

Local Business Launches Tool to Standardize Bartender Training

Visual, interview-ready version for television, radio, podcasts, and assignment desks.



FOR IMMEDIATE RELEASE

Bradenton-Based Bartenderz International Helps Hospitality Operators Turn House Standards Into Repeatable Training

BRADENTON, Fla. - [DATE OF DISTRIBUTION]

A Bradenton-based business is addressing a common hospitality challenge: bartender training that changes depending on who is working, who is managing, or what happens to be remembered during a busy shift.

Bartenderz International lets hospitality operators answer questions about their business and receive a customized package of bartender training manuals, daily checklists, responsible-service policies, onboarding plans, employee evaluations, and manager signoff documents. The service is available nationwide.

The system creates eight coordinated documents tailored to factors such as food service, service wells, draft beer, wine knowledge, cash handling, drink-measurement policies, salesmanship, showmanship, service style, opening and closing responsibilities, and management expectations.

"A lot of independent operators know exactly how they want their bar run, but that knowledge may only exist in the manager's head," founder Barton Anderson said. "The goal is to turn those expectations into a clear, repeatable system that employees and managers can actually use."

The company also publishes public bartender-training resources and a library of 140 reviewed drink recipes. The free material helps operators explore training concepts and recipe standards; the paid platform generates business-specific documents from the operator's own requirements.

Available visual elements

- Live demonstration of the customization questionnaire
- Printed or on-screen manual, checklist, policy, evaluation, and signoff examples
- Side-by-side examples showing how different business answers change a package
- The public drink-recipe library and training-resource pages
- On-camera discussion of accelerated, standard, and development training tracks
- Potential filming at a cooperating local bar or restaurant after venue approval

- After implementation: an operator interview describing what was reviewed and used in the business

OPERATOR SEGMENT HOLD

Do not promise an operator interview or identify the venue until the owner/manager has reviewed the package, implemented whatever they choose to use, and approved participation.

Anderson is available for an in-person, studio, remote, or on-location interview and can demonstrate the questionnaire, completed package, public resource library, and how different operating choices affect the generated documents.

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