes when they served them / handed them over? NB: If there is a buzzer system, you will be assessing the staff member from whom you pick your food.\*

Please note this question is relevant only if you went to the restaurant with others (not just on your own).

- Did the staff give a pleasant parting comment when they presented your food? \*

E.g. "Enjoy your meal" or something similar NB: If there is a buzzer system, you will be assessing the staff member from whom you pick your food.

- Did the food look appetising? \*
- You must order your meal with no adjustments e.g. if the chicken dish comes with chips and salad, don't change it to vegetables and mashed potato. So order something from the menu that you like as it is. The exception to this is if you have a dietary requirement.

- Was the food served at the correct temperature?\*

E.g. hot food items are appropriately hot, salads appropriately cold.

- Was the description of the food on the menu accurate?\*

Check the menu description and see if it matches the description of the meal on your plate.

- Did the accompaniments complement the main dish?\*

E.g. aoli with fries, mustard with steak.

- Were the accompaniments of high quality?\*

E.g. thick tomato sauce.

- Did the food taste good?\*

\*\*\* *Take a photo of your meal*

# Bathroom

- Were the bathrooms easy to find?\*  
E.g. directional signage, without needing to ask staff.
  - Were the sinks operational?\*
  - Were the toilets operational?\*
  - Were the bathrooms well stocked with toilet paper and hand soap?\*
  - If the bathrooms had hand dryers, were they all in working order? \*
  - Were the bathrooms clean?\*
  - If you used a female toilet, were there sanitary bins in each cubicle?\*
- NB: this can include a proper sanitary bin or small garbage bin - the point is did you have somewhere to dispose of your sanitary item if required.

# Service

- Were you greeted or acknowledged within two minutes of entering the venue?\*
- Make yourself seen and accessible to the staff to give them every opportunity to acknowledge you
- If so, were you greeted in a friendly manner?\*
- E.g smile, warm genuine greeting
- Were all staff members you interacted with friendly?\*
  - Were all staff members courteous?\*
- Did they use words like please and thank you?
- Were all staff members attentive?\*
- Were the staff members responsive and / or proactive to your needs?
- Was the dress code of the staff members consistent with the theme of the venue?\*
  - Were all staff members well groomed?\*
  - Did any staff members cross-sell/promote something outside of their area?\*
- Because you need to order your drink from the bar, you can use that interaction to assess if the staff member cross sold or promoted something else to you (other than your drink order). If you order your food from the bar, you can also use that interaction to see if the staff member cross sold or promoted something.
- \*\*\* the judge will ask a staff member on the floor a question
- Was your query answered confidently?\*
  - Was your query answered in an informative manner?\*
- E.g. was the staff member knowledgeable about wheelchair access?
- Was your query answered efficiently?\*
- E.g. query was answered in a timely manner (less than a two minute discussion).
- Were you farewelled by one of the staff members when leaving the venue?\*
- Time your exit so that at least one staff member sees you leaving and give them an opportunity to farewell you.

# Cocktail Menu

Please upload a photo of the menu showing the cocktails below (upload multiple pages if needed)

Please try and drink your cocktail in eye sight of a staff member to give them every opportunity to ask if you want another one. Sitting up at the bar would be ideal if possible. If this is not possible, take your finished glass to the bar and return it and give the staff member a chance then to ask you if you want another one.

- Were you greeted or acknowledged within two minutes of walking up to the bar?  
NB: If the bar is particularly busy, please be mindful of how you answer this question.
- If so, were you greeted in a friendly manner?  
E.g smile, warm genuine greeting.
- Were there cocktails being promoted at the bar?  
Please be sure to look around at the bar carefully - on display may be a poster, sign, or display at the bar fridge - anything that visually promotes cocktails outside of what is on the menu.
- Were there at least eight different cocktails on the menu?
- Were there at least three original cocktail options available?
- Please list the names of three of the cocktail options you saw on the menu\*
- Was there a variety of cocktails to suit people's different tastes?  
Sweet, sour, strong, etc
- On the menu could you see evidence of at least two imported spirits?  
NB: If you need to google what's from overseas to answer this question, that's okay
- On the menu could you see evidence of at least two domestic spirits?  
NB: If you need to google what's from Australia, that's okay
- Was the layout of the menu clear and easy to navigate?
- Did the cocktail list clearly describe each cocktail in a way that was easy to understand?
- Was the cocktail list presented in a way that was enticing that encourages customers to order?  
NB: When you looked at the cocktail menu, did it motivate you to want to order? Please describe your answer in the comments below.
- Was the cocktail menu and offering aligned to the style and image of the venue?  
If it's a more casual venue, was the cocktail list fun and accessible. If it's a more upmarket venue, was the cocktail list more premium? Please describe your answer in the comments below.

\*\*\* The judge will ask the staff member at the bar a question

- What did the hotel bar staff member recommend?
- Was your query answered confidently?
- Was your query answered in an informative manner?  
E.g. was the staff member knowledgeable about the items on the menu?

- Was your query answered efficiently?  
E.g. query was answered in a timely manner (less than a two minute discussion).

\*\*\* The judge will ask the staff member at the bar a question

- What did the hotel bar staff member say in regards to your options for choosing one of a variety of spirits?\*
- Was your query answered confidently?
- Was your query answered in an informative manner?
- Was your query answered efficiently?
- Did the staff member remain friendly with you throughout the interaction?  
Outside of the initial greeting.
- Was the staff member courteous?  
Did they use words like please and thank you?
- Was the cocktail served in a clean glass?
- Was the cocktail served in an appropriate glass?  
E.g. a martini served in a martini glass, a margarita served in a margarita glass
- When you were nearly finished your cocktail or just as you finished your cocktail, did the hotel bar staff ask if you wanted to order another one?  
Please try and drink your cocktail in eye sight of a staff member to give them every opportunity to ask if you want another one. Sitting up at the bar would be ideal if possible. If this is not possible, take your finished glass to the bar and return it and give the staff member a chance then to ask you if you want another one.