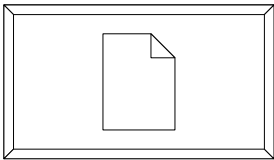


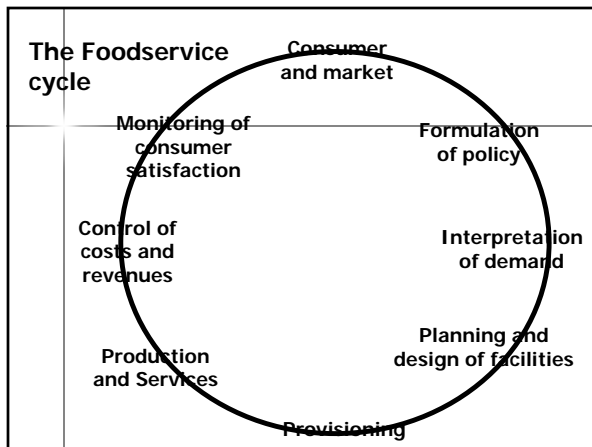
	<h2>Food and Beverage</h2> <p>The food service industry</p>

	<h2>Course outline</h2>
	

	<h2>What is Food</h2>
	<ul style="list-style-type: none">■ 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
	<ul style="list-style-type: none"> ■ 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
	<ul style="list-style-type: none"> ■ General Market <ul style="list-style-type: none"> - Non Captive markets <ul style="list-style-type: none"> ■ Customer has large choice of places to choose from ■ Restricted Market <ul style="list-style-type: none"> - Semi- captive markets <ul style="list-style-type: none"> ■ Good choice with initial decision but then options become limited - Captive markets <ul style="list-style-type: none"> ■ Customer has no choice, hospitals, schools



	Examples of Food Service Operations
	<ul style="list-style-type: none"> ■ Bistro ■ Brasserie ■ Fine dining restaurant ■ Ethnic restaurants ■ Themed restaurants ■ Cafeteria ■ Popular catering ■ Fast food ■ Bars

	The Meal Experience		
	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> ■ Why do people eat out? ■ Customer needs <ul style="list-style-type: none"> – Economic – Social – Psychological – Convenience – Physiological </td> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> ■ Meal Experience Factors <ul style="list-style-type: none"> – Food and Beverage on offer – Level of Service – Level of cleanliness and hygiene – Perceived value for money and price – Atmosphere of the establishment </td> </tr> </table>	<ul style="list-style-type: none"> ■ Why do people eat out? ■ Customer needs <ul style="list-style-type: none"> – Economic – Social – Psychological – Convenience – Physiological 	<ul style="list-style-type: none"> ■ Meal Experience Factors <ul style="list-style-type: none"> – Food and Beverage on offer – Level of Service – Level of cleanliness and hygiene – Perceived value for money and price – Atmosphere of the establishment
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	Customer Service		
	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> ■ Service level ■ Service availability ■ Level of standards ■ Service reliability ■ Service flexibility ■ Resources <ul style="list-style-type: none"> ■ material ■ labour ■ facilities </td> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> ■ Level of Service versus ■ Standard of Service </td> </tr> </table>	<ul style="list-style-type: none"> ■ Service level ■ Service availability ■ Level of standards ■ Service reliability ■ Service flexibility ■ Resources <ul style="list-style-type: none"> ■ material ■ labour ■ facilities 	<ul style="list-style-type: none"> ■ Level of Service versus ■ Standard of Service
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	Food Production Methods
	<ul style="list-style-type: none"> ■ Conventional ■ Convenience ■ Call Order ■ Continuous flow ■ Centralised ■ Cook-chill ■ Cook-freeze ■ Sous-vide ■ Assembly kitchen

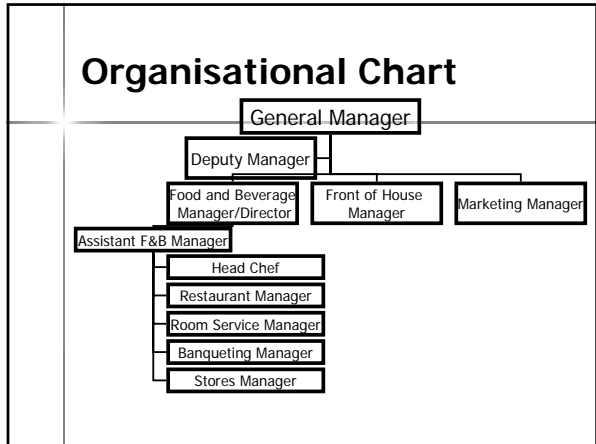
	Food and Beverage Service Methods
	<ul style="list-style-type: none"> ■ Dependant on <ul style="list-style-type: none"> - Type of establishment - Time available for the meal - Type of menu presented - Site of the establishment - Type of customer to be served - Expected turnover of customer - Cost of meal to be served

	Service Methods
	<ul style="list-style-type: none"> ■ Table service ■ Assisted service ■ Self- service ■ Single point service ■ Specialised / in situ

	Table Service	Assisted Service
	<ul style="list-style-type: none"> ■ Service at laid cover ■ Waiter <ul style="list-style-type: none"> - Silver/English - Family - Plate/American - Butler/French - Russian - Guéridon ■ Bar Counter 	<ul style="list-style-type: none"> ■ Table/self service ■ Assisted <ul style="list-style-type: none"> - Carvery - Buffets

	Self Service	Single Point Service
	<ul style="list-style-type: none"> ■ Self service to customer ■ Cafeteria <ul style="list-style-type: none"> - Counter/carousel - Free-flow 	<ul style="list-style-type: none"> ■ Takeaway <ul style="list-style-type: none"> - Takeaway - Drive-thru - Fast food ■ Vending ■ Kiosks ■ Food Court ■ Bar

	Specialised
	<ul style="list-style-type: none"> ■ Area not designed for service ■ Tray ■ Trolley ■ Home Deliver ■ Lounge ■ Room ■ Drive-in



- ### Food and Beverage Service Personnel
- F & B manager
 - Restaurant Manager
 - Restaurant supervisor / Maitre 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

	Readings
	<ul style="list-style-type: none">■ Readings –<ul style="list-style-type: none">– Pg 2 - 26 F&B service 8th Ed Lillicrap ■ Advanced Reading - Attributes of F&B staff<ul style="list-style-type: none">– Pg 28 – 48 F&B service 8th Ed Lillicrap
