

CHAPTER I

INTRODUCTION

A. The Initial Idea

Hospitality industry has been growing rapidly for these past few years. Many entrepreneur or businessmen are using this opportunity to expand their business in this sector. Below is a table showing the growth of several working sector including the amount of percentage in which each of the sector be the source of government income.

TABLE 1
Percentage Growth Rate and Source of Growth of Several Industry
In Indonesia 2007 - 2010

Industries	Growth Rate				Source of Growth Rate			
	2007	2008	2009	2010	2007	2008	2009	2010
Agriculture, poltry,forestry, and fishery	3.5	4.8	4.1	2.9	0.5	0.6	0.5	0.4
Mining	1.9	0.7	4.4	3.5	0.2	0.1	0.4	0.3
Processing industry	4.7	3.7	2.2	4.5	1.2	0.9	0.6	1.1
Electricity,gas, and clean water	10.3	10.9	14.3	5.3	0.1	0.1	0.1	0.0
Trading,hotel, and restaurant	8.9	6.9	1.3	8.7	1.4	1.1	0.2	1.4
Konstruksi	8.5	7.5	7.1	7.0	0.5	0.4	0.4	0.4
Accomodation and communication	14.0	16.6	15.5	13.5	0.9	1.1	1.2	1.1
Finance and real estate	8.0	8.2	5.1	5.7	0.7	0.7	0.5	0.5
Services	6.4	6.2	6.4	6.0	0.6	0.5	0.6	0.5

Source: Badan Pusat Statistik (2011)

Can be seen from the table above, hospitality is the third highest growing industry. Even though in the year of 2009, the growth was decreasing they were managed to bounce back in the year of 2010 reaching 8.7 percent of growth. As for the government, hospitality industry has shown that they have the highest percentage of amount of income given to the government.

To be more specific, as the establishment will be held in South Jakarta, below is the table showing the number of industries and employees in South Jakarta.

TABLE 2
Number of Establishment and Workers in Several Industry
In South Jakarta 2010

Industries	Number of Establishment	Workers			
		Indonesian		Foreigners	
		Male	Female	Male	Female
Agriculture, forestry, fishery, and poultry	118	3,086	1,250	3	-
Mining	451	21,590	9,061	1,671	129
Processing industry	139	9,430	7,012	59	3
Electricity, gas, and clean water	4	34,563	5,390	-	-
Construction	395	21,681	5,917	212	2
Trading, retail, restaurant, and hotel	1,822	93,584	27,530	1,429	196
Accommodation, warehousing, and communication	333	22,474	20,245	226	21
Finance and insurance	1,505	88,696	55,784	2,843	170
Community social service	249	11,847	11,726	399	169
Total	5,016	306,861	143,915	6,842	690

Sumber: Badan Pusat Statistik (2010)

From the table, hospitality industry appear to be the largest amount of establishment which is 1,822 out of 5,016 establishment standing in the city of South Jakarta. This number shows that hospitality industry is a good growing industry because an industry wouldn't have so much growth if they do not provide a good number of profits.

From the hospitality industry, below is the table showing the growth of middle to upper class restaurant in Indonesia.

TABLE 3
Growth of Middle to Upper Class Restaurant
In Indonesia 2007 – 2010

Year				Growth (%)
2007	2008	2009	2010	
1,615	2,235	2,704	2,916	80.56%

Source: Badan Pusat Statistik (2011)

As for restaurant growth in the city of Jakarta can also be seen in the table below.

TABLE 4
Growth of Middle to Upper Class Restaurant
In Jakarta 2007 – 2010

Year				Growth (%)
2007	2008	2009	2010	
720	1,028	1,311	1,359	88.75%

Source: Badan Pusat Statistik (2011)

From the two tables above, can be seen that restaurant industry is growing more than 80 percent in Indonesia as well in Jakarta. This means that to establish a restaurant in Indonesia especially in Jakarta is a good and promising business.

According to Alonzo (2007, 1) there are several reasons for people to go to a restaurant. Practically, it is not only because of the needs to eat. The reasons people go to a restaurant the days are for lifestyle, entertainment, relaxation, socialization, avoiding cooking at home, and to conduct business. These reasons might be strenghten by looking at how these days people are getting even bussier and in some way they need something that can bring them out from their tiring day-to-day life. Many of restaurant establishment are made to fullfill the needs and wants of the people dining in.

Looking at the theory above, gives the idea of creating Dionigi Wine & Cigar Bar, a unique place with an elegant yet comforting

ambiance. The bar itself will be focusing on the interior design, lightning, and softer music which will create the perfect ambiance and the product which are wine and cigar in their best quality and reasonable prices. Overall, the reason to open a Wine & Cigar Bar is to fulfill the lifestyle of the people these days, and to be a place for people to relax, socialize, or to conduct a business in a whole new level, which make the differences between those common bar spread around Jakarta.

The location of Dionigi Wine & Cigar Bar is at the ground floor of eXion Mall, Kemang Village, because opening a Wine Bar which also provides Cigar needs a higher class of society and Kemang is filled with upper class residences also has been known to be a place where middle to upper class of people used to hang out which are not only locals but also foreigners who work and live in Kemang city. By the time, many new building in the area of Kemang Village will be opened under the development of Lippo Group. Choosing to open a wine and cigar bar is also another reason

According to BPS Kota Administrasi Jakarta Selatan, South Jakarta is filled with those in their productive ages which are 73.04 percent while only 36.92 percent are dependet people. So South Jakarta has a high rate of independent and productive people making it also a productive city. Below also the table showing the distribution of the population that are staying in Jakarta region, both Indonesian and foreigners.

TABLE 5
Table of Distribution of the Population
In Jakarta 2011

Province	Indonesian			Foreigners			Total
	Male	Female	Total	Male	Female	Total	
Jakarta Pusat	575.220	547.754	1.122.974	342	354	696	1.123.670
Jakarta Utara	887.059	828.479	828.479	433	374	807	1.716.345
Jakarta Barat	1.165.463	1.094.143	2.259.606	389	346	735	2.260.341
Jakarta Selatan	1.099.752	1.035.078	2.134.830	401	340	741	2.135.571
Jakarta Timur	1.510.461	1.415.161	2.925.622	574	536	1.110	2.926.732
Kep. Seribu	12.667	12.261	24.928	6	2	8	24.936

Source: Badan Pusat Statistik (2011)

B. The Objectives

According to Fullen (2005,12), business plan is a document where you describe your new or existing business, define your customers' needs and your ability to meet them, explore competitor strengths and weaknesses to outperform them, address possible stumbling blocks to success, establish yourself and your team as capable business people and food artists, detail marketing strategies to capture your share of the market, set benchmarks and goals for launching, developing and profit making, provide financial projections and returns on investment, ask for money to support your success, and to tell investors and lenders what's in it for them.

Based on the theory above, the objectives in making this business plan is divided into two which are Major Objectives and Minor Objectives.

1. Major Objectives

- a. Creating an elegant bar that offers the comfort and relaxing ambiance.
- b. To challenge customers to a whole new level of socialization and relaxation.

2. Minor Objectives:

- a. Learning more about competitors and how to overcome problems that might occur.
- b. To convince investors to invest in the project
- c. Giving opportunity for people to work.

Overall, the results of all that has been made will then become the guidance for the owner to reduce and even avoid problems that might occur and become a reference for creditors when loans are needed.

C. Research Methods

Learning the importance of a business plan, a good research of data need to be done. There are two aspect methods that can be used:

1. Primary Data

According to Sekaran & Bougie (2010, 180), primary data refers to information that are obtain firsthand by the researcher on the variable of interest for the specific purpose of the study. Questionnaire

- a. According to Brace (2008, 4), questionnaire is made to provide a standardized interview accross all subjects so that all respondents are asked the questions that are appropriate to them, and so when

those questions are asked, they are always asked in the exactly same way. The questionnaire would be the key to most survey research. Questionnaire is divided into three sections which are exclusive or security questions, screening questions, and main questionnaire.

Dionigi Wine & Cigar Bar will spread 170 questionnaire which consists of customer's behavior, habits, and aspects of the bar. The questionnaire will be spread on 21st July 2012 on several wine and cigar bar establishment located around Jakarta. The respondent will be male or female starting from 21 years old above whose happen to be in several wine and cigar bar establishment. The questionnaire is spread so it will give a clear view of customers behaviour and wants towards the business. So in this case, among 170 questionnaire, most of them will be spread around Kemang city while the rest on other Jakarta area. The customer of several wine and cigar bar establishment will be asked to fill the questionnaire accordingly.

b. Structured Interview

According to Bryman and Bell (2007, 209), structured interview is one of a variety of forms of research interview with the goal for the interviewing of respondents to be standardized so that differences between interviews in any research project are minimized. It aim for the interviewer to elicit from the respondent

all manner of information such as respondent's own behavior, attitudes, norms, beliefs, and values.

The selection of the resources for Dionigi Wine & Cigar Bar will mostly be adults around South Jakarta area.

2. Secondary Data

According to Bajpai (2011, 126), secondary data are the data that have already been collected by someone else before the current needs of a researcher. The present researcher only uses these data with related reference and never collects it from the field. Compare to primary data, secondary data can be collected easily and cost efficiency.

Based on the theory above, the secondary data will be collected from books and references collected from UPH library that has resources about the subject selected whenever those reference are needed. This is done so that Dionigi Wine & Cigar Bar will received more knowledge in any aspect in opening wine and cigar bar.

D. Theoretical Conceptual Review

1. Bar

According to Kastigris (2007, 17) Bar is basically a place that serves alcoholic and non- alcoholic beverages like beer, whiskey, champagne, and wine, and provide entertainment such as live music. Below is the history of bar that was started by the invention of alcoholic beverages.

According to Cassavoy (2009, 2), people have enjoyed consuming alcohol for thousands of years. Ancient writings on clay tablets describe the use of wine and beer for religious ceremonies and rituals. Back then, people fermented fruit juice into wine, honey into mead, and grain into beer. In some part of the world, alcoholic beverages were considered safer to drink than water. Plus, alcohol can be stored in barrels, and it would be safe to drink over long journeys.

In the golden age of Greece, establishment known as *phatnai* served traders, envoys, and government officials from a variety of regions. In fact *phatnai*, which later known as the tavern, growth generally followed the development of trade, travel, and industry all over the world.

The early American settlers brought the tavern over the Atlantic ocean and invented the American tavern. The first tavern in America was opened in Boston by Samuel Cole.

The tavern continued to develop as in the year of 1800s tavern became a large-scale inn for the travelers and businesspeople of a nation on the move. Just after then, the drinking places and inn were separated. Drinking places kept the name tavern while the more elaborate inn adopted the term hotel even though they still kept the barroom. By the turn of century, the taverns grew rapidly and turn into more and more forms like private clubs, cafes, and bars.

According to Kastigris (2007, 17) nowadays, bar is divided into 6 different types.

a. The Beverage-Only Bar

The simplest type of bar that serves only alcoholic and non-alcoholic beverages with no food services except snacks.

b. Bar/Entertainment Combinations

Is a bar with a concept that includes room for stage area, sound system, dance floor, and entertainment like pool, pinball, dartboards, giant televisions, nightclubs, comedy clubs, and ballrooms with big bands. One example of this type of bar is the sports bar.

c. Food and Beverages Combinations

Is a beverage service together with the food service. Restaurant, where beverages such as wine and beer are part of the meal service, is one of the example. In here, the major portion of the sales comes from the foodservice. However, the beverage sales often turn the profit for the enterprise.

Other example is a bar that offers light food in addition to drinks. So the beverages are the one that dominates the atmosphere while the foods are the one to follow.

d. The Cigar Bar

It is where customers can enjoy high-priced cigars together with all the alcoholic beverages. When opening a cigar bar, humidor is the most essential item as it is a place to put the cigar altogether and keeping them in their best quality. Second, a good ventilation is necessary to let the smoke out and keep a fresh air inside.

e. Hotel Beverage Operations

In a hotel, beverages operation has many combination. There might be three or more bars inside a hotel like lobby bar, restaurant bar, and minibar inside each of every room.

f. Airline Beverage Service

Is the beverage service offered to passengers of the airline. Includes alcoholic and non-alcoholic beverages with limited choices, and served in a disposable plastic cup (except for the business and first class).

2. Alcoholic Beverages

a. Aperitifs and liqueur

According to Foley (2010,51) aperitif comes from the Latin word *aperire*, meaning to open. An aperitif is usually any type of drinks consumed before a meal and usually low in alcohol and mild-tasting. While liqueur derived also from Latin which means melt or dissolve. Liqueurs are made by infusing the flavors of fruit, herbs, spices, and other plants with a spirit such as brandy or whiskey. Liqueur alcohol content can range from a low 15 percent (30 proof) to 55 percent (110 proof), so potency is not a distinguishing factor. Examples of liqueur are Grand Mariner and Chartreuse from France.

b. Liquor

According to Ridgaway (2010, 9) Liquors are unsweetened spirits whose flavors are determined solely by their base ingredients

during the distillation and aging process. Examples of liquor are rum, whisky and vodka.

c. Beer

According to Cullen (2005, 41) Beer is a combination of barley, hops, yeast, and water. And according to Kallen (2010, 15), there are seven types of beer which are pale ale, pilsner, bock, wheat beer, porter, American larger, and stout. Each type are different not only on the color and taste, but also the aromas and texture of the beer itself.

- 1) Pale ale: a copper colored ale with strong hop flavor and aromas originally from England
- 2) Pilsner: a golden lager original from Czech. It has a sweet flavor and good hop bitterness
- 3) Bock: strong, rich, malty lager from Bavaria
- 4) Wheat beer: mild, refreshing ale brewed with barley and wheat
- 5) Porter: deep reddish brown ale with pleasant roast flavor originally brewed in London
- 6) American Lager: beer with a very low hop flavor
- 7) Stout: dark brown ale with coffee like flavor

d. Wines

According to Poyet (2004, 18) there are five main steps in wine-making:

- a. Harvesting the grapes (by hand or machine)
- b. Juicing the grapes (by machine that crush or press the grapes)

- c. Fermenting the grapes (occurs naturally when yeast feeds on sugar in grapes to form alcohol and carbondioxide)
- d. Filtering the wine (remove sediment and “cleans” the wine)
- e. Bottling the wine (wine is transferred to clean, sterile bottles, and aged weeks, months, years)

As for one bottle of wine, it takes average of two and a half pounds of grapes to create enough liquid.

According to Chon and Maier (2010, 279) Wine is divided into four types based on production methods:

- 1) Table wines

The most commonly consumed wines as they have the dry characteristic which is the lack of sweetness. Dry wines are more popular than those with very noticable sweetness. Consist of two types: red and white wines. Red wines are consumed between 63 until 66 degrees fahrenheit while white wines are between 40 until 50 degrees fahrenheit. Red wine is a simply wine produced from red (or black) grapes. Not only does soaking the skins give red wine its color, it also imparts a substance known as tannin, which what gives red wine a complexity that is beyond of most white wines which mostly produced from white grapes.

- 2) Sparkling wines

Champagne is one type of sparkling wine that comes from Champagne region of France. Interesting fact about

champagne is that according to French Law all sparkling wine made in Champagne region must be made by a special process called the champenoise. Therefore, sparkling wine are produced in other parts of the world, even if they are created by a traditional method, should not be distinguished as champagne but as a sparkling wine.

3) Fortified wines

Wine with additional brandy or wine alcohol making the resulting wine high in alcohol content. Example of fortified wines are Sherry, Port, Marsala, and Madeira.

4) Flavored wines

Are those with added flavoring substances, usually from herbs and fruits. Example of flavored wine is Vermouth which is a mix between white wine and herbs. Flavored wines are not quite famous among wine drinkers due to its sweetness.

According to Clarke (2011, 18) most wine is a pretty hardy stuff and can put up with fair amount of rough handling. There are some conditions for storing and serving wines, especially for those in the mature side:

1) Storing

Very important to not storing wines next to the central heating or the cooker, nor on a sunny windowsill as too much warmth will flatten the flavour and give a 'baked' taste. Light and extremes of temperature are also the things to worry about in

storing wine long-term. The warmer the wine, the quicker it will age and really high temperatures can spoil wine quite quickly. Too low temperature will also freeze the wines, push out the corks, and crack the bottles. The ideal place to keep wines is an underground cellar with a fairly constant temperature of $10^{\circ} - 12^{\circ}\text{C}$. And bottles really do need to lie on their sides so that the cork stays damp and swollen, and keeps out the air.

2) Temperature

Over heated wine tastes flabby, and may lose some of its more volatile aromas. In general, the lighter the red, the cooler it can be. When chilling white wines, it makes them taste fresher and emphasizing their acidity. White wines with low acidity especially benefits from chilling and it is vital for sparkling wines to avoid exploding corks and a tableful of froth. Drastic chilling also subdues flavours, however it is a useful ruse when serving basic wine but a shame if the wine is very good. A good guide for whites is to give the cheapest and lightest a spell in the fridge, but serve bigger and better wines half-way between fridge and central heating temperature. The best way to chill wine quickly and to keep it cool, an ice bucket is more efficient if filled with a mixture of ice and water rather than ice alone.

3) Opening the bottle

There's no corkscrew to beat the screwpull and the spinhandle screwpull is especially easy to use. Don't worry if bits of cork crumble into the wine, just fish them out of the glass. Tight corks that refuse to budge might be loosened by running hot water over the bottle neck to expand the glass. If the cork is loose and falls in, push it right in and don't worry about it.

Opening sparkling wines is a serious business: point the cork away from people! Once opened, never take the hands off the cork until it is safely out. Remove the foil, loosen the wire, hold the wire and cork firmly and twist the bottle. If the wine froths, hold the bottle at an angle of 45 degrees and have a glass at hand.

4) Airing and decanting

Scientists have proved that opening young to middle aged red wines an hour before serving makes no difference whatsoever.

The surface area of wine in contact with air in the bottle neck is too tiny to be significant. Decanting is a different matter, because sloshing the wine from bottle to jug or decanter mixes it up quite thoroughly with the air. The only wines that really need to be decanted are those that have a sediment which would cloud the wine if they were poured directly (example: mature red Bordeaux, Burgundy and vintage port). Ideally, if it

is able to be planned that far in advance, then the bottle need to be stand upright for a day or two to let the sediment settle in the bottom. Draw the cork extremely gently, and as the bottle tipped, shine a bright light through from underneath as it is poured in a single steady movement. Stop poring when the sediment approaching the bottle neck.

Contrary to many wine buffs' practice, a mature wine would be nice to be decanted only just before serving as the elderly wines often fade rapidly once they meet with air and an hour in the decanter could kill off what little fruit they had left. By contrast, a good quality young white wine can benefit from decanting.

5) Glasses

To taste wine at its best, to enjoy all its flavours and aromas, to admire its colours and texture, choose glasses designed for the purpose and show the wine a bit of respect. The ideal wine glass is a fairly large tulip shape, made of fine, clear glass, with a slender stem. When pouring the wine, fill the glass with no more than halfway to allow space for aromas. For sparkling wines choose a tall, slender glass, as it helps the bubbles to last longer

6) Keeping leftovers

Leftover white wine keeps better than red, since the tannin and colouring matter in red wine is easily attacked by the air. Any

wine, red or white, keeps better in the fridge than in a warm kitchen. And most wines, if well made in the first place, will be perfectly acceptable, if not pristine, after 2 or 3 days re-corked in the fridge. But for better results it's best to use one of the gadgets sold for this purpose. The ones that work by blanketing the wine with heavier than air inert gas are much better than those that create a vacuum in the air space in the bottle.

About wine pairing, according to Beckett (2007, 7) once the wine goes on the table, automatically the food tastes better as a result. It helps for relaxations and aids digestion, helping to savour each mouthful more intensely. Sipping wine slows down the pace of the meal. Further more, according to Clarke (2011, 14), there are some characteristic to be considered before pairing wines and foods:

1) Body/weight

It is the impression of weight and size of a wine, usually described as light, medium, or full.

As well as considering the taste of the wine, matching the body or weight of the wine to the intensity of the food's flavor is also important. A heavy alcoholic wine will not suit a delicate dish and vice versa.

2) Acidity

The essential component in wine made mostly of tartaric acid naturally found in grapes. Low acid wines will be "smooth"

and “round”, but with too little acid, a wine can taste flat and dull. High acid wines feels “crisp” and “vivacious”, but too much acidity can make them sour and unpleasant.

The acidity of the dish should balance the acidity of the wine. High acid flavours, such as tomato, lemon, or vinegar, should need matching acidity in their accompanying wines. It is best to use acidity in wine to cut through the richness of a dish, but for this to work, make sure the wine is full in flavor.

3) Sweetness

Sweet food makes dry wine taste unpleasantly lean and acidic.

With desserts and puddings, find a wine that is at least as sweet as the food (sweeter than the food is fine). However, many savoury foods, such as carrots, onions and parsnips, taste slightly sweet and dishes in which they feature prominently will go best with ripe, fruity wines that have a touch of sweetness.

4) Salt

Salty foods such as blue cheese and sweet wines match. Salty food and tannin are definitely best avoided.

5) Age/maturity

The bouquet of a wine (refers to the multi layered combination of smells or flavors in a wine) is only acquired over time and should be savoured and appreciated: with age many red wines acquire complex flavours and perfumes and a

relative simplicity in the flavour of the food is often a good idea.

6) Tannin

It is the substance found in grape seeds and stems that serves as a natural preservative in wine. Tannin dries the mouth, leaving the puckery after-taste that lends a smooth, mellow flavor to aged wines or a rough, harsh taste to young red wines. When well matched by the other elements, tannin contributes to the backbone and structure of a good red wine)

Red meat, when cooked rare, can have the effect of softening tannic wine. Mature hard cheeses can make rough wine seem gentle. Avoid eggs and fish with tannic wines.

7) Oak

Oak flavours in wine vary from the satisfyingly subtle to positively strident. This latter end of the scale can conflict with food, although it may be suitable for smoked fish (white wines only) or full flavoured meat or game.

8) Wine in the food

Using wine into foods is best when it is used at the same style of wine as the one it is about to be drunk with the meal (it can be an inferior version though).

e. Cocktail

According to Giglio (2009) basically, cocktail is the combination of spirits of any kind, water, sugar, and bitter. But nowadays, it has

been even more broader with the usage of simple syrup, honey, juice, and certain kind of herbs.

3. Mocktail

According to Charming (2010, 360) mocktails are also called non-alcoholic drinks, alcoholic-free drinks, or virgin drinks. In their most basic form, simply omitting the alcohol from a cocktail will create a mocktail. The reasons for people to choose mocktail including pregnancy, designated driver, taking certain medication, dislike of alcohol, being under drinking age, personal choice, or allergies. Mocktails can be frozen, juicy, creamy, sour, sweet, hot, fizzy, spicy, or any other category, just like regular cocktails.

4. Cigar

According to Lande (2010, 2), no one really knows when tobacco for cigar was first grown, or smoked, but certainly the inhabitants of Europe were unaware of tobacco until after Columbus's epic voyage of 1492.

Two of his sailors reported that the Cuban Indians smoked a primitive form of cigar, with twisted, dried tobacco leaves rolled in other leaves such as palm or plantain. In due course, Spanish and other European sailors caught the habit, as did the Conquistadors, and smoking spread to Spain and Portugal and eventually France. Later, the habit spread to Italy and, after Sir Walter Raleigh's voyages to America, to Britain.

The word cigar originated from sikar, the Mayan-Indian word for smoking, which became cigarro in Spanish, although the word itself,

and variations on it, did not come into general use until the mid-18th century. Cigars, were first made in Spain in the early 18th century, using Cuban tobacco.

a. Choosing cigar

There are several process in choosing cigar which also include the five senses:

1) Sight

The wrapper color is one factor that might determine the choice of particular cigar. The various shades of color that can exist for the same cigar depend on a few different variant:

- a) The manner in which the tobacco plant was grown: shaded plants grow lighter leaves while fully exposed plants grow darker one
- b) The section of the plant the leaf came from: bottom and middle leaves are lighter while top leaves tend to be darker due to increased sun exposure.
- c) The fermentation period: The longer the leaf is fermented the darker it will become.

2) Touch

Using the thumb and index finger can feel the resistance of the cigar's structure. It should feel firm yet springy to the touch. A brittle or cracked cigars are dried out and redundant.

3) Smell

Open the nostrils wide to capture the aromas emerging from the box and from the foot of the cigar. The pre-light aromas are a promise of flavors to come.

4) Ear

Rolling cigar next to the ear can give a clue as to the quality of the cigar's construction. This method can help gaining some knowledge of the tightness and structure of the *bonche*.

5) Intuition

Feelings about cigar, unstopabble urge that leads to a gem.

b. Lightning cigar

First rule in lightning a cigar is by using an odourless flame. Always use a butane gas lighter, preferably a jet flame lighter, a wooden match, or as some aficionados prefer, a piece of cedar from the cigar box. Never use a patrol lighter or a candle because the smell will affect the aroma of the cigar.

The second principle is to take time and do a thorough job. Hold the cigar in 90⁰ angle to the flame and rotate it until the surface is evenly charred. Then place the cigar between lips and, holding the flame a centimeter away, draw on the cigar until the flame "jumps" onto the ciga. Continue to rotate the cigar. Finally, blow gently on the foot to check that it is evenly lit.

c. Smoking cigar

Connoisseurs often note that one must be very mindful when savoring a great cigar. While savoring the cigar, can be noticed the subtle differences in taste, colour, smell, and sight. The ability to identifying various flavors of cigar is a learned trait that develops through practice. The enjoyment is entirely subjective and should always be open to personal interpretations and references.

d. Storing cigar

As the aromas and flavors of a wine develop with age so do those of exceptional cigars if they are stored at proper temperature. Any cigar aficionado, with plans to keep cigars over a period of time, should have access to humidor. Humidors are boxes, cupboards, or rooms or space that are specially design for storing cigars. They contain moisture sources to control humidity, and, in the instance of large humidors in cigar stores, they also have temperature control. The temperature in a humidor should be maintain at 16 – 18⁰C with the humidity levels of 65 to 70%. This levels are crucial to maintaining the perfect environment for cigars, as a dry cigar can unduly harsh and an overly moist cigar can be a tough light.

e. Cutting cigar

The objective of cutting cigar is to create an opening broad enough to allow an unobstructed draw, whilst retaining enough of the cap to stop the wrapper from unraveling. The cut should be made just above the line where the cap meets the wrapper.

5. Pairings

a. Beer and cigar pairing

Rules to be followed in beer and cigar pairing are the less intense or more delicate the beer, the smaller the cigar should be. Because a small ring gauge cigar produces a cooler smoke it will pair better with a wheat beer than with a stout. Next is about the wrapper of the cigar itself. The lighter the color of the wrapper, the lighter the brew.

b. Wine and cigar pairing

1) Sparkling wine

Sparkling wine is not suitable for cigar pairings as the bubbles come from the wine will interfere the palate and will loosen the taste of the cigar.

2) White wine

Still applicable though not just any white wine can be paired with cigar. It is best to choose a light and dry white wine for example Pinot Grigio or a lighter wrapper of the cigar.

3) Red wine

This is the best wine to be paired with cigar. The bold flavor of red wine will not be overpowered by the taste of cigar. Example of red wine that goes well with cigar are Pinot Noir, Merlot, and Cabernet Sauvignon.

c. Wine and dessert pairing

According to Lehrer (2009, 243) in pairing wine and desserts there is only one rule: The wine should be less sweet than the dessert.

And as the dessert gets darker, the wine gets darker.

6. Menu

According to Kotschevar and Withrow (2008, 62) menu is a list, often presented with some fanfare, showing the food and drink offered by a restaurant, cafeteria, club, or hotel. For the manager of the foodservice establishment, however, the menu represents something significantly more: it is a strategic document that defines the purpose of food service establishment and every phase of its operations. The job of the menu is basically to inform patrons of what is available at what price, and also to inform workers of what is to be produced. Much more than that, menu is the central management document around which the whole foodservice operation evolves.

There are several types of menu according to Alonzo (,68):

a. A la carte menu

Foods are listed separately, and each item is individually priced

b. Table d'hote menu

A complete meal is offered for one, all-inclusive price

c. Du jour menu

Literaly the “menu of the day”, this is sometimes used for daily specials in conjunction with one of the other forms

d. Limited menu

This menu offer a limited number of entrees that do not change often

e. Function menu

This menu offers a group of specially design complete meals or buffets from which function planners may choose for banquets

7. Teoritical Conceptual Mix

Based on the theory provided above, Dionigi can be categorized as the cigar-bar as it serves cigar and alcoholic beverages, in this case the core product of alcoholic contained beverages are wine. The bar will also provide pastry cake, beers, and non-alcoholic beverages for the guest to choose. The cake and beers are provided so that the guests can ask the somelier for suggestion for product pairing. Usually cigar are best paired with red wine while pastry with white or sparkling wine. Beers are also provided to be paired with cigar.

For the manu, Dionigi Wine & Cigar Bar is using the A la Carte menu because all the products are listed and priced separately.