



# The Upstart Guide to Owning and Managing a Bar or Tavern

By Roy Alonzo

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**The Upstart Guide to Owning and Managing a Bar or Tavern** By Roy Alonzo

Running a bar or tavern is one of the most popular choices for entrepreneurs who want to operate a small business, but it's a risky business for those who go into it uninformed. In Roy Alonzo's classic *The Upstart Guide to Owning and Managing a Bar or Tavern*, readers will receive information on planning the business, making the initial investment, marketing strategies, and much more. This updated second edition includes two all-new chapters that cover the latest trends in the bar and tavern, such as computer and security systems, and bartending essentials. as well as contact information on state regulatory agencies, and recipes for 80 popular drink recipes. It also addresses nuts-and-bolts matters including: How to navigate through the complex start-up process How to calculate food and beverage costs and control expenses Integrating new technologies into the bar/tavern business Décor, design and event features that draw customers From a winning sample business plan to how to get the most out of your employees, this book is a must-have for entrepreneurs who want to turn their dreams of tavern ownership into reality.

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#### **About the Author**

Roy S. Alonzo has taught restaurant and beverage management courses at the University of New Hampshire, where he also supervised a licensed faculty club. Prior to teaching, he was a partner and general manager of a large restaurant and lounge. He founded the Master Bartender School, in New Hampshire, which has trained thousands of professional bartenders since 1980, and is a certified alcohol responsibility trainer.

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