

Study of Bartending as a Career Option for Females in Pune and Mumbai

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Abstract

There is a scope of female bartenders in the global market. Everyday new trends are discovered in bar, new talent is required, job opportunities are available. As only few females in bar are working there are chances for females to get hired in various bar operations. This study is done to find whether females are willing to work in bar operations, whether they are aware of these opportunities, and is there awareness about latest trends in bar, what is the Liquor licensing requirement and the challenges faced by female bartenders. The study shows that there are female students who are interested in bartending as career options and the industry has demand for female bartenders.

Keywords: Bartender, Liquor License, Flair bartending, Flair, Mixology

INTRODUCTION

Bar means beverage associated revenue. Pune and Mumbai have a variety of bars such as pubs (public houses), lounges, sports bars, cocktail bars, wine bars, cigar bars, sunken bars, etc. they serve alcoholic beverages like beers, whiskeys, wines, etc. and nonalcoholic beverages like mocktails, soft drinks, stimulating beverages, etc. some bars also serve snacks or meals. Some of the famous bars in Pune and Mumbai are Miami, All Rounder Shots, Eviva, Toons, Tonic, Woodside Inn, Leopold Café, The Irish House, etc. The topic is to study bartending as a career option for females in Pune and Mumbai. There is a need for bartenders in the global market. Everyday new opportunities are coming they need a platform to show what talent they've got. Females being in a lesser number, there is a chance for them to penetrate in this field easily.

This paper is to find out whether females are interested in bartending or not and whether they are aware of the new trends in bartending, awareness of licenses being issued to a bartender to sell alcoholic beverages, challenges which a female bartender faces when she is on duty or off duty, etc. Studying bartending opens opportunities like working in a bar, taking up bartending as a teaching profession, freelancing as a bartender, participating in events, flair shows, mixing and flair bartending competitions, TV shows, etc. taking up further studies in wines and spirits, becoming a wine sommelier, working in a winery or in a distillery, etc.

QUALITIES OF A PROFESSIONAL BARTENDER ARE AS FOLLOWS

Honesty, being polite and kind, communication or interpersonal skills, maintain personal hygiene, knowledge about mixing and flaring; wines and spirits, service skills, marketing or upselling of products, self-presentation skills, punctuality, etc.

Duties of are bartender: Performing opening duties of the bar, Making requisitions for the bar Making drinks, Service of drinks, Maintaining inventory, par stock, Handling complaints of the guests if any, Assisting bar manager, Abiding by the government laws and licenses issued for the bar, Participating in events, meetings of management, etc.

History: Many students have role model Ms. Shatbhi Basu as an inspiration. Who is a female bartender in India. She began her career in bartending in the 1980s when most women never even thought of taking up a career like this. She broke the stereotypes by entering in an all-men industry. She is a mixologist and is a celebrated bartender in the country. She has an experience in this

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industry for more than 35 years now. She is the founder of STIR academy. She is the brand ambassador of Paul Johns Whisky which is an Indian Single malt. She's a bar consultant and has designed several bars across India and abroad. Also she's an author. She is an encouragement to all females to pursue bartending and do further studies in wines and spirits.

Bars have been places for people to meet and enjoy their drinks. Back in the 15th century, bar keepers or bar owners were considered to be the wealthiest of the social and economic community. They used to brew their own liquor and sell it on premise. Previously, taverns, inns and guest houses used to provide accommodation to travelers along with food and drinks.

Prohibition period: This period was observed in America in the years 1922-1933. This gave rise to innovative cocktails. The bars used to be in the basements as there was a ban on service and consumption of alcohol. Cocktails like Screwdriver (vodka+ orange juice) were made in this period. Vodka was known as wife's cheater since it was a fermented and distilled beverage which was colorless, tasteless and odorless beverage.

KEYWORDS

Bar: A place where alcoholic and non-alcoholic beverages are served (and sometimes snacks are served too. The bar is divided into four parts: Front bar which is the guest area, where guest receive their drinks, the foot rail and the pick-up station for service associates. Under bar: work station of the bartender, where he/she makes the drink, all the equipment's used in the bar are kept here, the under bar consists of speed rails, bottle sink, washing sink, etc. Back bar: it's usually meant for display of bottles and for keeping call brands. It's an attraction to the guests and gives the bar a good look. Over bar: it has hangers for the glassware as it looks very eye appealing and is a good way to keep glassware.

Bartender: A bartender is a person who makes and serves alcoholic or non-alcoholic beverages, usually in a licensed establishment. Bartenders also usually maintain the supply and inventory for the bar. They are responsible for the opening and closing duties of the bar.

Bar license: An official license issued to run a bar. There

are various licenses, for serving in a bar you need an on-premise license.

Flair bartending: It is the practice of bartenders entertaining guests, or audiences with the manipulation of bar tools and liquor bottles in tricky and dazzling ways. This requires skills and is commonly associated with jugglers. There are four types in flair bartending: Fire flair, craft flair, exhibition flair and work flair.

Flair: It includes juggling, flipping (bottles, shakers), manipulating flammable liquors or even performing close-up magic tricks. Flair is showmanship added to bartending that enhances the overall guest experience. The ideas behind mixology and drink-oriented or service-minded bartending can still be upheld with the correct application of working flair.

Mixology: It is a term for mixing drinks or beverages, innovating drinks, etc.

LITERATURE REVIEW

While service industries have expanded to accommodate the needs of creative professionals in postindustrial cities, some professions within these industries have transformed into respectable occupations with enormous creative potential and intrinsic rewards. Using cocktail bartenders as a case, this article examines how this transformation occurs and the role of creativity in service work in creative economies. Through an ethnographic analysis of their practices and understanding of their work, it shows how cocktail bartenders add creativity to the manual labor of bartending by engaging in "craft production" that is based on the historical principles of "mixology." They use their aesthetical understandings of alcohol production and consumption to redefine the service aspect of their work. They see making drinks not as a passive act of service but as an active interpersonal exchange that provides customers with a unique sensory experience. The case of cocktail bartenders reveals how occupational niches are formed within the service industry.¹

The purpose of this study was to explore the need for certification in hospitality; and specifically to see if

¹ What'll it be? Cocktail bartenders and the redefinition of service in the creative economy. Volume 1, Issue 4, December 2010, Pages 179-184

professional certifications are valued when earned at the college level and brought to the workplace when hired. There were 79 online surveys completed by hospitality industry professionals at the level of hiring manager. The results of the study showed that there is value in completing certificates while in college, before entering the hospitality workforce. Such certifications as Serve Safe, Alcohol Awareness, and Guest Service Professional, were found important when applying to hospitality industry related positions after earning a 4-year degree.²

This paper presents MixPlore, a framework for a live digital performance inspired by cocktail mixology. It aims to maximize the pleasure of mixology, presenting the cocktail as a plentiful art medium through which people can fully enjoy new synesthetic content created through the integration of bartending and musical creation. For this, we created tangible user interfaces utilizing cup, tin, glass, muddler, costume display, etc. Making cocktails is followed by a performance including music composition. At the end of every repertoire, the performer presents the resulting 'sonic cocktails' to the audience.³

OBJECTIVE

- To find the interest of hotel management female students in bartending.
- To find Challenges faced by female bartenders in the hotel industry.
- To study find out if any specific license is required for female bartenders.
- To study about the salary, tips, incentives earned by female bartenders.
- To find out whether female bartenders are preferred to male bartenders in the hotel industry in the recent years.

RESEARCH METHODOLOGY

Data Collection

The primary data which was required for this research was collected using the following technique:

Questionnaire: A questionnaire with simple and relevant questions was made and sent over to the various sample to obtain their response.

Sample technique: The population which was decided for the research comprised of 69 no of final year students of various courses hotel Management College. With due consideration to the fact that the study is based on final year students who are going to be budding hospitality professionals the study was done with sample size of 69 hotel management students from various colleges. Apart from the above mentioned other the secondary data was collected from various journals books and internet.

OBSERVATIONS AND DISCUSSION

A bar can be defined as a counter where drinks and sometimes food is served to the customers. It is more than just a shop where drinks are sold and consumed for centuries it has been a place where friends meet, colleagues talk shop and business people negotiate deals; a place where people gathered to celebrate play games, or to seek quite relaxation.

Now a day's bars and restaurant are in great demands as people do get good quality and service at a cheaper rate. The rate being competitive attracts many guests and on an average an individual spends up to Rs 200/- such bars have got a place of their own even after there has been a new trends for pubs, lounges, discotheques etc.

FINDINGS

All questions listed were asked to budding bartenders / bar professional the hotel management schools of various cities. Students from Pune and Mumbai participated in survey.

Research objective one: To find out whether hotel management college female students are interested in bartending?

The findings suggest that 43% of female students from Pune and Mumbai are interested to work in Bar whereas 41% are interested to work in other areas of Food and beverage service department. This shows rise in interest level of bartending career.

Research objective two: Challenges faced by female bartenders in Hotel industry.

² What certifications are important in the hospitality industry? Andrew Moreo, Alison J. Green & Robert O'Halloran Pages 121-135 | published online: 10 Jul 2017

³ MixPlore: a digital performance using tangible user interfaces based on cocktail mixology
Zune Lee, Sungyun Chang, Chang Young Lim, International Journal of Arts and Technology Volume 4, Issue 2

The findings suggest that 25% female bartenders face time constraint issues and 25% face miss behavior by guest. 25% face problems due to society issues.

Research objective three: To find out whether a specific license is required or not for female bartenders.

The findings show that the female staff do not require any specific license for working as bartender, but the selling of alcohol requires a license. There is an age eligibility to work as bartender.

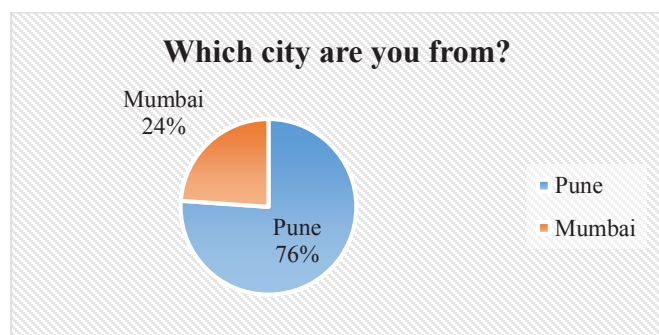
Objective four: To find out the salary, tips, incentives earned by female bartenders.

The findings suggest that 67% female bartenders receive incentive up to 25000 and above. 33% receive between 10000 to 5000. All bartenders also earn tips. In all about 50% female bartenders earn tips of 2000/- 33% earn between 2000 to 5000 and 17% earn about 5000 to 10000.

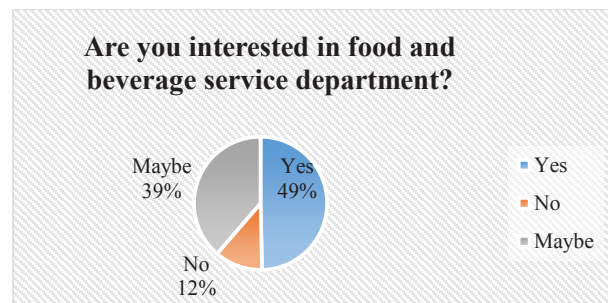
The monthly income of 50% female bartenders is around 20000 33% earn between 20000 to 30000, 17% female bartenders earn around 70000.

Objective five: To find out whether female bartenders are preferred to male bartenders in the hotel industry in the recent years. The female Bartenders do have preference in the industry, and are allowed to work.

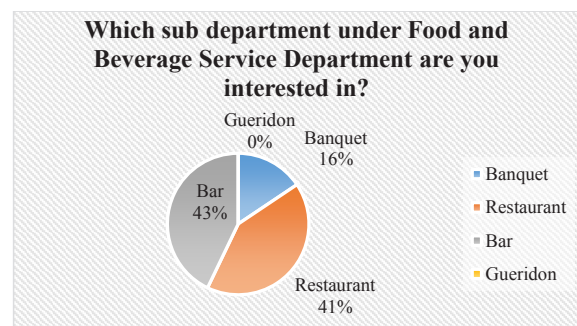
DATA INTERPRETATION



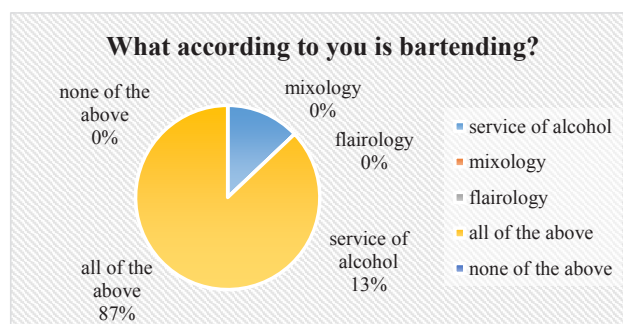
1. This chart shows that 76% of hotel management females from Pune have responded to the questionnaire and 24% females from hotel management colleges of Mumbai have responded to this question. A total of 163 responses have been collected for this question.



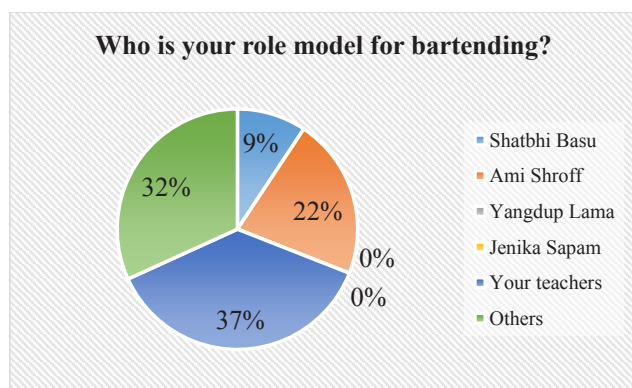
2. This chart shows that 49% of females studying hotel management are interested in food and beverage service department. Whereas, 39% females are still unsure about food and beverage service department being their department of interest or not. 12% females refuse to choose food and beverage service as their department of interest. 163 responses were received for this question.



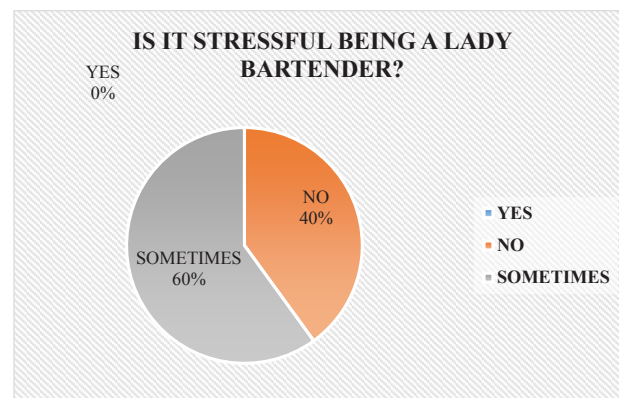
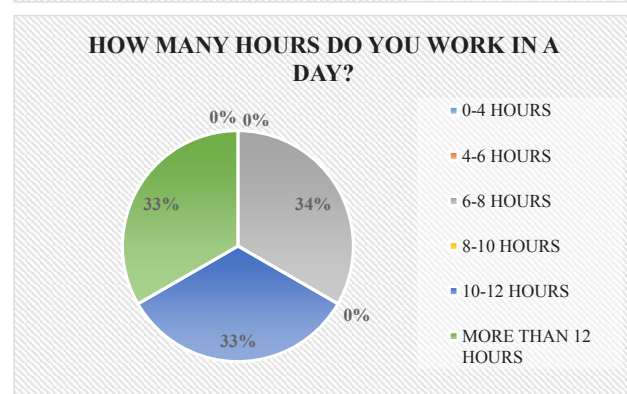
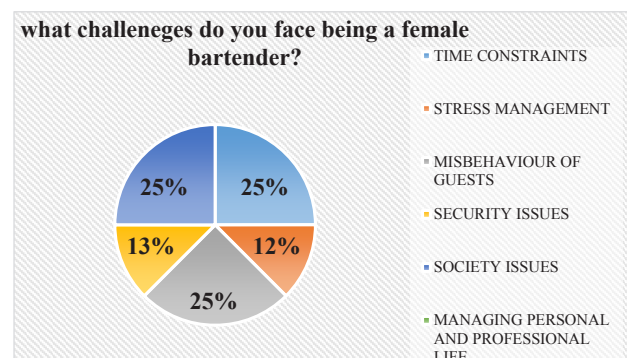
3. This chart shows that 43% of females from Pune and Mumbai are interested in bartending and 41% are interested in restaurant service. There is a rise in females interested in bartending compared to the previous years. 16% females are interested in banquets. 153 responses have been received for this question.



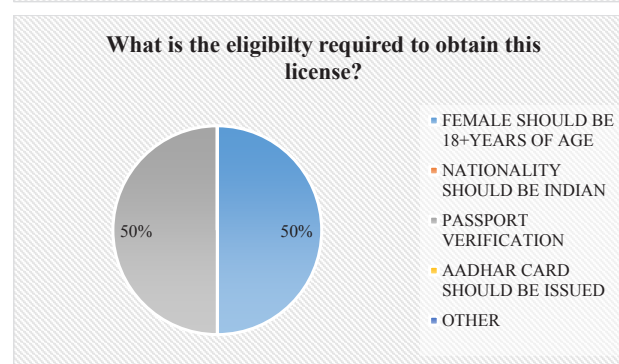
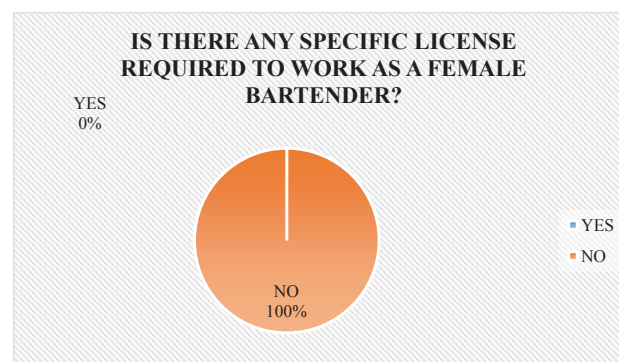
4. This chart shows that 87% females from Pune and Mumbai are aware about bartending. 153 responses have been received for this question.



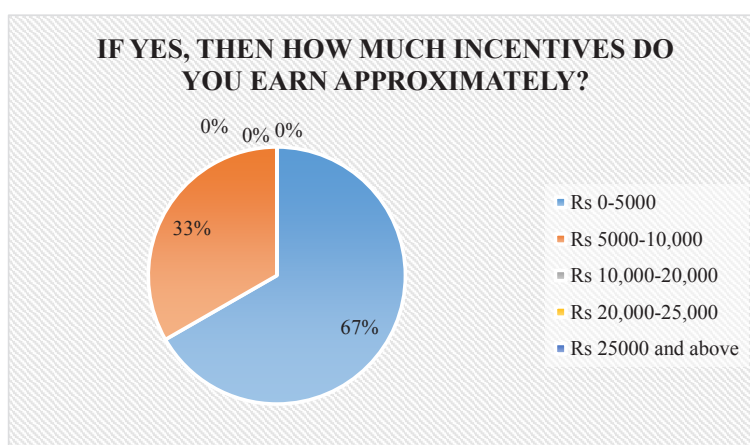
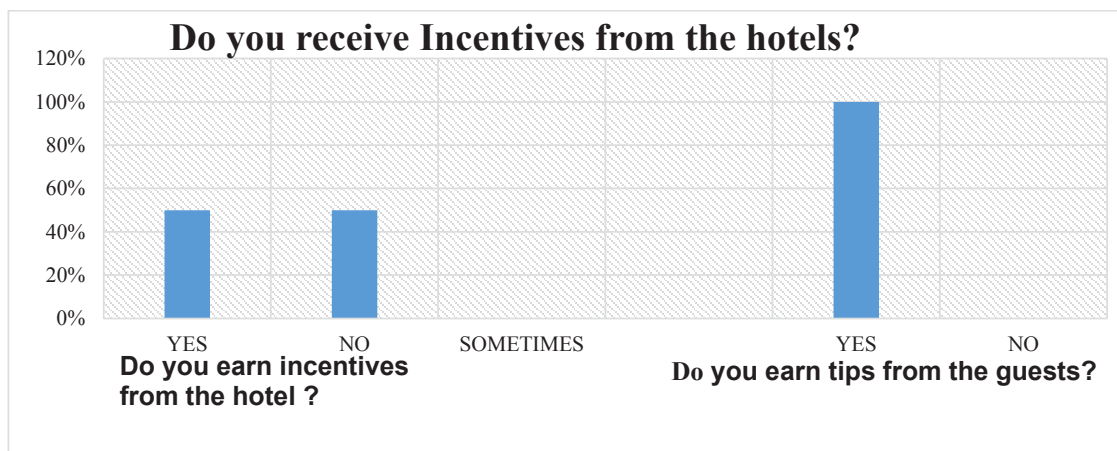
5. This shows that teachers play a key role in a students' lives. Teachers are given the highest priority to being the role model for females to pursue bartending. Secondly, our well-known celebrated bartender Ms Shatbhi Basu has 9% of females considering her their role model for bartending and 22% consider Ms Ami Shroff as their role model for bartending. Whereas, 32% females consider other people who are their role models for bartending. Total 135 responses have been received for this question.



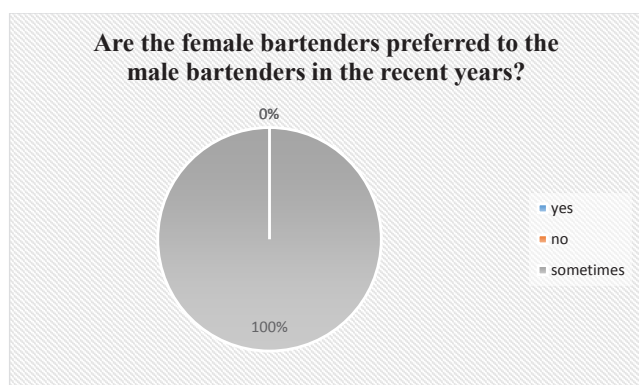
6. The graph shows that 25% female face challenge of Time management, society issues. The above chart shows 60% female bartenders feel the bartending job is stressful sometimes and 40% think it's not stressful.



7. As per the graph there are no specific licenses for bartending but the female bartender should be above 18 yrs. of age and Indian national.



8. The above graph shows the bartender gets incentives in the form of Tips. 67% earn incentives around 5000/- and 33% 5000 to 10000.



9. The graph shows 100% response for female bartender preference.

RECOMMENDATIONS

Bar school should have lessons over bar licenses so as to create awareness. HR of hotels to recruit more female bartenders as this will change society outlook and more

opportunities will be available for female bartenders to do even freelancing. Arranging bartending workshop, competitions, lectures etc.

CONCLUSION

According to study, there is a rise in number of females wanting to pursue bartending as a career option in Mumbai and Pune. 41% females from Pune and Mumbai are interested in bartending. 87% ladies are aware about what is bartending all about. Women prefer freelancing more than having a job or working as an employee in the hotel. Women are able to manage their personal and professional life at the same time. HR departments soon will start recruiting female bartenders more in number or as equal to the number of male bartenders. Study shows that only one female bartender was recruited in the year 2015. Some females have to quit their job because of either of the reasons - personal issues or having family problems or society issues, etc. However, awareness has to be created amongst ladies regarding bartending and its scope. There has to be awareness created regarding license required

to run the bar and to work as a female bartender to sell alcohol. The hotels would employ female bartenders if they have exceptional bartending skills and knowledge. Empowering women will also bring the acceptance of female bartenders in the industry.

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