



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 food and beverage 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 serving of food and beverages to the customers.

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

- **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.

- **Off Premise or Outdoor Catering** - This kind of service 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.



Types of F&B Services Operations

There are two broad types of F&B Services operations -

- **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.
- **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 at hospitals, hostels, and prisons.

In this tutorial, we mainly consider commercial food and beverage service sector. Let us first understand some common forms of F&B service.



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What is Catering?

Catering is the business of providing foods and beverage service 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 Service Restaurants** where the food is prepared, purchased, and generally consumed quickly. They are run with convenience as a main factor. Branded outlets such as McDonalds and Nando's are QSRs.

What is FSR?

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

Why is Food Presentation So Important?

Food presentation is just as essential to the success of a dish as its taste and flavour. The way the food looks on the plate is what tempts our eyes and makes you want to taste it. Imagine how your room looks when it's messy and how it looks when you clean it up, the same ingredients, different results. It is just as true with food presentation and how the elements are arranged on the plate.



There are many benefits to preparing an attractive plate of food. First and foremost, since cooking is a form of art, the final food presentation lets the chef get creative and stamp their own identity on the menu. You present a story to your diners to read with their eyes first, then with their taste buds. Food presentation and plating are also a way of tempting diners throughout the restaurant, who see the dish on its way to the table and immediately want to order the same.

From the management perspective, food plating and presentation is a simple way to provide diners a better dining experience. When done right, it can turn a dinner party into a great success and receive praise and recognition for your entire restaurant. Having a system in place for plating will also help when tracking inventory - if *you know* what is going into each plate instead of haphazardly dumping garnishes on a plate, you'll know exactly how many ingredients are used up per dish.

No matter how delicious a dish may be, if it is served on a dirty plate, you will definitely not be tempted to taste it. Make sure all plates are sparkling clean.

Adapt your plate presentation to the occasion. If you are preparing a kids party, choose fun food presentations that will make them want to eat. They prefer "fun" designs rather than serious and traditional presentations.

Food presentation is all about timing. There is no point in offering your guests a fancy dish if it is served cold, when it was supposed to be served hot. So spend just enough time plating your dish.

Another important rule of food presentation is balancing variety and contrast. It is good to have a variety of textures on the plate, but how these textures are combined is just as important.

Garnish or no garnish? That is a crucial question when it comes to food presentation. There are foods that would look uninteresting without garnish. Take our beef tenderloin with carrot gratin. It looks great with the added garnishes that bring a pop of colour to the plate.

Matching portion size with plate size is another important aspect of food presentation. A plate that is too small for the food portion it offers will look messy and overcrowded. On the other hand, a small portion on too large a plate will look sparse.

Never serve hot foods on cold plates and the other way around. This is another essential rule of food presentation.

Now, let's take a closer look at why presenting your food attractively is substantial in your restaurant business.



Attract Customers and Elevate the Experience

The way food is presented has a big impact on how your diners perceive it. We all judge food even before we take a bite - for the most part, that judgment is entirely on how the food looks. Plus, having food that *looks* good can be a huge traffic driver. You can think about it this way: You *could* make a milkshake at home, but there's a reason that Black Tap in New York constantly has a line out the door for their towering milkshakes.

Beyond driving traffic, plating and presentation are also a huge factor in **perceived value** - which impacts how much you can charge. When you put the extra care into your food presentation, diners are going to be willing to pay more.



They say a messy cook is a great cook. Unfortunately, that does not apply to perfect plating. Before serving your dish, take a napkin to clean up any splotches or smears that may have accidentally shown up. Once you have cleaned up with crisp edges, you will have created the perfect plate using food presentation principles.

Beverage Presentation

Beverage presentation gains a lot of importance in today's world. They play an important role in accompanying food. Beverages also enhance flavor of main dish and help to cleanse the taste buds in between bites, and complement the dish.



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.

Menu Preparation

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.

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.

Restaurant Menu Preparation

A menu is the first thing customer sees when they come into the restaurant and the last thing they look at before they order. This makes the menu one of the most valuable marketing tools. So the restaurant menu should be prepared attractively and 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.

Simple steps for preparing a menu card are as follows:

- What kind of food outlet is it? (Vintage, Contemporary, Modern, Theme, Bar, and more)
- What is the name of the outlet?
- What is the expense 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, colors, and typeface would look best for the menu?
- Are the graphic details relevant to the food outlet theme?
- How large should the menu be on paper?
- Determine how many menu cards needed based on the number of tables.
- Proof read the menu before printing.



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These days, numerous apps such as MenuPro, FineDine, MenuExpress, InnMenu, and more are readily available to create catchy and engaging menus. 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.

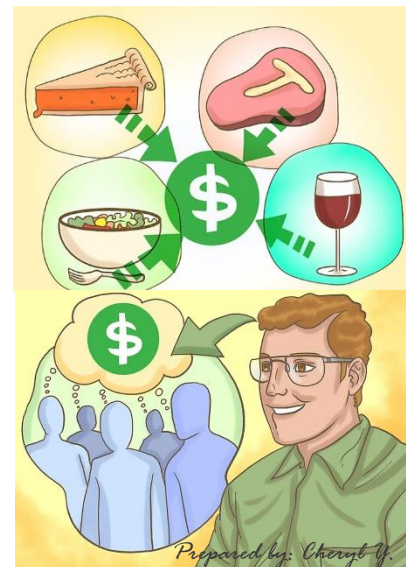
Menu Planning

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.



How Many Types of Menu Are There?

There are five primary types of menu. Below is some information about them along with some more specific types of menus that aren't considered primary menu types.

What Are Five the Types of Menus?

The five types of menus most commonly used are a la carte menus, static menus, du jour menus, cycle menus, and fixed menus.

What Is an A La Carte Menu?

An a la carte menu lists the prices for each item separately. While the prices tend to be higher, a la carte menus have more flexibility. Customers can choose individual items and combine them any way they want.

Where Does A La Carte Come from?

A la carte is a French phrase that translates literally as "by the card" and roughly as "according to the menu." It began being used in the early 19th century and is not exclusive to food. For example, a subscription to a cable provider can have a la carte channel selection. That means customers choose which channels they want individually instead of having a set channel package.

What's Another Word for A La Carte?

Phrases like "from the menu" and "individually priced" communicate that a menu or section of a menu is a la carte.

What is a Du Jour Menu?

Du jour menus change daily, depending on what's available or what the chef prepared. So, "chicken du jour" means the chicken that's available today. Likewise, "soup du jour" is the soup that's available today.

What Does Du Jour Mean?

Du jour is a French phrase that means "of the day."

What is a Cycle Menu?

A cycle menu is a menu or part of a menu that has repeated options over a specific period of time. The cycle menu definition is fairly intuitive given its name. Think of a sandwich shop that offers a certain sandwich on Monday. Then another sandwich on Tuesday. And so on for the rest of the week. If they stick to those sandwiches on those days and repeat that week after week, it's a cycle menu.

Cycle menus are often used for two reasons. One is that the cooking operation is relatively small and doesn't have the resources to cook-to-order items off a larger

menu. The second is for daily specials, like a happy hour menu. A bar or restaurant may have a static menu that anchors their offerings, but a cycle menu on top of it. That cycle menu showcases the same collection of special offers on the same days throughout the week.

What is a Static Menu?

A static menu is a larger menu, typically divided into categories, that doesn't change very often. It's the most widely used menu today, and it's what you likely think of when you think of menus.

That's because the majority of restaurants and bars out there utilize a static menu. They typically provide the best customer experience because of the amount of options they provide, their consistency, and their easy navigation. It's customer satisfaction in restaurant industry 101.

The fact that a static menu doesn't change very often means the customer experience is consistent. But the fact that static menus are large makes that consistent experience full of possibility. A static menu typically presents *everything* a bar or restaurant offers. Depending on whatever restaurant technology is being employed, it can be on digital display boards, or paper menus. You can even leverage a restaurant menu bar code. It may contain some a la carte ordering options, some meal options, some du jour options, and some cyclical options.

And, as we mentioned, food and beverage in a static menu are usually categorized into different groups. For food this may be appetizers, salads, entrees, etc. For drinks it may be shots, cocktails, beer, and wine. This makes static menus particularly easy to navigate.

What Is a Fixed Menu?

A fixed menu is a menu with few options and a fixed total price. It can be confused with static menus because the words, outside of the context of menu names, are similar. But the fixed menu definition is far different from that of the static menu.

A fixed menu is also commonly called a set menu, and there are two common types. The table d'hote menu and the prix fixe menu.

What Is a Table d'Hote Menu?

A *table d'hote* menu is a menu that offers a choice of appetizer, entree, and dessert all at a fixed total price. It's the set menu that provides the most freedom.

A common table d'hote setup has a diner choosing one appetizer from two options, one entree from two or three options, and one dessert from two options. And the total price doesn't change. The fact that there are few options and a set total price make it a fixed menu, but with some variability.

Other Types of Menu

What is a Beverage Menu?

A beverage menu is any menu or section of a menu that sells alcoholic and non-alcoholic drinks. It can be a static, du jour, or cycle menu. Beverage menus are typically not a la carte menus. A digital wine list is a good example of the various menus out there.

What is a Cocktail Menu?

A cocktail menu is a specific type of beverage menu or section of a beverage menu. A good cocktail menu has a mix of base liquors, glassware, and flavors. It should also have one or two seasonal cocktails. Like beverage menus, it can be a static, du jour, or cycle menu and not a la carte.

What is a Dessert Menu?

Typically viewed at the end of a meal, a dessert menu is a menu or section of a menu that lists only the desserts. It can be an a la carte, static, du jour, or cycle 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.

Now You Know the Different Types of Menu

Like we said, these are the most commonly used menu names in the food and beverage industries. There are a lot of options when it comes to designing and laying out menus. They're a great way to boost your restaurant or bar's profitability and doesn't require a big investment, it's the same for a wine food pairing menu. Just use some creativity. Custom QR code menus are a great example of that.



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