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Food & Beverage
Service Operation

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TOPIC 2

F&B Basic Service Operation Preparation

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F & B BASIC SERVICE

Food and beverage services sector contributes a great deal to the profits in hospitality industry. With the increase in importance of business meetings, a range of personal and social events, a large number of customers visit catering establishments frequently. The F & B professionals tirelessly work to intensify customers' experience through their service.

The F & B Services providing businesses deliver food and beverages to their customers at a particular location (On-premise) such as hotel, restaurant, or at the customer's intended premises (off-premise)

F&B Services – Definition

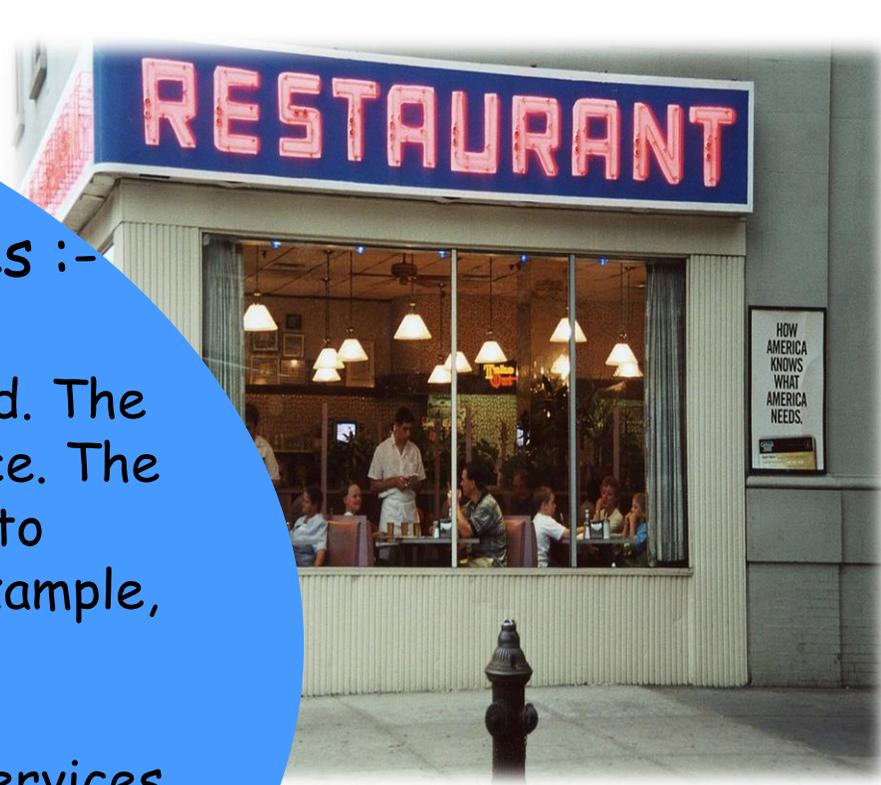
Food and Beverage Services can be broadly defined as the process of preparing, presenting and servicing of food and beverage to the customers.



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F&B Services can be of the following two types :-

1. **On Premise** - Food is delivered where it is prepared. The customer visits the premise to avail the food service. The premises are kept well- equipped and well-finished to attract customers to avail F&B service. For example, restaurants, pubs, etc.
2. **Off Premise or Outdoor Catering** - This kind of services includes partial cooking, preparation, and service at customer's premises. It is provided away from the F&B Services provider's base on the occasion of major events which call for a large number of customers.



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There are two broad types of F&B Services operation :-

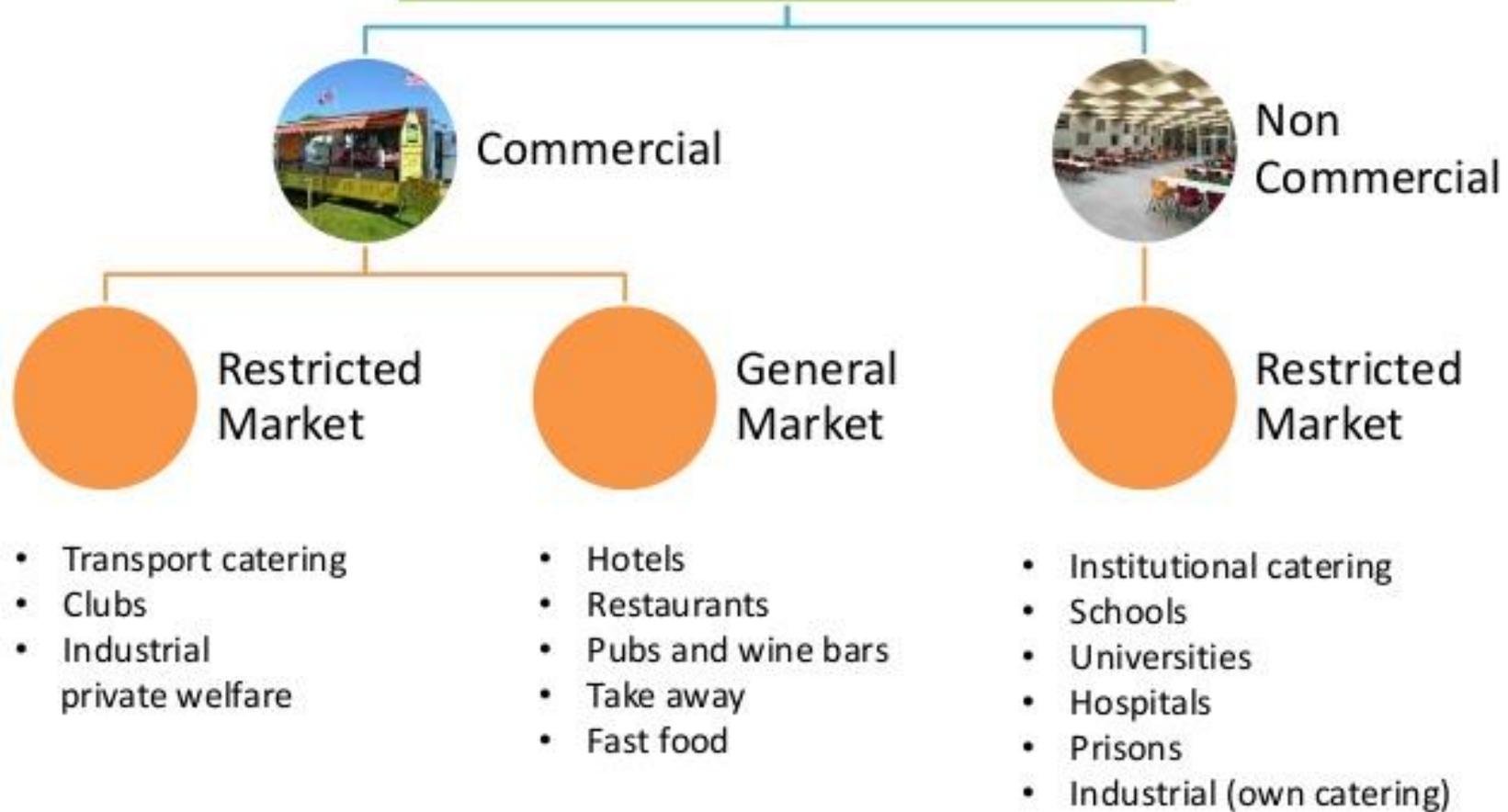
1. **Commercial** - in this case , F&B Services is the primary business. The most known commercial catering establishments are - hotels, all kinds of restaurants, lounges, cafeterias, pubs, clubs and bars.
2. **Non- Commercial** - non-commercial operations are secondary businesses in alliance with the main business. These F&B services mainly cater to their consumers with limited choice of food and beverages. These establishments often run under contracts. For example, food and beverage services provided a hospitals, hostels and prisons.

Welcome



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Catering establishments



LET US 1st UNDERSTAND SOME COMMON FORMS OF F&B SERVICES

What is Catering ?

- Catering is the business of providing foods and beverage services to the people at a remote location. It is a part of food and beverage service sector. For example, arranging food services at a wedding location.

What is QSR?

- These are the fast food outlets called **Quick Services Restaurants** where the food is prepared, purchased, and generally consumed quickly. They are run with convenience as a main factor Branded outlets such as McDonald's and Nando are QSRs.

What is FSR?

- They are fine dining, family, specialty, ethnic or theme restaurants call **Full Service Restaurants** where the food and beverage menu is wide and the customer's expectation are high. They are operated with customer satisfaction and experience as they key factors.



Food Presentation

Presentation of a food or beverage is equally important as its recipe as the other senses are stimulated through sight and aroma. A well-prepared dish is complete only when it is presented with beautiful garnish in an appropriate food container or platter.

The serving staff must follow the basic guidelines for food presentation -

- It must be presented at the required **temperature**.
- It must be presented according to the **serving size**.
- It must be presented in appropriate **hollow ware of suitable size**.
- It is also recommended to serve food with the **right garnish** that adds to the catchiness of the dish. The garnish in contrast colour is quite appealing.
- The garnish or accompaniment should not overshadow the main food.
- The cook needs to be **creative at presenting** the dish so well that the final result comes out as a treat for **not only the taste buds but also for the eyes**.



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Beverage Presentation



Beverage presentation gains a lot of importance in today's world. **Beverages taste good if they are presented at the temperature at which they are meant to have**, Right from selecting the appropriate service glassware, creating various pleasant colour schemes of the ingredients, and serving the beverage with creative ideas pays.

For example, the coconut water from a tender coconut can be served in the neatly cut and clean tender coconut itself from which it is taken out. Also, mocktails or cocktails can be presented with straws and slices of fruits in different shapes and colours.

Pre-prepare garnish needed and keep in chiller for use when needed.

Garnish should be change daily for fresh and presentable outlook.



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Menu Preparation

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Food and beverages form an integral part of the human culture. Ever since human culture started evolving, food and beverages preparation also went on finding new ways. Today, every country flaunts a different line of food and beverages prepared in authentic culinary ways.

Over the past several years, various food and beverages have been developed using local crops, meats, fruits and vegetables and trying different recipes with them. This manner of development contributed in the authenticity of the food and beverages to a great extent.

食品和饮料是人类文化组成的部分。自人类文化开始发展，食品和饮料的制备也一直在寻找新的方法。如今，每个国家都炫耀以正宗的烹饪方式烹制的不同食品和饮料。

在过去，尝试使用不同的食谱开发了各种食品和饮料。这种发展方式在很大程度上有助于食品和饮料的真实性。



What is Menu?

It is a detailed list of food and beverage offerings with their respective prices. It is prepared by a food and beverage service businesses to keep the customers informed about the availability of various F&B items.

A good menu must -

- Present clear, unambiguous information
- Adhere to food safety and nutrition policies of the business.
- Meet or outstrip guests' expectations.
- Meet the quality standards of the business
- Be truthful in describing the taste and preparations.
- Be strictly going with the production and service facilities of the business.

A good menu design is a treat for eyes that drive the guests to place orders.

Depending upon the expanse of physical outlet and service, and the variety of food and beverages it offers, the menu design and details change.



F&B SERVICES – MENU PREPARATION

The restaurant menu should be planned well by considering various aspects of the food outlet. There are myriad menus available right from breakfast, lunch, small bites, up to dinner. The following information is gathered before planning food and beverage menu for a commercial kitchen.

- What kind of food outlet is it? (Vintage, Contemporary, Modern, Theme, Bar, and more)
- What is the name of the outlet?
- What is the expanse of food items, their accompaniments, and beverages the owner wishes to keep?
- Which information needs elaboration for food and beverages?
- What tone of language is required? (formal / informal)
- What types of names and category headings would best suit for the food and beverage items?
- What design, images, colours, and type face would look best for the menu?
- Are the graphic details relevant to the food outlet theme?
- How large should the menu be on paper?



Ensure menu is checked every meal period for the perfect condition before present to the guests. No torn, no pen mark or stains.



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F & B SERVICES – MENU PLANNING

This is the selection of menu in advance for an upcoming event. Menu planning plays an important role in customer satisfaction.

Menu planning is beneficial in the following areas:

- Purchasing of essential material in advance.
- Pricing of the food.
- Guiding the food preparation.
- Evaluating the dietary needs.
- Evaluating the food in terms of necessary improvements.

The menu must be planned such that it goes well with the theme of the F&B outlet and it must be a good bargain for food price and dietary value.

TYPES OF MENU

TABLE d HOTE

BANQUET

BUFFET

COFEE HOUSES

CYCLICAL MENU

A LA CARTE

BREAKFAST MENU

LUNCHEON MENU

DINNER MENU

CALIFORNIA MENU

ETHNIC MENU

SPECIALTY MENU

ROOM SERVICE MEN

LOUNGE MENU

OTHER TYPE

STATIC MENU

DU JOUR MENU

WINE MENU

DESSERT MENU

What Is Digital Menu?

A digital menu is a restaurant, bar, or hotel menu that displays its content digitally—via screen—instead of printed on paper. There are two primary types of digital menu: menu apps and QR code menus.

A big benefit for either is that, if you partner with the right technology company, your digital menu will be compliant out of the box. That saves you a lot of money

They're also quite good for restaurant SEO.

(SEO = search engine's local results)

