

Module (II) Introduction to Hospitality Food and Beverage Sector

14 June 2018

Key Topics



- Food and Beverage Services and their Characteristics
- Sharing the Statistical Data of Food and Beverage Sector in Hong Kong
- Guest Speaker Sharing Session
- Future Trends of Food and Beverage Sector Robots in Catering
- Food Safety

Functions and Organization of Food and Beverage Operations (Hotel) Member of VTC Group

- Provision of required food and beverage items in events, banquets or outside catering services
- Provision of food and beverage services not only limited to restaurants and bars operating inside a hotel property

Food and Beverage Department



- Kitchens
- Restaurants e.g. fine dining, Chinese, Asian, western and bars
- Catering (internal and external)
- Banqueting (internal and external)
- Room service or In-room dining)
- Lounge bars
- Stewarding
- Staff canteen

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Kitchen Organizational Chart



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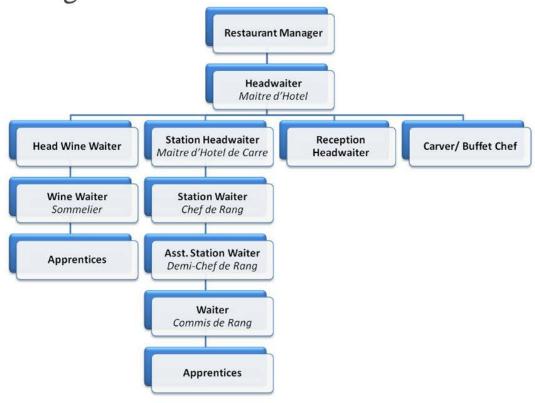
Source: http://huetour.club/wp-content/uploads/2017/11/brigade-kitchen-system-content-published-by-about-classic-kitchen-brigade-kitchen-brigade-system-chart-and-description.jpg

Kitchen Organizational Chart (Cont'd)



Organizational Chart – Restaurant Team

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Source: http://edgrafik.com/chart/small-restaurant-organizational-chart.php

Different Types of Kitchens



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- Production kitchen e.g. Hong Kong Convention Exhibition Centre
- Food preparation area e.g. vegetable and butchery section
- Banqueting kitchen e.g. wedding and conference
- À la carte kitchen e.g. Café and causal dining restaurant
- Grill room e.g. Fine dining or Michelin star restaurant
- Pastry kitchen e.g. Bakery and pastry products

Production Kitchen



The amount of food produced can be as large as in the production for the airlines such as Cathay Pacific Catering Services or functions centre such as Hong Kong Convention Exhibition Centre dealing with several hundred people

Source: http://www.cpcs.com.hk/big5/customers_c.html

Restaurants



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- Different restaurants cater for different events
 and times of the day. For example, Café or
 Coffee Shop in hotel. They will serve breakfast
 in buffet style; whereas lunch and dinner are
 served in dining room with formal setting
- Western: French e.g. Gaddi's, Caprice and Amber
- Asian: Japanese and Thai e.g. Imasa 今佐日本 料理
- Chinese: Cantonese e.g. Spring Moon 嘉麟樓

Banqueting and Catering (Internal and External)



- A banquet, event or function can be described as the service of food and drink.
- Banquet is a term used to describe a large formal occasion, e.g. Chinese wedding etc.
 Some examples of hospitality functions include:
- Business functions: Conferences, working breakfasts, luncheons and dinners, meetings
- Social functions: Gala dinners, anniversaries, weddings

Room Service



Customers who order food and beverages to be delivered to their rooms can enjoy high privacy and personalized services in their dining experiences

Lounge Bars



- Live band
- Cocktails and mocktail making
- Serving wines, beers and spirits

Stewarding



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The correct cleaning, drying and storage of all equipment used in the preparation and cooking of food

- Cleanliness of back-of-house
- Washing of pots and pans and other kitchen equipment
- Cleanliness of glassware, china and cutlery
- Inventory of chemical stock
- Maintenance of dishwashing machines
- Pest control

Staff Canteen



- Staff benefit
- Offering set meals to staff, some hotels operate their canteens in buffet style which provide more flexibility and food choices to their employees

Different Markets of Food and Beverage Services



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- Hotel Market e.g. restaurants or outlets
- Leisure Market e.g. tourism attractions or leisure places
- Business and Industrial Market e.g. industrial buildings
- Student Market e.g. cafeterias or canteens
- Retail Market e.g. department stores, 7-11 and vending machines
- Transportation Market e.g. airplanes, rails and cruises
- Health Care Market e.g.hospitals and nursing homes
- Other Public Sector Market e.g.prisons and military

Modes of Operations



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- Independent Ownership small family-run food and beverage services where the owners have complete control. Cha chaan teng and local bakery shop
- Chain Ownership e.g. The Compass group
- Single-concept chains e.g. McDonald's and KFC
- Multiple-concept chains
 - e.g. Maxim's Caterers Ltd operating fast food, Chinese and Western fine dining restaurants; and
 - King Parrot Group (景樂集團) http://www.kingparrot.com

Profit Making Focused

 Most food and beverage services available in the market are commercial-based which aim at generating profit e.g. restaurants and bars

Non-Profit Making Focused

 Non-profit making focused are mainly subsidized or welfare service e.g. prisons and military service

Food and Beverage Services and their Characteristics



- Fine dining restaurants
- Casual dining restaurants
- Fast food restaurants
- Bars

The characteristics of different types of restaurant in terms of Menu, Service and Theme

Fine Dining Restaurants



- A professional restaurant
- Delivering a high quality dining experience
- À la carte menu or tasting menu e.g. Gueridon service and Silver service
- High quality standard in food, environment and décor

Fine Dining Restaurants (Menu)



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- Serve 'A La Carte' menu
- High-priced menu
- Food are cooked-to-order (即叫即做)
- Beverage menu with long lists of wines and alcohols are always provided and is separated
- Emphasis on using high-quality and fresh ingredients
- Orders can be customized according to the customers' preferences

Fine Dining Restaurants (Service)



- High staff-to-guest ratio
- Low seat turnover
- Some require dress code
- Dining etiquette is required
- Well-trained and well-groomed staff
- Full table service with formal table setting e.g.
 Gaddi's, Caprice and Amber

Fine Dining Restaurants (Theme)

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- Well-decorated
- Spacious which provides certain levels of customers' privacy
- Quiet and comfortable dining environment
- Project a classy and elegant atmosphere e.g.
 Four Seasons Hong Kong Behind The Scenes at Caprice Restaurant

https://www.youtube.com/watch?v=FOsLcw7-WLM



Casual Dining Restaurants

 A restaurant that serves moderately-priced food in a causal atmosphere

Casual Dining Restaurants (Cont'd)

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Menu

- Serve À la carte menu, set menu, buffet and healthy food
- Set menus in certain occasions, e.g. lunch and tea-set
- Drink list is either combined with or separated from the main menu with less choices on wine but beer when compared with fine dining restaurants
- Dishes are moderately-priced
- Generally provide more choices of dishes than fine dining and fast food restaurants
- Food can be pre-cooked or cooked-to-order

Casual Dining Restaurants (Cont'd) IVE

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Service

- Low staff-to-guest ratio when compared with those in fine dining restaurants
- No dress code or dining etiquette is required
- Full table service with simple table setting
- Service charge of 10% is required by most of the restaurants



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Theme

- Less formal in decoration when compared with fine dining restaurants
- Project a relaxed atmosphere e.g. Disney Hollywood Hotel – Chef Mickey

https://www.hongkongdisneyland.com/dining/disneys-hollywood-hotel/chefmickey/

Casual Dining Restaurants – Cafes



Menu

- Simple menus with limited choices for customers' selection
- Mainly provide beverage items rather than food items
- Only light foods or easy-to-prepare items are provided
- Menus can be in the format of printed booklets or simply presented at the cashier counters
- Customers can either choose to dine-in or takeaway





Service

- Low staff-to-guest ratio e.g. 1:6
- Self-service: customers are required to go to the counters for ordering and collecting their own orders
- Free seating and no reservation is needed
- No table set up
- Generally no service charge is imposed
- Servers should have certain knowledge about coffee and give suggestions to customers if necessary

Casual Dining Restaurants – Cafés (Cont'd)



Theme

- Comfortable seats which encourage customers to stay longer and socialize with others for various purposes, including business and gathering with friends
- Home style decoration with warm colors and lighting to create a relaxed and casual atmosphere
- Open-kitchens which create a friendly environment and high transparency in operations

Casual Dining Restaurants - Specialty Restaurants



Menu

- Choices are moderately limited based on their specialties
- Food and beverage item ranged from ethnic to healthy cuisine
- Generally emphasis on unique features such as healthconscious market – salad bar, Non Genetic Modified (organic) food and beverage; traditional / local food – e.g. spicy cuisine in Sichuan, hot dogs and milkshakes provided in classic American diners, and etc
- Menus can be in the format of printed booklets or simply presented at the sales counters
- E.g. Locofama | Black Buddha (Hong Kong) (Healthy Cuisine)
 https://www.youtube.com/watch?v=R64MTEhtl74 and Grassroots Pantry (Organic Cuisine)
 http://www.grassrootspantry.com/

Casual Dining Restaurants - Specialty Restaurants (Cont'd)



Service

Varied from low staff-to-guest ratio to full service

Theme

- Specialty food service establishments are those whose focus is on maximizing the uniqueness of food and beverage concepts; therefore, varied from simple decoration to well-decorated atmosphere
- Create a friendly environment

Casual Dining Restaurants - Cafeteria



- A cafeteria is a type of food service establishment in which little or no table service is offered
- A cafeteria can also be a restaurant in which customers select their food at a counter and carry it on a tray to a table

Casual Dining Restaurants – Cafeteria (Cont'd)



Menu

- Choices are always limited
- The menu items available at cafeterias usually cover a variety of tastes, e.g. rice or noodles with a choice of vegetable, meat or fish
- Soups, sweets and beverages are also available
- Customers can simply refer to the menus with photographs
- Customers can either choose to dine-in or take-away the orders.





Service

- Very low staff-to-guest ratio e.g.1:30
- High seat turnover
- Customers line up in a queue at a service counter
- Free seating and no reservation is needed
- No table set up
- No service charge is imposed





Theme

- Simple decoration
- Narrow which cannot provide certain levels of customers' privacy

Fast Food Restaurants



- Customers demand has led to in a rapid growth in fast food outlets
- The variety of establishments offers a limited to very comprehensive choice of popular foods at reasonable prices

Fast Food Restaurants (Cont'd)

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Menu

- Choices are always limited
- Generally provide 'quick-food' which are easy in preparation and convenient for take away, e.g. burgers, pizzas and etc
- Items generally have lower health values
- Inexpensive menu items which are affordable by all general public
- No book menu is available in fast food restaurants and customers can simply refer to the menus with photographs near the counters for choosing their orders
- Food ingredients are semi-processed in central kitchen before delivering to the restaurants
- Food can be consumed either on the premises or taken 37
 away
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Fast Food Restaurants (Cont'd)



Service

- Very low staff-to-guest ratio e.g.1:30
- Self-service: customers are required to go to the food counters for ordering and picking up their own food
- Free seating
- No table set up
- No service charge
- Long hours of operations: some operate 24hour a day

Fast Food Restaurants (Cont'd) IVE

Theme

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

Bars



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- A bar also allows customers to meet and socialise for both business and pleasure
- There are many bars in Hong Kong, mostly in tourist areas and scenic locations, e.g. Lan Kwai Fong, SoHo Central, Tsim Sha Tsui, Wan Chai and along the harbour front
- Most bars will have a quick snack menu available for the customers
- The profit percentage from beverages is higher than that from food

Bars (Cont'd)



Menu

- Mainly serve beverage items, especially alcoholic drinks, such as beer, cocktails and wines
- Food provided are subsidiary and easy-toprepare in nature which generally include snacks and finger foods
- Some provide discount in non-peak hours e.g. happy-hour offers to attract more customers

Bars (Cont'd)



Service

- Most of them operate in the evening
- Service charge of 10% is required in Hong Kong
- Bartenders and servers should have professional skills and knowledges

Bars (Cont'd)



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Theme

- Always have a bar table with bartenders preparing drinks visible to the customers
- Dimmer lightings when compared with restaurants
- Can have different themes which mainly depend on the entertainment provided to customers, e.g. DJs or live bands playing music for the customers
- Sports bar are usually equipped with large TV screens which allow customers to enjoy watching sport events e.g. World cup and Basketball champion <u>The Globe http://www.theglobe.com.hk/</u>

Types of Menu



À la carte Menu (散餐菜譜)

- This is a menu with all the dishes individually priced.
- Items on the menu are cooked to order

Table d'hote Menu (Set Menu)

 This is a menu which offers a fixed number of courses and limited choices within each course at a fixed price



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Carte du jour (Daily Special)

- Written on a blackboard or introduced verbally by the waiter/waitress
- This type of menu provides set items at fixed price and would be changed on a daily basis

Children's Menu

- Children's menu can be à la carte or table d'hote
- The dishes can be prepared very quickly with smaller portion size



Banqueting Menu

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- Banqueting menus can also be table d'hote menus (set menu at a set price)
- when a large number of people are served at their table at the same time, course by course. Sit-down wedding banquets are a good example

Cocktail Menu (finger food)

- This menu consists of small items (no more than two bites)
- There is usually a selection of items canapés, hors d'oeuves
- Service staff will circulate with a tray of items which are offered to the standing customers



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Cycle Menu (循環菜譜)

- A cycle menu is a series of table d'hote that are offered in rotation, covering a given length of time, e.g. one, two, or three week(s)
- They are simple and easy to make when comparing with those which require daily changes
- These menus are usually available in industrial catering establishments, cafeterias, hospitals, prisons, colleges



Cycle Menu (循環菜譜) – Cont'd The length of the cycle depends on:

- Management policy
- The time of year
- Foods available
- Cost of items to prepare

The advantages of using a cycle menu include the followings:

- It reduces menu planning time
- It streamlines purchasing procedures
- It helps standardize food production
- It helps the food service become more efficient

Objectives of Menu (Hotel)



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- Menu items are selected not only to please the customers but to make a menu profitable for a commercial operation
- To identify the food and drink to be offered and portions to be served
- To identify the quantities and quality of food and beverage ingredients to be purchased
- It contributes in a big way to the business's market image
- Menus are effective marketing tools if they are designed for the needs of the target markets

Menu Card Design



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Jurassic Park Dinner Menu



Restaurant Design and Layout IVE

The layout of restaurants can be affected by many factors which include

- The restaurants' themes e.g. Fine dining VS Fast Food
- Styles of services e.g. assistant service vs selfservice
- Origins of cuisines e.g. French, Japanese or Chinese
- Staff-to-guest ratios depends what type of restaurant
- Layout and size of the restaurant e.g. size and shape of the floor plan



Ambience of a Restaurant

Atmosphere refers to the overall feel within the restaurant

- It conveys an image as related to the customers
- The menus, and the types of service
- The special atmosphere or mood created by a particular restaurant environment is its ambience

Ambience of a Restaurant (Cont'd) VE

Décor

- The décor of restaurant is the style of interior furnishing
- Ensures a comfortable and pleasurable stay for the customers as well as the food and service
- Interiors of many hotels are in line with the particular hotel design concept, and each hotel or restaurant can be decorated individually – conventional, classical or contemporary

Ambience of a Restaurant (Cont'd)

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Uniforms

- A uniform is a set of standard clothing worn by an employee of a hospitality organisation
- Developing a standard image and branding
- To maintain the high standard and ambience of a business, uniforms need to reflect image and brand identity through their colour, freshness and cleanliness
- In some establishments a laundry department will launder the working uniforms or clothing for the employees

Ambience of a Restaurant (Cont'd) VE

Senses

- Sight—The perception of visual space depends on a combination of lighting, decoration and colour.
- Touch—The perception of comfort while a customer is sitting in the restaurant including physical contact with table, tableware, seat and floor coverings.
- Hearing—The perception of overall noise levels including customers' conversation, in-house music, kitchen sounds, machinery and equipment e.g. air conditioners, coffee makers, microwave ovens
- Smell—The perception of cooking aromas, effectiveness of ventilation and air pollution in the neighbourhood
- Temperature The perception of air temperature in particular outdoor dining e.g. poolside dining, alfresco dining

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Ambience of a Restaurant (Cont'd) VE

Themes

- Theme restaurants are those in which the concept of the restaurant takes priority over everything else, influencing the architecture, food, music and overall 'feel' of the restaurant.
- It is usually emphasing fun and fantasy, glamorizing or romanticizing an activity such as sports and travel.
- E.g. Hard Rock Café Records
- E.g. International Cuisine Hong Kong
 Disneyland Hotel https://www.hongkongdisneyland.com/dining/disneys-hollywood-hotel/chef-mickey/?CMP=OKC-hkdl_gmap_chefmickey

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Basic Knowledge of Kitchen Operations



Basic design and Layout of a Kitchen

 To achieve the goals and objective to the establishment's marketing strategies

The menu will determine by

- the type of equipment required
- the type of customers
- number of staff employed
- positioning of the business

Basic Knowledge of Kitchen Operations (Cont'd)



Factors that Influence the Design and Layout of a Kitchen

- Capability of the staff
- Working methods of staff employee
- Size of dining area if applicable
- Number of staff employed and their skill levels
- Type of operation, e.g. breakfast, luncheon and dinner
- Storage areas for chemicals and equipment, perishable and non-perishable foods

Basic Knowledge of Kitchen Operations (Cont'd)



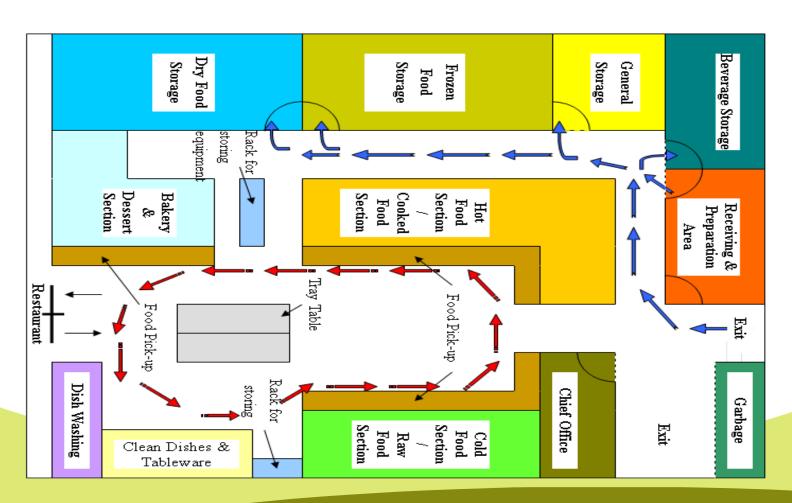
Factors that Influence the Design and Layout of a Kitchen – Cont'd

- Workers' safety—layout should safeguard the workers by eliminating hazards
- Movement—the layout should provide easy movement of materials and workers, and the cross traffic should be minimized
- Capacity of the operation
- Equipment available and efficient use of equipment
- Extent and size of the menu
- Methods of services—serviced (Table service vs table service)
- Methods of services— self-serviced (Fast food vs take away)

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Basic Knowledge of Kitchen Operations (Cont'd)





Basic Design and Layout of a Kitchen (Cont'd)



- Kitchens are normally divided into different sections
- Types and varieties of food provided to customers
- Work flows of different positions
- Food hygiene and work safety
- Smooth work flow from food processing to points of delivery and service (single way or one direction)

Basic Design and Layout of a Kitchen (Cont'd)



Food Production Area

- Food cooking or processing areas
- The menu and dining sequence, starting from the cold food section to the hot food section, and then the dessert section shown by red arrows
- Food items prepared by chefs are put on the food pick-up areas in each section for servers' pick-up
- Used dishes and tableware once collected would be delivered to the dish washing area for processing with cleaned ones being stored next to the washing area

Food Safety and Personal Hygiene



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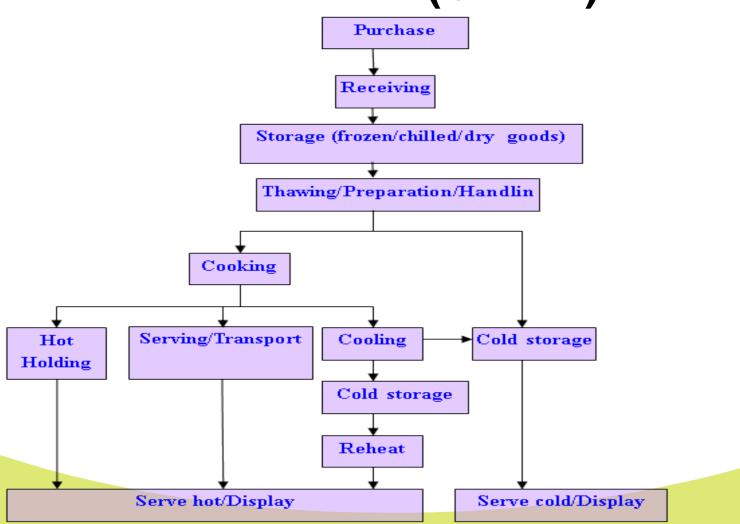
What are the 5 Keys to Food Safety?

- The World Health Organization has advocated five simple and affective keys for people to follow to prevent foodborne diseases. They are:
- Choose (Choose safe raw materials)
- Clean (Keep hands and utensils clean)
- Separate (Separate raw and cooked food)
- Cook (Cook thoroughly)
- Safe Temperature (Keep food at or below 4°C or above 60°C)

神探好奇-智破食物中毒案 https://www.youtube.com/watch?v=EP5JAUt-YEU 4:29 to 8:50

 "Flow Diagram for Food Handling Processes" prepared by the Centre for Food Safety enables industry practitioners to apply the "5 Keys to Food Safety" in each stage of their food handling procedures. It can prevent food safety problems efficiently

Flow Diagram for Food Handling Processes (Cont'd)



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Food Safety and Personal Hygiene



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	Choose Choose safe raw materials	Clean Keep hands and untensils clean	Separate Separate raw and cooked food	Cook Cook thoroughly	Safe Temperature Keep food at or below 4°C or above 60°C
Purchase	√				

Purchase

- Obtain food and food ingredients from approved and reliable sources, for example:
 - Local foods manufactured by licensed food premises;
 - Confirm that the suppliers have obtained relevant and valid licenses from the Food and Environmental Hygiene Department (FEHD)



Receiving

	Choose Choose safe raw materials	Clean Keep hands and untensils clean	Separate Separate raw and cooked food	Cook Cook thoroughly	Safe Temperature Keep food at or below 4°C or above 60°C
Receiving	✓	✓			



Receiving - Cont'd

- Inspection
 - Check the quality and safety of incoming food and supplies, including the expiry date, condition of the packaging and the food, temperature of frozen products
- Product Identification
 - Records showing the dates, descriptions, quantities and sources/destination of supply should be kept for specific foods for at least 60 days



Storage

	Choose Choose safe raw materials	Clean Keep hands and untensils clean	Separate Separate raw and cooked food	Cook Cook thoroughly	Safe Temperature Keep food at or below 4°C or above 60°C
Storage (forzen/chilled /dry goods)		✓	√		√



Storage - Cont'd

- All food should be stored in a clean, covered, or protected environment with proper temperature and humidity
- If cooked food not to be served immediately, we should store them at 4°C or below, or 60°C or above
- Frozen food must be stored at -18°C or below



Storage - Cont'd

- To avoid spoilage, stick to the first-in-first-out principle for food storage;
- Check the expiry date on the package;

Use By - Perishable food, e.g. bread and milk **Best Before -** Long-preserved food, e.g. canned food



Thawing

	Choose Choose safe raw materials	Clean Keep hands and untensils clean	Separate Separate raw and cooked food	Cook Cook thoroughly	Safe Temperature Keep food at or below 4°C or above 60°C
Thawing/		✓	✓		✓
Preparation/					
Handling					



Thawing - Cont'd

Frozen potentially hazardous food should be thawed at a temperature that will prevent the rapid growth of bacteria

- Put the food in a refrigerator or thawing cabinet maintained at 8°C or below
- Put the food in cold running potable water
- Use a microwave oven, but should be cooked immediately after the food thawed



Cooking

	Choose Choose safe raw materials	Clean Keep hands and untensils clean	Separate Separate raw and cooked food	Cook Cook thoroughly	Safe Temperature Keep food at or below 4°C or above 60°C
Cooking				✓	✓



Cooking – Cont'd

- Food must be fully cooked, especially meat and seafood
- Cook long enough for food to reach a temperature sufficient to kill bacteria, and to ensure the food is thoroughly cooked.
- When cooking raw animal food e.g. poultry, pork, minced meat, the centre of the food should reach a temperature of at least 75°C for 15 seconds 75



Hot Holding

	Choose Choose safe raw materials	Clean Keep hands and untensils clean	Separate Separate raw and cooked food	Cook Cook thoroughly	Safe Temperature Keep food at or below 4°C or above 60°C
Hot Holding		✓	✓		✓



Hot Holding - Cont'd

 Potentially hazardous food that has been prepared, cooked, and is to be served hot, should be held at a temperature of at least 60°C

Cooling After Cooking

- Food that has been cooked, and is intended to be kept under refrigerated storage before serving, should be cooled: (Blast Chiller)
- Firstly from 60°C to 20°C within 2 hours or less
- Then from 20°C to 4°C within 4 hours or less



Cold Storage

	Choose Choose safe raw materials	Clean Keep hands and untensils clean	Separate Separate raw and cooked food	Cook Cook thoroughly	Safe Temperature Keep food at or below 4°C or above 60°C
Cold storage		✓	✓		√
Cold storage after cooking		✓	✓	√	✓

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Cold Storage - Cont'd

- Store the food eaten raw in designated refrigerators or separate compartments of the refrigerator to avoid cross-contamination
- Keep chilled food at a temperature at 4°C or below and frozen food at -18°C or below



Reheating

	Choose Choose safe raw materials	Clean Keep hands and untensils clean	Separate Separate raw and cooked food	Cook Cook thoroughly	Safe Temperature Keep food at or below 4°C or above 60°C
Reheat		✓		✓	✓



Reheating – Cont'd

- Food that has been cooked and cooled, during reheating, it should be reheated to 75°C or above as quickly as possible. Normally, the reheating time should not exceed 2 hours; and
- Food that has been reheated which should not be cooled and reheated for a second time



Serving

	Choose Choose safe raw materials	Clean Keep hands and untensils clean	Separate Separate raw and cooked food	Cook Cook thoroughly	Safe Temperature Keep food at or below 4°C or above 60°C
Serving/ Transport		✓	✓		✓



Serving – Cont'd

- Food handlers serving food to consumers should observe the following hygiene practices:
- Wash hands properly and frequently
- Keep hot food at 60 °C or above and cold food at 4 °C or below
- Minimize bare-hand contact with ready-to-eat food
- If gloves are used to handle ready-to-eat food, they should be of single-use

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Display

	Choose Choose safe raw materials	Clean Keep hands and untensils clean	Separate Separate raw and cooked food	Cook Cook thoroughly	Safe Temperature Keep food at or below 4°C or above 60°C
Display (Serve hot / serve cold)		√	✓		√



Display - Cont'd

- Display the food at 4°C or below, or at 60°C or above
- Ensure the food intended to be displayed remains frozen (preferably at -18°C or below)
- Do not display cooked food and ready-to-eat food to be served in raw food together
- Food display should be short unless chilling (4°C or below) or thermal (60°C or above) storing facilities are available

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The reasons of cross contamination are:

- Personal Hygiene Hands, Nose and eye
- Utensils Chopping Board, Knife and Tongs
- Raw food storage Freezer and refrigerator
- Clothing Chef Apron and Chef Jacket



Q&A



Thank you