

Unit - 5

Food Service Management

Objectives

- To understand food service industry and its types.
- To study work place, personnel and menu management in food service industry.
- To acquire knowledge about basic Indian cuisines.
- To create awareness about instruments and different techniques being used in Indian cooking.
- To learn different types of gravies.

“The quality of service rendered will be remembered long, after the price has been forgotten”

The food service industry encompasses all of the activities, services, and business functions involved in preparing and serving food to people eating away from home. This includes all types of restaurants from fine dining to fast food. It also includes institutional food operations at locations such as schools and hospitals, as well as other specialty vendors such as food truck operators and catering businesses. Food and service management providers support a number of wider industries ranging from traditional hospitality based industries (such as hotels and restaurants), to other areas (such as education and army). The Indian food services market space is attracting significant interest from domestic as well as international private equity and venture capital funds.

Content

- 11.1. Types of food service industry.
- 11.2. Work place management in food service industry.
- 11.3. Personnel management in food service industry.
- 11.4. Menu management in food service industry.

The modern concept of preparing food as a craft and a form of business can be traced all the way back to at least the 11th century with medieval guilds.

While the concept of designated cooks and bakers preparing food for others had been around for centuries, there was no standardization or common organization to the profession.

Do you know ?



In the early 19th century, a Frenchman by the name of Marie-Antoine Carême played an important role in the shaping of culinary artistry.



Food services emerge as a key segment in Indian economy. Indian food services market is estimated at INR 3,37,500 crore in 2017 and is projected to grow at 10% growth rate.

Two mega metros, Mumbai and Delhi contribute to 22% of the overall food services market (11% each) followed by six mini metros (Pune, Ahmedabad, Bengaluru, Chennai, Hyderabad and Kolkata) comprising of 20% share in the food services market.

The large number of investments can be attributed to the fact that the food services market is a domestic consumption driven story with great growth potential.

11.1 TYPES OF FOOD SERVICE INDUSTRY

Food services industry is classified in two segments: a) organized and b) unorganized, and is based on following three key parameters:

- (i) Accounting transparency
- (ii) Operations with quality control and sourcing norms
- (iii) Outlet penetration

The food service outlets that conform to the above three key parameters are 'organized' segments (E.g. Dining, quick service restaurants, food courts, cafe etc.) and those do not conform are 'unorganized' segments (E.g. Roadside vendors, dhabas, food carts, street stalls, etc.).

Organized segments are further classified in standalone and chained formats.

Standalone formats are the organizations with a single outlet across the country owned by the owner, and are generally domestic formats.

Chained formats are domestic and international formats with more than three outlets present across the country.

Depending upon price (average price per person), service quality and speed, and product offered; the organized segment is sub categorized into following sub-segments.

Table 11.1: Sub-segments of Organized Indian Food Service Industry

Segment	Description
Fine Dining Restaurants (FDR)	A full service restaurant with premium interiors, specific cuisine specialty and high standard of service. They offer a unique ambience and an upscale service with the help of highly trained staff.
Affordable Casual Dining Restaurants (ACDR)	A restaurant serving moderately priced food in an ambience oriented towards providing an affordable dining experience, with table service.
Premium Casual Dining Restaurants (PCDR)	Restaurants bridging the gap between ACDRs and FDR. Full service restaurants with high quality interiors and high standards of service.
Pubs Bar Club & Lounge (PBCL)	This format mainly serves alcohol and related beverages and includes night clubs and sports bars.
Quick Service Restaurants (QSR)	Focused on speed of service, affordability and convenience. Strong focus on takeaway and delivery with minimal table service.
Café	Coffee and chai bars as well as parlours and bakeries. High focus on beverages supported by food items.
Frozen Desserts/ Ice-Cream	Comprises small kiosk formats of ice-cream brands and has now extended the dine-in concept to frozen yogurt brands.

Source: Indian food services industry: Engine for economic growth and employment, FICCI

11.2 WORKPLACE MANAGEMENT IN FOOD SERVICE INDUSTRY

Food service industry needs a detailed planning for smooth performance. It is essential to check whether the services are well planned and the staff can deliver quality work or not.

Definition:

Workplace management is a series of activities for planning, designing, using and disposing items surrounding the workplace for the purpose of helping employees to organize their daily task and optimise the use of resources and facilities.

The components which decide the effectiveness of service establishment is workplace management, which can be get controlled by proper workflow in food area.

The growing trend in the food industry where the food is prepared in kitchen, packed and then distributed have created a need of optimal space utilization. Hence, it very important to design the kitchen to increase efficiency and manage the space in such a way that individual person will work safely.

Workplace management is carried out by keeping three points in mind i.e. health, hygiene and safety. Effective workflow in food area can be achieved by following way.

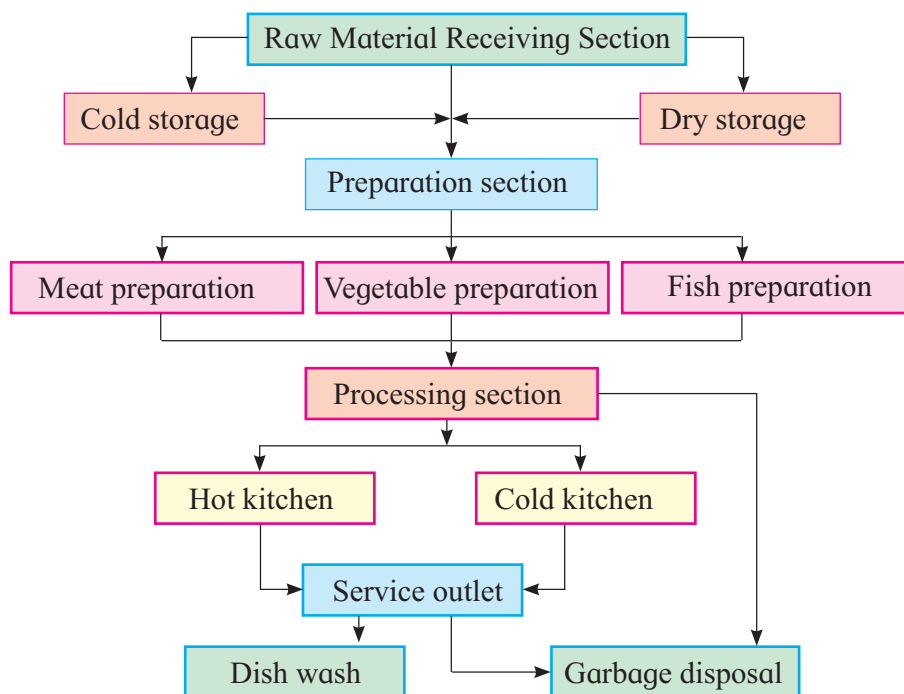


Fig. 11.1: Workflow of food service sections

The flow of the product, starting from raw material reception to the service area should be taken care of. The raw material come from market and is distributed from receiving area to various section according to nature and intended use of the material. The segregation of material is to avoid cross contamination with each other.

Preparation section is the area where the received material is primarily processed so as to convert the raw material in to storable and usable form.

According to the requisition by concern kitchen i.e. either hot or cold kitchen prepared material is supplied. Care is taken in storage section to avoid storage waste. The material is distributed in First-In-First-Out (FIFO) manner.

Food processing section should be planned in such a way to maintain easy workflow in order and delivery of food.

The following points should be considered while allotting the space for each work.

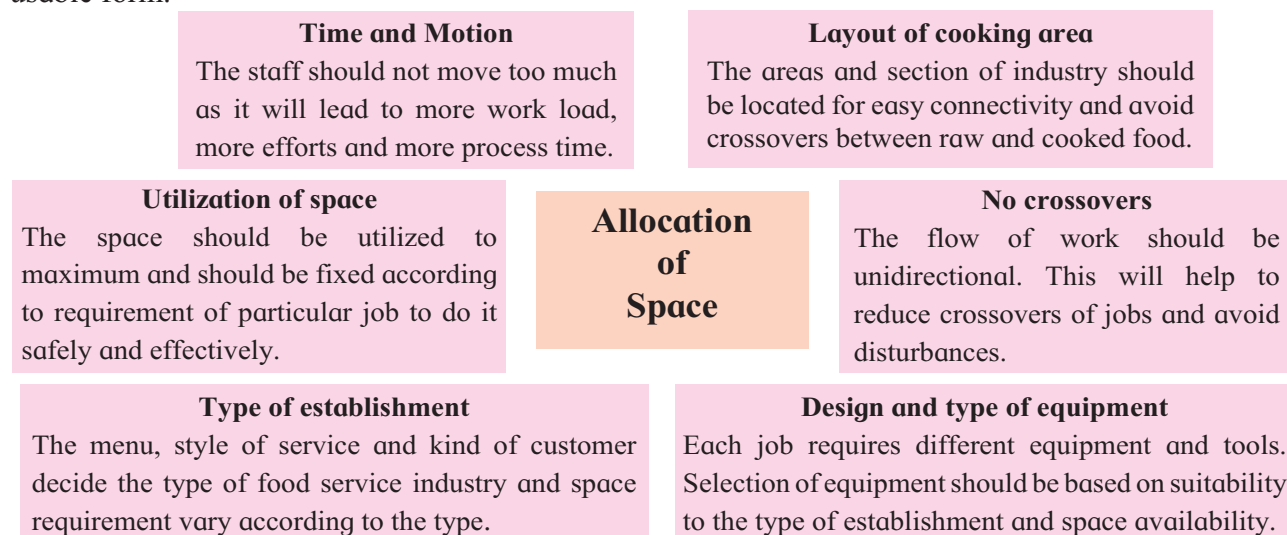


Fig 11.2: Points to consider in workplace space allocation

11.3 PERSONNEL MANAGEMENT IN FOOD SERVICE INDUSTRY

No matter how tasty the menu is, customers will not come back if they have bad experiences with customer service. For this reason, a staff comprising trained and skilled personnel is necessary. Human resource department of the industry does staffing and resourcing of employee and it mainly depends upon style and size of service industry, menu and civic laws. The food service industry personnel with their job description are as below.



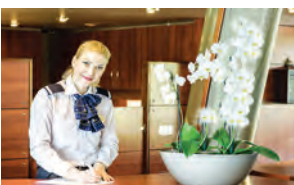
Food and beverage manager

The food and beverage manager is either responsible for the implementation of agreed policies or for contributing to the setting up of the food and beverage policies.



Restaurant manager or supervisor

The restaurant manager or supervisor has overall responsibility for the organization and administration of particular food and beverage service areas.



Reception headwaiter

The reception headwaiter or receptionist is responsible for accepting bookings and for keeping the booking diary up to date.



Headwaiter/Supervisor

The headwaiter has overall charge of the staff team and is responsible for seeing that the pre-preparation duties necessary for service are efficiently carried out.



Station headwaiter/Section supervisor

For larger establishments the restaurant area is broken down into sections. The station headwaiter has overall responsibility for a team of staff serving a number of stations within a section of the restaurant area.



Station waiter

The station waiter provides service to one set of tables (known as a station) within the restaurant area. The station waiter will take the food and beverage orders and carry out service at the table with the help of the waiter.



Waiter

Serve food and beverages to the customer or supply the guest with food and drink as requested. During the preparation period, the waiter will carry much of the cleaning and preparatory tasks out.

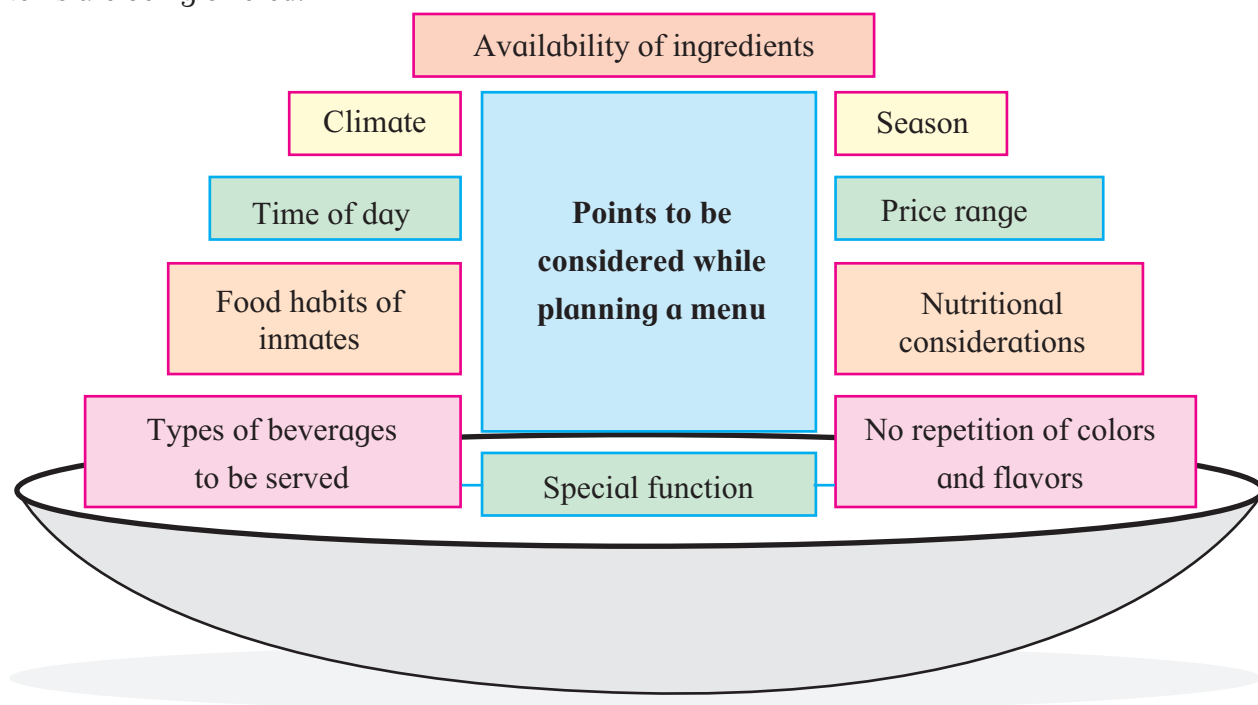
Fig 11.3: Food service industry personnel with their job description

11.4 MENU MANAGEMENT IN FOOD SERVICE INDUSTRY

The success of the organization is determined by the menu and how well the various items are prepared and served. A menu is a means of communication by which the caterer/food service unit, whatever type it may be, informs the customer/consumer what food items are being offered.

The menu of any food service establishment essentially performs two functions

1. Inform customer about what is available
2. Inform catering staff what is to be prepared



Menu balancing:

The most delectable and well-cooked food might not be appreciated by the guests, if it is not been served in right portion size with the right accompaniment. While balancing menu one should think about following three aspects.

a. Business balance:

Balance between food cost, menu price etc.

b. Aesthetic balance:

Balance between colour, flavour, texture etc.

c. Nutritional balance:

Balance between major and minor nutrients.

Can you recall ?



Balanced Diet:

A balanced diet is one which contains variety of foods in such quantities and proportion that the need of all nutrients is adequately met for maintaining health, vitality and general wellbeing.

Types of menu:

Every food service establishment is unique in their menu. The menu may get changed or may not get changed in some establishments. Hence, it is important to adopt a product list display system to inform the customer what is being served in the establishment. The product list along with the price can be informed by following way.

The Cycle Menu

A cycle menu is a list of menu items or dishes that is changed each day during the cycle and repeated. These menus are usually found in institutional facilities, schools and cafeterias, although some restaurants use them as well.



Du Jour Menu

Du Jour means “of the day” so salad du jour means “salad of the day”. Du jour menus are sometimes called chalkboard menus, and are changed frequently and concentrate on seasonal ingredients.



À La Carte

In French, à la carte literally means "by the menu". The A la carte menu prices each food item separately; it often contains greater choices for the customer. Although the price of A la Carte items are more expensive.



Prix-Fixe Menu

The prix-fixe menu offers numerous courses for a fixed price tag. Prix-fixe menus are usually found only in fine dining restaurants. A prix-fixe menu is also called the “degustation menu” or the “chef’s tasting menu”.



Static Menu

Static menus are offered all-year long. The menu get changed or updated very rarely. This type of menu is most prevalent in fast-food restaurants. The range of product is limited.



Wine/Beverage Menu

Many restaurants offer a beverage and wine menu for their customers. These menus often include specialty wines, teas, coffees, and cocktails. There may be suggestions on which wine best accompanies a particular meal.



Fig 11.4: Types of menu with their description

Points to remember

- Food services emerge as a key segment in Indian economy.
- Food services industry is classified in two segments: a) organized and b) unorganized
- Stand-alone formats are the organizations with a single outlet across the country owned by the owner, and are generally domestic formats.
- Chained formats are domestic and international formats with more than three outlets present across the country.
- Workplace management is carried out by keeping three points in mind i.e. Health, Hygiene and Safety.
- The menu of any food service establishment essentially performs two functions
 1. Inform customer about what is available and
 2. Inform catering staff what is to be prepared

Exercise

Q. 1 a. Select the correct option from given choices:

- i. The growth rate of food service industry is projected to _____.
a. 10% b. 15%
c. 20% d. 25%
- ii. Food Service Industry is classified as
a. Organized b. Unorganized
c. Both a & b
d. None of the above
- iii. Allocation of space does not depends upon _____.
a. Product Price b. Equipment
c. Crossover d. Establishment
- iv. Food Service Industry Personnel dose not include _____.
a. Waiter b. Customer
c. Supervisor d. Manager
- v. _____ balance is the aspect of menu balancing
a. Business b. Aesthetic
c. Nutritional d. All of the above

b. Match the correct pair:

	A		B
i	Cafe	a	Serve Food
ii	Chalkboard Menu	b	Single Outlet
iii	Standalone	c	Organized
iv	Colour	d	Du Jour Menu
v	Waiter	e	Aesthetic Balance
		f	A La Carte

c. Do as directed:

- i. Select the odd word
Road side vendor, dhaba, fine dine restaurant, food cart
- ii. Fill in the blank
First _____ First _____
- iii. Who am I?
Clue: I am responsible for accepting bookings and keeping booking diary up to date,

Q. 2 Answer the following questions:

- i. What is menu balancing?
- ii. Give types of food service industry

Q. 3 Write Short notes on the following:

- i. Types of menu
- ii. Allocation of space
- iii. Food service industry personnel

Q. 4 Long answer question

- i. Explain in detail about workplace management
- ii. Explain in brief menu management

Project :

Visit to near by restaurant or hotel and prepare a project report.

