

# 1. F & B Services — Basics

Food and beverage services sector contributes a great deal to the profits in hospitality industry. With the increase in importance of business meetings, a range of personal and social events, a large number of customers visit catering establishments frequently. The food and beverage professionals tirelessly work to intensify customers' experience through their service.

The F&B Services providing businesses deliver food and beverages to their customers at a particular location (on-premise) such as hotel, restaurant, or at the customer's intended premises (off-premise).

## F&B Services – Definition

---

Food and Beverage Services can be broadly defined as the process of preparing, presenting and serving of food and beverages to the customers.

F&B Services can be of the following two types:

- **On Premise:** Food is delivered where it is prepared. The customer visits the premise to avail the food service. The premises are kept well-equipped and well-finished to attract customers to avail F&B service. For example, restaurants, pubs, etc.
- **Off Premise or Outdoor Catering:** This kind of service includes partial cooking, preparation, and service at customer's premises. It is provided away from the F&B Services provider's base on the occasion of major events which call for a large number of customers.

## Types of F&B Services Operations

There are two broad types of F&B Services operations:

- **Commercial:** In this case, F&B Services is the primary business. The most known commercial catering establishments are — hotels, all kinds of restaurants, lounges, cafeterias, pubs, clubs, and bars.
- **Non-Commercial:** Non-commercial operations are secondary businesses in alliance with the main business. These F&B services mainly cater to their consumers with limited choice of food and beverages. These establishments often run under contracts. For example, food and beverage services provided at hospitals, hostels, and prisons.

In this tutorial, we mainly consider commercial food and beverage service sector. Let us first understand some common forms of F&B service.

## Food and Beverage Services

### What is Catering?

Catering is the business of providing foods and beverage service to the people at a remote location. It is a part of food and beverage service sector. For example, arranging food services at a wedding location.

### What is QSR?

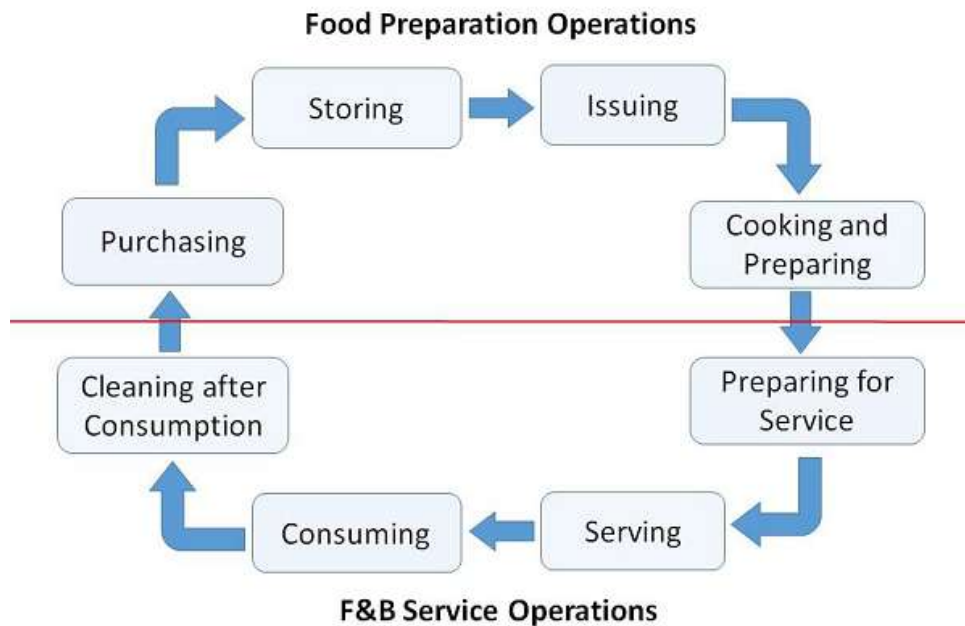
These are the fast food outlets called **Quick Service Restaurants** where the food is prepared, purchased, and generally consumed quickly. They are run with convenience as a main factor. Branded outlets such as McDonalds and Nando's are QSRs.

### What is FSR?

They are fine dining, family, specialty, ethnic, or theme restaurants called **Full Service Restaurants** where the food and beverage menu is wide and the customer's expectations are high. They are operated with customer satisfaction and experience as the key factors.

## 2. F & B Services — Cycle

Food and Beverage Services come only after preparing what is to be served. Most food and beverage service businesses operate in the following cycle:



The upper half depicts food preparation related functions, whereas the lower half depicts food and beverage service to customers.

### Food and Beverage Service Objectives

The food and beverage service is looked as a means of achieving satisfaction and making yourself feel comfortable in today's world. The main objectives of this service are:

- To satisfy the following needs:
  - **Physiological:** The need to taste different varieties of food.
  - **Economical:** The need to get F&B Services at the invested cost.
  - **Social:** The need to find friendly atmosphere.
  - **Psychological:** The need to elevate self-esteem.
- To provide high quality food and beverages.
- To provide friendly and welcoming atmosphere.
- To provide professional, hygienic, and attentive service.
- To impart value for money.
- To retain the existing customers and to bring in new ones.

### 3. F&B Services – Terminology

The following terms are frequently used in F&B services:

Term	Meaning
Back bar	A range of shelves displaying glassware and bottles.
Banquet	A sit-down meal served on the occasion of a formal or informal event such as a wedding party or a conference.
Binge Drinking	Drinking too much in a single session.
Buffet	A dining system where the guests serve themselves. Popular with a large number of guests and a small number of workforce.
Cocktail	Any mixed drink prepared using alcohol.
Condiments	Spices, sauce or other food preparations used to enhance the flavor or to complement the dish.
Crockery	Plates, dishes, cups, and other similar items, especially ones made of glass, earthenware, or china clay.
Cross-Contamination	It is a process of unintentional transfer microorganisms from one substance or object to another, with harmful effect.
Croutons	Crispy cubes of bread.
Cutlery	Knives, forks, and spoons used for eating or serving food.
Deli	A store that sells pre-cooked fine food.
Dram Shop	American term for 'Alcohol Bar'.
Gueridon Trolley	A trolley used in F&B Services business on which the food can be cooked, finished, or presented to the guest at the table.
High Ball (Long Drink)	Alcoholic beverage mixed with a large volume of soft drink and served in a tall glass with straw.
Mocktail	A non-alcoholic drink prepared using fruit juices or other soft drinks.
Pathogen	It is a biological agent that causes disease to its host.
Platter	A large flat dish or plate for serving food.
Pub	British name for 'Public House', an establishment licensed to serve alcoholic drinks.
Shot Ball	Alcoholic drink consumed in a gulp. It is served in shot glass.

## Food and Beverage Services

(Short Drink)	
Situ	On site, locally.
Spot Checking	Regular surprise checking conducted to review standardized recipes and food products to maintain quality.
Station	A set of tables allocated to waiters in the F&B Services establishment.
Table Cover	It is the area on the table for plates, glasses, and cutlery for single person.
Tines	Parallel or branching spikes of a fork.
Toque	Cooks cap with multiple folds represents the many different ways a chef knows to prepare a dish.

## 4. F & B Services — Organization

The food and beverage service is part of the service-oriented hospitality sector. It can be a part of a large hotel or tourism business and it can also be run as an independent business. The members of the F&B Services team are required to perform a wide range of tasks which include preparation for service, greeting the guests, taking their orders, settling the bills, and performing various other tasks after the guests leave.

Let us see the F&B services in hotels, structure of F&B department and ancillary services in a hotel.

### Food and Beverage Services in Hotel

---

Most of the star-ranked hotels offer multiple F&B services in their hotels. They can be:

- Restaurant
- Lounge
- Coffee Shop
- Room Service
- Poolside Barbecue/Grill Service
- Banquet Service
- Bar
- Outside Catering Service

### Structure of F&B Services Department

---

The F&B Services personnel are responsible to create the exact experience the guests wish for. The department consists of the following positions:

#### Food & Beverage Service Manager

The Food & Beverage Service Manager is responsible for:

- Ensuring profit margins are achieved in each financial period from each department of F&B service.
- Planning menus for various service areas in liaison with kitchen.
- Purchasing material and equipment for F&B Services department.

### Assistant Food & Beverage Service Manager

The Assistant Food & Beverage Service Manager is aware of and is tuned to all the work the F&B Services Manager performs and carries out the same in the absence of his superior.



### Restaurant Manager

The Restaurant Manager looks after the overall functioning of a restaurant. The responsibility of this staff member include:

- Managing the functions in the dining room
- Ordering material
- Stock-taking or inventory checking.
- Supervising, training, grooming, and evaluating the subordinates
- Preparing reports of staff and sales
- Managing budgets
- Handling daily sales and coordinating with cashiers

### Room Service Manager

The Room Service Manager is responsible for:

- Selecting, training, encouraging, and evaluating all junior employees
- Ensuring that cultural values and core standards of F&B department/establishment are met

## Food and Beverage Services

- Controlling labor expenses through staffing, budgeting, and scheduling
- Handling guest complaints
- Providing special requests

### Banquet Manager

The Banquet Manager is responsible for:

- Setting service standard for banquets
- Forecasting and allocating budgets for various types of events such as conferences, meetings, etc.
- Achieving food and beverage sales
- Controlling chinaware, cutlery, glassware, linen, and equipment
- Handling decorations and guest complaints
- Providing special requests
- Purchasing required stock by following appropriate requisition procedures
- Following up each function by receiving guest feedback and submitting it to F&B Manager
- Participating in departmental meetings
- Planning and pricing menu
- Training, grooming, and development of staff underneath

### Bar Manager

The Bar Manager is responsible for:

- Forecasting the daily flow of customers
- Allocating right number of staff according to customer influx
- Managing and monitoring bar inventory from store to bar
- Tracking all types of drink sales
- Allocating cleaning and tendering tasks

### Food Safety Supervisor (FSS)

A Food Safety Supervisor is a person who is trained to recognize and prevent risks associated with food handling in an F&B Services business. He holds an FSS certificate that needs to be no more than five years old. He is required in an F&B Services business so that he can train and supervise other staff about safe practices of handling food.

## **F&B Ancillary Departments**

---

Food and Beverage department relies upon the support of the following departments:

### **Kitchen Stewarding**

The Kitchen Stewarding department strives to ensure cleanliness, preparedness, and orderliness in the commercial kitchen so that the kitchen staff can work efficiently. It also ensures that all the tools and utensils required for a specific meal or cooking task are cleaned properly and are ready to go. The kitchen steward is a working link between the F&B Services and the commercial kitchen.

### **Dishwashing**

The Dishwashing department is responsible for providing clean and dry supply of glassware, chinaware, and cutlery for bar, banquet, lounge, and restaurant service.

### **Laundry**

The F&B department is highly reliable on laundry department or outsourced laundry services for timely supply of dry-cleaned and wrinkleless linen.

## **F&B Staff Attitudes and Competencies**

---

Each member of the F&B department hierarchy needs to have the following traits and skills:

### **Knowledge**

Awareness of one's responsibilities and roles, appropriate knowledge of food items, food and beverage pairing, etiquettes, and service styles is a great way to build confidence while serving the guests.

## Food and Beverage Services



### **Appearance**

It creates the first impression on the guests. The F&B staff members must maintain personal hygiene, cleanliness, and professional appearance while being on duty.

### **Attentiveness**

Attentiveness is paying sincere attention to details, memorizing the guests' needs and fulfilling them timely with as much perfection as one can put in.

### **Body Language**

The F&B Services staff needs to conduct themselves with very positive, energetic, and friendly gestures.

### **Effective Communication**

It is very vital when it comes to talking with co-workers and guests. Clear and correct manner of communication using right language and tone can make the service workflow smooth. It can bring truly enhanced experience to the guests.

### **Punctuality**

The F&B Services staff needs to know the value of time while serving the guests. Sincere time-keeping and sense of urgency helps to keep the service workflow smooth.

### **Honesty and Integrity**

These two core values in any well-brought-up person are important for serving the guests in hospitality sector.