

MMBA IDEA OF THE MONTH:

A party planning guide to help customers purchase the correct amount of product —

All At Your Facility!

CALORIE COUNTER

Approximate number of calories per one ounce serving. (Does not include the calories in mixes and garnishes).

White Wine (12%)	23
Red Wine (12%)	23
Beer (Average American)	12
Champagne (12½%)	26
Liqueurs (34-48 proof)	86-105
Straight Spirits	
80 proof	65
86 proof	70
90 proof	74

ESTIMATING BEER NEEDS

5 Gallon Party Ball = 64 10 oz.
(2⅓ cases) 10-12 people

8 Gallon Keg (¼ Barrel)
= 102 10 oz.
(3¾ cases) 20 people

16 Gallon Keg (½ Barrel)
= 198 10 oz.
(7½ cases) 36 people

METRIC CONVERSIONS

200 ml = 6.75 oz.	
375 ml = 12.5 oz.	common size
500 ml = 16.7 oz.	bottles
750 ml = 25.4 oz.	
Liter = 33.8 oz.	
1.5L = 50.7 oz.	
1.75L = 59.2 oz.	
3 Liter = 101 oz.	
4 Liter = 135 oz.	
5 Liter = 169 oz.	

SHOPPING LIST

LIQUOR

_____	Vodka
_____	Gin
_____	Brandy
_____	Scotch
_____	Rum
_____	Bourbon
_____	Canadian
_____	Tequila
_____	Red Vermouth
_____	White Vermouth
_____	Liqueurs

MIXES

_____	Cola
_____	Lemon-Lime
_____	Mineral Water
_____	Lemon Sour
_____	Ginger Ale
_____	Club Soda
_____	Tonic
_____	Margarita Mix
_____	Sweet & Sour
_____	Bloody Mary

BEER

_____	Beer
_____	Non-alcoholic Beer

WINE

_____	Champagne/Sparkling
_____	Non-Alcoholic
_____	Before Dinner
_____	After Dinner

ICE

CONDIMENTS

STRAWS/STIRRERS/PICKS

CUPS/GLASSWARE

NAPKINS



WE'RE HAVING A PARTY!

Whether an informal gathering for a few family and friends, or a formal affair for hundreds, the success or failure of a party depends upon accurate planning.

You don't want to run short, but the thought of the expense of a bunch of half empty bottles can give you Excedrin headache #1.

How much liquor/beer/wine do you need? What kinds of mixes should you have? What non-alcoholic alternatives should you offer?

WE WANT TO HELP!

This brochure will give you some basic information for planning your party. Read the information, plan your list, then please consult with us to fine-tune your spirits needs. We are here to help you in any way we can!

COMPLIMENTS OF:

MMBA IDEA OF THE MONTH *(continued):*

Party planning guide should be folded 1/3

BOTTLE-TO-SERVINGS CONVERSIONS

LIQUOR (1.5 oz. per serving)

Cocktails/Mixed Drinks

#	750 ML	LITER	1.75 LITER
1	17	22	39
2	34	44	78
3	51	67	118
4	68	89	157
5	84	112	197
6	101	135	237
7	118	157	276
8	135	180	315
9	152	203	355
10	169	225	394
11	186	248	434
12	203	270	474

WINE (5 oz. per serving)

Table, Champagnes, Sparkling

#	750 ML	1.5 LITER	3 LITER
1	5	10	20
2	10	20	40
3	15	30	60
4	20	40	80
5	25	50	101
6	30	60	121
7	35	70	141
8	40	80	162
9	45	91	182
10	50	101	202
11	55	111	222
12	60	121	245
24	120	243	494
30	155	303	611
36	185	364	733
48	246	486	977
60	307	607	1225

BEER (10 oz. serving)

5 GALLON (Party Ball)	64
8 GALLON KEG (¼ Barrel)	102
16 GALLON KEG (½ Barrel)	198

ESTIMATING PARTY NEEDS

In order to determine your spirits needs, you should consider the following questions:

1. How many people are you expecting?
2. How many of your guests will be of legal drinking age?
3. How long do you expect your affair to last?
4. How many people do you expect in the following age groups? — 21-40? 41-55? Over 55?
5. Will there be food served or just snacks or appetizers?
6. Will there be a formal toast?
7. How far will your guests have to travel after the party?
8. Are your guests bringing their children?

Here are some facts to consider based upon your answers to the questions above;

3. Drinking generally peaks in the 2nd and 3rd hours of a party, and usually diminishes by 50% in the 4th & 5th.
4. Many younger legal-aged drinkers prefer wine or beer while most 55 & older prefer cocktails.
5. When food is served, the amount of alcoholic beverage consumption rises significantly. Also, wine selection to compliment the food should be considered.
6. A toast is a separate consideration from the rest of your party needs.
7. Many people will limit their alcohol intake based upon the length of their drive home and if they have their children present. Plan non-alcoholic alternatives to be available throughout the party.

Non-alcoholic drink consumption will rise significantly the last half of the party.

Consider stocking non-alcoholic beer and non-alcoholic wines, soft drinks, and coffee. It is much easier to suggest moderation if a good selection of alternatives are available.

HOW MANY DRINKS TO PLAN

LUNCH

Cocktails/Wine	2½ per person
Liqueurs/Sherry	1 per person

COCKTAIL PARTY

Cocktails/Highballs	2½ per person first 2 hours
	1½ per person per hour thereafter

DINNER PARTY

Cocktails/Wine	2 per person before dinner
Wine	2 per person with dinner
Liqueurs/Sherry	1 per person after dinner
Cocktails/Wine	1½ per person per hour after dinner

EVENING

Cocktails/Highballs	4-5 per person (2 hours)
	1½ per person per hour each hour thereafter

TOAST

Champagne	4-5 oz. ea. person
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