



# SWISSAM HOSPITALITY BUSINESS & CULINARY ARTS SCHOOL



## **INTRODUCTION TO FOOD & BEVERAGE MANAGEMENT**

## 1.1 Sectors of the Food Service Industry

### The Food Service Industry

- The international food service industry provides millions of meals a day in a wide variety of types of food service operations
- There are different industrial sectors within the foodservice industry, categorized according to the type of customer demand being met.





## 1.1 Sectors of the Food Service Industry

- This categorization identifies the nature of demand being met within each sector; and the major purpose of the foodservice operations within them
- The identification also provides a framework for studying the food and beverage service industry
- Industry sectors are many, including:
  - Hotels, Independent and Chain Restaurants;
  - Popular catering, Pubs and Wine bars;
  - Fast food, Leisure attractions and Banqueting



## 1.1 Sectors of the Food Service Industry

- Other industry sectors are those where food and beverages are provided as part of another business. This includes:

- ▣ Transport catering;
- ▣ Welfare, Clubs, Education;
- ▣ Industrial feeding and Armed forces



- Some sectors provide food and beverages for profit, whereas others work within the limitations of a given budget (*cost provision*)
- Additionally, some sectors provide services to the general public while others provide to restricted groups of people.

## 1.1 Sectors of the Food Service Industry

- The different types of markets are defined as:
  - ▣ **General Market**
    - Non-captive – customers have a full choice
  - ▣ **Restricted Market**
    - Captive – customers have no choice, e.g. Clubs
    - Semi-captive – customers have a choice before entering, e.g. marine, airline, trains, some hotels and some leisure activities. Once in, customers have little choice of food and drink, except what is offered
- Based on the above definitions, sectors of the foodservice industry can be summarised as below:

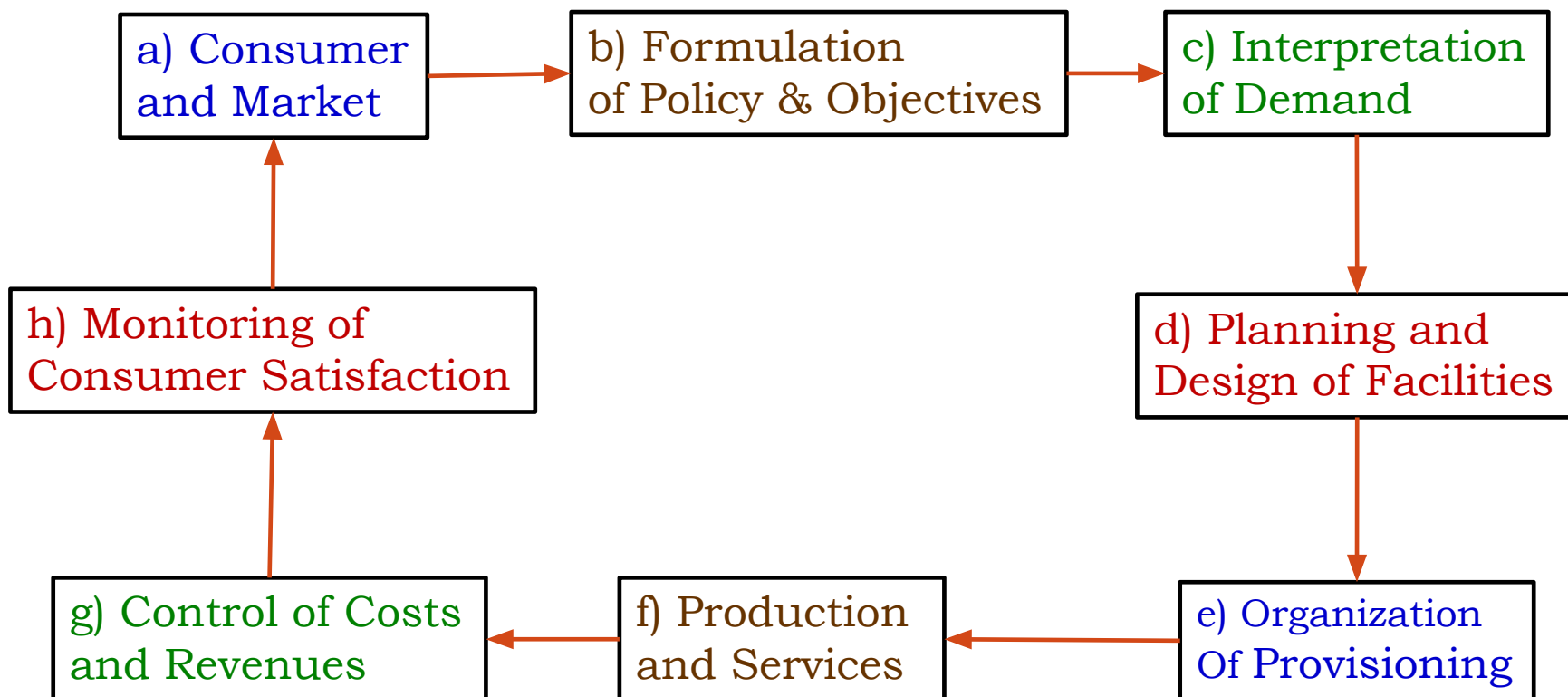
## 1.1 Sectors of the Food Service Industry

- Summary of Sectors in the Foodservice Industry:

Profit-Oriented (Public or Private Ownership) (Foodservice as main or secondary activity)		Cost Provision
<u>Restricted Market:</u>	<u>General Market:</u>	<u>Restricted Market:</u>
<ul style="list-style-type: none"> <li>Transport Catering</li> <li>Clubs</li> <li>Industrial (Contract)</li> </ul>	<ul style="list-style-type: none"> <li>Hotels/restaurants</li> <li>Popular Catering</li> <li>Fast-food/take away</li> <li>Retail stores</li> <li>Events/Conferences</li> <li>Exhibitions</li> <li>Leisure attractions</li> <li>Motorway stations</li> <li>Pubs and Wine bars</li> <li>Off-premises catering</li> </ul>	<ul style="list-style-type: none"> <li>Institutional catering</li> <li>Schools</li> <li>Universities &amp; colleges</li> <li>Hospitals</li> <li>Armed forces</li> <li>Prisons</li> <li>Industrial (in-house)</li> </ul>

## 1.2 Food and Beverage Service Operations

### • The Foodservice Cycle





## 1.2 Food and Beverage Service Operations

- Food and beverage (foodservice) operations in the hospitality industry are concerned with provision of food and drink ready for immediate consumption. Operations are concerned with:
  - b) The **consumer needs and market potential** in various sectors of the foodservice industry
  - c) The **formulation of policy and business objectives** that will guide the choice of operational methods to be used
  - d) The **interpretation of demand** in order to decide on the range and type of food and beverages to be provided; service levels and prices to be charged





## 1.2 Food and Beverage Service Operations

- Foodservice operations are concerned with:
  - e) The **planning and design of facilities** required for food and beverage operations and the plant and equipment required
  - f) The **organization of provisioning** for food and beverages and other purchasing requirements to meet needs of food production, beverage provision and service methods in use
  - g) Knowledge of operational requirements for **food production, beverage provision and service processes and methods**



## 1.2 Food and Beverage Service Operations

- Foodservice operations are concerned with:
  - h) **Control of costs** (materials, other costs) associated with food production, beverage provision and other services; and control of revenue
  - i) The **monitoring of customer satisfaction** to continually review the extent to which the operation is meeting customer needs and achieving customer satisfaction
- The elements in the above sequence form what is can be referred to as the **Foodservice Cycle**



## 1.2 Food and Beverage Service Operations

### Importance of the Foodservice Cycle:

- The Foodservice Cycle summarises what food and beverage operations are concerned with
- It can be used as a basis for analysing and comparing how different foodservice operations work
- It provides a standard template or checklist for collecting and organizing information about a specific operation in a specific way



## 1.2 Food and Beverage Service Operations

### Importance of the Foodservice Cycle:

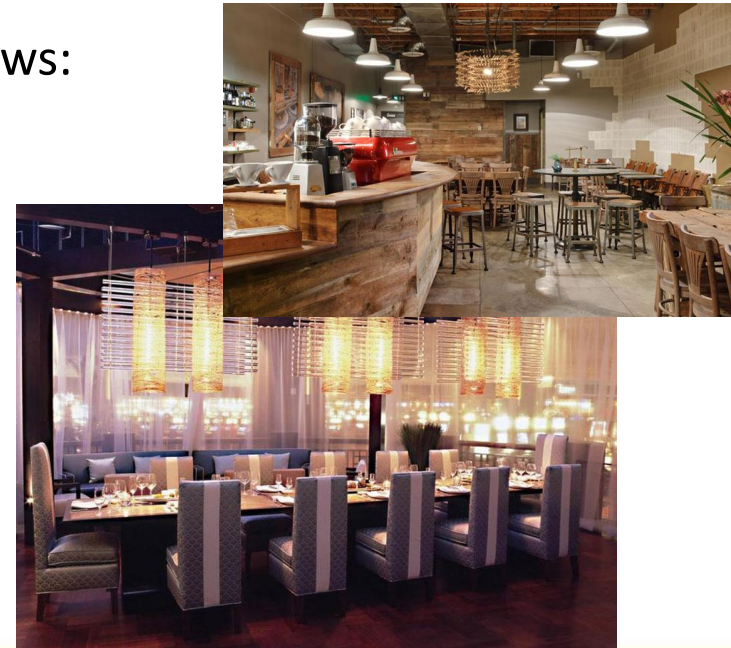
- It is a dynamic model in the sense that difficulties in one element of the cycle will cause difficulties in the elements of the cycle that follow or precede
- For example, problems in purchasing will negatively affect food production and service, and control
- Similarly, difficulties experienced in food and beverage service are often the result of poor purchasing, inadequate stock control, equipment shortages, poor room layouts or staffing problems





## 1.3 Types of Foodservice Operations

- Food and beverage (foodservice) operations include:
  - ✓ Various types of restaurants (bistros, brasseries, coffee-shops, first class/fine dining, ethnic, themed);
  - ✓ Cafes, cafeterias, takeaways, canteens, function rooms, tray service and lounge service operations, home delivery operations and room service operations for hotel guests.
- These are summarized in the table that follows:



## 1.3 Types of Foodservice Operations

Type of Operation	Description
<b>Bistro</b>	<ul style="list-style-type: none"> <li>▪ A small establishment, with traditional tables and chairs</li> <li>▪ Cluttered décor and friendly informal staff</li> <li>▪ Tends to offer honest, basic and robust cooking</li> </ul>
<b>Brasserie</b>	<ul style="list-style-type: none"> <li>▪ Generally a fairly large, styled room with a long bar, normally serving one-plate items rather than normal meals (though some offer both)</li> <li>▪ Often it is possible just to have a drink, coffee or snack</li> <li>▪ Service provided by servers, often in traditional style of long aprons and black waistcoats</li> </ul>
<b>New Wave Brasserie (Gastrodome)</b>	<ul style="list-style-type: none"> <li>▪ Sleek modern interior design, coupled with similar approaches to contemporary cuisine and service</li> <li>▪ Busy and bustling and often large and multi-levelled</li> </ul>

## 1.3 Types of Foodservice Operations

Type of Operation	Description
<b>Coffee Shop</b>	<ul style="list-style-type: none"> <li>▪ Similar to brasserie style operations, often themed</li> <li>▪ May be open all day and serve all meal types from breakfast through to supper</li> </ul>
<b>First Class Restaurant</b>	<ul style="list-style-type: none"> <li>▪ Usually formal fine dining restaurants with classical preparation and presentation of food; and offers a high level of table (silver, gueridon and/or plated) service</li> <li>▪ Often associated with classic/haute cuisine</li> </ul>
<b>Restaurant</b>	<ul style="list-style-type: none"> <li>▪ Term used to cover a wide variety of operations</li> <li>▪ Price, level and type of service, décor, styles, cuisines and degree of choice varies enormously across the range of types of operation</li> <li>▪ Service ranges from full table service to assisted service such as carvery-style operations</li> </ul>

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<b>Type of Operation</b>	<b>Description</b>
<b>International Restaurant</b>	<ul style="list-style-type: none"><li>▪ Indian, oriental, Asian, Spanish, Greek, Italian, Creole, and Cajun are some of the many types of cuisine available with establishments tending to reflect specific ethnic origins</li><li>▪ Many of the standard dishes are now appearing within a range of other menu types</li></ul>
<b>Themed Restaurant</b>	<ul style="list-style-type: none"><li>▪ Often international in orientation, for example, Icelandic Hot Rock, or “Beni-hana” oriental theme where food is prepared and cooked at the table</li><li>▪ Also includes themes such as jungle, rainforest, or music/opera where waiting staff perform and serve</li></ul>



## 1.3 Types of Foodservice Operations

Type of Operation	Description
<b>International Destination Restaurant</b>	<ul style="list-style-type: none"><li>▪ Often Michellin-starred fine dining restaurants, offering a distinctive personality, cuisine, ambience, beverages and service</li><li>▪ Usually table service at various levels, but mostly personal and highly attentive</li><li>▪ Generally considered as the home of gastronomy; expensive but also full of value</li></ul>
<b>Health Food &amp; Vegetarian Restaurant</b>	<ul style="list-style-type: none"><li>▪ Increasing specialization of operations into vegetarianism and /or health foods (though vegetarian food is not necessarily healthy), to meet lifestyle needs as well as dietary requirements</li></ul>

## 1.3 Types of Foodservice Operations

Type of Operation	Description
<b>Cafeteria</b>	<ul style="list-style-type: none"> <li>▪ Primarily self-service with the customer making selection from a counter or counters in varying designs and layouts</li> <li>▪ Originally developed for the industrial feeding market, but now seen in a variety of sectors</li> </ul>
<b>Popular Catering &amp; Fast Food Outlets</b>	<ul style="list-style-type: none"> <li>▪ Developed from table service teashops and cafes through to steakhouses, and now incorporating snack bars, kiosks, diners, takeaways and cafeterias.</li> <li>▪ Offers modern-day burger, chicken and fish concepts with ethnic foods being incorporated</li> <li>▪ Meets the needs of all-day meal taking (grazing) and 'grab and go' service, esp. for leisure, industrial and travelling markets</li> </ul>

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Type of Operation	Description
<b>Pubs and Bars</b>	<ul style="list-style-type: none"><li>▪ Licensed environment primarily for drinking alcoholic beverages</li><li>▪ May be simply a serving bar with standing room for customers or may have more plush surroundings incorporating the offer of a variety of foods</li><li>▪ These can range from simple plated dishes to the establishment offering full restaurant service (sometimes called Gastro pubs)</li></ul>
<b>Wine Bars</b>	<ul style="list-style-type: none"><li>▪ Often a mixture of bar and brasserie-style operation;</li><li>▪ Commonly wine-themed, serving a variety of foods</li></ul>



Thank you!

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