Food and Beverage
The food service industry

Course outline

What is Food

- Food can include a wide range of styles and cuisine types. It can be classified by country of origin or by particular speciality.
- Beverages includes all alcoholic and non alcoholic drinks.
Sectors in the Food Service Industry

- Hotels/tourist accommodation
- Restaurants
- Popular catering
- Fast food
- Take away
- Banqueting / Conference facilities/ Outdoor catering
- Retail stores
- Leisure attractions
- Motorway Service stations
- Industrial catering
- Welfare catering
- Licensed Trade
- Transport catering
- Outdoor catering.

Different types of market

- General Market
  - Non Captive markets
    - Customer has large choice of places to choose from
  - Restricted Market
    - Semi- captive markets
      - Good choice with initial decision but then options become limited
    - Captive markets
      - Customer has no choice, hospitals, schools

The Foodservice cycle

- Monitoring of consumer satisfaction
- Control of costs and revenues
- Production and Services
- Provisioning
- Formulation of policy
- Interpretation of demand
- Planning and design of facilities
- Monitoring of consumer satisfaction

Consumer and market
Examples of Food Service Operations
- Bistro
- Brasserie
- Fine dining restaurant
- Ethnic restaurants
- Themed restaurants
- Cafeteria
- Popular catering
- Fast food
- Bars

The Meal Experience
- Why do people eat out?
  - Customer needs
    - Economic
    - Social
    - Psychological
    - Convenience
    - Physiological
- Meal Experience Factors
  - Food and Beverage on offer
  - Level of Service
  - Level of cleanliness and hygiene
  - Perceived value for money and price
  - Atmosphere of the establishment

Customer Service
- Service level
- Service availability
- Level of standards
- Service reliability
- Service flexibility
- Resources
  - material
  - labour
  - facilities
- Level of Service versus
  - Standard of Service
**Food Production Methods**

- Conventional
- Convenience
- Call Order
- Continuous flow
- Centralised
- Cook-chill
- Cook-freeze
- Sous-vide
- Assembly kitchen

**Food and Beverage Service Methods**

- Dependant on
  - Type of establishment
  - Time available for the meal
  - Type of menu presented
  - Site of the establishment
  - Type of customer to be served
  - Expected turnover of customer
  - Cost of meal to be served

**Service Methods**

- Table service
- Assisted service
- Self-service
- Single point service
- Specialised / in situ
<table>
<thead>
<tr>
<th>Table Service</th>
<th>Assisted Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service at laid cover</td>
<td>Table/self service</td>
</tr>
<tr>
<td>Waiter</td>
<td>Assisted</td>
</tr>
<tr>
<td>- Silver/English</td>
<td>- Carvery</td>
</tr>
<tr>
<td>- Family</td>
<td>- Buffets</td>
</tr>
<tr>
<td>- Plate/American</td>
<td></td>
</tr>
<tr>
<td>- Butler/French</td>
<td></td>
</tr>
<tr>
<td>- Russian</td>
<td></td>
</tr>
<tr>
<td>- Guéridon</td>
<td></td>
</tr>
<tr>
<td>Bar Counter</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Self Service</th>
<th>Single Point Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self service to customer</td>
<td>Takeaway</td>
</tr>
<tr>
<td>Cafeteria</td>
<td>- Takeaway</td>
</tr>
<tr>
<td>- Counter/carousel</td>
<td>- Drive-thru</td>
</tr>
<tr>
<td>- Free-flow</td>
<td>- Fast food</td>
</tr>
<tr>
<td></td>
<td>Vending</td>
</tr>
<tr>
<td></td>
<td>Kiosks</td>
</tr>
<tr>
<td></td>
<td>Food Court</td>
</tr>
<tr>
<td></td>
<td>Bar</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Specialised</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Area not designed for service</td>
<td></td>
</tr>
<tr>
<td>Tray</td>
<td></td>
</tr>
<tr>
<td>Trolley</td>
<td></td>
</tr>
<tr>
<td>Home Deliver</td>
<td></td>
</tr>
<tr>
<td>Lounge</td>
<td></td>
</tr>
<tr>
<td>Room</td>
<td></td>
</tr>
<tr>
<td>Drive-in</td>
<td></td>
</tr>
</tbody>
</table>
Organisational Chart

- General Manager
- Deputy Manager
- Food and Beverage Manager/Director
- Front of House Manager
- Marketing Manager
- Assistant F&B Manager
  - Head Chef
  - Restaurant Manager
  - Room Service Manager
  - Banqueting Manager
  - Stores Manager

Food and Beverage Service Personnel

- F & B manager
- Restaurant Manager
- Restaurant supervisor / Maître d’ hôtel
- Headwaiter/ Chef de Rang
- Assistant station waiter / demi-chef de rang
- Waiter/Server/Commis de rang
- Trainee Commis / Apprentice/ Debarrasseur

Food and Beverage Service Personnel

- Floor/Room Service waiter / chef d’ étage
- Lounge staff / chef de sale
- Wine waiter / sommelier
- Bar staff/Mixologist
- Barista
- Buffet Assistant
- Cashier
- Function/banqueting/casual/event staff
<table>
<thead>
<tr>
<th><strong>Readings</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Readings –</td>
</tr>
<tr>
<td>- Pg 2 - 26 F&amp;B service 8th Ed Lillicrap</td>
</tr>
<tr>
<td>- Advanced Reading - Attributes of F&amp;B staff</td>
</tr>
<tr>
<td>- Pg 28 - 48 F&amp;B service 8th Ed Lillicrap</td>
</tr>
</tbody>
</table>