



BASIC KNOWLEDGE OF FOOD AND BEVERAGE SERVICE PRINCIPLES

LEARNING OBJECTIVES

On completion of this seminar, you will be able to:

- Explain modes of operation in F & B services
- Understand the considerations in menu planning
- Understand the basic knowledge of kitchen operations

MODES OF OPERATION

- Independent Owner ship
- Chain Ownership
 - Single-concept chains
 - Multiple-concept chains
 - International food services chain
 - Local food services chain
- Profit Making Focused
- Non-Profit Making Focused

IN FINE DINING RESTAURANTS...

- A **luxury** meal experience is encouraged.
- **Time** taken to **consume meals** is **comparatively longer**.
- The proportion of the **time for reading the menu** and selecting from the menu items is correspondingly **greater**.
- While the customers' **average spending power** is **higher**, the menu selection is much greater.
- Customers would expect to be offered not only a large menu selection, but also a number of **chef's specialties and wines**.



AT THE LOWER LEVEL OF THE MARKET...

- Price: if a customer tends to pay a small amount of money, the range of menu items that can be made available within the cost limits will be more limited.
- The **time** taken to consume meals is usually **short**.
- Proportionately, **little of this time is spent studying the menu choice**.
- The **choice of menu** items in a restaurant is usually fairly **limited**.
- Customers may feel **uncomfortable** if presented with a very **large menu selection**.



COMMON EXAMPLES OF FOOD AND BEVERAGE SERVICE

	Price	Services	Menu
Fine Dining restaurants	<ul style="list-style-type: none"> • High-price • Unwritten rules on tipping • Services charge 10% required 	<ul style="list-style-type: none"> • High staff-to-guest ratio • Low seat turnover • Dress code and membership required • Full table service with formal table setting 	<ul style="list-style-type: none"> • Highly selective menu • Food are cooked-to-order • Customized according to the customers' preferences • High-quality and fresh ingredients
Casual dining restaurants	<ul style="list-style-type: none"> • Moderately-price • Services charge 10% required by most of the restaurants 	<ul style="list-style-type: none"> • Low staff-to-guest ratio • No formal dress code or dining etiquette • Full table service with simple table setting 	<ul style="list-style-type: none"> • Less selective menu • Set menus in certain occasion • More choices of dishes • Per-cooked or cooked-to-order
Fast food restaurants	<ul style="list-style-type: none"> • Cheaper menu • No service charge 	<ul style="list-style-type: none"> • Very low staff-to-guest ratio • Self-serviced • Free seating • No table setup • Little or no waiting time • Long hours of operations 	<ul style="list-style-type: none"> • Less selective menu • 'Quick food' are easy in preparation and convenient for take away • Lower health value • Semi-processed ingredients

COMMON EXAMPLES OF FOOD AND BEVERAGE SERVICE

	Food choice	Profit	Menu consideration
Fine Dining restaurants	<ul style="list-style-type: none"> • More variety of expensive ingredients • Seasonal ingredients • High Nutritional value • High-risk ingredient will also be used 	<ul style="list-style-type: none"> • Expensive Menu • High cost of luxury ingredients • High operation cost 	<ul style="list-style-type: none"> • High spending power • standard sequence • Customer center
Casual dining restaurants	<ul style="list-style-type: none"> • Limited ingredients • Price sensitive • Medium Nutritional value 	<ul style="list-style-type: none"> • Medium Menu • Medium cost of ingredients 	<ul style="list-style-type: none"> • Medium spending power
Fast food restaurants	<ul style="list-style-type: none"> • Standard ingredients • Price sensitive • Avoid High-risk ingredient 	<ul style="list-style-type: none"> • cheaper Menu • Low operation cost 	<ul style="list-style-type: none"> • Low spending power • No dining sequence • Menu center

RESTAURANTS THEME

Fine Dining

- Well- decorated
- Spacious which provides certain levels of customers' privacy
- Quiet and comfortable dining environment
- Project a classy and elegant atmosphere



RESTAURANTS THEME

Casual Dining

- Less formal in decoration when compared with fine dining restaurants
- Project a relax atmosphere



RESTAURANTS THEME

Fast Food

- Modern in decoration
- Sharp colors and logos are always used to create a unique image of the brand
- Sharp uniforms of staff help strengthening the brand images of restaurants



MENU DESIGN

- Identity or the decor of the restaurants
- Printed materials needs to be of good quality, heavy, durable , stain and grease resistant
- Unique, simple, highly recognizable
- Easy to read and well spaced
- Address the items that wishes to sell
- Little information and no description are consider as poor design

MENU DESIGN



MENU DESIGN

FIVE GUYS®

BURGERS and FRIES

Shop No. 1B, G/F - J Residence

60 Johnston Road - Wan Chai

36189122

OPEN 7 DAYS A WEEK! MON - SUN 11:00AM TO 10:00PM

BURGERS

HAMBURGER	HK\$ 75	LITTLE HAMBURGER	HK\$ 55
CHEESEBURGER	HK\$ 85	LITTLE CHEESEBURGER	HK\$ 65
BACONBURGER	HK\$ 85	LITTLE BACONBURGER	HK\$ 65
BACON-CHEESEBURGER	HK\$ 95	LITTLE BACON-CHEESEBURGER	HK\$ 75

DOGS

HOT DOG
CHEESE DOG
BACON DOG
BACON-CHEESE DOG

SANDWICHES

VEGGIE SANDWICH	HK\$ 45
CHEESE VEGGIE SANDWICH	HK\$ 55
GRILLED CHEESE	HK\$ 45
BLT (BACON, LETTUCE, TOMATO)	HK\$ 60

FRIES

FIVE GUYS STYLE or CAJUN STYLE

LITTLE
REGULAR
LARGE

Cooked in 100% peanut oil

DRINKS

REGULAR
BONAQUA BOTTLED WATER
BUDWEISER
CORONA EXTRA
BLUE GIRL

FIVE GUYS SHAKE	HK\$ 55
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with or without Whipped Cream

ALL MIX-INS FREE

CHOCOLATE PEANUT BUTTER COFFEE MALTED MILK
CHERRY SALTED CARAMEL STRAWBERRY BANANA
VANILLA OREO® COOKIE PIECES
(Add Bacon to Filly Shake!)

ALL BURGERS AND DOGS ARE AVAILABLE BUNLESS

ALL TOPPINGS FREE

MAYO LETTUCE PICKLES TOMATOES GRILLED ONIONS GRILLED MUSHROOMS KETCHUP MUSTARD
RELISH ONIONS JALAPENO PEPPERS GREEN PEPPERS A1 STEAK SAUCE BAR-B-Q SAUCE HOT SAUCE
(ALL THE WAY receives only toppings in black)

ZAGAT Survey Rated - Every Year Since 2001

Voted Best Fries - Best of the Twin Cities
City Pages '13

Voted Best of the Best French Fries
Watusaga Democrat People's Choice Awards '14

Readers' Pick: Best Burger & Fries
Washingtonian Magazine '16

"The Hot Dog of Your Dreams"
Lovin Dublin '16

"This Is How Burgers Should Be"
Instyle.co.uk, London

Reminder: Consuming raw or undercooked poultry, meat, eggs, shellfish or seafood may increase your risk of foodborne illness.

For more area locations go to www.FIVEGUYS.com.hk © 2018 FIVE GUYS HOLDINGS

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INTERIOR DESIGN – THE FIRST IMPRESSION

- Is one of the first physical aspects of a catering operation that a customer will come into contact with.
- Is composed of many different aspects:
 - Size and shape of the room
 - Design of the furniture
 - Color
 - Lighting
 - Air conditioning
 - Decoration (pictures, floral displays, etc.)
- ***Remember: a sense of totality is needed!***
- Contributes greatly to the creation of its image.



DINING AREA



BAR AREAS

Area

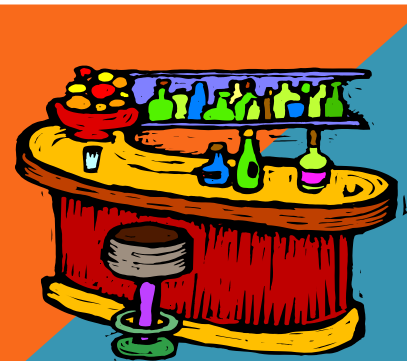
- The bar staff must be given **sufficient area of space** in which to work and move about.
- There should be **a minimum of 1m** from the back of the bar counter to the storage shelves and display cabinets at the rear of the bar.

Plumbing and power

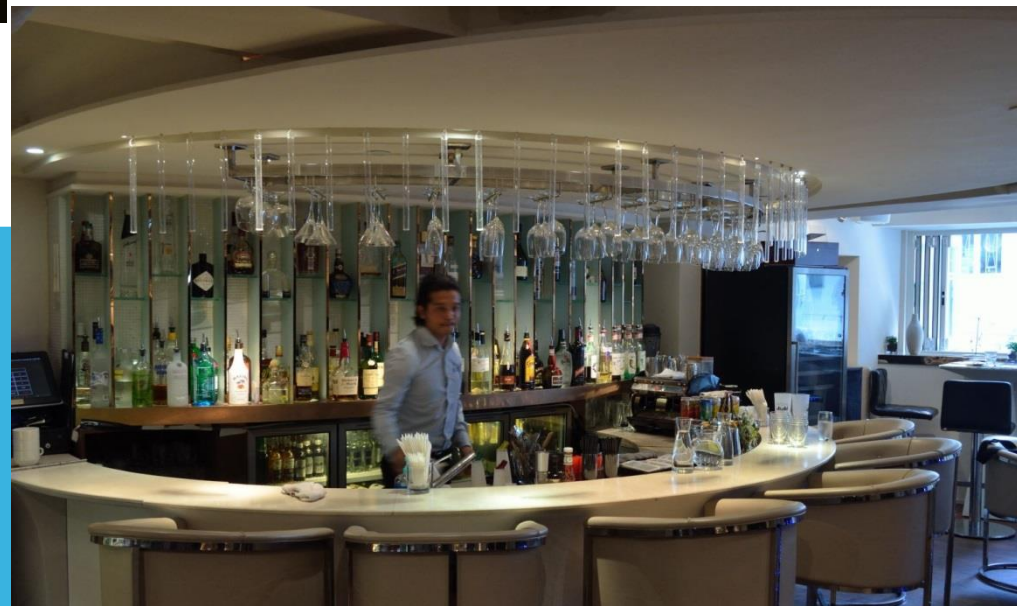
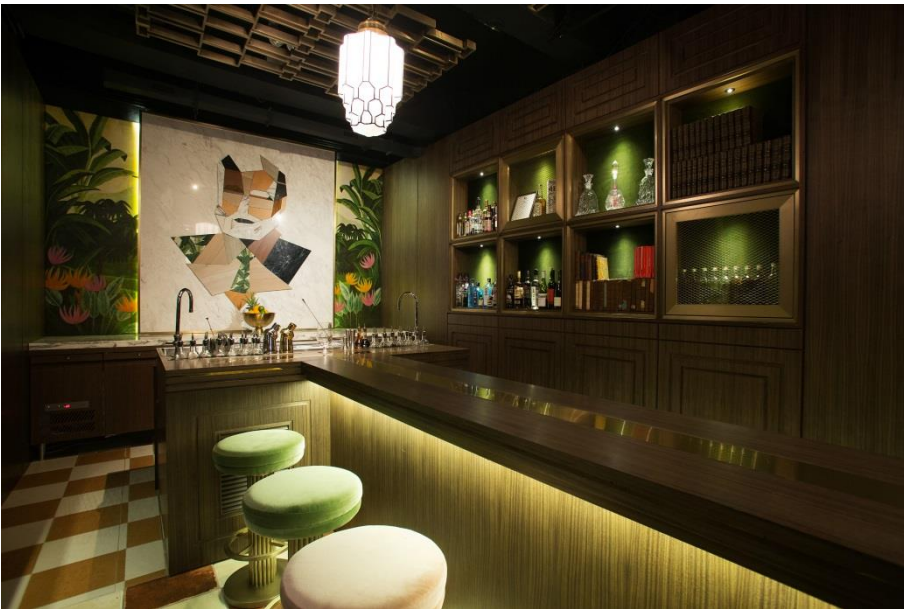
- It is essential to have **hot and cold running water for glass-washing**.
- **Power** is necessary to provide the effective working of **fridge and ice-making machine**.

Storage

- Adequate storage should be provided, such as **shelves, cupboards, and racks, for storing stock and equipment**.



BAR AREA



FOOD & BEVERAGE SERVICE AREAS – DECOR

- Appropriateness to the **type and style** of the operation
- **Functional reliability**
- **Sufficient flexibility** (especially where the space has multi-usage, e.g. function rooms)
- **Ease of maintenance** for on-going and programmed refurbishment
- **Ease of cleaning** and general housekeeping needs

DECOR



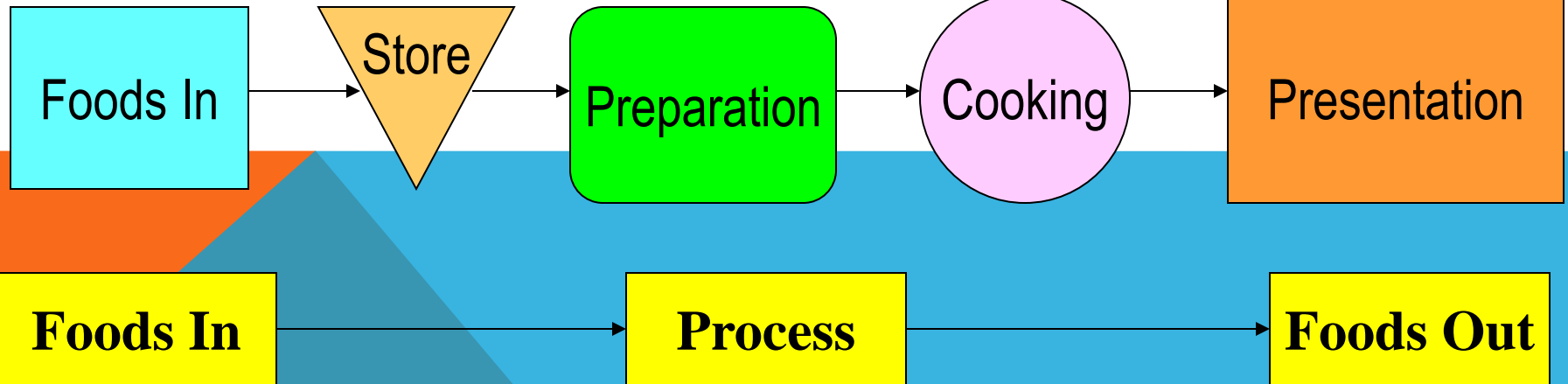
UNIFORMS



SENSES

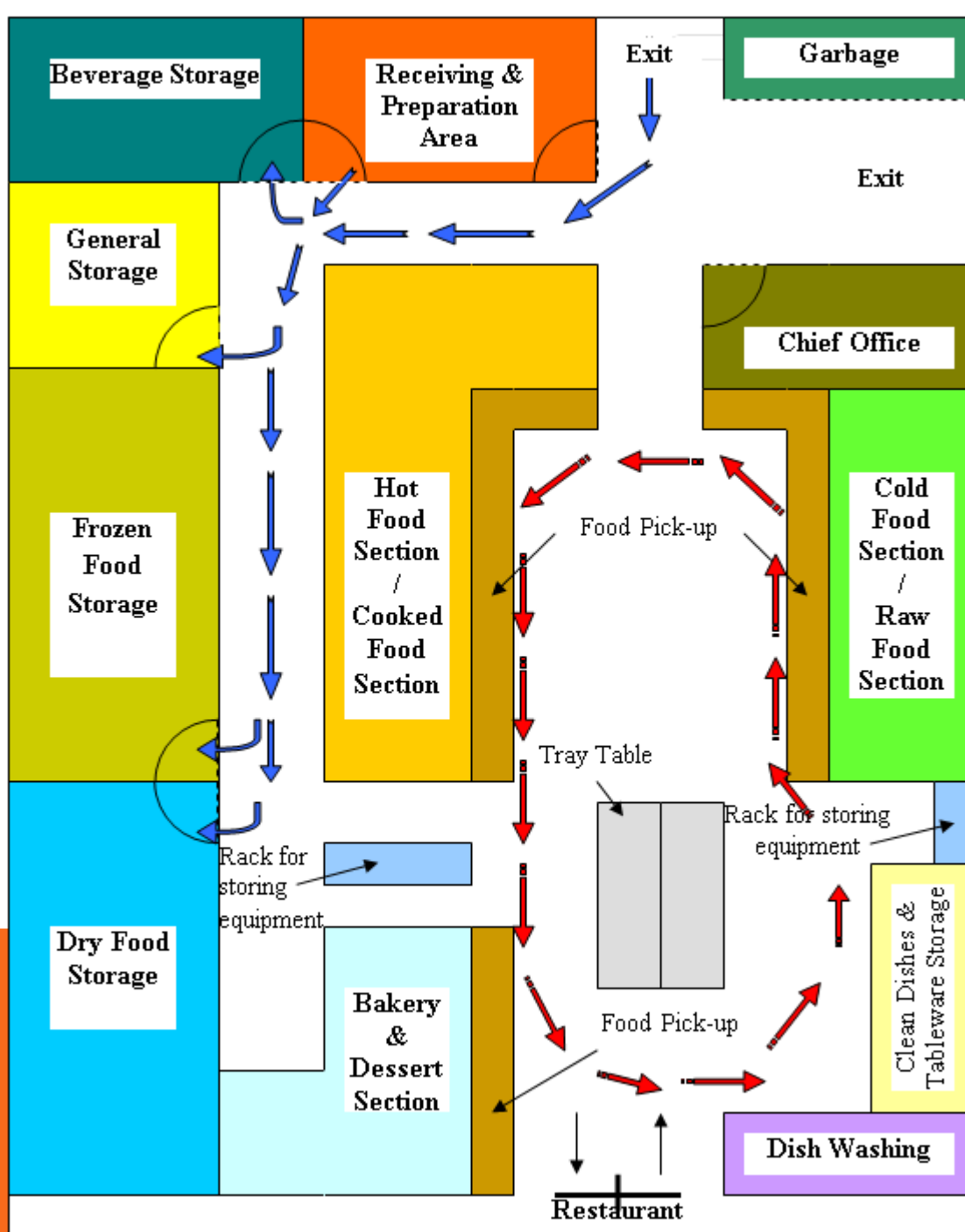
- Sight
- Touch
- Hearing
- Smell
- Temperature

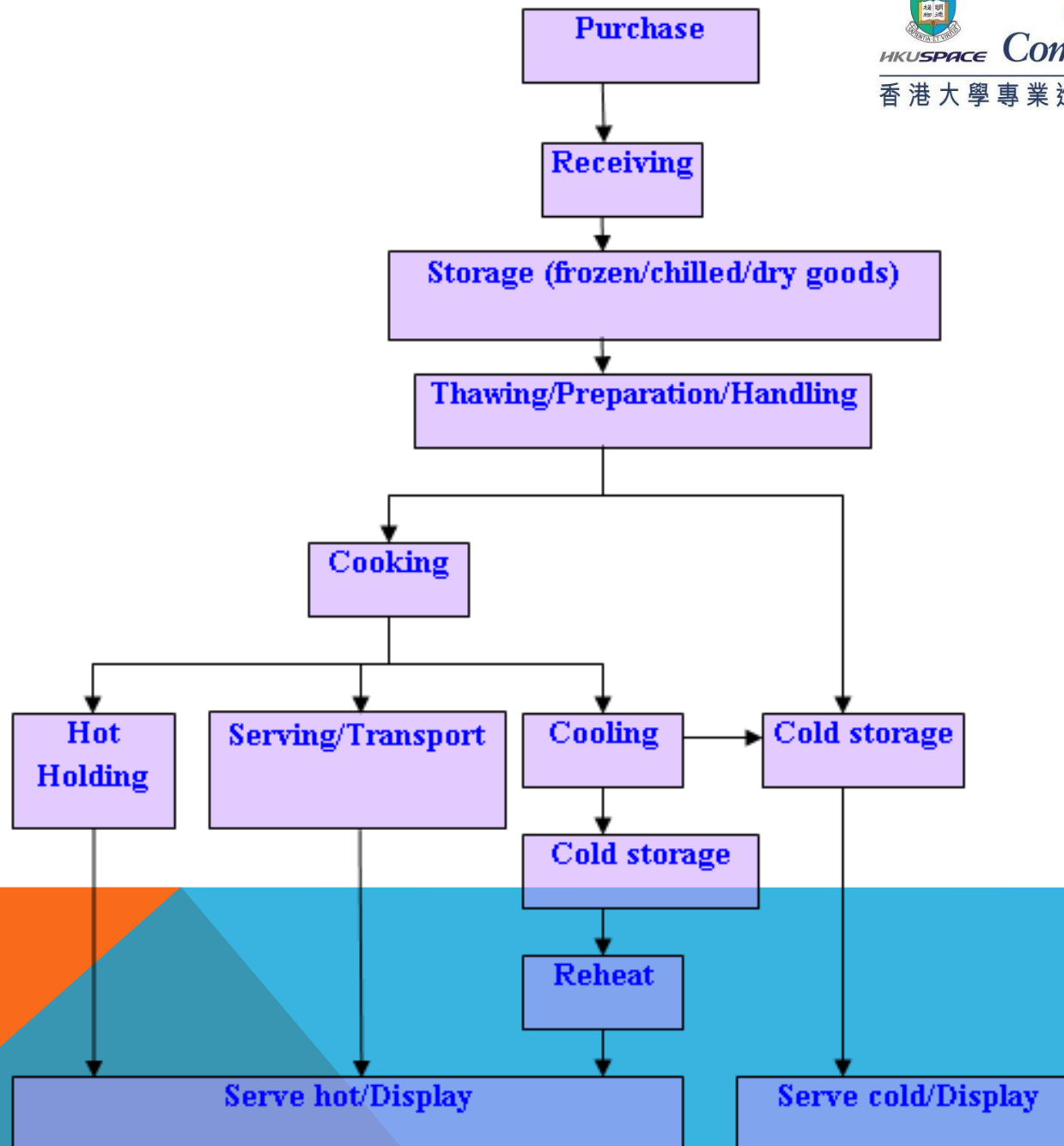
FOOD PRODUCTION SYSTEM





PO LEUNG KUK





REFERENCE

Davis, B., Lockwood, A., Alcott, P., & Pantelidis, I. S. *Food and Beverage Management*, 4th Ed, Elsevier Butterworth-Heinemann (2008)