

6. F & B Services — Outlets

Today, numerous types of food and beverage service outlets have come up in the market. They offer a wide range of food and beverage services that the customers can avail. The extent of service depends upon the type of service outlet. They include drive-through service of fast food where the customers can purchase their favorite food without having to leave their cars and pick-up points where food is delivered in minutes. There are also some elite class fine dining outlets which exhibit classy articles in the house and provide elaborate food services.

Here are some famous types of food and beverage outlets:

Outlet	Menu	Ambience	Service
Airport Lounges	Wide menu for breakfast, lunch, and dinner with hot and cold beverages, salads, main meals, and desserts.	Soft instrumental music, soft lights, formal ambience, all appealing for having meals at leisure and resting gracefully at the airport.	Self or Assisted service provided 24X7, round the clock. The traveler selects food and beverage of choice, and takes to the table himself.
Bars	Wide menu of soft drinks, alcoholic beverages, and light snacks.	Informal, relaxed atmosphere, energetic music, colorful flashy lights.	Push-low seating, speedy service of cocktails, mocktails, and snacks.
Cafeterias	Short dining menu with less food options. Follows cyclic meal plan.	Attached to educational institutes or industrial organizations	Self or assisted, pre-plated, low priced service.
Coffee Shops	Short menu with hot and cold beverages, snacks, and light meals.	Informal ambience with light music and moderate lighting.	Quick and mid-priced service for high customer turnover.
Discotheque /Nightclubs	Menu with snacks and beverages.	Strobe lights, laser lights, dance floor, lively music, informal and energetic atmosphere.	Entry permission for couples or members on charge, assisted service.
Family/ Casual Dining Restaurants	Elaborate menu of single or multiple cuisines which may change according to the operating hours.	Modestly furnished, Casual atmosphere.	Assisted, mid-priced service.

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Outlet	Menu	Ambience	Service
Fast Food Outlets	Limited menu of hot and Cold beverages with easily prepared and fast meals cooked in advance and kept warm.	Catchy trendy colored furniture, lights, and music.	Speedy service, minimum table service. The food is prepared in the kitchen, placed in the trays, and passed to the person at the counter, who then delivers to the customer. The customer picks up the trays and consumes it on premise.
Food Courts	Multi cuisine menu.	Multi-cuisine food outlets are located around modestly kept central dining area.	Speedy service with minimum personal attention. The customers pick up food and beverages of their choice from multiple outlets around and sit in the central dining area to consume.
Grill Rooms	Grilled meat or sea food with alcoholic/non-alcoholic beverages.	Attached to star hotels, gardens, or independent, may have open kitchen. Eye-catching counters.	According to hotel policies.
Poolside Barbeque	Roasted meats, crunchy vegetables, and seafood with wines and beer.	Located near swimming pools, Informal, relaxed atmosphere, energetic music.	Self/assisted service.
Pubs	Mostly alcoholic menu with snacks.	Informal and social ambience with less lighting and more chatting.	Push-low seating, self, or assisted service.
Specialty/ Ethnic Restaurants	Specific menus such as Chinese, Italian, Indian, Thai, or Mexican.	Follows specific theme. Interior Decoration is in line with the theme.	Uniform of the service staff, linen, and service ware are according to the theme and from the country where the food originates.
Take-away Counters	Limited or elaborate menu of food and beverages.	Frontend counter for selling is attached to the pantry.	Pickup service where customer places order, waits till it is completed, and picks the food and beverages to consume them off-premise.
Themed Restaurant	Limited menu that is based on the theme.	Architecture, lighting, and music induce the feel of the theme. Mostly informal ambience.	American/Assisted service.
Vending Machines	Pre-packaged chips, portioned foods, canned beverages.	Located in high labor cost and limited space areas such as transport hubs.	Complete self-service.

General Layout of F&B Outlets

Appropriate architecture of F&B outlet makes it prepare, present, and serve in optimum way and increase productivity. These are few basic considerations for various sections of F&B outlets:

Kitchen

It is farthest from the customers.

Store

It has large fridges, cupboards with multiple shelves, and lockers. It is attached to the kitchen.

Pantry

It is being the area where food or beverage is prepared ready to serve, it is located between the dining area and the kitchen.

Restrooms

There are two different schools of thought for location of restrooms: some experts consider that the restrooms must be near the entrance and some think that it should be isolated from entrance or dining area.

General Considerations for F&B Services Layout

While designing an F&B outlet, one needs to consider every factor that contributes to the smooth running of operations right from food preparation, cooking, dish presentation, serving, and all allied tasks.

While designing commercial F&B outlets, the following points are important:

- Target customer segment (Youth/Men/Women/All).
- Type of food (Light Food/Fast Food/Fine Dining).
- Manner of food production (Cooking/Grilling/Boiling/Baking/Steaming).
- Type of food distribution (On/Off Premise).
- Availability of carpet area.
- Number of staff required.

The kitchen is designed not to be directly visible. The chef cannot directly communicate to the guests. The guest tables and chairs are placed away from kitchen.

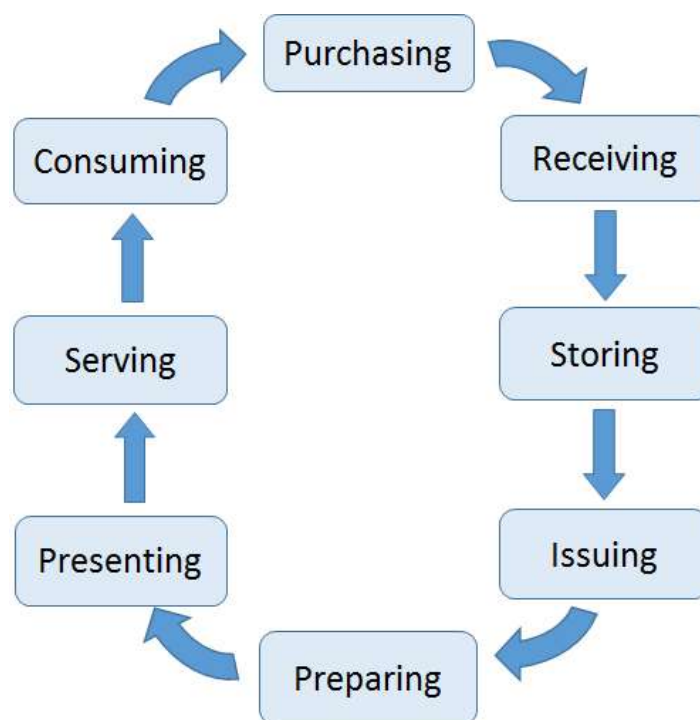
7. F&B Services — Operations

Food and Beverage Service operations involve a multitude of activities which engage the staff right from purchasing raw material, preparing food and beverage, keeping the inventory of material, maintaining service quality continuously, managing various catered events, and most importantly, analyzing the business outcomes to decide future policies.

Let us look into the operations involved in F&B service:

Product Cycle in F&B Service

The purchasing department in F&B Services is responsible for purchasing, storing, and issuing the supply of raw food items, canned/bottled beverages, and equipment. The following is a typical product purchasing cycle:



The purchasing department works with accounts department to keep the information on allocated budget and balance budget.

The following factors influence purchasing:

- Size of F&B Organization
- Location of F&B Organization

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- Availability and Size of Storage Space
- Organization Budget and Policies
- Availability of the commodity due to season

Purchasing Product

The purchaser is responsible for purchasing a product. He studies the market, and analyzes and selects suppliers, wholesalers, and the contemporary market prices. He then liaisons with suppliers and wholesalers to get good material at fair price and purchases the required commodities by following appropriate purchase procedures.

Receiving the Product

The receiver receives the products from the suppliers. He checks the product for right quality and quantity. He deals with the delivery personnel from the supplier's end and signs on the related receipts.

Storing and Issuing the Product

The store men carry out the task of storing received supply and issuing it to respective departments. They update the stock database, and manage old and new material in the stock. They also keep record of stock to the latest date.

Preparing and Presenting an F&B Product

This includes preparation of various food items and fresh beverages. The cooks prepare various foods and the bar tenders prepare cold beverages such as mocktails and cocktails. They also make the dish most presentable by arranging food on platter and decorating it in an attractive manner. The beverages are also decorated by using fruit slices, decorating the glasses, sippers, and stirrers.

Consuming the F&B Product

This part is played by the guests. At the service end, the respective staff takes inventory of the consumed and balanced stock of food and beverages and keeps it updated to latest figures.

Maintaining Food and Beverage Standards

It is very vital for an F&B Services organization or an F&B department in a large hotel to keep their standards of food and beverage high. If the quality of food and beverage along with the best service is what the guests liked, then the chances of the guests coming repeatedly and singing praises of what they received are high.

Food and Beverage Standards

Any food and beverage service business has a great responsibility of serving hygienic, safe, clean, and fresh food. The customers also rightfully question if the food or beverage they consume at the F&B Services outlet is healthy, safe, and fresh.

For ensuring food safety, a system named Hazard Analysis and Critical Control Points (HACCP) in Europe works to identify Critical Control Points (CCP) for the presence of physical, chemical, and bacterial hazards to food. HACCP has set guidelines and principles on producing healthy and safe food. It also enables food and beverage businesses to adhere to consistent safety and quality of food production.

In India, Food Safety and Standards Authority (FSSAI) works towards setting standards for safe and hygienic food. In USA, Food Safety and Inspection Service (FSIS) is responsible for the safety of meat, poultry, and processed egg products. Also, the Food and Drug Administration (FDA) is responsible for virtually all other foods.

Managing Buffets, Banquets, and Catered Events

Before planning and executing buffets, banquets, or catered events, the respective managers and supervisors need to consider the following factors:

Type of Event

It can be formal such as seminars, meetings, or conference, or informal such as a wedding reception, birthday party, employee outing, and alike.

Involvement of Various Persons

The participants such as decorating staff, planning staff such as managers, serving staff, supervising staff, whole sellers, and the guests.

Event Requirements

It is important to know the date and time of event, the number of expected guests, dance floor, audio or projector systems, or any special requirement demanded by the guests before planning the event.

Decors

It includes flowers, table arrangement, center-pieces, candles, artificial fountains/waterfalls, decorative art pieces, plants and pots; for both formal and informal occasions with the involvement of décor artists. The display pieces may be carved, baked, or assembled; made of edible or non-edible substances according to the laid standards. The decoration needs to go in pair with the theme of the banquet, buffet, or some event.

Menu

According to the time of event, it can include starters, salads, breads, main courses (meats, poultry, or sea food), desserts (fruits, pastries, or frozen desserts), beverages, accompaniments, and garnishes according to the establishment standards. It must be hygienic, in-line with the occasion, and meeting the F&B Services establishment standards.

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Serving Equipment

Depending upon the requirement of guests and serving style, it can include silverware, platters, table linens, and other required serving equipment. It also includes size and shape of tables and chairs.

Serving Norms

According to establishment norms, serving right food at right temperature, replenishing food platters timely, keeping the overall display neat and attractive, storing food and managing beverage consumption after service, cleaning buffet or banquet area, restoring plates, cutlery, Guerion trollies, and glassware after completion of service.