

## Introduction to the food & beverage service industry

Objective:

- To know about the Food and Beverage service.
- To understand the classification of Catering establishment.
- To know the types of Food & Beverage outlets.
- Today more people than ever are eating outside the home and to meet this demand there is widening diversity in the nature and type of food and beverages on offer.
- So there is a need for improved professionalism in food and beverage service staff alongside for improved confidence and performance through higher standards of knowledge and skills.
  - **Food** can include a wide range of styles and cuisine types. These can be classified by the country, for example traditional British or Italian, by type of cuisine e.g. oriental or a particular speciality such as fish, vegetarian or health food.
- Beverage.....
  - **Beverages** include all alcoholic and non- alcoholic drinks. Alcoholic beverages include wines and all other types of alcoholic drink such as Cocktails, Beers, Cider, Spirits and Liqueurs. Non-alcoholic beverage includes mineral waters, juices, squashes and aerated waters as well as tea, coffee, chocolate, milk and milk drinks.

Aim of Food & Beverage industry .....

- Physical Needs
- Economic
- Social
- Psychological
- Convenience
- *Customers may want to satisfy some or all of these needs.*

## Classification of food and Beverage Industry

### Food & Beverage Industry

#### Profit Oriented

(Public or Private Ownership)

(Catering, main or secondary activity)

#### Cost provision

##### Restricted Market

Industrial catering  
Schools  
Universities, colleges  
Hospitals  
The forces  
Prisons  
Industrial (own ctg)

##### Restricted Market

Transport catering  
Clubs  
Industrial (contract)  
Private welfare

##### General Market

Hotels/Restaurant  
Popular Catering  
Fast food/ Take away  
Retail stores  
Banqueting/ Conference/  
Exhibitions  
Leisure attractions  
Motorway service stations  
Pubs and wine bars  
ODC (Out Door catering)

### **Types of food service operation**

Food and beverage operations include various types of restaurants ( bistros, brasseries, coffee shops, first class/ fine dining, ethnic, themed), cafes, cafeterias, takeaways, canteens, function rooms, tray service operations, lounge service operations, home delivery operations and room service operations for hotel guests. Examples of the types of operation are given.

**BISTRO-** Often a smaller establishment with check tablecloths, bentwood chairs, cluttered décor and friendly informal staff. Tends to offer honest basic and robust cooking.

**BRASSERIE-** This is generally a fairly large, styled room with a long bar, normally serving one plate items rather than formal meals ( though some offer both). Often it is possible just to have a drink, coffee or snack. Service provided by waiters, often in traditional style of long aprons and black waistcoats.

**NEW WAVE BRASSERIE- ( Gastro dome)-** Slick modern interior design, coupled with similar approaches to contemporary cuisine and service. Busy and bustling and often large and multileveled.

**COFFEE SHOP** - Similar to brasserie style operations, often themed. May be open all day and serve all meal types from breakfast through to supper.

**FIRST CLASS RESTAURANT-** Usually formal fine dining restaurants with classical preparation and presentation of food and offering a high level of table ( silver, gueridon and / or plated) service. Often associated with classic / haute cuisine.

**RESTAURANT-** Term used to cover a wide variety of operation. Price, level and type of service, décor, styles, cuisines and degree of choice varies enormously across the range of type of operation. Service ranges from full table service to assisted service such as carvery style operations.

**INTERNATIONAL RESTAURANT-**Indian , oriental, Asian , Spanish, Greek, Italian ,Creole and just some of the many types of cuisine available , with establishments tending to reflect specific ethnic origins. Many of the standard dishes are now appearing within a range of other menu types.

**THEMED RESTAURANT-** Often international in orientation, for example, Icelandic hot rock with food prepared and cooked at the table. ‘ Beni Hana’ oriental theme again with food prepared and cooked at table.Also includes themes such as Jungle, rainforest or music/ opera, where waiting staff perform as well as serve.

**INTERNATIONAL DESTINATIONRESTAURANT**–Often Michelin starred fine dining restaurants, offering a distinctive personality cuisine, ambiance, beverages and service. Usually table service at various levels but mostly personal and highly attentive. Generally considered as the home of gastronomy. Expensive but also value laden.

**HEALTH FOOD AND VEGETARIAN RESTAURANTS-** Increasing specialization of operation into vegetarianism and health foods ( through vegetarian food is not necessarily healthy), to meet lifestyle needs as well as dietary requirements.

**CAFETERIA-** Primarily self service with customer choosing selection from a counter or counters in varying designs and layouts. Originally developed for the industrial feeding market but now seen in a variety of sectors.

**POPULAR CATERING AND FAST FOOD OUTLETS**–Developed from table service teashops and cafes through to steakhouse and now incorporating snack bars, kiosks , diners, take ways and cafeterias with modern day burger, chicken and fish concept and with ethnic foods also being incorporated. Meeting the needs of all day meal dining and also the need for grab and go service, especially for the leisure, industrial and travelling markets.

**PUBLIC HOUSES** – Licensed environment primarily for drinking alcoholic beverages. May be simply a serving bar with standing room for customer or may have more plus surrounding incorporating the offer of a variety of foods.

**WINE BARS-** Often a mixture of bar and Brasserie style operation, commonly wine themed serving a variety of foods.

### **Drive Through**

- A **drive-through** is a type of fast-food restaurant without seating; diners receive their food in their cars and drive away to eat
- Most fast-food restaurants offer take-out: ready-to-eat hot food in disposable packaging for the customer to eat off-site.

### **Café & Coffee house**

- **Cafés** are open for breakfast and serve full hot breakfasts. In some areas cafés offer outdoor seating.
- **Coffee houses** are casual restaurants without table service that emphasize coffee and other beverages; typically a limited selection of cold foods such as pastries and perhaps sandwiches are offered as well.

### **Destination restaurants**

- A **destination restaurant** is one that has a strong enough appeal to draw customers from beyond its community

### **Business Centre**

- Commercial premises usually used by the occupier for a short period of time on the basis of the membership, for a reason like meeting, conference, small seminars etc.

During this the food and beverage service provide to this members

### **Food courts**

- An area in a shopping mall where fast food outlets are located.

### **Kiosks**

- a small open-fronted hut or cubicle from which newspapers, refreshments, tickets, etc. are sold.

### **Snack bars**

- A **snack bar** usually refers to an inexpensive food counter that is part of a permanent structure where **snack** foods and light meals are sold.

## **TYPES OF F & B OPERATIONS OR SECTORS OF FOOD AND BEVERAGE OUTLETS**

It is possible to make a number of distinctions between the many different types of food and beverage outlets. In the first place there is a distinction between those outlets which are operated on a strictly commercial basis and those which are subsidized.

Secondly there is a distinction to be made according to the type of market served. In some cases the market is confined to restricted groups, as for example in a hospital and prison, whilst in other cases the outlet is open to the public at large.

A third distinction is between outlets where catering is the main activity of the undertaking as for example in a privately owned commercial restaurant and those where it is a secondary activity, as in the case with transport catering or school meal catering. A final distinction may be made between outlets which are in public ownership and those in private ownership.

Therefore, food and beverage outlets can be broadly classified under the following sectors:

### **I. COMMERCIAL SECTOR**

### **II. SUBSIDIZED OR WELFARE SECTOR**

#### **I.COMMERCIAL SECTOR - Restricted Market**

Transport Catering:

Road: Provide a valuable catering service to the traveling public and their food and beverage facilities usually include self service and waiter service restaurants, vending machines and take-away foods and beverages.

Rail: terminal catering and in-transit catering.

Catering at the railway terminals usually comprises licensed bars, self service & waiter service restaurants, fast food and take-away units, supplemented by vending machines dispensing hot and cold food and beverages.

In transit catering there are two kinds, in the first we have restaurant car service where breakfast, lunch, and dinner are organized in sittings and the passengers go to the restaurant car for service where appropriate seating accommodation is provided and then return to their seats on the train after their meal. The other kind is the pantry car type of service.

### **Air: terminal catering and in-transit catering**

Terminal catering includes restaurants, coffee shops, fast food restaurants, vending machines etc. The in-flight catering service varies considerably with the class of travel, type and duration of flight etc. At one extreme food and beverage portions are highly standardized with the meals portioned into plastic trays which are presented to the passengers and from which they eat their meals. Disposable cutlery, napkins etc are used which reduces the facilities necessary for washing up and cuts down on breakage and wastage. At the other extreme there is virtually no portion control, service is from a gueridon trolley, food is portioned in front of the customers and garnishes sauces etc added according to their requirements. The crockery used may be bone china and this combined with fine glass ware and cutlery creates an atmosphere of high class dining. Flight kitchen is a commercial operation run by hotel. Flight kitchen is often contracted out to a specialist catering firm, which often will supply similar service to many airlines.

The entire food that is airlifted is divided into three  
Breakfast, Snacks, Main meal.

Every aircraft have a catering officer who informs the flight kitchen regarding:

- number of passengers ( inform 24 hours in advance )
- economic class
- business class
- first class
- number of vegetarians, non-vegetarians etc.

If any adjustments have to be given, cut off time is 6 hours. Food is prepared by the flight kitchen. They bring to the packing area where food is packed. All items are covered with silver or aluminum foils kept in hot oven cages which are kept in galley trolleys. Before loading in aircraft it is checked by in-flight supervisor. Once it is loaded in galley, galley in-charge is responsible for the operation of one galley.

The provision of a catering service in air travel is normally inclusive in the price of fare.

### **Sea catering:**

Here selected foods which have a higher shelf life are preferred.

Convenience foods are mostly preferred.

Clientele is highly captive.

Higher storage space is required.

### **Clubs:**

Clubs, as a sector of the hotel and catering industry, are establishments offering food and drink, with at times accommodation, to members and bonafide guests. The type of clubs are varying from working men's club, to political party clubs, social clubs, sporting clubs, restaurant clubs, to the private exclusive clubs.

Basically, clubs are classified as two main types:

- i) Proprietary clubs,
- ii) Registered clubs.

The service may not be very elegant and buffet or silver service is mostly seen here.

Institutional and Employee Catering - Contract caterers

It is worth considering, however that in parts of the private sector such catering activities may be operated on commercial basis. For example, in many private hospitals and private schools the catering function is operated very much with commercial objective in mind. In some cases the catering may be run by the enterprise itself whilst in others it is in the hands of the catering contractor.

Mostly Institutional and Employee Catering is done as a subsidized or welfare catering.

### **COMMERCIAL SECTOR: General Market.**

In the Commercial sector - General Market, catering has increased and developed over the past twenty five years. This sector consists of Hotel, Restaurants and Snack bars, Fast foods and Take-aways, Pubs, Bars, Discotheques, Casinos, etc. where the objective is mainly profit. Thereby, the competition is very high, since the segment is the general market. Again there are various segments of this general market i.e. lower middle class, middle class, upper middle class, up-market or the rich class, which are mainly classified depending on the per capital income levels and the spending power of the above.

## **II. SUBSIDIZED OR WELFARE CATERING**

Subsidized or welfare food and beverage establishments may be defined as those operations in which the profitability of the catering facility is not the outlet's primary concern.

This may be classified as:



## A. INSTITUTIONAL CATERING

## B. INDUSTRIAL / EMPLOYEE CATERING.

A. Institutional Catering - Institutional catering establishments include schools, universities, colleges, hospitals, the Services, and prisons. In some of these establishments no charge is made to certain groups of customers to pay for the provisions of the Food & Beverage services as they are completely or partially subsidized by various Government funds. This is the part of catering industry commonly referred to as the welfare sector.

A. Industrial/Employee Catering - This is the provision of the catering services mainly for employees in the public and private sector.

The activity may be performed directly by the employer, or subcontracted out to contract caterers. In providing a catering service for the employees, the parent company may decide at one extreme to subsidize the facility or at the other to pass all the costs on to the customer.

A variety of catering styles and level of service are found in industrial catering situations. The majority of the market is catered for by popular and fast-food facilities incorporating different methods of service, such as self-service, cafeterias, buffet restaurant and vending operation; management in large companies may also have additional choice of waiter service facilities. At the top end of the industrial catering market, that is, those facilities catering for directors and executives, the standard of food and service can equal that found in commercial high class restaurants, with waiter silver service being followed.

Food and beverage service Staffing for various catering establishments.

### 1. Medium class hotel

Hotel manager

Assistant manager

Head waiter

Waiters

Wine waiters

Cashiers

2. Cafeteria

Catering manager

Supervisor Assistant supervisor

Counter service hands

Clearers

Cashier

3. Industrial concern

Catering manager

Assistant catering manager

Supervisors

Assistant supervisors

Waiters

Steward/Butler

Counter service staff

Clearers

Cashiers

4. Popular price restaurant

Restaurant manager/ supervisor

Waiting staff

Dispense bar assistant

5. High class hotel

General manager

F&B manager

Asst Managers

Restaurant Managers

Head Waiters  
Station Head waiters  
Waiters  
Trainees

## **AUXILLARY AREAS**

The service areas behind the scenes are known as back of house areas. These areas include the still room, hotplate area and the wash up. The back of house service areas are usually between the the kitchen and food and beverage service or front of house areas. They are important parts of the design of a food service operation, acting as the link between kitchen or food preparation areas and the restaurant or food and beverage service areas. They are also meeting points for staff of various departments as they carry out their duties and so well design layout is essential to ensure an even flow of work. The back of house areas must also be efficiently organized, stocked with well designed equipment and appropriately supervised.

**STILL ROOM-** The stillroom provides items of food and beverages required for the service of meal that are not catered for by the other major departments in a food service operation , such as the kitchen larder and pastry. The duties performed in this service area will vary according to the type of meals offered and the size of establishments concerned.

**EQUIPMENT-** Refrigerator for storage of milk cream , butter , fruit juices etc.

Hot and cold beverage making facilities

Large double sink and draining board for washing up purposes

Dishwasher of a size suitable for the stillroom but large enough to ensure efficient turnover of equipment.

Salamander or toasters

Sandwich toaster

Bread slicing machine

Worktop and cutting board

Storage space for small equipment such as crockery, glassware and cutlery and tableware

Storage cupboard for all dry goods held in stock and for paper items like doilies and napkins

Coffee grinding machine to ensure the correct grind of coffee for the brewing method.

Ice maker.

**HOTPLATE-** The hotplate or pass is the meeting point between the service staff and the food preparation staff. Active co operation and a good relationship between the members of staff of these two areas help to ensure that the customer receives an efficient and quick service of their meal.

The hotplate itself should be stocked with all the crockery necessary for the service of a meal . This may include some or all of the following items.

Soup plates

Fish plates

Joint plates

Sweet plates

Consommé cups

Platters

Soup cups

The food flats and serving dishes required for service are often placed on the top of the hotplate to warm through and used as required. The hotplate is usually gas or electrically operated and should be lit or switched on well in advance of the service to ensure all the necessary crockery and silver is sufficiently heated before the service commences.

**WASH UP-** The wash up must be sited so that staff can work speedily and efficiently when passing from the food service areas to the kitchens. Server should stack trays of dirties correctly within the service area, with all the correct sized plates together and tableware stacked on one of the plates with the blades of the knives running under the arches of the forks. All glassware that has not had grease or fat in it should be taken to a separate glass wash up point, often in the bar.

The wash up service area should be the first section in the still room when the waiter enters from the service area. Here all the dirty plates are deposited, stacked correctly and all the tableware placed in a special wire basket or container in readiness for washing. The server must place any debris into the bin or bowl provided. All used paper , such s napkins, doilies or kitchen paper , should be put in separate waste bins to ensure proper recycling.

**LINEN ROOM:** It keeps a stock of the various linen used in the restaurant/ outlet. Example – table cloth, serviettes, guest napkin, slip cloth, baize etc.

Fresh linen is picked up by the restaurant staff in exchange of the soiled linen. Generally it is done once a day. But it might be more than once in case of coffee shop. A linen register is maintained on a daily basis for this purpose.

**STORE :**Store room is the Food and Beverage Service Areas from where the Food and Beverage service staff requisite and receives items such as grocery and stationary that are required for smooth running of the day to day operation of the outlet.

**DISPENSE BAR:** The term Dispense Bar is recognized to mean any bar situated within the food and beverage service area that dispenses only wine or other alcoholic drinks to be served to a guest consuming a meal.