

RESEARCH

The average price for mixed drinks in Manassas, VA, typically ranges from \$10 to \$15, depending on the venue and the complexity of the cocktail. For instance, specialty drinks at Uptown Alley are priced around \$12. At 2 Silos Brewing Co., their craft cocktails, such as the "Mango Tango" and "Bourbon Blues," are also within this price range.

It's worth noting that prices can vary based on the establishment's ambiance, ingredients used, and presentation. For example, upscale venues might charge more for premium ingredients or elaborate preparations. Additionally, happy hour specials or promotions can offer reduced prices on certain drinks.

The **average pour cost** for mixed drinks in Manassas, VA — or in similar markets — typically falls in the range of:

Average Pour Cost for Mixed Drinks:

18% to 24% of the drink's selling price

Here's how that breaks down using local prices:

Drink Price Estimated Pour Cost (18–24%) Actual Cost to Bar

\$10 cocktail	\$1.80–\$2.40	Cost of spirits + mixers
\$12 cocktail	\$2.16–\$2.88	Includes premium liqueurs
\$15 cocktail	\$2.70–\$3.60	Often custom or upscale

What's Included in Pour Cost?

- Base spirit (vodka, whiskey, etc.)
- Mixers (juice, soda, syrups)
- Garnish (lime, herbs, etc.)
- Sometimes includes shrinkage/spillage buffer (~1–2%)

What Bars Aim For:

Most profitable bars try to **keep pour cost under 20%**, especially for house cocktails. Signature drinks might run higher (22–24%) due to premium ingredients — but they often carry a higher markup to compensate.

In Manassas, Virginia, the average prices for a pint of beer are as follows:

- **Domestic Draft Beer:** Approximately **\$6.00** per pint.
- **Craft Beer:** Prices vary depending on the establishment and the specific brew. For

instance, at 2 Silos Brewing Co., a local brewery in Manassas, prices for their craft beers typically range from **\$6.50 to \$9.00** per pint.

Please note that these prices can fluctuate based on the venue, the specific beer selection, and any ongoing promotions or events.

1. U.S. Domestic Draft Beer

- **Average Price (per pint):** \$6.00
- **Keg Cost (U.S. domestic, e.g., Bud Light):** ~\$100 for a 15.5-gallon keg
- **Servings per keg:** ~124 pints
- **Cost per pint:** ~\$0.81
- **Estimated Pour Cost:**
✓ ~13.5%

2. Craft Draft Beer

- **Average Price (per pint):** \$7.50 (blended from \$6.50–\$9.00)
- **Keg Cost (craft beer, e.g., IPA):** ~\$180–\$220 per 15.5-gallon keg
- **Servings per keg:** ~124 pints
- **Cost per pint:** ~\$1.45–\$1.75
- **Estimated Pour Cost:**
✓ ~19% to 23%

✓ Industry Target Benchmarks:

Beer Type Target Pour Cost Typical Range in Manassas

Domestic Draft	18% or less	~13–15% ✓
Craft Draft	20–24% max	~19–23% ✓

Summary:

Domestic beer yields stronger margins, but **craft beer still delivers excellent profit** — especially when priced at \$7.50+ per pint.
Operators who optimize keg selection and minimize waste can drive pour costs even lower.

Average Serving Size for Mixed Drinks

Drink Type	Average Volume	Primary Alcohol Content
Standard Mixed Drink	6–8 oz	1.5 oz of 80-proof spirit
Craft Cocktail	5–7 oz	2.0 oz or more (often with higher-end

Drink Type	Average Volume	Primary Alcohol Content ingredients)
Highball (e.g., Rum & Coke)	8–10 oz	1.5 oz spirit + mixer
Martini / Manhattan / Up-style	3–5 oz	2.5–3 oz straight alcohol

✓ Typical Breakdown of a 6–8 oz Mixed Drink:

- **Base Spirit:** 1.5 oz (standard pour for a well or call drink)
- **Mixers (juice, soda, etc.):** 4–6 oz
- **Ice/Garnish:** ~2 oz displacement
- **Glass Type:** Old fashioned, rocks, or Collins glass

🍹 Notes on Craft Cocktails:

- Craft drinks tend to use **2 oz or more** of base spirit
- They often feature **fresh-squeezed juices, infused syrups, or bitters**
- Despite the smaller volume, they're usually **stronger and more expensive** than standard mixed drinks

Citations

[1] Uptown Alley Manassas

Source for average mixed drink pricing in Manassas, VA

<https://uptownalleymanassas.com/eats-drinks/>

[2] 2 Silos Brewing Co.

Source for local craft beer pricing (\$6.50–\$9.00 per pint)

<https://2silosbrewing.com/>

STANDARD BAR DRINK SIZES & COSTS

AVG. SERVING SIZE FOR MIXED DRINKS

Drink Type	Average Volume
Standard Mixed Drink	6–8 oz
Craft Cocktail	5–7 oz
Highball	8–10 oz
Martini / Manhattan or Up-style	3–5 oz



6–8 OZ

TYPICAL BREAKDOWN OF A 6–8 OZ MIXED DRINK

AVG. POUR COST

20–30%



1.5 OZ

Base Spirit



4–6 OZ

Mixers



2 OZ

Garnish

AVG. POUR COST 20–30%