



# The Beverage Manager's Guide to Wines, Beers and Spirits: Pearson New International Edition PDF EBook

Albert Schmid and John Laloganes

## Book Details

---

### ***TITLE***

The Beverage Manager's Guide to Wines, Beers and Spirits

### ***EDITION***

3

### ***AUTHORS***

Albert Schmid  
and John Laloganes

### ***PUBLISHER***

Pearson Education, Limited

### ***PRINT PUB DATE***

2013-10-03

**EBOOK PUB DATE**

N/A

**LANGUAGE**

English

**PRINT ISBN**

9781292027012

**EBOOK ISBN**

9781292055220

**PAGES**

374

**LC SUBJECT HEADINGS**

[Alcoholic beverages.](#)

[Alcoholic beverage industry.](#)

[Bartending.](#)

**LC CALL NUMBER**

[TX950.7 .S365 2014](#)

**DEWEY DECIMAL NUMBER**

[641.8/74](#)

**BISAC SUBJECT HEADINGS**

Alcoholic beverages

Bartending

Food service management

**DOCUMENT TYPE**

book

## Description

---

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.

## Table of Contents

---

1. The Evolution of Alcoholic Beverages Albert W. A. Schmid, John Peter Laloganes	<b>1</b>
2. Alcohol Safety and Professional Beverage Service Albert W. A. Schmid, John Peter Laloganes	<b>31</b>
3. Viticulture: Outside in the Vineyard Albert W. A. Schmid, John Peter Laloganes	<b>63</b>
4. Enology: Inside the Winery Albert W. A. Schmid, John Peter Laloganes	<b>83</b>
5. Wine Regulations and Labeling Methods Albert W. A. Schmid, John Peter Laloganes	<b>99</b>
6. The Wine Styling Approach Albert W. A. Schmid, John Peter Laloganes	<b>121</b>
7. Other Wines: Sparkling, Fortified, and Dessert Wines Albert W. A. Schmid, John Peter Laloganes	<b>153</b>
8. The Brewery: Beer Production and Other Fermented Beverages Albert W. A. Schmid, John Peter Laloganes	<b>177</b>
9. Ales and Lagers of the World Albert W. A. Schmid, John Peter Laloganes	<b>191</b>

10. The Distillery: Spirits and Liqueurs of the World	
Albert W. A. Schmid, John Peter Laloganes	<b>219</b>
11. Mixology: The Art and Science of the Cocktail	
Albert W. A. Schmid, John Peter Laloganes	<b>241</b>
12. Constructing the Beverage Concept	
Albert W. A. Schmid, John Peter Laloganes	<b>259</b>
13. Managing for Profit	
Albert W. A. Schmid, John Peter Laloganes	<b>273</b>
14. Marketing the Beverage Establishment	
Albert W. A. Schmid, John Peter Laloganes	<b>305</b>
15. Appendix: Drink and Food Pairing	
Albert W. A. Schmid, John Peter Laloganes	<b>323</b>
16. Appendix: Lexicon of Beverage Terms	
Albert W. A. Schmid, John Peter Laloganes	<b>329</b>
17. Welcome to the World of Wine	
Albert W. A. Schmid, John Peter Laloganes	<b>341</b>
18. Welcome to the World of Beer	
Albert W. A. Schmid, John Peter Laloganes	<b>353</b>
19. Welcome to the World of Spirits	
Albert W. A. Schmid, John Peter Laloganes	<b>357</b>
Index	<b>361</b>



