



# DiCarlo

FOOD SERVICE

**BEVERAGES  
& MORE**



**Item#**

366550  
366542  
366512  
366507  
366505  
366504  
366502  
366560

**Pack Size**

42/3 oz.  
42/2.5 oz.  
2/5 lb.  
42/2.5 oz.  
42/2.5 oz.  
48/2 oz.  
48/2.5 oz.  
12/1 lb.

**Description**

High Altitude Papua Coffee New Guinea  
Italian Dark Roast Coffee  
100% Colombian Regular Whole Bean  
100% Arabica Decaf  
100% Colombian with filters  
100% Arabica Decaf  
100% Arabica Regular  
Cold Crew Coffee Filter Pack

**Item#**

360442  
360425  
360423  
360419  
360417

**Pack Size**

6/1000 gr.  
6/150 ct.  
6/150 ct.  
32/250 gr.  
32/250 gr.

**Description**

Espresso Whole Bean  
Espresso Pod Decaf  
Espresso Pod Regular  
Espresso Ground Regular  
Espresso Ground Decaf

**Item#**

365205  
365210

**Pack Size**

12/1 ltr. glass  
12/1 ltr. glass

**Description**

Lurisia Italian Still Water  
Lurisia Italian Sparkling Water



365190  
365186  
365184  
365180  
365175

12/33.8 oz.  
15/25.3 oz.  
24/16.9 oz. plastic  
24/16.9 oz.  
24/8.45 oz.

San Pellegrino Carbonated Spring Water  
San Pellegrino Carbonated Spring Water  
San Pellegrino Carbonated Spring Water  
San Pellegrino Carbonated Spring Water  
San Pellegrino Carbonated Spring Water

365206  
365350

12/33.8 oz.  
24/16.9 oz.

Panna Still Water  
Panna Still Water



365229  
365217  
365215

4/6 pk. can  
4/6 pk. can  
4/6 pk. can

Aranciata Rossa Sparkling Fruit Beverage  
Aranciata Sparkling Fruit Beverage  
Limonata Sparkling Fruit Beverage



365876  
365882  
365884  
365886  
365896

24/12 oz.  
24/12 oz.  
24/12 oz.  
24/12 oz.  
24/12 oz.

Spindrift Blackberry Unsweetened Seltzer  
Spindrift Lemon Unsweetened Seltzer  
Spindrift Grapefruit Unsweetened Seltzer  
Spindrift Raspberry Unsweetened Seltzer  
Spindrift Cranberry Raspberry Unsweetened



80263  
80262

12/1 ltr.  
12/11 oz.

Vita Coco Coconut Water  
Vita Coco Coconut Water





### Perfection Is Our Standard:

- Five generations of perfecting the art of brewing
- Real coffees and teas the way they should be



### The Perfect Cup Of Coffee:

- Hand-picked, high-altitude, sundried beans
- Evenly roasted with the finest equipment in the world



### The Perfect Cup Of Tea:

- Sourced from the world's best plantations
- Crafted with the lowest stem and twig content possible



Classic favorites made with only 100% Mediterranean fruits carefully selected by the experts at Sanpellegrino. Take the time to enjoy it!

# spindrif<sup>®</sup>

America's first sparkling water made with just real squeezed fruit. Yup, that's it.



No Sugar  
Added



Non-GMO  
Certified



Gluten  
Free







**Item#**  
81200  
81150  
81000  
80954  
80950

**Pack Size**  
48/5.5 oz. can  
12/46 oz. can  
48/5.5 oz. can  
8/46 oz. plastic  
12/46 oz. can

**Description**  
V-8 Vegetable Juice E-Z Open  
V-8 Vegetable Juice  
Sacramento Tomato Juice E-Z Open  
Sacramento Tomato Juice PET  
Sacramento Tomatoe Juice



80104  
80602  
76002  
79553  
79556  
79545  
81820

48/5.5 oz. can  
12/46 oz. plastic  
12/14 oz.  
6/59 oz.  
6/59 oz.  
8/59 oz.  
12/32 oz. plastic

Ruby Kist Orange Juice E-Z Open  
Ruby Kist Orange Juice  
Tropicana Orange Juice Carton Fresh  
Tropicana Orange Juice No Pulp Fresh  
Simply Orange Juice No Pulp Fresh  
Homemaker Premium Orange Juice No Pulp  
Tropicana Orange Juice

78035  
78005  
80296

4/1 gal.  
4/1 gal.  
12/32 oz. plastic

Sun Orchard Lite Orange Juice No Pulp Fresh  
Sun Orchard Lite Orange Juice RTU Fresh  
Oceanspray Orange Juice Barpack



80830  
80802  
80174  
80294

48/6 oz. can  
12/46 oz. can  
12/46 oz. plastic  
12/32 oz. plastic

Dole Pineapple Juice E-Z Open  
Dole Pineapple Juice  
Ruby Kist 100% Pineapple Juice  
Oceanspray Pineapple Juice Barpack



80202  
80282  
80820  
80815  
80806  
80292  
80252  
80290  
76016

12/46 oz. plastic  
48/5.5 oz. can  
8/64 oz. plastic  
8/60 oz. plastic  
8/64 oz. plastic  
8/60 oz. plastic  
12/46 oz.  
12/32 oz. plastic  
12/15.2 oz. plastic

Ruby Kist Cranberry Juice Cocktail 27%  
Oceanspray Cranberry Juice Cocktail E-Z Open  
Oceanspray White Cranberry Juice  
Oceanspray Cranberry Juice Cocktail  
Oceanspray Lite Cranberry Juice  
Oceanspray Cranberry Juice 100% Natural  
Oceanspray Cranberry Juice Cocktail 27%  
Oceanspray Cranberry Juice Barpack  
Tropicana Cranberry Juice Cocktail



80452  
80402  
79605  
80293

48/5.5 oz. can  
12/46 oz. plastic  
24/10 oz.  
12/32 oz. plastic

Ruby Kist 100% Grapefruit Juice E-Z Open  
Ruby Kist 100% Grapefruit Juice  
Tropicana Ruby Red Grapefruit Juice  
Oceanspray Grapefruit Juice Barpack



80526  
80521  
78010  
368150

8/48 oz.  
12/32 oz.  
6/1 qt.  
12/30 oz.

Realemon Lemon Juice  
Realemon Lemon Juice  
Sun Orchard Lite Lemon Juice Fresh  
Vitality Lemon Juice Concentrate Frz



534052  
78015  
53012

12/1 ltr.  
6/1 qt.  
12/1 ltr.

Rose's Lime Juice  
Sun Orchard Lite Lime Juice Fresh  
Finest Call Lime Juice



## Orange Turmeric Margaritas

### Ingredients

#### Simple Syrup:

1 cup organic sugar  
1 cup water  
1 TB turmeric

#### Margarita:

1 oz gold tequila  
1 oz triple sec  
1-2 oz orange juice  
1 oz of simple syrup

#### Rim:

1/2 tsp ground turmeric  
1/2 tsp ancho chili powder  
2 tsp coarse salt



### Instructions:

#### Simple Syrup-

In a small sauce pan, combine sugar, water and turmeric.  
Place over medium heat and bring to boil.  
Cook until sugar dissolves.  
Strain syrup through a coffee filter.

#### Rim-

Combine ancho, turmeric and salt on a small plate and mix to combine.  
Wet the top of a glass with a wedge of orange and dip in spice mix.

#### Margarita-

Fill a cocktail shaker with ice and add orange juice, tequila, triple sec and simple syrup and shake.  
Pour into glass and serve with orange wedges.

## 100% POMEGRANATE JUICE

A little sweet, a little tart—every sip is vibrant, complex and delicious. Our Wonderful pomegranates are whole-pressed to release polyphenol antioxidants from the rind, pith and arils.





**Item#**

530061  
53003  
530254  
53013  
535150  
53031

**Pack Size**

12/1 ltr.  
12/1 ltr.  
12/6.8 oz.  
12/1 ltr.  
4/1 gal.  
12/1 ltr.

**Description**

Rose's Grenadine  
Finest Call Grenadine  
Angostura Aromatic Bitters  
Finest Call Triple Sec  
Lemon-X Sour Mix  
Finest Call Lemon Sour RTU



53010  
53008  
53005  
530025  
53027

12/1 ltr.  
12/1 ltr.  
12/1 ltr.  
12/1 ltr.  
12/1 ltr.

Finest Call Mojito Mix  
Finest Call Sweet & Sour Mix  
Finest Call Raspberry Mix  
Finest Call Red Sangria Mix  
Finest Call White Sangria Mix



53001  
530250  
530255

12/1 ltr.  
6/33.8 oz.  
6/33.8 oz.

Finest Call Loaded Bloody Mary Mix  
Murph's Famous Bloody Mary Mix  
Murph's Famous Bloody Mary Mix Spicy

53029  
53014

12/1 ltr.  
4/1 gal.

Finest Call Lite Margarita Mix  
Finest Call Margarita Concentrate Mix

**Item#**

53019  
53009  
53004

**Pack Size**

12/1 ltr.  
12/1 ltr.  
12/1 ltr.

**Description**

Finest Call Watermelon Puree  
Finest Call Mango Puree  
Finest Call Strawberry Puree

53018  
53011  
53054  
53050  
53049  
53044

12/1 ltr.  
12/1 ltr.  
6/16.9 oz.  
6/16.9 oz.  
6/16.9 oz.  
6/16.9 oz.

Finest Call Simple Syrup  
Pomegranate Syrup  
Real Blueberry Syrup Squeeze Bottle  
Real Peach Syrup Squeeze Bottle \*s/o  
Real Kiwi Syrup Squeeze Bottle  
Real Passion Fruit Syrup Squeeze Bottle



53015  
532552  
532550

12/16.9 oz.  
12/57 oz.  
24/15 oz.

Real Cream of Coconut  
Coco Lopez Cream of Coconut  
Coco Lopez Cream of Coconut

**Item#**

519260  
401451  
360  
282103  
282056  
383652  
383350  
460652  
383500

**Pack Size**

1/20 lb.  
4/1 gal.  
1/5 lb.  
4/1 gal.  
6/32 oz.  
6/12 oz.  
12/3 lb.  
1/2000 ct.  
24/1 lb.

**Description**

Bazzini Cocktail Crunch w/ Nuts  
Cocktail Sauce  
Fresh Horseradish  
Gold's White Horseradish  
Gold's Hot Horseradish  
Domino Superfine Quick Dissolve Bar Sugar  
Morton Kosher Salt  
DFS P/C Sugar Packet  
Dark Brown Sugar





# MURPH'S FAMOUS

From a kitchen table on Long Island, to bars and supermarkets all over America. The Murph's Famous is taking over. With a taste that is as large and full of life as its creator, The Murph's Famous Bloody Mary mix will have you converted. One Sip, One Believer!



## ***A trusted resource behind any bar***

For the last 20+ years, Finest Call has worked tirelessly to create a line of premium cocktail mixers that bartenders everywhere can trust. From the tens of thousands of bars and restaurants that stock our products, to the hundreds of thousands of

bartenders and mixologists who serve mixed drinks and ultimately, millions of patrons who enjoy it, Finest Call has become a worldwide staple and a major part of today's cocktail landscape.



## ***At Finest Call we search for the finest ingredients***

To create the best cocktail mixers, we start with the best ingredients. We've scoured the globe to identify and select only the most renowned varieties of fruit.

By using only the best varieties, every time, we can guarantee an unsurpassed cocktail experience with perfect consistency in every batch.

But it's not just the type of fruit that makes our products the best, it's when that fruit is harvested.

Our technical department has identified the optimal harvest time for every fruit we use, ensuring that this perfect ripeness translates to unsurpassed flavor in every bottle.



Crafted with mixologists in mind, Real Cocktail Ingredients is a one-of-a-kind family of products that capture real fruit taste in a squeezable, pourable, and shelf-stable container.

Made with up to 40% pure fruit and all-natural cane sugar these purees highlight the most authentic, real and pure flavors on earth.





**Item#**

54100  
1924  
1922

**Pack Size**

6/6.5 lb.  
1 flat  
1 flat

**Description**

Sliced Strawberries Frozen  
Driscoll Fresh Strawberries  
Fresh Strawberries  
  
Golden Pineapples 5-8 ct.  
Pineapples 3 ct.  
Pineapple Tidbits Pouch Light Syrup



1868  
1860  
51234

1 case  
1/3 ct.  
6/81 oz.

Oranges 100-140 ct.  
Sunkist Oranges 113 ct.  
Sunkist Fancy Oranges 88 ct.  
Blood Oranges  
Cara Cara Oranges



1766  
1730  
1728  
1732  
1748  
  
1657  
1656  
1654

1 box  
1 box  
1 case  
1 box  
1 box  
  
1/12 ct.  
1/54 ct.  
1 case

Limes 12 ct.  
Limes 48-63 ct.  
Limes 40 lb. box 150-200 ct.

1618  
1617  
1616

1 case  
1/24 ct.  
1 case

Lemons 165 ct.  
Lemons 24 ct.  
Lemons 140 ct.



531950  
531020

4/1 gal.  
6/35 oz.

Maraschino Cherries with Stem  
Toschi Amarena Black Sour Cherries

1233  
1991

1/20 ct.  
1 ea.

Granny Smith Apples  
Watermelon Seedless

234  
530450  
510

1/30 ct.  
12/1 qt.  
1/3 ct.

Fresh Celery  
Cocktail Onions  
Fresh Mint

**DIVINA**



**Item#**

530410  
301170  
301160  
301150  
301100  
301050  
301016  
301105  
301010  
301075

**Pack Size**

12/1 qt.  
4/1 gal.  
4/1 gal.  
4/1 gal.  
4/1 gal.  
4/1 gal.  
4/2 lb.  
2/4 lb.  
2/5 lb.  
2/2 kg.

**Description**

Green Cocktail Olives Pitted  
Green Olives Pitted Queen  
Green Olives Pitted Manzanilla  
Green Olives Stuffed Manzanilla  
Green Olives Stuffed Queen  
Green Olives Whole Queen  
Green Castelvetrano Pitted Olives  
Green Olives Stuffed with Blue Cheese  
Greek Olives Whole Table Mix  
Italian Country Mix Olives in Oil Pitted

**Paesana**



**Item#**

543852  
543851  
541858  
541856

**Pack Size**

20/100 ct.  
8/500 ct.  
4/250 ct.  
1/1000 ct.

**Description**

White Beverage Napkin Linen Like 2-ply  
White Beverage Napkin 1-ply  
Navy Blue Beverage Napkin 10x10 2-ply  
Black Beverage Napkin 10x10 2-ply

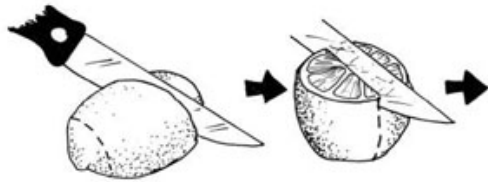
546110  
549589

1/30 roll  
1/150 ct.

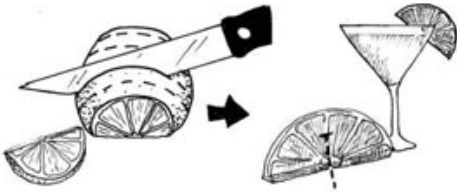
Jumbo Paper Towel 2-ply  
White Utility Towel 13x21



## CUTTING LIME SLICES

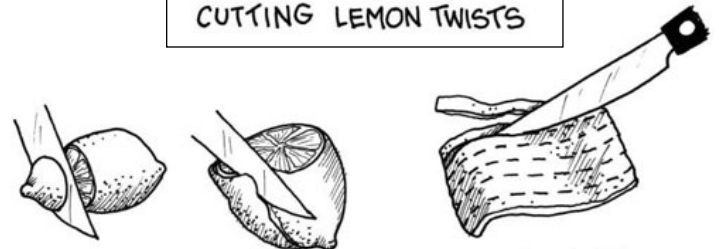


1. CUT OFF BOTH ENDS OF THE LIME.
2. SLICE THE LIME IN HALF.



3. LAY EACH HALF DOWN AND CUT INTO HALF-MOON SLICES.
4. LAY EACH HALF-MOON SLICE DOWN AND CUT INTO THE FLESH AT THE FRUIT'S MIDDLE POINT, BEING CAREFUL TO SLICE ONLY HALFWAY INTO THE WEDGE.

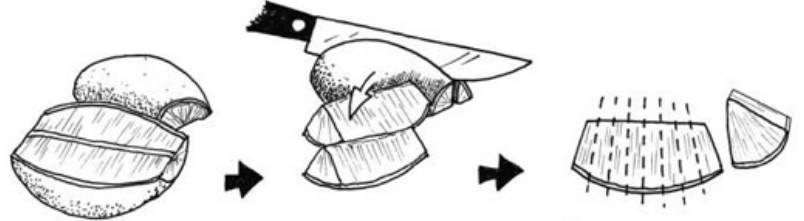
## CUTTING LEMON TWISTS



1. CUT THE ENDS OFF OF LEMON.
2. INSERT A SHARP KNIFE OR SPOON BETWEEN THE RIND AND MEAT OF THE LEMON AND CAREFULLY SEPARATE THEM.
3. CUT THE RINDS INTO STRIPS.

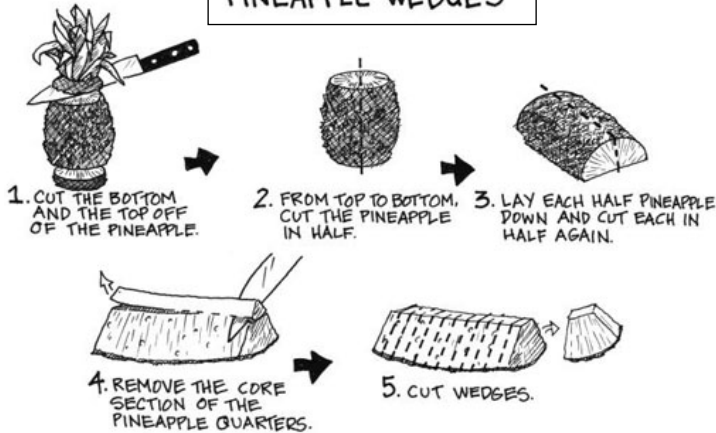
# Fruit Garnish Techniques

## CUTTING LEMON OR LIME WEDGES



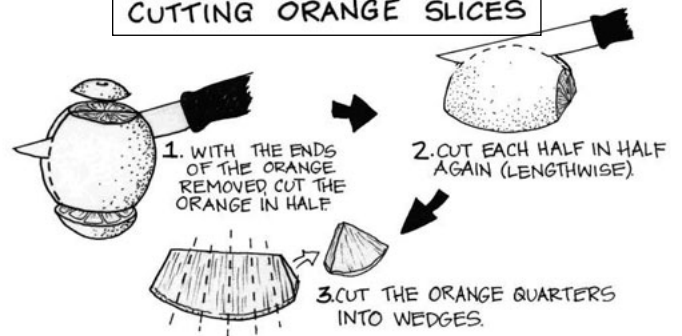
1. SLICE THE LEMON OR LIME IN HALF THE LONG WAY (WITH ENDS CUT OFF).
2. LAY THE CUT HALVES DOWN AND CUT AGAIN.
3. CUT WEDGES FROM THE LEMON OR LIME QUARTERS.

## PINEAPPLE WEDGES



1. CUT THE BOTTOM AND THE TOP OFF OF THE PINEAPPLE.
2. FROM TOP TO BOTTOM, CUT THE PINEAPPLE IN HALF.
3. LAY EACH HALF PINEAPPLE DOWN AND CUT EACH IN HALF AGAIN.
4. REMOVE THE CORE SECTION OF THE PINEAPPLE QUARTERS.
5. CUT WEDGES.

## CUTTING ORANGE SLICES



1. WITH THE ENDS OF THE ORANGE REMOVED, CUT THE ORANGE IN HALF.
2. CUT EACH HALF IN HALF AGAIN (LENGTHWISE).
3. CUT THE ORANGE QUARTERS INTO WEDGES.



**Divina** olives and antipasti represent the core values of FOODMatch – authentic taste, traceability and superb quality. With a wide variety of selections that are organic, kosher and non-GMO, the Divina name is the gold standard in responsibly and traditionally prepared Mediterranean specialties.

From our growers across the Mediterranean, olive varieties such as the Greek Kalamata (Peloponnese), Italian Castelvetrano (Sicily) and Mt. Athos Green (Halkidiki, Greece) are harvested and cured according to centuries-old methods. We believe that Divina's commitment to integrity and quality above all is present in the delicate taste of each olive.

Divina's antipasti selection reflects the vibrant colors and flavors of tables from around the Mediterranean and across the world. From our tender Dolmas, to our award-winning roasted red and yellow tomatoes, every Divina antipasto is made with the finest ingredients and utmost care.





**Item#**

545282  
545262  
545265  
545269

**Pack Size**

1/1000 ct.  
20/50 ct.  
20/50 ct.  
24/25 ct.

**Description**

Clear Cold Cup 20 oz. Compostable  
Greenware Clear Plastic Cup 12-14 oz.  
Greenware Clear Plastic Cup 16-18 oz.  
Greenware Clear Plastic Cup 24 oz.



543280  
543285

25/20 ct.  
25/20 ct.

Clear Plastic Tumbler 8 oz.  
Clear Plastic Tumbler 10 oz.



545237  
545256  
545258

20/50 ct.  
20/50 ct.  
24/25 ct.

Clear Plastic Cup 12 oz.  
Clear Plastic Cup 16-18 oz.  
Clear Plastic Cup 24 oz.



543666

1/250 ct.

Kids Cup Combo w/straw & Lid 12 oz.



541733  
541732  
541729

10/100 ct.  
10/100 ct.  
10/100 ct.

Clear Slotted Lid for 16 & 24 oz. Cups  
Clear Sip Lid for 12-24 oz. Cups  
Clear Lid for 12 & 20 oz. Cups



8505503

1/2500 ct.

Clear Shot Glass 1 oz.



**Item#**

8703365  
546855  
546850  
545512  
545922

**Pack Size**

8/300 ct.  
4/500 ct.  
4/500 ct.  
8/300 ct.  
24/500 ct.

**Description**

Paper Straws Giant Wrapped 7.75"  
Paper Straws Jumbo Black 7.75"  
Paper Straws Jumbo White 7.75"  
Paper Straws Black Unwrapped 7.75"  
Compostable Straws Wrapped 8"



547408  
547320  
547304  
547300  
546857  
547402

5/1000 ct.  
10/1000 ct.  
10/1000 ct.  
10/1000 ct.  
4/500 ct.  
5/1000 ct.

Stirrer Arrow Pick Black 5.5"  
Stirrer Red Straw 5.25"  
Stirrer Black Straw 5.25"  
Stirrer Star Solid Red 5.5"  
Stirrer Paper Straw Black 5.25"  
Stirrer Wood 7.5"



361930  
361931

4/100 ct.  
4/100 ct.

Rock Candy Swizzle Stick Clear Demi 4.5"  
Rock Candy Swizzle Stick Amber Demi 4.5"



531120

10/100 ct.

Bamboo Looped Cocktail Picks 4"



### MARGARITA



- LIME JUICE 60ml
- TRIPLE SEC 30ml
- TEQUILA 60ml
- + salt rim, crushed ice, lime segment

### MAI TAI



- DARK RUM 50ml
- ORANGE CURAÇAO 15ml
- LIME JUICE 10ml
- ALMOND SYRUP 60ml
- + lime section, maraschino cherry, lime segment

### WHITE RUSSIAN



- FRESH CREAM 30ml
- KAHLUA 30ml
- VODKA 90ml

### CAIPIRINHA



- CACHAÇA 50ml
- + five lime segments, 2tsp caster sugar

### SCREWDRIVER



- ORANGE JUICE 135ml
- VODKA 45ml

### BLOODY MARY



- TOMATO JUICE 135ml
- VODKA 45ml
- + ice cubes, celery stick, Worcestershire sauce

### WHISKEY SOUR



- BOURBON 90ml
- LIME JUICE 40ml
- + maraschino cherry, 1/2 orange slice, 1tsp brown sugar

### OLD FASHIONED



- BOURBON 50ml
- WATER 5ml
- + cube caster sugar, dash Angostura bitters, orange peel, ice

### MANHATTAN



- ITALIAN SWEET VERMOUTH 25ml
- BOURBON 45ml
- + maraschino cherry, dash Angostura bitters

### MARTINI



- FRENCH DRY VERMOUTH 25ml
- GIN 45ml
- + olive

### DAIQUIRI



- LIME JUICE 25ml
- WHITE RUM 45ml
- + 1tsp brown sugar

### COSMOPOLITAN



- LIME JUICE 15ml
- PINK GRAPEFRUIT JUICE 15ml
- CRANBERRY JUICE 15ml
- COINTREAU 15ml
- VODKA 50ml

### SINGAPORE SLING



- SODA 250ml
- CHERRY BRANDY 20ml
- LEMON JUICE 20ml
- SLOE GIN 20ml
- GIN 45ml
- + orange segment, 1tsp brown sugar

### MOJITO



- LIME JUICE 20ml
- WHITE RUM 50ml
- + ten mint leaves, 2tsp caster sugar, crushed ice, splash soda water

### MINT JULEP



- WATER 300ml
- BOURBON 60ml
- + 4 mint leaves, 1tsp brown sugar, 4 crushed ice cubes

### TOM COLLINS



- SODA 220ml
- GIN 50ml
- LEMON JUICE 25ml
- + maraschino cherry, orange slice, 1tsp brown sugar, 3 ice cubes

### PINA COLADA



- PINEAPPLE JUICE 70ml
- WHITE RUM 30ml
- COCONUT CREAM 60ml
- + pineapple segment

### SEA BREEZE



- GRAPEFRUIT JUICE 50ml
- CRANBERRY JUICE 120ml
- VODKA 40ml
- + ice, lime segment

### CUBA LIBRE



- COLA 80ml
- LIME JUICE 25ml
- WHITE RUM 50ml
- + ice

### BELLINI



- PEACH PUREE 50ml
- PROSECCO 100ml



## Tips to Help Your Hospitality Staff Upsell Cocktails

Upselling occurs when your server or bartender encourages the customer to spend extra money on a more expensive item comparable to one they are already considering. Research suggests that when you factor in the risk and cost considerations related to upselling, restaurant and bar owners can increase their profits by up to 40 percent using such tactics. Four important tips that will help your hospitality staff upsell cocktails include personalizing each upselling suggestion, hosting paid tasting meetings, creating a comfortable environment and investing in each customer.



### Personalize Upselling Suggestions

Upselling is no easy task, and a server who un-enthusiastically questions the customer about an additional drink is unlikely to encourage them to buy anything extra. Teach your waitstaff and bartenders to be personable and specific when they are making cocktail suggestions. Understanding each customer's preferences can make a big difference in how receptive they are to your ideas. Instead of asking the customer if they would like an alcoholic beverage with their meal, be direct and specific with details that show the customer you are listening. Instead, try suggesting that many customers enjoy pairing icy cocktails with the grilled chicken they've already ordered.

### Host Paid Training Tasting Meetings

Restaurant and bar owners often invest in paid training meetings for employees when new menu items or drinks are launched. Even when the cocktail you're trying to upsell isn't a new item, giving your employees paid time to taste-test and enjoy the drink may be worth the investment. By giving staff members this opportunity, you are likely to foster genuine excitement and positivity about the drink.

Your server's enthusiasm about the product they are upselling is crucial in the customer's decision to purchase it, so it's likely that your staff's enthusiasm will translate into sales. You could also utilize the taste-testing training period to have your staff members practice mock upselling scenarios.

### Create a Comfortable Environment

Customers that feel comfortable and welcomed are much more likely to take heed of a server or bartender's personalized recommendation for a specific cocktail. Conversation and getting to know your customer's tastes is crucial for building rapport. This rapport will help make the customer more receptive to suggestions, and make each diner feel invited and engaged in their experience. A customer who has felt rushed, unheard or in conflict with their server is not likely to be receptive to any type of suggestion.

### Invest in Each Customer

As your servers invest more time into each guest, your guests will respond by investing more into your restaurant. When you make the effort to ensure your customer feels welcomed, they will humanize your experience as a bartender or server rather than see you as an individual simply performing his job. This advice is important for upselling, but it is also valuable for servers and bartenders because it will greatly increase their opportunity of receiving great tips. Most importantly, your waitstaff needs to remember to be helpful with each upselling suggestion. You never want your servers or bartenders to come off as too pushy, and upselling won't be effective when the bottom line is becoming more important than the customer.



## Dress Up Cocktails to Dress Up Profits

Serving great cocktails is about serving the right ingredients in the right proportion, but it's also about great presentation. There's nothing more powerful than seeing a delicious cocktail and knowingly telling the bartender, "I'll have what she's having." One easy and cost-effective way to elevate a bar's cocktail game is through plating expendables. They can help enhance presentation, maximize buzz around a menu and increase overall profits.

### Enhance Presentation

Using picks and stirrers in beverage presentations can easily bring a cocktail from boring to eye-catching. More than ever, trends have been shifting to wood and bamboo picks for decoration. The pick to use can vary depending on the vibe of the drink. Umbrella picks can be used for tropical themes while bamboo knot picks instantly add an elegant and modern look across the menu. Flat, rectangular bamboo stirrers are commonly used for coffee, but also make a unique and trendy alternative to plastic stirrers.

### Maximize Buzz

Something as simple as sliding pre-cut fruit onto a paddle pick can add flair that can get customers talking. Especially in an age where special presentation can get special attention on social media, expendables are the perfect way to make cocktails photo-worthy. Dressing up cocktails with stylish garnishes can get media-savvy customers to snap pics of drinks and share them with friends, possibly even mentioning the bar in the process. This can be great for attracting more customers and raising a bar's reputation as a trendy place to be.

### Increase Value & Profit

Adding expendables and garnishes to cocktails takes a regular drink and adds value. This means that restaurant and bars can justify price increases for these premium drinks. Operators can invest in cents per cocktail while profiting up to a dollar extra by simply designing a clever garnish with expendables. Customers will see the value in premium presentation, especially when garnishes include beautiful and delicious bites of fruit to improve their experience.



DICARLO FOOD SERVICE  
1630 N. OCEAN AVENUE • HOLTSVILLE, NY 11742  
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