

Enriching Knowledge for the SS Tourism and Hospitality Studies  
Series: Introduction to Hospitality – Basic Knowledge of Food  
and Beverage Service Principles (New)

Food and Beverage Daily Operation in Hotel ICON

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27 May 2022

# Alan Man

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- Hotel ICON- Assistant Restaurant Manager (Green)
- NUR (Michelin 1 star)- Senior Supervisor
- JW Marriot Hotel – Waiter and Restaurant Captain



# Alan Man

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## Academic Qualifications

MSc Business Management

*Edinburgh Napier University*

BSc Hotel Management

*The Hong Kong Polytechnic University*

## Industrial Qualifications

Court of Master Sommelier – Introductory Sommelier

WSET Level 3 Wine & Spirits

Certificate for Hygiene Managers



Hotel ICON

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# Hotel ICON

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- Opened on 21 September 2011
- Situated in Tsim Sha Shui East
- Subsidiary of School of Hotel and Tourism of PolyU
- Classified as Teaching hotel
- Top 25 Hotels in Asia @ TripAdvisor Traveller Choice
- Forbes Travel Guide 4 star Hotel 2022
- 262 rooms
- 3 main dining restaurants: Green, The Market, Above & Beyond



# Food and Beverage Operation in Hotel ICON

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# Types of Food and Beverage Service

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- Buffet service
- Semi-buffet service
- American service
- Gueridon service
- Bar service
- Banquet service
- In-situ service

# Division of Food and Beverage Service (F&B)





# The Market

- Buffet service
- The open-plan restaurant features open kitchens and can accommodate up to 200 diners
- Afternoon tea buffet on weekend and public holidays
- International cuisine
- In room dining

# Above and Beyond

- Located on the top floor of the hotel
- Cantonese cuisine
- 4 Private Dining Rooms
- Wine Room
- Sommelier selection wine cellar
- Executive Lounge

# Banqueting-Silver Box

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- Banquet service
- MICE
- Wedding
- Cocktail
- Press conference
- Product showcase
- Trade fair
- Concert afterparty

# Green

- A casual brasserie and bar situated on the lobby level
- All-day-dining restaurant (Breakfast, Lunch, Afternoon tea & Dinner)
- Western and South-East Asian cuisine
- Serving set menu and A la carte menu
- Brunch on the weekend public holidays
- Cake shop

Lunch



Menu



Lunch

# Menu



Afternoon Tea

# Menu



Dinner



# Menu



A La Carte

# A La Carte Menu



# Daily Operation

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- Daily food items
- Section Assignment
- Reservation
- Table set up and Alignment

# Daily Operation

## Hygienic condition

- Green Wall
- Cake gallery
- Refrigerator
- Table and Chair
- Back of house
- Buffet Table

# Daily Operation

## Daily and shift Briefing

- VIP
- Service key point
- Management's direction
- Reservation

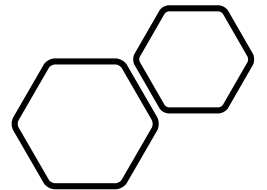
## Internship Training

- Training Calendar
- Training Content

# Daily Operation

## Inventory Management

- Beverage
- Linen
- Accompaniments
- Silverware, Glassware, and Crockery





# Daily Operation

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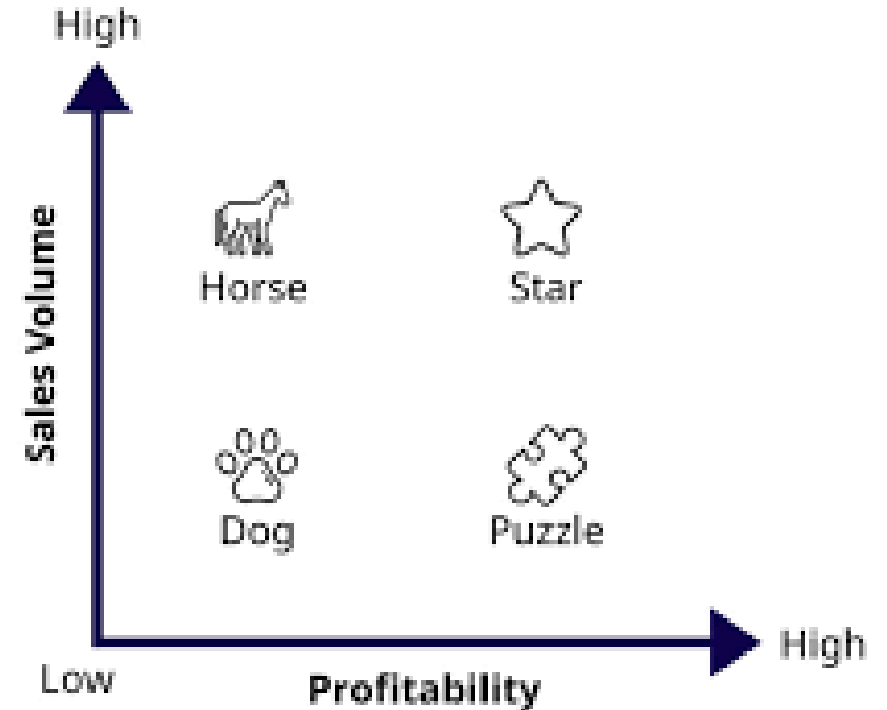
## Meeting with Rooms Department

- New VIP arrival
- Report VIP's visit
  - Preference record & updates
  - Special request
  - Behaviour

# Daily Operation

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- Menu engineering
  - Star and dog items
  - Direction of new menu
  - Discuss new menu concept with chef
  - Beverage creation







## Daily Operation

- Managing Delivery app during operation
- Point of sales (POS) system update
  - Aligning with menu
- Checking promotion Information
- Comments review
  - TripAdvisor
  - Comment card

Service  
Philosophy -  
Unlike Any  
Other

Three Pillars of Excellence

*Operational*

Job and product knowledge, Service sequence, New idea for operational effectiveness, Flexible service

*Aesthetic*

Personnel communication skills, Grooming, Hotel hardware, etc.

*Emotional*

Positive attitude, Service spirit, Engagement

Service  
Philosophy  
- Unlike  
Any Other

4 Style  
Characters

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Responsive

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Confident

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Stylist

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Passionate

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We Love to Care

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# Operational Impact under COVID-19

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# Operational Impact under COVID-19

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## Governmental policy

- Floor plan design
- Operation hour and service period
- Additional equipment  
E.g. partition, dish cover



**Hotel ICON**

2020年3月29日 · 🌐

唯港薈非常重視賓客與員工的身心健康，為應對目前的公共衛生緊急事態，我們現已重新編排三間酒店餐廳的座位，確保您於安全舒適的環境下用餐，同時保持適當社交距離和減低感染的風險。

最新營業時間及服務安排：

<https://bit.ly/2wAhAoP>

其他衛生防範措施：

<https://bit.ly/2JkRzwj>


# Operational Impact under COVID-19

## Menu re-engineering

- Afternoon tea + Dinner?

## Service method

- Take away and delivery
  - Buffet
  - Drive-thru
  - Food delivery app



# Operational Impact under COVID-19

## Staff planning

- Cross exposure training
- No-pay leave
- Flexible working hour



Q&A

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