

MODULE 1

Unit 4 FOOD AND BEVERAGE SECTORS CONTENTS

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1.0 INTRODUCTION:

There are various sectors for food and beverages. They are naturally to provide food , fast foods and drinks. However, it is expedient for us to have a deep knowledge of the names by which we can identify them . such sectors include the hotels and tourist centres, restaurants and retail shops. This unit examines the various sectors in the food and beverage. such sectors are to serve as avenues where people can patronize to satisfy their appetite for food and beverage.

2.0 OBJECTIVES: It is expected that at the end of this unit you should be able to:

- i. Explain the various sectors in food and beverage ii. Identify the purpose of the food service operation in the sectors iii. Explain the historical summary of the sectors.

3.0 MAIN CONTENT:

There are a wide variety of sectors such as hotels, independent and chain restaurants.

Popular catering, pubs and wine bars, fast food, leisure attractions and banqueting. There are also sectors where food and beverages are provided as part of another business. These include transport catering, welfare, clubs, education, industrial feeding and the armed forces.

3.1 Sectors of the Food service Industry.

| | Industry Sector UK | Purpose of the food service operation | Historical summary |
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| | terminology | | |
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| 1. | Hotels and other Tourist accommodation | Provisions of food and drink together with accommodation services. | Developed from inns. Supported by developments in transport and increases in business and leisure – related tourism. |
| 2 | Restaurants including Conventional and specialist Operations | Provision of food and drinks, generally at a high price with high levels of service | Grew out of hotel restaurants(which were originally highly formal) through chefs wishing to start their own business. |
| 3 | Popular catering including cafes, pizza, grills, specialist coffee shops, road side restaurants and steak houses | Provision of food and drink, generally at low / medium price with limited levels of service and often high customer throughput. | Developed from ABC and Lyons concepts has gone through various phases. More recently highly influenced by the USA. |
| 4 | Fast food including McDonalds and Burger King | Provision of food and drink in highly specialized environment, characterized by high investment, high labour costs and vast customer throughput. | Grew from combination of popular catering and take away, heavily influenced by USA concepts, highly sophisticated meal packaging and marketing |
| 5. | Take away including ethnic, spuds, KFC, snacks, fish and chips, sandwich bars, kiosks. | Fast provision of food and drink | Developed in UK from original fish and chip concepts. Influenced by USA and trends in food tastes. |
| 6. | Banqueting / conferencing / exhibitions | Provision of range scale food and drink alongside services such as conferencing | Originally associated with hotels but has now become major sector in its own right. |
| 7. | Retail store | Provision of food and drink as an adjunct to retail provision | Developed originally from prestigious stores wishing to provide food and drink as part of the retailing experience |

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| 8. | Leisure attractions such as theme parks, museums, galleries, cinemas and theatres | Provision of food and drink to people engaged in another pursuit | Increases in leisure have made profit from food and drink attractive to leisure and amenity providers. |
| 9. | Motor way service stations | Provision of food and drink together with petrol and other retail services, often in isolated locations | Born in UK in 1960s with the advent of motor way building. Influenced by USA and become specialized because of government regulations on provision of food service operations, retail and fuel as well as location. |
| 10. | Industrial Catering either in-house operation or through catering / food service contractors | Provision of food and drink to people at work | Born out of recognition that better – fed workers work better. Boosted in UK by legislation during first and second world wars. |
| | | | Further developed by worker unions wanting to preserve conditions and the emergence of professional contract caterers / food service operators. |
| 11 | Welfare Catering | Provision of food and drinks to people in Colleges, Universities and the forces and to people through established social need | Regulated and given substantial boost in the UK by the creation of the welfare state in 1948. Maintained now through public social conscience. |
| 12 | Licensed trade including public houses, wine bars, licensed clubs and members' clubs. | Provision of food and drink in an environment dominated by licensing requirement | Developed in UK from inns also origin of steak houses, e.g. 1960s Berni Inns. |

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| 13. | Transport catering Including railways, airlines and marine | Provision of food and drink to people on the move | Grew out of the need to meet the demands of travelling public. Originally services were of high levels, reflecting the type of traveler. Eventually changed to meet the needs of a wide range of travelers |
| 14. | Outdoor catering (ODC) (or off – premises catering or event catering) | Provision of food and drink away from home base and suppliers usually associated with a major event. | Developed through need to provide services at special events. The term ODC is misleading as little of this catering actually takes place outside. |

Self Assessment Exercise: Describe the historical picture of hotels and tourist centres, restaurants, catering centres and fast food centres

4.0 CONCLUSION: Many benefits accrue from the diverse sectors in the food and beverage service. These include: provision of food and drink together with accommodation services.

Provision of food and drinks, generally at a high price with high levels of service. Provision of food and drink, generally at low / medium price with limited levels of service and often high customer throughput. The various sectors available in food and beverage have been highlighted.

5.0 SUMMARY: The various sectors in food and beverage industry include hotels, independent and chain restaurants. Others are popular catering, pubs and wine bars, fast food, leisure attractions and banqueting. There are also sectors where food and beverages are provided as part of another business. These include transport catering, welfare, clubs, education, industrial feeding and the armed forces.

6.0 TUTOR – MARKED ASSIGNMENT

I. Explain briefly the meaning of food and beverage sector

II. Discuss the purpose and historical background of the various sectors of food and beverage operation

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