

THE FRESH PLEDGE

By Natalia Cardenas

I pledge to have a fresh *attitude*:

“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

— Maya Angelou

The experience of the bar is not about me, it is about the guest. I pledge to challenge myself to re-direct the little voice in my head that urges me to think more about myself than the people in front of me.

The busier the bar, the harder it gets...but I like challenges so bring it!

I pledge to have fresh *ingredients*:

No one actually wants corn syrup, blue 1, sodium benzoate or any other synthetic preservative in their drink; Fresh just tastes better!

I pledge to remember that every time I'm pressured to take the easy route in bar set-up.

I pledge to have fresh *skills*:

I pledge to seek out and attend seminars, tastings and classes whenever possible.

If friends are the spice of life and knowledge is power, then I've got it all at my fingertips with Chicago!

I pledge to have fresh *tools*:

I pledge to speak up for the bar. To speak up for my fellow bartenders. To never allow the bar to wane by playing second fiddle to a busy kitchen.

We are a kitchen. I pledge to have clean, sharp tools and to educate my peers on their importance.

No stitches mid-shift!

And finally,

I pledge to have a fresh *memory*:

I pledge to remember that most people don't know what's in their drink, and that people still drink pre-made cocktails in plastic bottles. I pledge to remember that there are still bartenders that steal, overcharge and pour well spirits when asked for top shelf. That most people don't know the difference between 51% Agave and 100%. And That most people don't know how to taste spirits but that we can help change all that.

I pledge to remember that we, Chicago bartenders, are lucky to live in such a great city and *can* make a difference in the bar world.

I pledge to always remember what I've learned in this course.

I believe in Chicago.

I believe Chicago can transform our industry with a movement, a pledge

And that is why I am..

and pledge to always *be*

Chicago!