

# IHH2302 FOOD AND BEVERAGE OPERATION AND MANAGEMENT

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# IHH2302 Food and Beverage Operation and Management

- Course introduction
- Introducing to food and beverage industry
- Managerial Skill and management policies for F&B management
- Knowledge of front of house and back of house
- Food and Beverage product & service knowledge
- Food and beverage control
- The menu: Food and beverage

# IHH2302 Food and Beverage Operation and Management

- Service standard training
- Food and Beverage operations: Purchasing and storage
- Staffing issues
- Food and beverage marketing
- Managing quality in food and beverage operations
- Trends and developments

# Course outline

Principles of food and beverage service operations, business practices and trends, managerial skills, management policies, reduction of costs and quality assurance, provide a link between kitchen and service area, menu planning, production, standard safety procedure for handling foodstuff, clean and tidy beverage and food service areas, develop and maintain food and beverage product knowledge, organize and prepare food products and services.

# Course evaluation and criteria

- Class attendance 10%
- Midterm 20%
- Final 30 %
  - Analysis and writing
- Individual assignment 30%
- Group work and presentation 20%

# Additional reading

- Davis, B., Lockwood, A. Pantelidis, I.S. and Alcott, P., (2008). *Food and Beverage Management 4<sup>th</sup> ed.* London: Elsevier.
- Walker, J. R. (2004). *Introduction to hospitality management.*
- Anderson, C. and Blakemore, D. (1991). *Modern Food Service.* Oxford: Linacre House.
- Brown, G. and Hepner, K. (2004). *The waiter's handbook edition 3.*
- Klunklin, P. *Food and beverage service in the restaurant.*
- *Websites.*

# *Unit Content*



Food and Beverage Industry & Components



Food and Beverage Department & Duties



Staff Attributes Skills & Knowledge



Moment of Truth

**F&B**  
**INDUSTRY**  
**& COMPONENTS**



## Food and Beverage Industry

The food industry is a complex, global collective of diverse businesses that supply most of the food consumed by the world population.

Only subsistence farmers, those who survive on what they grow, can be considered outside of the scope of the modern food industry.



# The food industry includes:



Agriculture: raising of crops and livestock, and seafood



Manufacturing: agrichemicals, agricultural construction, farm machinery and supplies, seed, etc.



Food processing: preparation of fresh products for market, and manufacture of prepared food products



Marketing: promotion of generic products (e.g., milk board), new products, advertising, marketing campaigns, packaging, public relations, etc.



Wholesale and distribution: logistics, transportation, warehousing

# The food industry includes: (cont.)

- Foodservice (which includes catering)
- Grocery, farmers' markets, public markets and other retailing
- Regulation: local, regional, national, and international rules and regulations for food production and sale, including food quality, food safety, marketing/advertising, and industry lobbying activities
- Education: academic, consultancy, vocational
- Research and development: food technology
- Financial services: credit, insurance

# **F&B DEPARTMENT AND DUTIES**

## **F & B Department Comprises**

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F&B Director

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F&B Planning

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Kitchen

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Restaurant/Outlet

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Bars

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Stewarding Department

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Catering Department

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In-Room Dining/Room Service

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Trends in F&B Operations

# F&B Department...what do they do?



Offer and guarantee the services to guests during their stay.



All quality services with good attentions and courtesy.

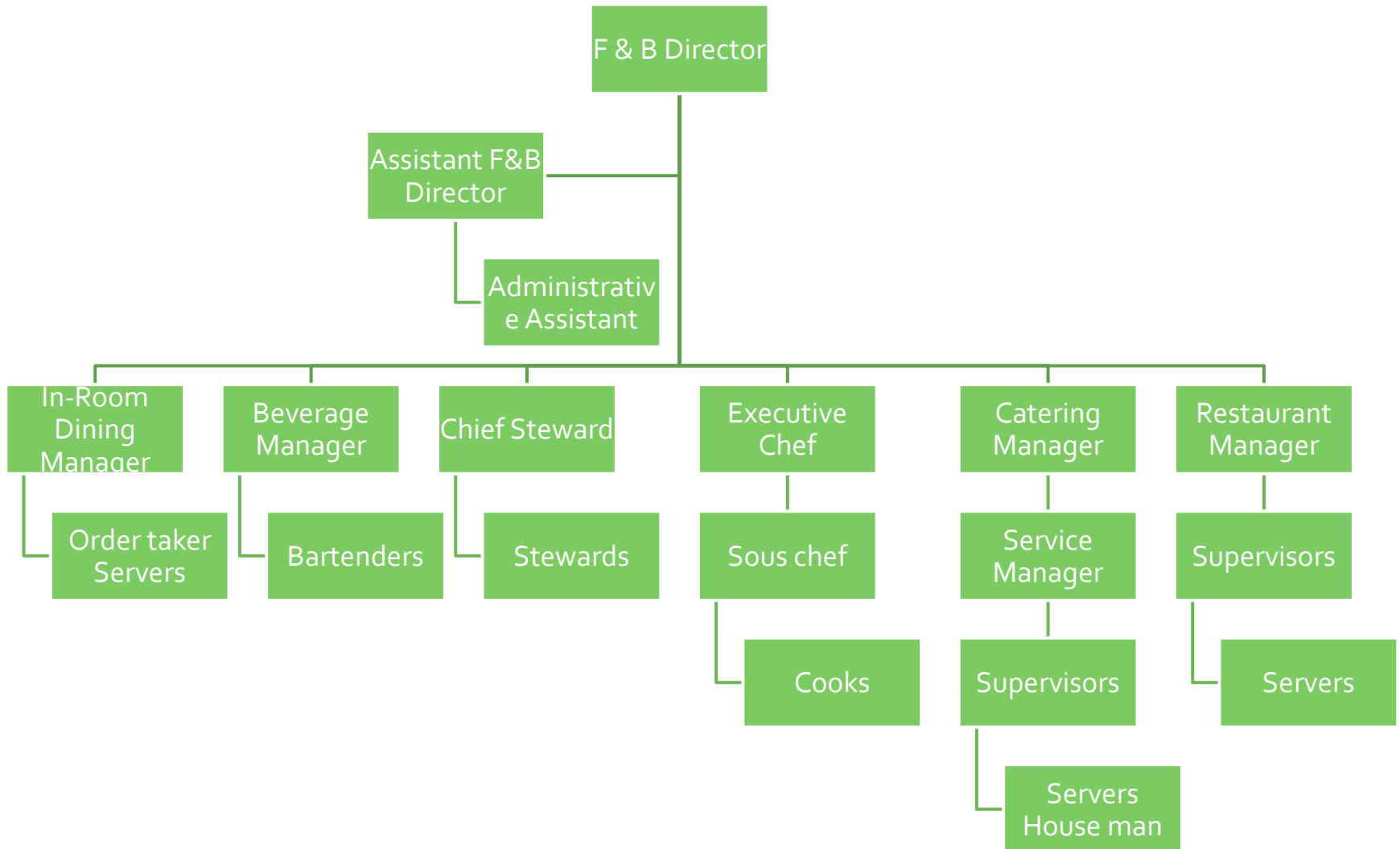


Maintain the standards of Services of Restaurants and Bars



Profit and loss monitoring

# Structure of department



# Food & Beverage Director

- I. Directs and organizes the activities of the F&B department to maintain high standards of F&B quality, service, and merchandising to maximize profits
- II. Qualification and needed skill
- III. Operation planning
- IV. Business forecast





# F&B planning

- I. Staffing of the department
- II. Controlling costs
- III. Liaisons with executive chef menus, food quality, and quantity
- IV. Guest feedback analysis
- V. Regular competition analysis
- VI. Liaisons with purchasing manager for inventory control





# Kitchen

- I. Executive chef
- II. Cost control
- III. Quality and quantity of food
- IV. Menu creation
- v. Position in the kitchen



## Restaurants/outlets

- Restaurant Manager
- Exceeding guest service expectations
- Hiring, training, and developing employees
- Setting and maintaining quality standards
- Marketing
- Room service, mini bars, or cocktail lounge
- Presenting annual, monthly, and weekly forecasts and budgets to the F&B director

# Stewarding Department

- Chief steward
- Cleanliness of the back of house
- Maintaining clean glassware, chinaware, and cutleries for the outlets
- Maintenance of dishwashing machines




# Stewarding Department

- Inventory of chemical stock
- Sanitation of kitchen, banquet isles, storerooms, walk-ins/freezers, and all equipment
- Pest control and coordination with exterminating company
- Forecasting labor and cleaning supplies



# **STAFF ATTRIBUTES SKILLS & KNOWLEDGE**



## Success in food and Beverage service requires...

- Product knowledge
- Well developed interpersonal skills
- A range of technical skills, and
- The ability to work as part of a team



# Attributes of food and beverage service personnel .....for instance

- Professional and hygienic appearance
- Knowledge of food and beverage and technical ability
- Punctuality
- Local knowledge
- Personality
- Attitude to customers
- Memory



# Attributes of food and beverage service personnel (continue)

- Honesty
- Loyalty
- Conduct
- Sales ability
- Sense of urgency
- Handling complaints
- Contribution to the team

# Conventions service

- I. The **traditional ways** of doing things
- II. All have some logic behind them
- III. Being effective and efficient in carrying out the service
- IV. Ensure the standardization in the service sequence and the customer process
- V. Rationale of service convention
- VI. So-called “service standard”

# Basic technical skills

<https://www.youtube.com/watch?v=tqkKHSU4Ouc>

Holding and using	service spoon and fork
Carrying	plates
Using	a service salver (round tray)
Using	a service plate
Carrying	glasses
Carrying and using	large trays

# Interpersonal skills



- Dealing with customers
- Dealing with incidents during service
  - Spillage
  - Returned food
  - Lost property
  - Illness of customer
  - Alcohol over-consumption
  - Unsatisfactory appearance

## Interpersonal skills (continue)

Dealing with children

Customers with additional needs

- Customer mobility
- Blind and partially sighted customers
- Customers with communication difficulties

Handling complaints

Recording incidents

# Health, safety and security

- Maintaining a safe environment
  - Avoiding hazards
  - Procedure in the event of an accident
  - Procedure in case of fire
  - Cleaning programmers
- Maintaining a secure environment
  - Dealing with a suspicious item or package
  - Dealing with a bomb threat



# MOMENT OF TRUTH

IMAGINE YOURSELF AS A GUEST, WHAT DO YOU  
EXPECT FROM THE SERVICE ?

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# Moments of truth (To create first impression)

- ⦿ Phrase credited to Jan Carlson, President of SAS
- ⦿ How to handle those guest encounters
- ⦿ Service commitment is total organization approach that makes a quality of service as perceived by the customer
- ⦿ Every hospitality organization has thousands of moments of truth everyday
- ⦿ Challenges in maintaining the expected levels of service



- Question?