

MODULE 1

Unit 3. DESCRIPTION OF FOOD AND BEVERAGE SERVICE CONTENTS

1.0 INTRODUCTION 2.0 OBJECTIVES

3.0 MAIN CONTENT

3.1 BASIC DEFINITION OF FOOD AND BEVERAGE SERVICE

3.2 TYPES OF FOOD SERVICE OPERATION

3.3 EXAMPLES OF TYPES OF FOOD SERVICE OPERATION

4.0 CONCLUSION

5.0 SUMMARY

6.0 TUTOR – MARKED ASSIGNMENT

7.0 REFERENCES

1.0 INTRODUCTION

In the food industry, it is very much pertinent to have an overall view of what a food and beverage service is. A knowledge of what is required to be successful in the food and beverage service is necessary. Working in food and beverage service offers a wealth of opportunity for professional development and advancement for those committed to the hospitality industry and to working in food and beverage service, a fulfilling, exciting and enjoyable career awaits. This unit explains the meaning of food and beverage service and the various types of food service operation. It also looks briefly on how to be successful in food and beverage service

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

- i. Explain what the meaning of food and beverage service is
- ii. Identify the various types of food service operation

3.0 MAIN CONTENT

3.1 Basic definition of food and beverage service

Food and beverage service is the essential link between the customers and the menu, beverages and other services on offer in an establishment. The server is the main point of contact between the customers and the establishment and plays an important role in a profession with increasing national and international status.

The skills and knowledge of food and beverage service, and therefore careers, are transferable between establishments, sectors and throughout the world.²⁶

To be successful in food and beverage service requires:

- Sound product knowledge
- Well developed interpersonal skills
- A range of technical skills, and
- The ability to work as part of a team

3.2 Types of Food Service Operation

The industry provides millions of meals a day in a wide variety of types of food service operation.

1. **Food:** Can include a wide range of styles and cuisine types. These can be classified by country for example, traditional British or Italian; by type of cuisine for example, oriental; or a particular specialty such as fish, vegetarian or health food.
2. **Beverage:** It includes all alcoholic and non-alcoholic drinks. Alcoholic beverages include wines and all other types of alcoholic drink such as cocktails, beers and cider, spirits and liqueurs.

Non-alcoholic beverages include bar beverages such as minerals, water, juices, squashes and aerated water, as well as tea, coffee, chocolate, milk and milk drinks and also proprieting drinks such as Bovril.

Food and beverage (or food service) operations include, for example, various types of restaurants (bistros, brasseries, coffee – shops, first class / fine dinning, function rooms, tray service operations, lounge service operations, home deliver operations for hotel guests. Some examples of the types of operation are given in Table.

Self assessment Exercise: Make a definition of food and beverage service, and a description of the types of food service operation.

3.3 Examples Of Types Of Food Service Operation Types of operations Description

1.

Bistro:	Often a smaller establishment, with check table cloths, bentwood chairs, cluttered décor and friendly informal staff. Tends to offer honest, basic and robust cooking.
---------	--

2. Brasserie: This is generally a largish, styled room, with a long bar, Normally serving one – plate items rather than formal meals (though some offer both). Often it is possible just to have a drink, coffee or just a snack. Service by waiters often in traditional style of long aprons and black waist coats.
3. New wave brasserie (Gastrodome) Slick modern interior design, coupled with similar approaches to contemporary cuisine and service. Busy and bustling and often large and multileveled.
4. Coffee shop: similar to brasserie – style operations, often themed. May be open all day and serve all meal types from breakfast through to supper.
5. First class restaurant: Tend to be formal fine dining restaurants with classical preparation and presentation of food and offering a high level of table (silver, gueridon and / or plated) service. Often associated with classic / haute cuisine.
6. Restaurant: Term used to cover a wide variety of operation price, level and type of service, décor, styles, cuisines and degree of choice varies enormously across the range of types of operation. Service range from full table service to assisted service such as in carver –style operations.
7. Ethnic Restaurant: Indian, oriental, Asian, Spanish, Greek, Italian, Creole and Cajun are just some of the many types of ethnic cuisine available with establishments tending to reflect ethnic origin. Many of the standard dishes are now appearing within a range of other menu types.
8. Themed Restaurant: Often international in orientation, for example, Kalandic hot rock with food prepared and cooked at the table, ‘Benihana’ oriental theme, again with food prepared and cooked at table. Also includes themes such as jungle, rain forest or music / opera, where waiting staff perform as well as serve.

9. International Destination Restaurant Often Michelin-starred fine dining restaurants, offering a distinctive personality, cuisine, ambiance, beverage and service. Usually table service at various levels but mostly personal and attentive. Generally considered as the home of gastronomy.

Expensive but value laden.

10. Health Food and Vegetarians: Increasing specialization of operations into vegetarians and / Restaurants. or health foods (though vegetarian food is not necessarily health), to meet life style needs as well as dietary requirements.

11. Cafeteria: Primarily self-service with customer choosing selection from a counter or counters in varying designs and layouts.

Originally developed for the industrial feeding market but now seen in a variety of sectors.

12. Popular Catering and fast Food outlets Developed from table service tea shops and café's through to steak house, and now incorporating snack bars, kiosks, diners, take away and cafeterias, with modern – day burger, chicken and fish concepts, and with ethnic foods also being incorporated meeting the needs of all day meal taking (grazing) and also the need for 'grab and go' service, especially for the leisure, industrial and travelling markets.

13. Public houses: Licensed environment primarily for drinking alcoholic beverages. May be simply a serving bar with standing room for customers or may have more plush surroundings incorporating the offer of a variety of foods.

These can range from simple plated dishes through to establishment offering full restaurant service (sometimes called gastropubs).

14. Wine bars: Often a mixture of bar and brasserie – style

operation, commonly wine theme, serving a variety of foods.

4.0. **CONCLUSION:** food and beverage service is essential as a link between the customers and the menu, beverages and other services on offer in an establishment. This unit has been able to let you briefly what food and beverage service means and the various types of food service operation.

5.0 **SUMMARY:** Food and beverage service is described as the essential link between the customers and the menu, beverages and other services on offer in an establishment.

The operations of the food and beverage service includes bistro, brasserie, coffee shops, restaurants ,wine bars etc

6.0. TUTOR – MARKED ASSIGNMENT

I. What is food and beverage service? ii. Describe in details the various examples of types of food and beverage service

7.0 REFERENCES:

Branson J. C. and Lemox M. (1986): Home Economics Abiprint Publishing co. %37 Lagos, Moleté Ibadan.

Dennis L. and John C. (2006): Food and Beverage Service. Book Power Publishers, London.

Hamilton R. O. (1995): Hotel Operations and Organizational Structure. Kend All Hunt Publication Company Dubuque Iowa. Pg. 170 – 177.

Ihekeronye R.I and Ngoddy P.O. (1985): Integrated Food Science and Technology for the Tropic Macmillan Publishers Ltd.