

Hospitality Services



ACCOMMODATIONS AND FOOD & BEVERAGE

The Restaurant Business



- Vital part of everyday life
- As a society we spend about 50% of our food dollars away from home
- The word *restaurant* comes from the French word meaning restore
- Multi-billion dollar business employing 12.5 million people



Food Trends & Practices

- Chefs will need:
 - A strong culinary foundation.
 - Multicultural cooking skills and strong employability traits.
 - Additional management skills.

- **Product Knowledge**
- Preparation
- Appearance
- Features
- Portions



Menu Planning

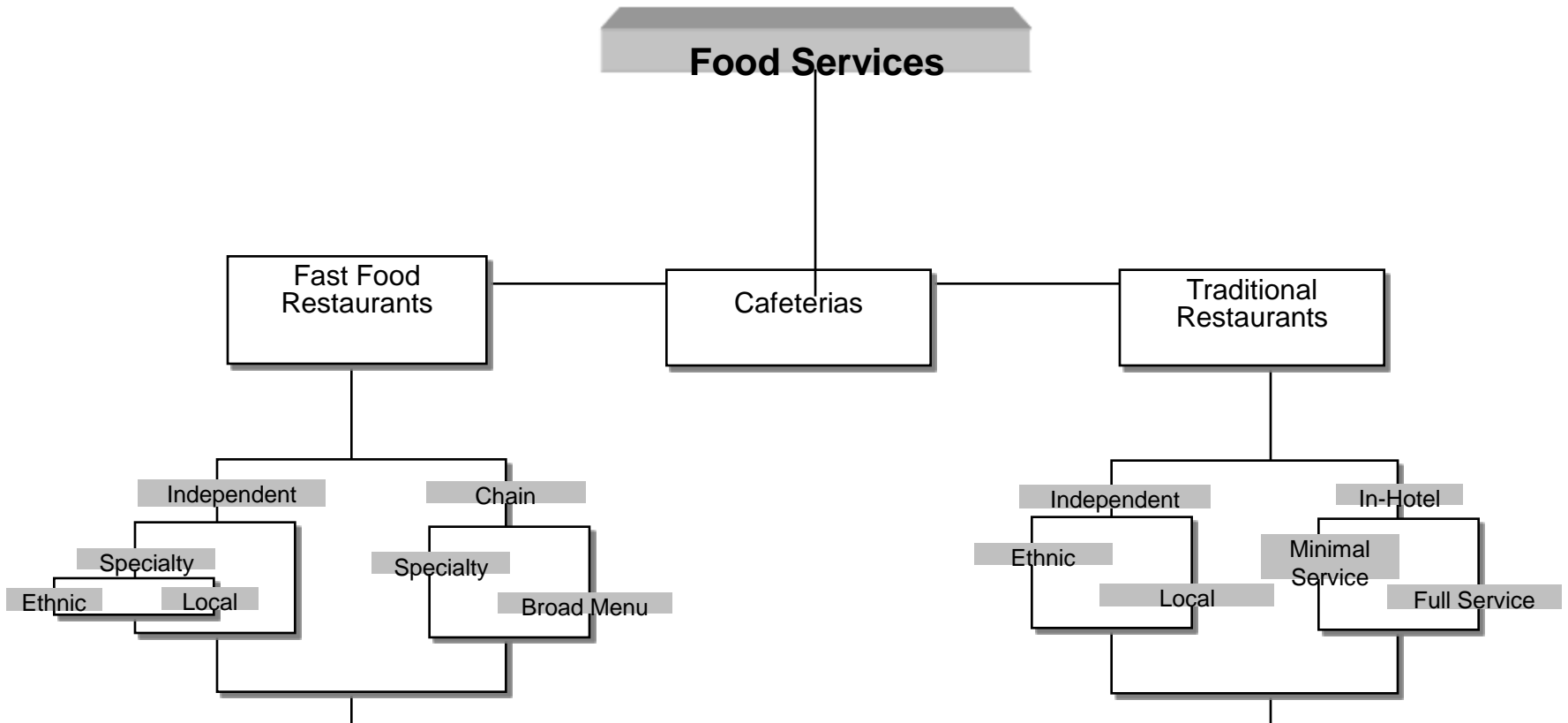
- There are six main types of menus:
 - *A la carte menus*—items are individually priced
 - *Table d'hôte menus*—a selection of one or more items for each course at a fixed price
 - *Du jour menus*—lists the items “of the day”
 - *Tourist menus*—used to attract tourists’ attention
 - *California menus*—are so named because in some California restaurants, guests may order any item on the menu at any time of the day
 - *Cyclical menus*—repeat themselves

Menu Planning



- The many considerations in menu planning include:
 - Needs and desires of guests
 - Capabilities of cooks
 - Equipment capacity and layout
 - Consistency and availability of menu ingredients
 - Price and pricing strategy (cost and profitability)
 - Nutritional value
 - Accuracy in menu
 - Menu design

Food Services Structure



Independent Restaurants



- These include coffee shops, fast food outlets, dining rooms, carry-out operations
- Level of service is dependent on type of facility and may range from full service to limited service
- Menus also range from elaborate to simple

Chain Restaurants

- A group of restaurants identical in market, concept, design, service, food, and name
- The same menu, food quality, level of service, and atmosphere can be found in any one of the restaurants—regardless of location



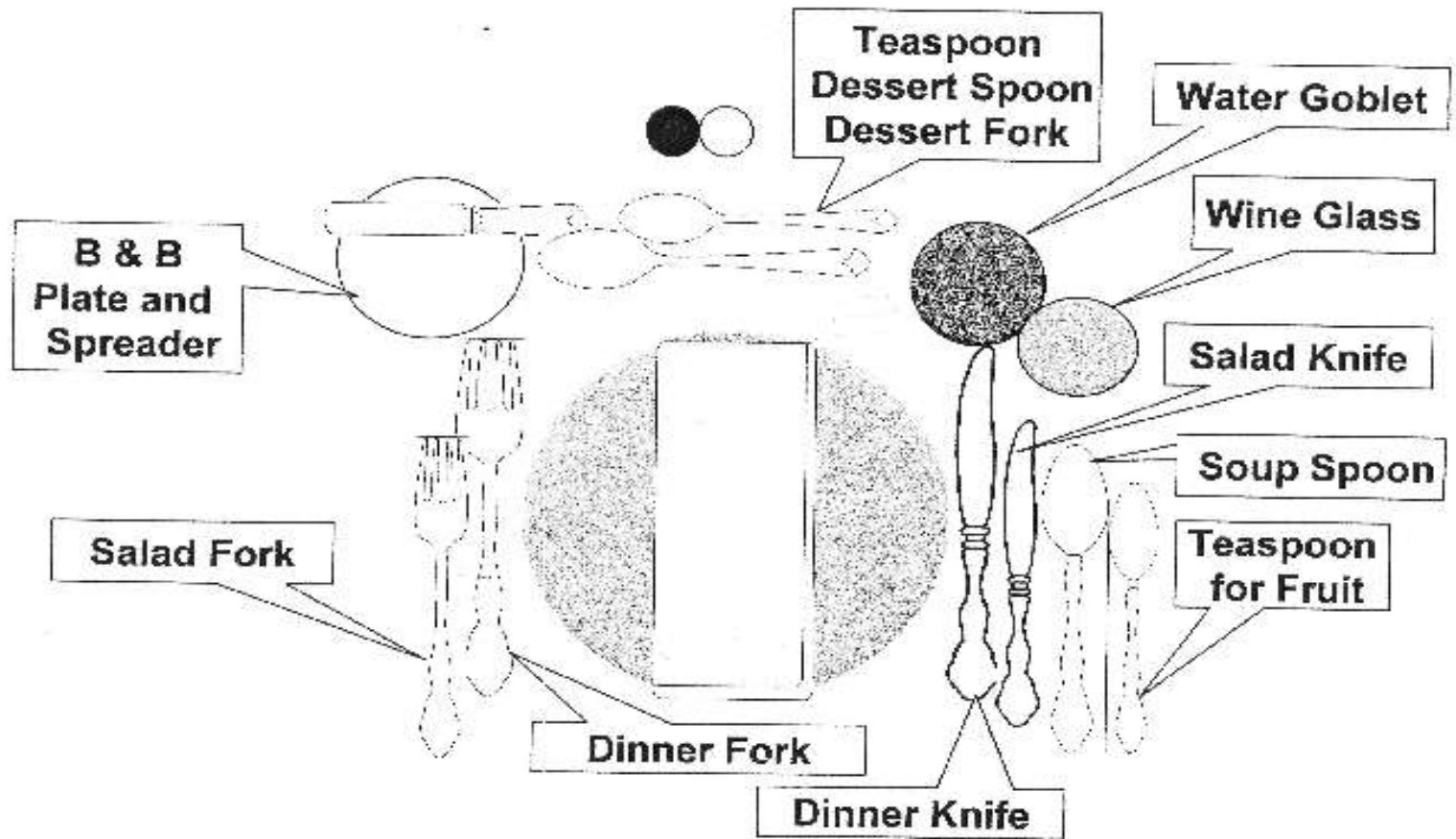
Hard Rock Café offers first-rate, moderately priced casual American fare with, of course, a side of rock and roll

Fine Dining



- May be formal or casual and may be further categorized by price, decor/atmosphere, level of formality, and menu
- Many serve haute cuisine—a French term meaning “elegant dining,” or literally “high food”
- Most are independently owned and operated by an entrepreneur or a partnership
- The level of service is generally high

Table Settings Holiday Pre-set



Touch, Touch, Touch is the secret of setting standardization

Theme Restaurants



- Of the many popular theme restaurants, 2 stand out:
 - First, the nostalgia of the 1950s—as done in the T-Bird and Corvette diners
 - Second, the dinner house category—among some of the better-known national and regional chains are TGI Friday's, Houlihan's, and Bennigan's
 - ✦ Casual, American bistro-type restaurants that combine a lively atmosphere created in part by assorted bric-a-brac to decorate the various ledges and walls

T.G.I. Friday's



Celebrity Restaurants



- Growing in popularity
- Wolfgang Puck, Naomi Campbell, Michael Jordan, etc.
- Celebrity restaurants generally have an extra zing to them—a winning combination of design, atmosphere, food, and perhaps the thrill of an occasional visit by the owner(s)

Casual Dining



- Relaxed—includes restaurants from several classifications:
 - Mid-scale casual restaurants: Romano's Macaroni Grill, The Olive Garden
 - Family restaurants: Cracker Barrel, Coco's, Carrow's
 - Ethnic restaurants: Flavor Thai, Cantina Latina, Panda Express
- Over the past few years, the trend in dinner-house restaurants has been toward more casual dining

Quick-Service/Fast-Food Restaurants

- Included in this category: Hamburger, pizza, chicken, pancakes, sandwich shops, and delivery services
- Increasing in popularity because of their location strategies

Major Customer Complaints

1. Timing
2. Beverage Delivery and Refill
3. Indifference
4. Attentive-Body & Voice
5. Lack of Value
6. Cleanliness-Food Quality
7. Convenience
8. Do What is Promised!



Equipment Handling

Chinaware

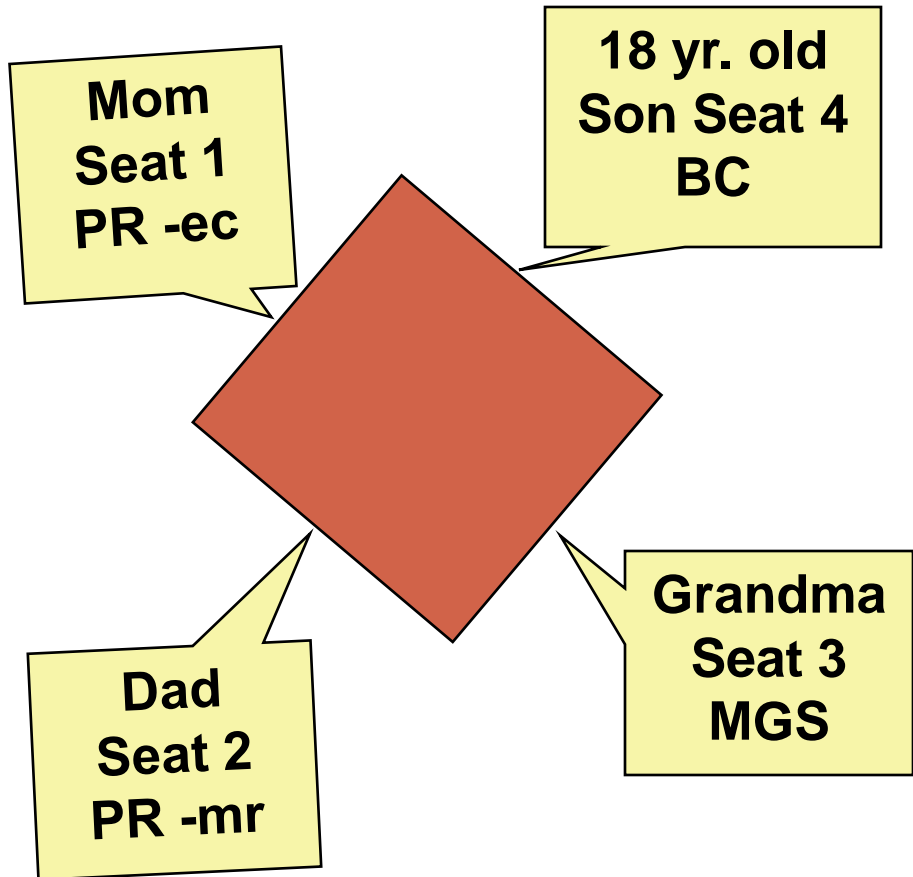


Handling individual plates

Carrying multiple plates



Taking the Order



PR-EC Prime Rib (End-Cut)...PR-MR Prime Rib (Medium-Rare)...
MGS Mesquite Grilled Salmon...Breast of Chicken

Clearing

Watch Guest Signals

Clear Clockwise

Remove all Mis en Place

Follow Coffee & Dessert Protocol



Drink Tray Organization

- Circle the position identifies ladies()

- 1 ABS M Y' ø 3 = Absolute Martini Up ,olives #3

- 1 Seabr X 2 = Seabreeze on rocks #2

- 1 Beer (4) = Beer for #4 female

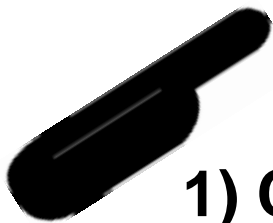
- 1 GL chard (1) = Glass of Chardonnay #1 female

- Women to men- clockwise twice

- 1-4-2-3



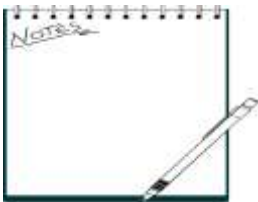
• 6 Items Every Waiter or Table-Server Should Carry



1) Crumber



4) Waiter's Wine Opener



2) Pen and a Pad



5) Dated Appointment Book



3) Matches or Lighter



6) Smile

Alcohol Brands 4 Categories



House Brands

Call Brands

Premium Brands

Top Shelf-Premium



Sales Benefits Guest -Server -Property

Alcohol	House	Call	Premium	Top Shelf
GIN	GENERIC	BEEFEATER	BOMBAY	BOMBAY SAPPHIRE
VODKA	GENERIC	ABSOLUTE	STOLICHNAYA	KETTLE ONE
WHISKEY	GENERIC	J&B	CHIVAS 12	CHIVAS 21
BOURBON	GENERIC	JACK DANIEL	MAKERS MARK	WILD TURKEY RARE BREED
RUM	GENERIC	BACCARDI	BACCARDI GOLD RESERVE	CLEMENT
TEQUILA	GENERIC	CUERVO JOSE	CUERVO GOLD	SAUZA 3 RD GENERATION

Wine Protocol

1. Vintage	2. Grape Type
3. Proprietor Grower	4. Terrior

