

Classification of Catering Operations



Classifications -

- Hotels
- Restaurants
- Gastro Pubs
- Bar Food
- Fast Food
- Industrial / Contract Catering
- Institutional Catering
- Franchising
- Transport Catering
- Outdoor & Event Catering

Hotels

“Commercial Establishments providing lodging and meals”

Within Ireland, in order to be classified as a hotel – an establishment must have a minimum of 10 bedrooms, all of which must have private bathroom facilities.

Different sources such as government agencies ie. Fáilte Ireland and Marketing Intelligence Consultants use different criteria for defining standards within the Industry.

The most common is the star ratings system.


www.failteireland.ie/Failtelreland/.../Hotel_Classification_Matrix.pdf


Types of Hotels

- Family Run
- Independent
- Large Chains / Hotel Groups
 eg. Hilton, Conrad, Hyatt, Maldron etc.
- Boutique
- Capsule

Boutique Hotels -

- Boutique hotels are typically hotels with a unique environment or intimate setting. Some hotels have gained their renown through tradition, by hosting significant events or persons, such as Schloss Cecilienhof in Potsdam, Germany, which derives its fame from the Potsdam Conference of the World War II allies Winston Churchill, Truman and Joseph Stalin in 1945.

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- The Taj Mahal Palace & Tower in Mumbai is one of India's most famous and historic hotels because of its association with the Indian independence movement.
 - Some boutique hotels have given their name to a particular meal or beverage, as is the case with the Waldorf Astoria in New York, where the Waldorf Salad was first created or the Hotel Sacher in Vienna, home of the Sachertorte.


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- Others have achieved fame by association with dishes or cocktails created on their premises, such as the Hotel de Paris where the crêpe Suzette was invented or the Raffles Hotel in Singapore, where the Singapore Sling cocktail was devised.

Capsule -



A **capsule hotel** is a type of hotel developed in Japan that features a large number of extremely small "rooms" (capsules) intended to provide cheap, basic overnight accommodation.



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- The guest room is a modular plastic or fiberglass block roughly 2m by 1m by 1.25 m. Facilities differ, but most include a television, an electronic console, and wireless internet connection. The capsules are stacked side-by-side, two units high, with steps providing access to the second level room.
 - The open end of the capsule can be closed, for privacy, with a curtain or a fiberglass door. Luggage is stored in a locker; and washrooms are communal.

- Capsule
Hotel-Moored in
The Hague



Burj Al Arab in Dubai -

- Burj Al Arab stands on an artificial island.
- It is sometimes referred to as "the world's only seven-star hotel",



Interesting Facts

- ❖ The Largest Hotel in the world – according to the Guinness Book of Records is in Malaysia and has 6,118 rooms.
- ❖ The Oldest Hotel in the world is in Yamanashi in Japan. It opened in 707AD and has been run by 46 generations of the same family.

Types of Food Service within Hotels

- Table Service – Table d'hôte
à la Carte
Afternoon tea
- Self Service – Breakfasts
Buffets
- Banquet Service – Weddings / Functions
- Bar Food Service
- Room Service

Restaurants

❖ Types / Classifications –

Fine Dining

Casual

Café

Bistro

Brasserie

Steakhouses

Pop – up Restaurants

Ethnic

Restaurant Chains

Novelty – ‘Mongolian Barbecue’

Restaurants

□ Guides / Ratings –

One of the most well known and respected guides is the Michelin series which award one to three stars to restaurants they perceive to be of high culinary merit. One star indicates a "very good restaurant"; two stars indicate a place "worth a detour"; three stars means "exceptional cuisine, worth a special journey."

Michelin Stars 2018

☐ Restaurant Patrick Guilbaud Dublin 2*

☐ Epic - Belfast 1*

☐ Loam - Galway

☐ Chapter One Dublin 1 *

☐ L'Ecrivain Dublin 1*

☐ The Cliff House Hotel Ardmore 1*

☐ Greenhouse Dublin 1*

☐ Lady Helen, Mount Juliet 1*

☐ Campagne, Kilkenny

☐ Aniar Galway 1*

☐ Wild Honey Inn, Lisdoonvarna, Clare

Cliff House Hotel - Ardmore

- The menu changes constantly, but a few signature dishes always feature, including:
- **Starter** - Bantry Bay Organic Salmon: Ballotine, Iced, Marinated, Cured, Preserved Cucumber, Irish Garden Beetroot, Horseradish, Oak Smoke
- **Main** - McGrath's Black Angus Beef : Fillet, Grilled, Kilbeggan Whiskey, Beef Tea
- **Dessert** - Dark Chocolate 80%: Mousse, Frozen, Caramelized, Olive Oil Crumbs, Semi Freddo, Maldon Sea Salt, 'White' Coffee Ice Cream
- Three courses costs €70;



Other Guides –

- The ***Good Food Guide*** is an annual guidebook to the best restaurants in the UK.
- ***Gault Millau*** reviews European restaurants, which are awarded between 1 and 5 toques
- ***Le Cordon Bleu*** guide in France
- AA Guide

Other Guides –

- ❑ **Egon Ronay**
- ❑ **Georgina Campbell**
- ❑ **Bridgestone Guide** (John & Sally McKenna)

- ❑ **Food Magazines**
- ❑ **Newspapers**
- ❑ **Trip Advisor**

Gastro Pubs

During the early 1990s, some enterprising British chefs decided to upgrade certain pubs in order to appeal to a more upscale clientele.

A gastropub offers high quality food, much of it based on traditional pub food recipes.

Has a lot of critics – Good Food Guide banned the term in 2012.

Examples of Gastro Pubs in Ireland-

- ❑ Cronins, Crosshaven, Co. Cork
- ❑ The Exchequer, Dublin
- ❑ Bar One, Castlebar, Co. Mayo
- ❑ Wild Honey, Lisdoonvarna, Co. Clare
- ❑ The fattened calf, Glasson, Co. Westmeath
- ❑ The Chop House, Dublin
- ❑ Cronins Sheebeen, Westport, Co. Mayo

Bar Food

Food available in pubs or bars can range from soup & sandwiches, cold plated meals (eg. Ploughman's Salad) and pies to extensive menus.



Fast Food

Emphasis is on Speed of Service and Price.
Usually associated with chains such as
McDonalds, KFC, Burger King.



Link to Watson – Computer Chef (IBM)
<http://mashable.com/2014/03/07/ibm-watson-cognitive-cooking/>

Industrial / Contract Catering

Robert Owen has been called the "father of industrial catering". In 1815, he established a large "eating room" for employees and their families for the British Textile industry.

- Based onsite within factories / business centres.
- Often subsidised by the employers

Contract catering is a huge and competitive Industry, most often associated with large companies such as Sodexo or Armark in Ireland.



3 main types of contract :

1. Cost Plus
2. Guaranteed Performance
3. Fixed Price



Institutional Catering

Bulk Preparation and cooking of food for a large number of people, often without prior consideration of the individual consumer, for example in hospitals.

Often operate a 'cook-chill' system.

Franchising

Buying into a known brand – for example:



Advantages of Franchising -

- Existing branding and merchandising materials.
- Menu is usually pre-set with costings
- Leasing of the building is usually negotiated for you
- Suppliers are less expensive if prices are negotiated by the franchiser



Disadvantages of Franchising -

- Usually a very large Investment amount is required (but not from a loan)
- Annual franchise fee can be expensive
- No room for freedom or creativity –

Food

Decor

Uniforms

Advertising

Transport Catering-

Available on – Trains

Ships

Planes

2 biggest airline catering companies
worldwide are Gate Gourmet and Sky
Chef



Gate Gourmet -



- Swiss Company
- Used by British Airways, Quantas, Air France & Easy Jet
- Over 200 million meals served annually from 120 airports worldwide

Sky Chef -



- German Company
- Over 500 million meals served each year in 52 countries and 200 airports

Aerlingus Catering – Video

<https://www.youtube.com/watch?v=XI3pfSpBtLs>

Emirates Flight Catering Video

<https://youtu.be/yex-WMaJTjg>

Outdoor / Event Catering -

Corporate Events

Weddings

BBQ's

Special Occasions

