

Food and beverage operations essay sample

[Education](#)



**ASSIGN
BUSTER**

- The director of food and beverage reports to the general manager and is responsible for the efficient and effective operation of the following departments: – Kitchen/catering/banquet – Restaurants/room service/minibars – Lounges/bars/stewarding

Introduction to Hospitality Fifth Edition John Walker

Copyright ©2009 by Pearson Education, Inc. Upper Saddle River, New Jersey 07458 All rights reserved.

Food and Beverage Management

- The skills needed by a food and beverage director:
 - Exceeding guests' expectations in food and beverage offerings and service
 - Leadership – Identifying trends – Finding and keeping outstanding employees – Training – Motivation – Budgeting – Cost control – Finding profit from all outlets – Having a detailed working knowledge of the frontof-the-house operations
- Introduction to Hospitality Fifth Edition John Walker

Copyright ©2009 by Pearson Education, Inc. Upper Saddle River, New Jersey 07458 All rights reserved.

Figure 5–1 Food and Beverage Division Organization Chart for a Large Hotel

Introduction to Hospitality Fifth Edition John Walker

Copyright ©2009 by Pearson Education, Inc. Upper Saddle River, New Jersey 07458 All rights reserved.

Kitchen

- A hotel kitchen is under the charge of the executive chef, or chef in smaller

and medium-sized properties • Some executive chefs are called kitchen managers • Controlling costs is an essential part of operations; as labor costs represent the most significant variable costs, staffing becomes an important factor • Financial results are generally expressed in ratios, such as food cost percentage and labor cost percentage

Introduction to Hospitality Fifth Edition John Walker

Copyright ©2009 by Pearson Education, Inc. Upper Saddle River, New Jersey 07458 All rights reserved.

Food Operations

- Restaurant managers are generally responsible for the following:
Exceeding guest service expectations Hiring, training, and developing employees Setting and maintaining quality standards Marketing Banquets Coffee service In-room dining, minibars, or the cocktail lounge Presenting annual, monthly, and weekly forecasts and budgets to the food and beverage director

Copyright ©2009 by Pearson Education, Inc. Upper Saddle River, New Jersey 07458 All rights reserved.

Introduction to Hospitality Fifth Edition John Walker

Bars

- The profit percentage on beverages is higher than it is on food items, making bars an important revenue source
- The responsibilities of a bar manager include the following:
 - Supervising the ordering process and storage of wines
 - Preparing a wine list
 - Overseeing the staff
 - Maintaining cost control
 - Assisting guests with their wine selection
 - Proper service of

wine – Knowledge of beers and liquors and their service Introduction to Hospitality Fifth Edition John Walker Copyright ©2009 by Pearson Education, Inc. Upper Saddle River, New Jersey 07458 All rights reserved.

Bars

- Bar efficiency is measured by the pour/cost percentage • Pour cost is obtained by dividing the cost of depleted inventory by sales over a period of time – Food and beverage directors expect a pour cost between 16– 24%
- Hotel bars are susceptible to the same problems as other bars – All beverage service staff should receive training in responsible alcoholic beverage service – Another risk bars encounter is pilferage – The best way to prevent these occurrences is to have a good control system—which should include shoppers

Bars

- In a large hotel there are several kinds of bars:
Lobby bars Restaurant bar Service bar Pool bars Minibars Night clubs Sports bars Casino bars Catering and banquet bar

Stewarding Department

- Responsibilities of Chief Steward:
 - Cleanliness of back of house – Cleanliness of glassware, china, and cutlery
 - Maintaining strict inventory control and monthly stock check – Maintenance of dishwashing machines – Inventory of chemical stock – Sanitation – Pest control – Forecasting labor and cleaning supply needs

Hospitality Fifth Edition John Walker Copyright ©2009 by Pearson Education, Inc. Upper Saddle River, New Jersey 07458 All rights reserved.

Catering Department

- Catering:
 - Includes a variety of occasions when people may eat at varying times
- Banquets:
 - Refers to groups of people who eat together at one time and in one place
- Terms are used interchangeably

Figure 5-2 Organization of Catering Department

Catering Department

- The director of catering reports to the food and beverage director, and is responsible for selling, servicing, catering, banquets, meetings, and exhibitions
- The director of catering must be able to:
 - Sell conventions, banquets, and functions.
 - Lead a team of employees.
 - Make up departmental goals and objectives.
 - Set individual and department sales and cost budgets.
 - Set service standards.
 - Ensure that the catering department is properly maintained.
 - Be creative and knowledgeable about food, wine, and service.
 - Be very well versed in the likes, dislikes, and dietary restrictions of various ethnic groups.

Catering

- For meetings, a variety of room setups are available depending on a client's needs; the most frequently selected meeting room setups are:
 - Theater style
 - Classroom style
 - Horseshoe style

<https://assignbuster.com/food-beverage-operations-essay-sample/>

Figures 5-3, 5-4, and 5-5 Seating Styles

Introduction to Hospitality Fifth Edition John Walker

Copyright ©2009 by Pearson Education, Inc. Upper Saddle River, New Jersey 07458 All rights reserved.

Catering Event Order

- Also known as the banquet event order
- Prepared for each function to inform the client and hotel personnel about essential information to ensure a successful event
- Prepared based on correspondence with the client and notes taken during the property visits

Figure 5-7 Catering Event Order

Catering Coordinator

- Manages the office and controlling the function diary (now on the computer)
 - Must see that the contracts are correctly prepared and checks on numerous last-minute details
 - Operates web-enabled technology tools, such as Newmarket International's Delphi System
- Introduction to Hospitality Fifth Edition John Walker Copyright ©2009 by Pearson Education, Inc. Upper Saddle River, New Jersey 07458 All rights reserved.

Catering Services Manager

- Duties include:
 - Directing the service of all functions
 - Supervising the catering house persons
 - Scheduling the banquet captains and approving staffing
 - Cooperating with the banquet chef to check menus and service arrangements
 - Checking that the client is satisfied
 - Checking last-minute details
 - Making out client bills immediately after the function
 - Adhering to
- <https://assignbuster.com/food-beverage-operations-essay-sample/>

all hotel policies and procedures – Calculating and distributing the gratuity and service charges – Coordinating the special requirements with the DOC and catering coordinator

Room Service/In-Room Dining

- 56% of all properties offer room service and 75% of airport properties provide room service
- Generally, the larger the hotel and higher the room rate, the more likely they will offer room service
- Challenges include: – – – –
Delivering orders on time—especially breakfast
Making room service profitable/forecasting demand
Avoiding complaints of excessive charges
Having well-trained and competent employees

Introduction to Hospitality Fifth Edition John Walker

Copyright ©2009 by Pearson Education, Inc. Upper Saddle River, New Jersey 07458 All rights reserved.

Trends

- The use of branded restaurants instead of hotels operating their own restaurants
- Hotels opting not to offer food and beverage outlets
- Making outlets more casual
- Using themes for a restaurant
- Standardized menus
- Converting one beverage outlet into a sportsthemed bar
- Technology being used to enhance guest services and control costs.