

HSC HOSPITALITY REVISION WORKBOOK

TOPIC 4:

FOOD &

BEVERAGE

Also Available:

Topic 1: Hygiene

Topic 2: Safety

Topic 3: Working in the Hospitality Industry

Topic 5: Kitchen Operations & Commercial Cookery



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OUTCOMES

The student:

- » explains the fundamental principles of quality customer service
- » applies knowledge of workplace policy and procedures and industry standards to ensure quality customer service
- » demonstrates an understanding of food and beverage service including preparation for service, provision of service and closing down after service
- » proposes appropriate responses to customer inquiries, dissatisfaction, problems and complaints
- » demonstrates knowledge of non-alcoholic beverages and espresso coffee, their preparation and service.

ASSOCIATED UNITS OF COMPETENCY

The scope of learning for the HSC must be read and delivered in conjunction with the following associated units of competency:

- » SITHFAB203 — Prepare and serve non-alcoholic beverages
- » SITHFAB204 — Prepare and serve espresso coffee
- » SITHFAB206 — Serve food and beverage
- » SITXCCS202 — Interact with customers

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SITHFAB203 PREPARE AND SERVE NON-ALCOHOLIC BEVERAGES

DESCRIPTOR

This unit describes the performance outcomes, skills and knowledge required to prepare and serve a range of teas, non-espresso coffees and other non-alcoholic beverages. It requires the ability to select ingredients and equipment and to use a range of methods to make and present drinks.

ELEMENTS

1. Select ingredients
2. Select, prepare and use equipment
3. Prepare and serve non-alcoholic drinks.

SITHFAB204 PREPARE AND SERVE ESPRESSO COFFEE

DESCRIPTOR

This unit describes the performance outcomes, skills and knowledge required to extract and serve espresso coffee beverages using commercial espresso machines. It requires the ability to advise customers on coffee beverages, select and grind coffee beans, prepare and assess espresso coffee beverages and to use, maintain and clean espresso machines. Complex repairs of equipment would be referred to specialist service technicians.

ELEMENTS

1. Organise coffee workstation
2. Select and grind coffee beans
3. Advise customers on espresso coffee beverages
4. Extract and monitor quality of espresso
5. Texture milk
6. Serve espresso coffee beverages
7. Clean espresso equipment

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 - » SITHFAB204 — Prepare and serve espresso coffee
 - » SITHFAB206 — Serve food and beverage
 - » SITXCCS202 — Interact with customers
-

SITHFAB206

SERVE FOOD AND BEVERAGE

DESCRIPTOR

This unit describes the performance outcomes, skills and knowledge required to serve food and beverage to customers in a casual dining setting. It covers fundamental technical skills required to prepare the outlet for the service period, interact with customers to take orders, serve and clear food and beverage and to complete end of service tasks.

ELEMENTS

1. Prepare for food and beverage service
2. Welcome and advise customers
3. Take and process orders
4. Serve food and drinks
5. Clear food and drinks
6. Complete end of shift duties.

SITXCCS202

INTERACT WITH CUSTOMERS

DESCRIPTOR

This unit prescribes the performance outcomes, skills and knowledge required to deliver fundamental customer service to both internal and external customers. It requires the ability to greet and serve customers and cover a range of customer service enquiries including routine customer problems.

ELEMENTS

1. Greet and serve customers
2. Work with others to deliver service
3. Provide feedback on customer service.

EMPLOYABILITY SKILLS

The following employability skills have been considered in the development of the scope of learning for the HSC:

- communication
 - initiative and enterprise
 - learning
 - planning and organising
 - problem-solving
 - self-management
 - teamwork
 - technology.
-

TAKING RESERVATIONS

The reservation book is the most important document. All the information about bookings for the restaurant is detailed in the reservations book.

See below what the book is used to determine:

**HOW THE
RESTAURANT TABLES
ARE SET UP**

**HOW MANY STAFF ARE
NEEDED FOR SERVICE**

**THE AMOUNT
OF MISE EN PLACE
REQUIRED BY THE
DINING ROOM AND
KITCHEN STAFF**

WHAT IS MISE EN PLACE?

This is a French term used to refer to all the preliminary preparation of a restaurant and in the kitchen before service. This includes setting out the restaurant, polishing cutlery and glassware, setting up waiters' stations, laying tables, service equipment and accompanying condiments for menu items. Mise en place is vitally important as many of the tasks cannot be done later without causing inconvenience to customers.

Taking reservations is the initial point of contact between the customer and the establishment. This is where the first impression is created.

If you are involved in taking reservations there are some important points to remember:



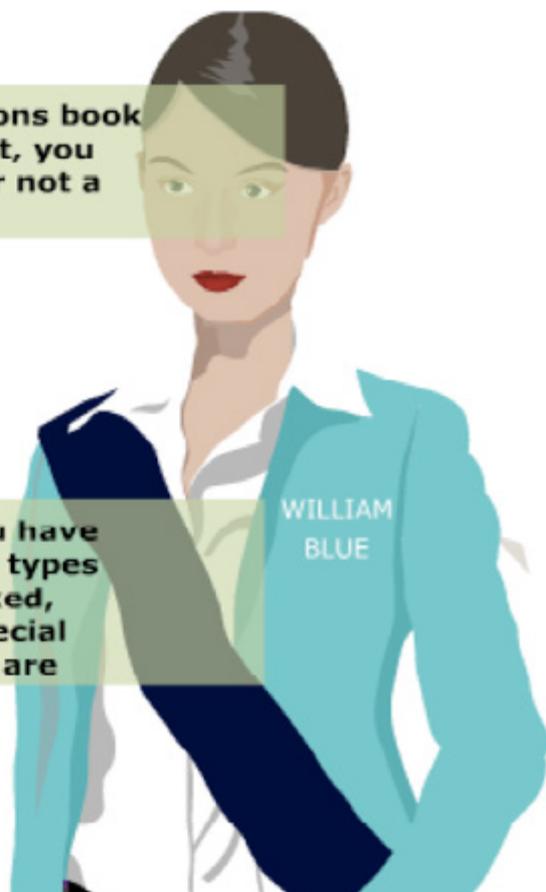
to prevent misunderstandings it is essential that all entries in the book are written or printed neatly and detailed correctly



always keep the reservations book at hand so that, on request, you can quickly tell whether or not a table will be available



before taking a booking you have to know the answers to the types of questions you will be asked, in other words what the special features of your restaurant are



TAKING RESERVATIONS

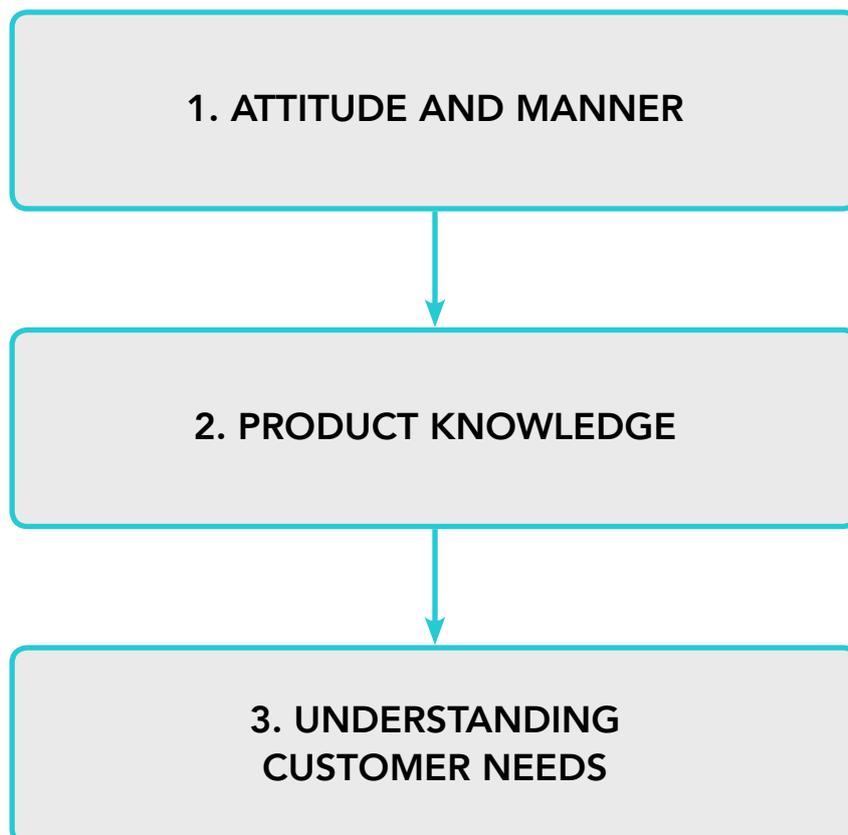
There are number of ways reservations can be made:

- By telephone or facsimile
- By email or online from a restaurant website
- By personal visit
- By letter

Most reservations are made over the telephone. Therefore, be well prepared when a guest calls the restaurant to make a booking.

REMEMBER

Three of the most important rules of customer service are:



SELLING SKILLS

Although it may sound strange at this point, if you take a booking you are a sales person. Your job revolves around selling. When giving recommendations or suggesting a 'house special' to a customer you are using selling skills. Successful selling increases revenue and gives customers more options.

The key to successful selling is to:

LISTEN – the customer may have something particular in mind;
have good product knowledge – know the special features of your restaurant and the different menu types and menu items available;

BE NATURAL – be enthusiastic but do not go overboard; people don't want to feel pressured; choose the right time – for example, if the caller refers to children you can tell the caller about your special kids' menus and drawing kits to keep them busy between courses etc.

JOB ROLES AND RESPONSIBILITIES

HEAD WAITER

Generally a working position. The Head Waiter may have their own station and also be responsible for the supervision of a section of the restaurant comprising of several stations. This position requires an excellent knowledge of all food and beverage procedures and service standards. Some training skills would be required for this position.

MAITRE D' OR HOST

This person is responsible for table plans, allocations and reservation management. They will advise chef of any special requests and inform the supervisor of special seating arrangements.

The Maitre d' greets and seats guests during service and is required to respond to many given situations and solve any problems with diplomacy.

If the restaurant does not have a cashier, then the Maitre d' may be responsible for processing guest accounts.

RESTAURANT MANAGER

This position is responsible for the profitable running of the entire restaurant and many administrative functions. In some large restaurants there are several Maitre d's to cover all operating shifts. There will only be one Restaurant Manager to oversee the entire operation.

Some of the main duties of the Restaurant Manager include;

- Preparing budgets.
- Overseeing rosters.
- Staff employment.
- New menu formation with Executive chef.
- Stock control
- Staff training
- Setting service standards.

FOOD AND BEVERAGE ATTENDANT

Depending on the position you hold within the establishment your duties will vary. However a food service person could expect to perform the following duties;

MISE-EN-PLACE

Putting everything in place prior to service is essential in ensuring smooth operation. Preparing tables, sideboards, room set up and customer comfort issues are all necessary. Liaising with the chef re menu items and briefing with your supervisor are all conducted prior to service. Customer greeting, menu presentation, order taking, delivering of ordered beverages and food items. Actively promoting and selling items to the customer in an acceptable and successful manner. Handling guest complaints and compliments. Following standard operating procedures used at the establishment. Liaising with the kitchen.

JOB ROLES AND RESPONSIBILITIES

CLOSING PROCEDURES

Once you have farewelled the guests, you will be required to follow the standard closing procedures, which could include setting tables, cleaning, preparing for the next shift and restocking items used for the next shift.

EXECUTIVE CHEF

Conductor of the entire operations. Responsible for both the day-to-day running and future organisation of the kitchen

His/ Her responsibilities include;

- Menu planning
- Staff Training
- Setting of professional Standards
- Food costs

SOUS CHEF

Responsible for taking control of the kitchen environment in the absence of executive chef.

Sous Chef means "under chef "

Responsibilities include:

- day to day running of service and ordering

APPRENTICE CHEF

An apprentice chef is in training to be a qualified Chef

They are learning all aspects of basic food preparation and cooking under the guidance of a qualified chef

KITCHEN HAND

Responsible for :

- General cleaning of kitchen
- Storage
- Wash up
- Basic preparation

ASPECTS OF WORK PLANNING

Some factors you need to consider in your planning for service are:

- » any special requests by guests that affect your room or table set-up;
- » the type and style of meal service;
- » any mise en place for which you are responsible;
- » special food and drink items for which you require knowledge to help you sell;
- » placement of early guests that will allow for reselling of tables (called turnover, resets or relays, etc.).

The importance of planning cannot be over emphasised. Good planning helps you:



TEAMWORK

Teamwork between service and production staff plays an important part in the success of a restaurant. The responsibility of making a guest's dining experience an enjoyable one does not lie with one person. It requires the combined efforts of everyone who works in front and back-of-the-house. Kitchen, bar and dining room staff need to cooperate and communicate as a team.

You will come across instances when you will require assistance from your team members and similarly you will need to help them. For example, when there are large tables to be served it will be 'all hands on deck' in order to serve the guests quickly and efficiently. At the end of the meal period, there may be a late table that everyone will pitch in to help tidy away so that all can finish up their duties on time.

There may also be occasions when there have been some changes made to the standard routine. For example, the way side salads are served to guests or the service of vegetables from platters to side dishes may change. These changes must be communicated so that everyone is aware of them. This will eliminate any confusion during service.

FLOW OF SERVICE

- » Greet and seat guests (offer to take any items for the cloak room)
- » Waiters to lap napkins and introduce themselves
- » Menus presented to guests,
- » Wine list to the host only
- » Beverages offered
- » Beverages served (tap water if none ordered)
- » Place butter on the table, silver service bread
- » Take order for wine, serve wine
- » Take order for entrée's and mains
- » Adjust cover
- » Entrée served by position number
- » Beverages topped up
- » When all guests are finished, entrée plates and cutlery cleared
- » Mains called 'away'.
- » Mains served, beverages topped up, condiments offered.
- » Check back on guest after 2-4 minutes
- » When all guests are finished, clear table
- » Crumb down table
- » Remove all unnecessary items
- » Present dessert menus
- » Take dessert and coffee order
- » Adjust cover
- » When dessert hits the table, call coffee away
- » Clear desserts
- » Ask if the guest requires anything else
- » Present bill to guest
- » Process payment
- » Return to guest any change or credit card slips to be signed
- » Return any cloaked items
- » Escort guest to door and farewell.

HSC HOSPITALITY REVISION WORKBOOK

PREPARING FOR RESTAURANT SERVICE



PREPARING FOR RESTAURANT SERVICE

The preparation of the dining room plays a key role in providing a comfortable environment for guests and ensuring a smooth and efficient workflow during service.

People dine out for a number of different reasons:

- » personal enjoyment;
- » business discussion and entertainment;
- » a new and adventurous experience e.g. trying out new cooking;
- » prestige e.g. to be seen in gourmet restaurants;
- » social events.

Regardless of the reasons people choose to eat out, they carry with them the first impressions of your establishment created at the time they make a booking. The first impression is formed at first contact. Therefore, it is essential that this first contact at reservation provides customers with an impression that leads them to want to maintain contact by returning to your restaurant.

The common elements that contribute to creating that sense of welcome are:

ELEMENTS OF THE ENVIRONMENT	YOUR EXPECTATIONS	ALTERNATIVES
Room temperature		
Background music		
Flowers and with other decorations		
Privacy		
Background noise		
Lighting		
Cleanliness		

MENU STYLES OF SERVICE

The set-up of a dining room and table settings are affected by the menu. The menu determines the type and style of meal service which, in turn, has a bearing on your preparation of mise en place.

For example, for breakfast service, maybe only placemats and disposable napkins are used instead of linen tablecloths. On the other hand, a dinner service may be more formal. Tables featuring candles create an intimate dinner atmosphere.

The table set-ups in terms of cutlery and glassware differ according to the menu items, type and style of meal service. This topic is covered later in this workbook.

Look at the menu styles listed below:

- » Table d'hôte
- » A-la-carte
- » Buffet Menu
- » Function/Set Menu
- » Breakfast menu
- » Tea/ Coffee service

TABLE D'HOTE

- » Means 'table of the host'.
- » Set price (usually 3-4 courses offering a limited choice in each course.
- » Must pay the full price even if all the courses are not consumed.

Characteristics:

- » Pre-prepared menu items
- » Items rarely need elaborate garnish/presentation
- » Multi-portion (wet dishes)
- » Luxury items rarely included

A LA CART

- » Means 'from the card'.
- » A range of dishes which customer chooses to suit appetite & budget (entrée, main, dessert)

Characteristics

- » Individually priced
- » Cooked to order
- » Single portion style
- » More elaborate in garnish/ presentation
- » Luxury/expensive items included
- » Menus change less frequently than others

MENU STYLES OF SERVICE

BUFFET MENU

- » Set price with large variety of dishes in each course
- » Unlimited consumption
- » Self-serve (common)

Characteristics

- » Practical for large numbers of guests
- » Ideal for weddings, birthdays, special events
- » Informal in nature as guests are usually moving about
- » Suitable for ALL kinds of food

BREAKFAST MENU

- » First meal of the day
- » Styles include:
 1. American – chilled juices, toast, cereals, eggs, chops, steak, grilled ham/bacon
 2. Continental – simpler than American, includes hot beverages, breads, rolls, croissants, least costly of breakfast styles
 3. English – includes tea, toast, rolls, porridge, eggs, haddock, fried sausages, tomatoes, bacon, pudding, chops, offal etc

FUNCTION MENU/ SET MENU

- » Number & sequence of courses is predetermined
- » Usually no choice offered within courses (this is where the menu differs from traditional table d'hote menu)

Characteristics

- » Menu price is set
- » Diner has no choice
- » Usually prepared for a set number of people
- » The kitchens job is easier (ordering)

TEA/ COFFEE SERVICE

- » Black, herbal teas
- » Coffee styles – espresso, filter, instant
- » Morning tea, Afternoon tea, Supper

RESTAURANT FLOOR PLAN

Furniture must be set up in accordance with legislative and enterprise requirements, bookings, customer requests and customer/staff convenience and safety.

A floor plan is a diagram showing table and seating arrangements and waiters' stations. A good floor plan also indicates the positioning of all other furniture and fixtures, such as stages and dance floors. To draw up a floor plan the following factors should be taken into consideration:

- » room shape and special features e.g. tiered floors, alcoves and dance floors;
- » immovable objects, such as pillars and indoor fountains;
- » movement of trolleys;
- » size and type of tables and chairs;
- » service doors, fire escapes and bathroom entrances;
- » type and style of meal service.

A restaurant generally has a standard floor plan. However, this can be adjusted according to the reservations or number of 'walk-ins' during each meal period. Walk-ins are people who come without reservations and wish to dine. To accommodate this circumstance, for example, two tables of four can be joined to seat a party of eight guests.

Some restaurants have fixed seating. This is usually in terms of booths or alcoves. Some have set sized tables – square, rectangle or round. Some may have large round table tops able to be placed over smaller square tables to cater for larger parties. Thus, tables vary a great deal.

TIPS

If a table is unstable, use a wedge to stabilise it. A wedge can be made from a wine cork. Place the wedge under the table leg that is not level. The pointed end of the wedge should face inwards. Ask your Trainer to demonstrate this to you if you are not clear on how to do it. Test the table for stability and adjust the wedge if necessary until the table is level. If the problem persists, ask your Trainer to check and assist you. You may need to report the fault to Maintenance and remove the table from service.

To ensure your guests have privacy, tables should not be positioned too close to waiters' stations, service doors, bathrooms or any other areas that have heavy through traffic or activities. Tables should not be put too close to the main entrance. This tends to be a draughty area with the constant opening and closing of the door.

Tables for two generally suit diners who like to have a quiet time during dinner. Avoid putting these tables near large groups which might be rowdy.



CLOTHING TABLES AND FOLDING NAPKINS

As you are probably already aware, not all restaurants use tablecloths as part of their table setting. Some restaurants use plastic coverings, others have placemats or just the bare tables. These are determined by the type and theme of the restaurant.

A tablecloth can be very expensive to purchase and maintain, so many restaurants opt to use a linen hire service instead. Whether purchased or rented, all care must be taken in the way linen is used and handled.

There are many types of materials from which tablecloths are made. These range from Damask which is a specially fine woven fabric that gives a shiny patterned finish to synthetic fabric, such as polyester.

Other table linen includes:

- » Silencer or molten
This is used underneath the tablecloth. It has a number of purposes. It prevents tablecloths from slipping. It muffles the noise created when placing tableware. It protects the table top from heat and moisture and it gives the tablecloth a soft feel.
- » Overlays or napperons
This is a small tablecloth that just covers the table. It is usually of a contrasting colour to the tablecloth and its purpose is to protect the tablecloth from spills, crumbs and stains etc.
- » Table skirtings
Also called 'flounce'.
- » Placemats
- » Napkins or serviettes

CLOTHING TABLES

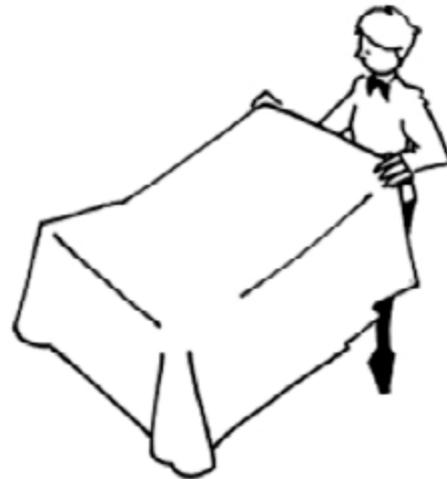
There are several ways a table may be clothed and there are many different sizes and shapes of tables. The way a laundry presses and folds cloths may have a bearing on how cloths are placed on the table.



- » Pull the table cloth towards you releasing the cloth as you do.



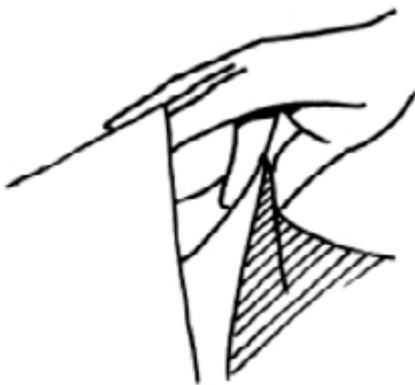
- » Hand Position. Place the table cloth over the end of the table releasing only the bottom finger grip.



- » Pull the table cloth into the correct position.

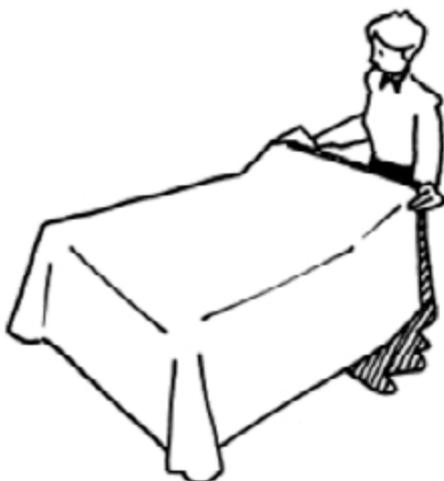
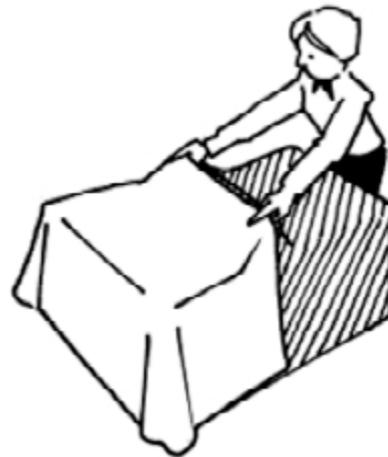
RECLOTHING SOILED TABLECLOTHS DURING SERVICE

During service, soiled tablecloths are changed either due to major spills or as part of reclothing of tables must be done swiftly and quietly. At no stage of reclothing must the bare table top be exposed.



» Note the hand grip.

» Place the table cloth over the end of the table while the soiled table cloth is still on the table. As you do this you should grip and retract the soiled table cloth. Table should never be visible.



» Pull the clean table cloth towards you releasing it as you go. Do not reverse the soiled table cloth. Pull the clean cloth into the correct position and release. You should now be holding the soiled cloth only and it should be clear of the table.

NAPKIN FOLDING

The type of napkin folds to be presented is often determined by the establishment and the style of service. There are many napkin folds from which to choose. Some are very simple, such as the buffet fold. Others, such as the Opera House or Open Rose, are more elaborate. Elaborate napkin folds are used to provide additional grandeur to a table setting, while simple folds are used more often when time is of the essence to diners and staff.

The simpler the fold the less handling. This can be an important consideration in terms of hygiene. Keep in mind that the napkin is going to be used by guests to wipe their hands or mouths during the meal. Therefore, any non-visible bacteria on napkins during folding will be transferred to the guests.

Always fold napkins with clean hands AND away from the set table as this could cause displacement of the set cutlery/glassware.

HATS is an acronym for the considerations when selecting a napkin fold:

H = HYGIENE & HANDLING

Trends are toward just a few simple folds resulting in less handling of the napkin by the waiter.

Less handling = more hygienic approach

A = APPEARANCE

Select a fold to suit the décor & table setting, some folds are suitable to be placed in wine glasses or bread baskets, most are designed to sit on the centre cover on a plate or on the side place

T = TIME

Simplicity is preferred due to staff costs, elaborate folds take more time to complete

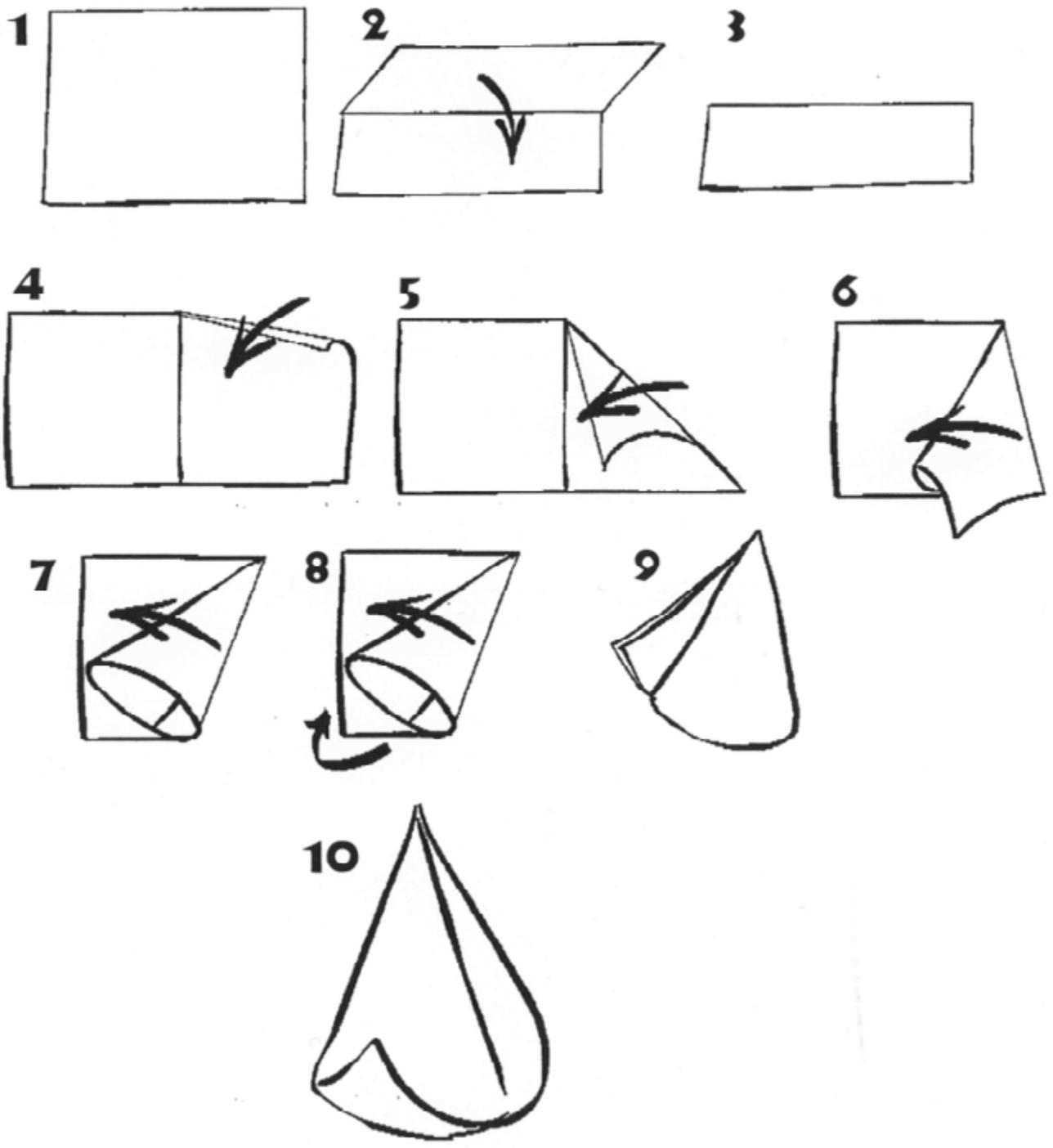
S = STORAGE

Some folds have the advantage that they can be folded in quiet times & stored

On the following pages are two examples of napkin folds you can practice.

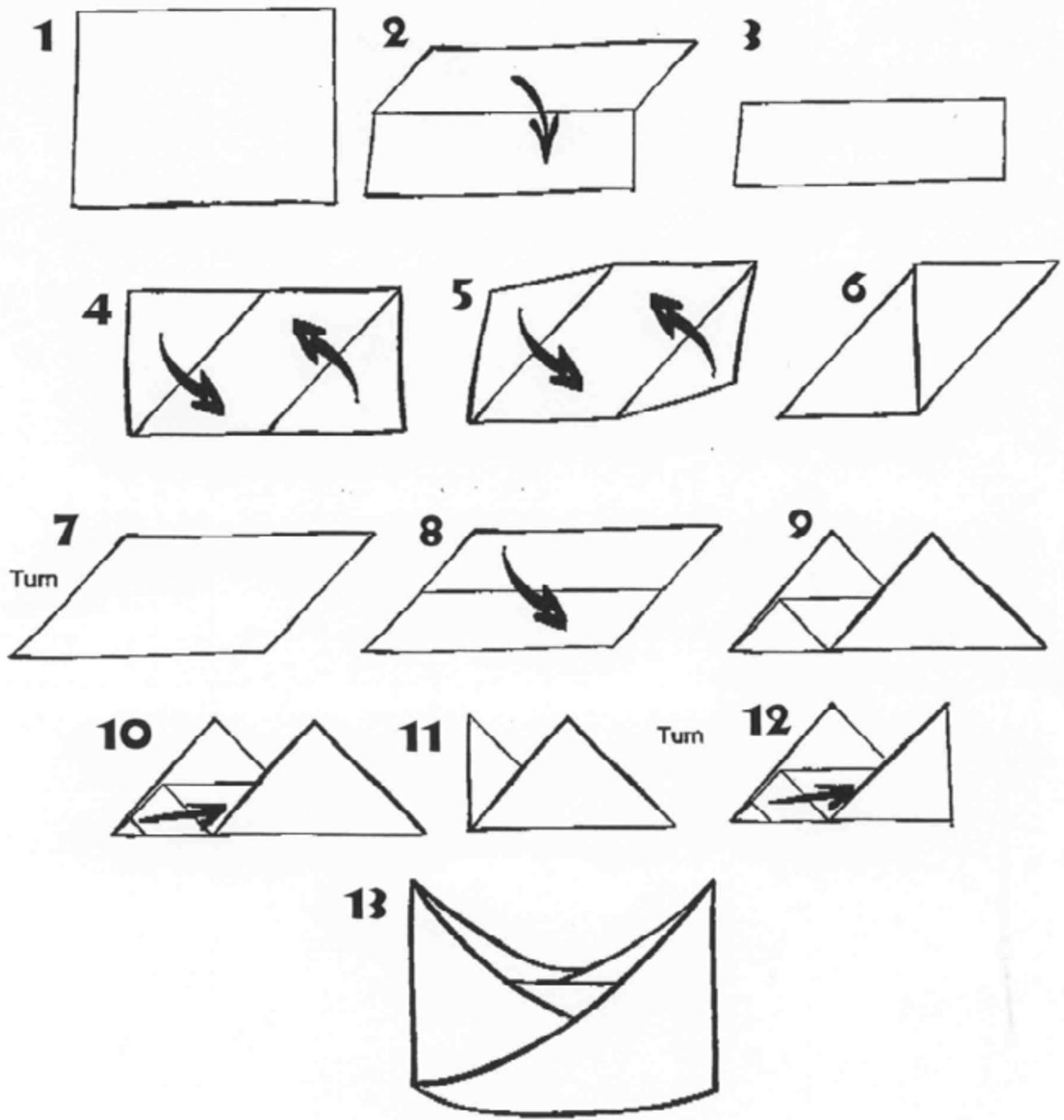
NAPKIN FOLDING

FOLDING A CONE



NAPKIN FOLDING

FOLDING A BISHOPS HAT



NAPKIN FOLDING

DIFFERENT NAPKIN FOLDS



CONE



BISHOP'S HAT



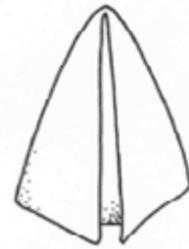
OPERA HOUSE



SAIL



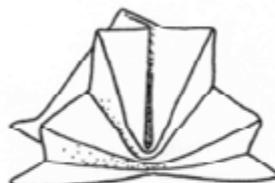
BISTRO



INVERTED SAIL



ENVELOPE



FAN



FIVE STAR



RING FAN



CANDLE



FLEUR DE LIS

TABLE D'HOTE OR SET MENU COVER

This table setting is for limited choice menus or pre-set menus with no choices. Translated from French table d'hote means 'table of the host'. This type of menu has two or three courses with one or two choices for each course. Some elaborate set menus have more courses but there are no choices available to guests. All table d'hote menus have a fixed price for the whole menu. This means even if guests take only two courses of a three course set menu, they still pay the same fixed price for the menu.

When table d'hote menus are used for banquets or functions, the table d'hote or set menu cover for setting tables is also used. When setting this type of cover, you will need to know the dishes on the menu as the cutlery requirements for each of the courses are included in the cover setting.

Below is a diagram showing the setting for a menu consisting of soup, fish, main course and dessert.

The tableware for this menu cover includes:

- » soup spoon;
- » fish knife and fork or entree knife and fork;
- » main course knife and fork;
- » entree fork and spoon for dessert (variations exist);
- » side plate;
- » side knife or small knife;
- » wine glasses;
- » napkin;
- » centre pieces.

Always put the first course cutlery on the outermost end so that guests can work inwards with their cutlery through the courses. As this type of cover generally takes up room, the dessert cutlery is placed above the main plate setting and centred across the top of the cover.

The image shows the initial set up of a Table d'hote setting.



A LA CARTE

This cover is used for an a la carte menu which means a menu that has individually priced dishes.

A la carte cover consists of:

- » main knife and fork;
- » side plate;
- » side knife or small knife;
- » wine glass (usually a white wine glass is used as the customer is more likely to order a white wine for the first course);
- » napkin;
- » centre pieces e.g. cruets, tentcards, table numbers, bud vase and candlestick.

Although an a la carte cover is a basic table setting, there are some variations to the above listed cover composition. This will depend of the style of service and the class of the establishment. This table setting is sometimes reduced down to main knife and main fork and a napkin. This type of cover is also used for a full breakfast menu. A coffee cup, saucer and teaspoon replace the wine glass.

While restaurants vary this somewhat, the following is a guide to positioning the tableware for an a la carte cover:

- » centre the place setting using the seating as a guide (the centre position can be marked with a main plate or napkin);
- » main knife to the right and 1cm from the edge of the table, cutting edge facing toward the left;
- » main fork to the left and 1cm from the edge of the table;
- » side plates to the left side of main fork;
- » side knife on the right side of side plate, parallel to main fork and knife (cutting edge of side knife facing towards the left edge of table);
- » wine glass placed directly above the main knife.

The image shows the setup of a la carte setting



POSITIONING OF GLASSWARE

Wine glasses are set in the order of use. The first glass is placed approximately 2.5 cm from the tip of the first course cutlery on the right hand side of the setting. The rest of the glasses are placed in a straight row at a 45° angle to the left of the first glass. If

there is not enough room towards the centre of the table, glasses may be placed in a diamond shape.

For the purpose of this exercise, sherry is served with the soup, white wine with fish, red wine with main course and sparkling wine with dessert.

CENTRE PIECES

In most cases, salt and pepper shakers are placed on the table. These should match the crockery and be easy to reach for any guest. For large tables more than one set of salt and pepper shakers may be needed.

Some establishments provide small table-size salt and pepper grinders instead of shakers. Other establishments have waiters offer salt and pepper to the guests from large mills.

Other table decorations include centre pieces of flowers, a bud vase or a small posy of colourful, delicate scented flowers, candlesticks and tentcards.

Centre pieces should not overwhelm or interfere with the table setting or service. Most restaurants will have a set way for the placement of centre pieces. Discuss this with your Trainer and find out how centre pieces should be placed in your establishment.

Remember: The main entrance to the establishment is often used as a check-point for table setting. In the end, what is wanted is a perfectly uniform setting that can be noticed when guests enter the restaurant. It is the point from which one should take a final look at the way the whole restaurant has been set.

Centre piece tips:

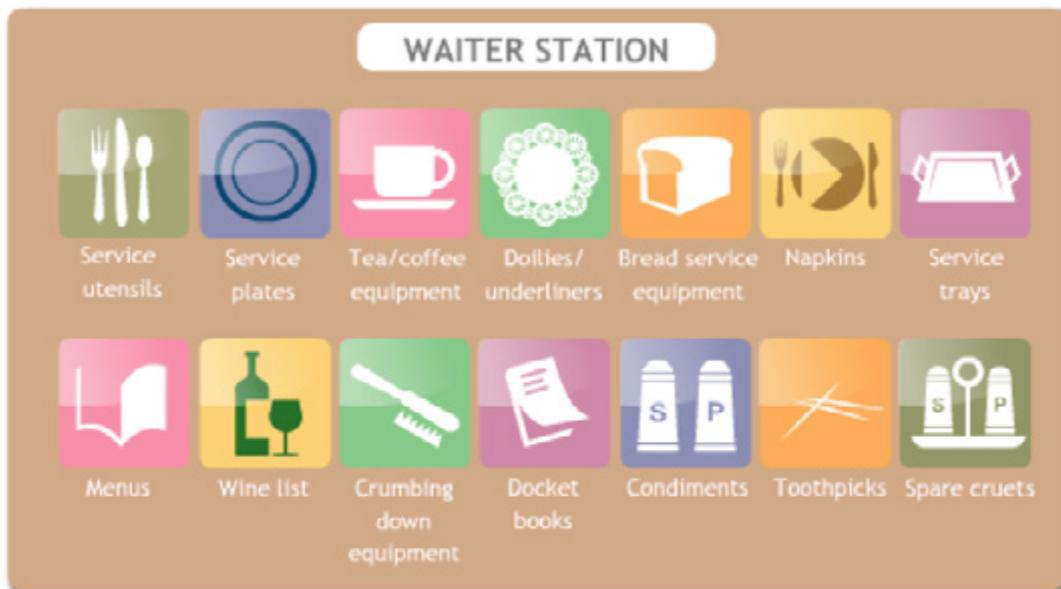
Cut-flower centre pieces should be stored in the coolroom or refrigerator when service is over if they need to be kept fresh

Do not use flowers that have a strong scent as this can interfere with the food and wine.

The height of any centre piece must not be above the eye level of guests when seated.



SERVICE ITEMS



- » service utensils
- » service plates and with other tableware
- » tea/coffee service equipment
- » underliners/doilies
- » bread service equipment
- » napkins
- » service trays
- » menus
- » wine lists
- » crumbing down equipment
- » docket books (spares)
- » condiments e.g. sauces and mustards
- » toothpicks
- » spare cruets.

PREPARE RESTAURANT FOR CUSTOMER COMFORT

Prepare restaurant for customer comfort

Now we come to the final stage of preparing the restaurant for service. We started with preparing the physical elements of the dining room environment, and now finish with the final touches to:

- » background music
- » lighting
- » room temperature.

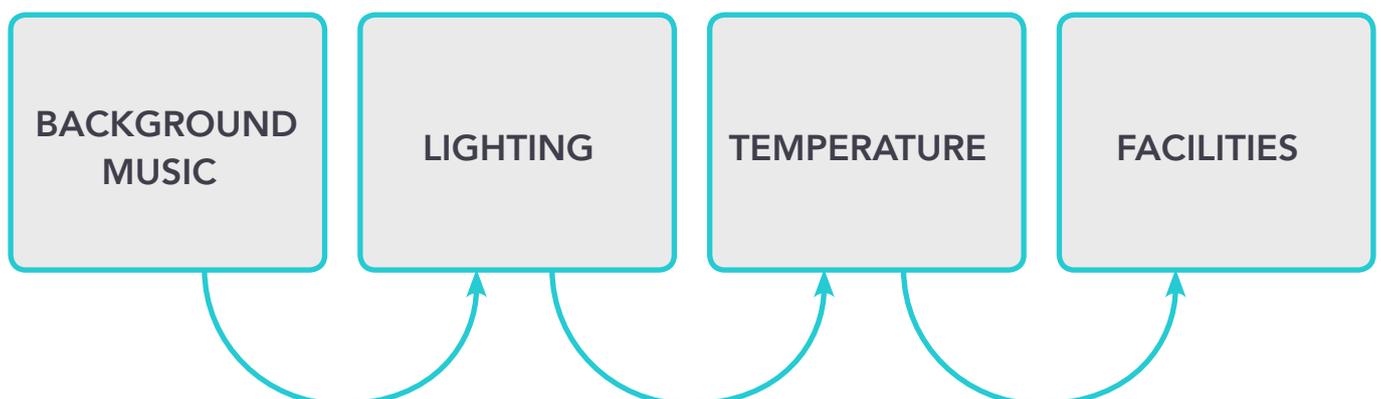
When diners come to a restaurant, they normally like to relax in an atmosphere where they can talk to each other. Loud rock or heavy-metal music is inappropriate for relaxed dining. Soft instrumentals or ballads are more suited to restaurant dining. It is also important to have the appropriate music that suits the theme and atmosphere of the restaurant, say, Italian music for an Italian restaurant.

Similarly, bright lights that show up every imperfection are not appreciated by guests wanting to spend a romantic evening with their partners. Soft subdued lighting creates the right atmosphere for dining out.

The whole experience of dining out should be one of relaxation and comfort. This is not possible if it is so cold in the restaurant that customers must sit with their overcoats on to keep warm. Similarly, the ventilation in the room has to be adequate so guests do not feel hot and stuffy.

Finally, the facilities behind the scene must be considered. The bathrooms need to be clean at all times and stocked with an adequate supply of soap, toilet paper and hand towels.

Once all these points have been taken care of, the final check can be done before the doors are opened for service.



HSC HOSPITALITY REVISION WORKBOOK

SERVICE PERIOD AND CUISINE KNOWLEDGE



SERVICE PERIOD AND CUISINE KNOWLEDGE

Breakfast	7.00 am – 10.00 am
Brunch	10.00 am – 2.00 pm
Lunch	12.00pm – 3.00 pm
Afternoon tea	3.30 pm – 5.00 pm
Dinner	6.00 pm – 9.30 pm
Supper	10.00 pm – midnight

BREAKFAST

This is the first meal of the day. There are a number of different types of breakfast menus e.g. Continental, English, Australian, American and Buffet.

A Continental breakfast is a light breakfast consisting of a variety of juices, cereals, bread products, conserves and a hot beverage.

An English, Australian or American breakfast may include continental breakfast items. Typical cooked dishes of an English breakfast are eggs, bacon, sausages, smoked fish, such as kippers, and offal, such as kidneys and liver.

Typical cooked dishes for an Australian breakfast are steak, eggs, lamb chops, bacon, sausages and baked beans.

Typical cooked dishes of an American breakfast are eggs, bacon, sausages, hash browns, pancakes and waffles.

Buffet breakfasts usually offer a variety of cooked dishes as listed in the above four types of breakfasts. The dishes are set out for the guests to help themselves.

BRUNCH

Brunch is a meal that combines breakfast and lunch. It is also considered a late breakfast or early lunch with items from both lunch and breakfast menus offered. Brunch has become increasingly popular especially in resort-type hotels.

LUNCH

The lunch menu of a restaurant may be similar to that of the dinner menu. The menu often consists of lighter food items and can be relevant to the theme of the restaurant.

AFTERNOON TEA

This menu usually consists of a variety of cakes, pastries and sandwiches to be served with tea and coffee.

DINNER

This menu usually consists of a wide variety of food items relevant to the theme of the restaurant.

SUPPER

This menu usually consists of light and quick-to-prepare dishes.

SERVICE STYLES

In Australia, the main service styles used in a restaurant are:

PLATE SERVICE

In this style, the food is plated in the kitchen and then delivered by the waiter to the table.

SILVER SERVICE

In silver service, food items are served by the waiter onto the guest's plate at the dining table using a spoon and fork to transfer the food items from the serving platter.

SEMI-SILVER SERVICE

In this service, the main food item is plated in the kitchen. The waiter serves the accompaniments e.g. vegetables and pasta, onto the guest's plate at the table.

BUFFET SERVICE

Here, food items are displayed on buffet tables. Guests often help themselves to food items. In some restaurants, however, uniformed kitchen staff or waiters are stationed behind the buffet tables to assist in the service of food.

GUERIDON SERVICE

In this style of service, the food is prepared, portioned, carved or cooked on a trolley or side table in front of guests. This style of service is a specialised form of service practised in formal or fine dining restaurants.

MENU ITEMS

Courses on the menu are commonly grouped into the following structure and sequence:

STARTERS, HORS D'OEUVRE AND APPETISERS

SOUPS

ENTREES AND FISH DISHES

MAIN COURSES

BASIC SAUCES

VEGETABLES AND SALADS

DESSERTS

CHEESE

STARTERS, HORS D'OEUVRE AND APPETISERS

Any of these three terms can be used to group the first course on the menu. However, this does not mean that the guest must choose from this section of an a la carte menu to start their meal. The food items on this section of the menu are used to stimulate appetite. Common examples are prawn cocktails, oysters, pate and smoked salmon.

SOUPS

These may be hot or cold. There are two main types of soups – thick soups such as cream of tomato and oxtail soup, and thin or clear soups such as chicken broth or beef consomme.

ENTREES AND FISH DISHES

The French term 'entree' is sometimes used for the starter course on some menus. Entrees are technically more substantial than hors d'oeuvre or appetisers. Being light textured, fish and other seafood are often used in the preparation of entree dishes. Other typical food items used for entree dishes may include omelettes, pastries and offal e.g. brains, kidneys, liver, pasta dishes. Although portion sizes for entrees are small in relation to main courses, guests often like to know if entrees are light or rich and filling. Therefore, it is necessary to be familiar with the preparation of each dish.

MENU ITEMS

MAIN COURSES

On contemporary menus in Australia, main courses are served with starch-based accompaniments e.g. pasta, rice or potatoes, and two to three vegetables. The main course item could be meat, fish or poultry cooked in a number of ways. Grilled, fried, baked and roast dishes are often accompanied by sauces. Braised dishes and stews are served with sauces as part of the ingredients. When acquiring product knowledge for this category of the menu, it is important to know the preparation and cooking methods, the cut of meat or fish used, the main flavours of the dish and any accompaniments or sauces with which it is served.

BASIC SAUCES

Common sauces include brown and white sauces made from meat-based stock that has been thickened.

Common basic brown sauce includes demi glace that is made from brown meat stock or gravy using roasting pan juices.

Some white sauces may be made from milk, such as bechamel sauce, or made from white meat stock, such as a veloute.

Egg and butter sauces, such as hollandaise, are made from beaten egg yolks, vinegar and warm melted butter.

Cold sauces, such as mayonnaise, are made from egg yolks, vinegar and oil, and vinaigrette is made from vinegar and oil.

VEGETABLES AND SALADS

Vegetables and salads may be served as accompaniments with main courses. With the popularity of vegetarian dishes, restaurants are now offering more vegetable dishes for vegetarians. There is also a large range of salads that can be offered on menus. These range from a simple green salad with a light oil and vinegar dressing to a more substantial salad with meat and vegetables.

DESSERTS

Desserts may be hot or cold ranging from baked items, such as a hot apple pie, to a simple fruit salad and ice cream. Types of pastries used for making desserts include puff pastry, short crust pastry and filo pastry. Pudding desserts are usually made with a custard or sponge cake mixture base.

CHEESE

There is a large variety of cheese available on the market. The main categories are fresh cheese e.g. cottage, ricotta and cream cheese; soft cheese e.g. camembert, brie and mozzarella; firm cheese e.g. edam, cheddar and Swiss; and hard cheese e.g. parmesan, romano and percorino. It is also important to know the flavour. Is it strong? Mild? Biting? It is useful to know whether the cheese is made from goat's, cow's or sheep's milk.

PRODUCT KNOWLEDGE

As a waiter, you are a salesperson. Therefore, it is very important to know about the items that are for sale on the menu. The best way to learn about the menu being sold is to talk to your Chef.

THE FOLLOWING QUESTIONS WILL GIVE SOME IDEA AS TO WHAT SHOULD BE KNOWN ABOUT THE DISHES SERVED:

Is it a hot or cold dish?

What are the main ingredients in the dish?

Is it a light, heavy or rich dish?

What is the cooking method?

How is it prepared?

What cut of meat is used?

What kind of fish is it?

What fruits are used in the fruit salad?

What vegetables are included in the dish?

What kind of sauce is accompanying the dish?



BEVERAGES

NON ALCOHOLIC BEVERAGES MAY BE GROUPED AS FOLLOWS:

- » aerated waters e.g. soda water, tonic water, dry ginger, bitter lemon, coke and ginger beer;
- » natural spring waters or mineral waters e.g. Perrier, Evian and Mountain Spring;
- » squashes e.g. orange, lemon and lime;
- » juices e.g. tomato, orange and lemon;
- » syrups e.g. grenadine, cassis (blackcurrant), gomme (white sugar syrup), raspberry and lime.

ALCOHOLIC BEVERAGES

APERITIFS

This is a drink served before meals to stimulate the appetite. Examples of common aperitifs are sherry, vermouth and bitters, campari and fernet branca.

WINES

These can be grouped as follows:

- » champagne and sparkling
- » white wine
- » red wine
- » rose.

LIQUEURS

These are spirit or wine-based liquors that are sweetened and flavoured. They are often served as digestives (after-dinner drinks). Common examples are Grand Marnier, Cointreau, Creme de Menthe, Sambucca, Tia Maria, Kirsch and Drambuie.

SPIRITS

These are distilled alcoholic liquors e.g. gin, rum, whisky, cognac, vodka, schnapps and tequila.

BEER

These are grouped into light or dark ales, light or strong (alcoholic strength) and on tap or in a bottle/can.

In your role as a food salesperson, you may sometimes be asked to recommend dishes to guests. Therefore, it is important that you know the dishes in the menu on the order in which they should be served. Guests will only derive satisfaction if they have eaten the food in the right gastronomical order e.g. a rich appetiser (prawn cocktail) should be followed by a clear soup or broth, a heavy entree such as a pasta carbonara should be followed by a vlight fish main course. Cheese is served as the last course to sooth the stomach.

BEVERAGES

BEER (CONT.)

As a general rule of thumb, the courses should flow from cold to hot to cold, from light to heavy to light. Avoid recommending menu items that will repeat main ingredients, cooking methods, colours, textures or flavours. Naturally, it is important to find out from guests their preferences for food or any dietary needs e.g. they do not eat red meat or dairy food.

In terms of food and wine combinations, a general guideline to follow is:

- » white wine with white meat, seafood or vegetables;
- » red wine with red meat;
- » sweet wine with desserts;
- » sweeter wine with spicy food.

SALESMANSHIP

A professional waiter is a salesperson of food and beverage, not just an order taker or carrier of food and beverage. The waiter can suggest menu items that will increase customer enjoyment which will, in turn, increase revenue for the establishment.

SINCERITY

HELPFULNESS

ENTHUSIASM

ATTENTIVENESS

FRIENDLINESS

PRODUCT KNOWLEDGE

- » SINCERITY
Do not mislead or exaggerate when advising guests or answering questions on menu items e.g. if the fruit salad is made from canned fruit, do not try to sell the dish as a fresh fruit salad, or sell a fish dish as fresh when it is really frozen.
- » HELPFULNESS
Assist customers by recommending food and beverage items that suit their needs and preferences.
- » ENTHUSIASM
Use positive questioning, and describe menu items appetisingly.
- » ATTENTIVENESS
Listen attentively and re-check information by repeating customer requests.
- » FRIENDLINESS
Greet and speak with customers warmly. Maintain a warm smile and cheerful manner.
- » PRODUCT KNOWLEDGE
Know the products for sale at the restaurant and any special promotions or services available.

CATERING FOR GUESTS WITH SPECIAL NEEDS

ELDERLY PEOPLE

ELDERLY PEOPLE

They must have easy access to their table. An upright chair may be required.

PEOPLE WHO ARE HEARING IMPAIRED

PEOPLE WHO ARE HEARING IMPAIRED

They should be seated where they can see everything and where there are even noise levels, away from speakers or telephone. Listen carefully to the guest's voice as it may not be very clear.

PEOPLE WHO ARE VISUALLY IMPAIRED

PEOPLE WHO ARE VISUALLY IMPAIRED

They must have easy access to their tables and should be seated at tables where they will not have to move for other guests.

PEOPLE IN WHEELCHAIRS

PEOPLE IN WHEELCHAIRS

They must have easy access to their tables.

CHILDREN

CHILDREN

They may require high chairs or cushions. They should be seated where it is possible to see what is going on. Seat families where noise will create the least disturbance to other guests.

PRESENTING MENUS AND TAKING ORDERS

Once guests are comfortably seated, present the menus and take orders for drinks. Explain any specials on the menu and leave the guests to decide on their menu choices. If the menu is in a cover form, it should be opened before presenting.

1. Carry the menus in the flat of the left hand.
2. Open the menu from the top with the right hand.
3. Present the menu from the right side of the customer.
4. If the menu is written on a portable blackboard, bring the blackboard to the table and position it securely and safely where everyone can see it.

DIETARY REQUIREMENTS

VEGETARIANISM

Vegetarianism is the practice of following a diet based on plant-based foods including fruits, vegetables, cereal grains, nuts, and seeds, with or without dairy products and eggs. A vegetarian does not eat meat, game, poultry, fish, crustacea, shellfish, or products of animal slaughter such as animal-derived gelatine and rennet. There are a number of vegetarian diets. A lacto-vegetarian diet includes dairy products but excludes eggs, an ovo-vegetarian diet includes eggs but not dairy products, and a lacto-ovo vegetarian diet includes both eggs and dairy products. A vegan diet excludes all animal products, including dairy products, eggs, and honey. Vegetarianism may be adopted for ethical, health, environmental, religious, political, cultural, aesthetic, economic, or other reasons.

A semi-vegetarian diet consists largely of vegetarian foods, but may include fish and sometimes poultry, as well as dairy products and eggs. A pescetarian diet, for example, includes “fish but no meat”. The common use confusion between such diets and vegetarianism has led vegetarian groups, such as the Vegetarian Society, to note that such fish or poultry-based diets are not vegetarian, but omnivorous.

*-Sourced,
The Australian Vegetarian Society*

COELIAC DISEASE

(pronounced seel-ee-ak) is an autoimmune disease. Autoimmune means the body mistakenly produces antibodies that damage its own tissues. It is a permanent intestinal intolerance to dietary gluten. A number of serious health consequences can result if the condition is not diagnosed and treated properly.

In those with untreated Coeliac disease the mucosa (lining) of the small bowel (intestine) is damaged: The tiny, finger-like projections which line the bowel (villi) become inflamed and flattened. The function of the cells on villi is to break down and absorb nutrients in food. Through a microscope, the lining of the small bowel normally looks rather like shag-pile carpet, the villi making up the “pile”. The entire surface area of a healthy small bowel is comparable in size to that of a tennis court.

In those with untreated Coeliac disease, the villi become inflamed and the bowel has a characteristic flat appearance (like a threadbare carpet). This is referred to as villous atrophy. The surface area of the bowel available for nutrient absorption is markedly reduced (to the size of a table or less) which can lead to nutrient deficiencies.

Coeliac disease is treated by a lifelong gluten free diet. By specifically removing the cause of the disease,

DIETARY REQUIREMENTS

COELIAC DISEASE (CONT.)

this treatment allows abnormalities, particularly that of the small bowel lining, to recover. As long as the gluten free diet is strictly adhered to, problems arising from Coeliac disease should not return.

Gluten is a rubbery and elastic protein found in wheat, rye, barley, triticale (a cross between wheat and rye) and oats. Gluten is responsible for the cooking and baking properties of these grains.

There are obvious foods which contain gluten i.e. bread, cakes, pasta etc, but there are also a whole range of ingredients within prepared and commercial foods which can come from a gluten source. To become "ingredient aware" is essential.

-Sourced,

The Australian Coeliac Society

KOSHER

The laws of kosher derive from various passages in the Torah, and are numerous and complex, but the key principles are as follows:

Only meat from particular species is permissible:

1. Mammals that both chew their cud (ruminant) and have cloven hooves can be kosher. Animals with one characteristic but not the other (the camel, the hyrax and the hare

because they have no cloven hooves, and the pig because it does not ruminant) are specifically excluded

2. A predatory bird is not kosher
3. Additionally, kosher birds possess the following three physical characteristics:
 - An extra toe
 - gizzard with a removable membrane

Fish must have fins and scales to be kosher and other non-fish water fauna are not kosher.

Insects are not kosher, except for certain species of kosher locust (unrecognized in almost all communities).

That an animal is untamed does not preclude it from being Kashrut, but a wild animal must be trapped and ritually slaughtered rather than killed some other way to be kosher.

Generally any animal that eats other animals, whether they kill their food or eat carrion is not kosher, as well as any animal that was partially eaten by other animals

Meat and milk (or derivatives) cannot be mixed in the sense that meat and dairy products are not served at the same meal, served or cooked in the same utensils, or stored together. Observant Jews have separate sets of dishes, and

DIETARY REQUIREMENTS

KOSHER (CONT.)

sometimes different kitchens, for meat and milk, and wait anywhere between one and six hours after eating meat before consuming milk products.

Animals must be slaughtered in the kosher way. This is done by severing the carotid artery, the oesophagus, trachea, and jugular vein in one swift motion.

Kosher meat is all about the blood. Kosher laws state that the impurities of an animal reside in the blood, and as such all efforts must be made to remove all traces. All cuts of meat must be completely free of blood vessels, and meat is salted using kosher salt, to further draw the blood out of the flesh. Kosher preparations must be done with kosher utensils (those being utensils which have never contacted non-kosher foods). To use a knife, for example, that had been used to cut pork, would render your kosher meat, non-kosher.

There are entire businesses devoted to kosher catering.

According to the Jewish dietary laws there are three groups of restricted items:

GROUP 1 - ANIMAL PRODUCTS AND THEIR DERIVATIVES

These include:

- a) Meat, poultry, fish, sea food and their derivatives such as gelatine
- b) Animal or marine fats and oils, margarines, shortenings etc. containing

even traces of animal fats and oils; and derivatives of such products such as glycerine, glycerides, stearates, G.M.S., polysorbates, emulsifiers etc.; these are often numbered between 471 to 479.

- c) Blood and its derivatives such as blood albumen
- d) Animal rennet.

N.B. Eggs are not a restricted item although milk and milk products are to some extent (see Group 3 below).

GROUP 2 - WINE PRODUCTS

- a) All grape-based drinks or grape-based alcohol products such as wine, brandy and wine vinegar
- b) Grape based colouring such as Enocyanin or Anthocyanin may pose a problem and their presence must be noted.
- c) Other non-grape based alcohol and alcoholic beverages or their derivatives are acceptable.

GROUP 3 - MILK AND ITS DERIVATIVES

All dairy products such as milk, cream, butter, cheese, milk powder, milk fat, casein, caseinate, lactose etc. are subject to certain restrictions and their presence needs to be known. They are kosher but products containing these ingredients must be designated Dairy.

-Sourced, The Kashrut Authority, Australia, New Zealand, and Pacific Rim.

DIETARY REQUIREMENTS

HALAL

It is estimated that 70% of Muslims worldwide follow Halal food standards, and that the global Halal market is currently a \$700 billion AUD industry.

Islam has laws regarding which foods can and cannot be eaten and also on the proper method of slaughtering an animal for consumption, known as dhabihah. However if there is no other food available then a Muslim is allowed to eat non-Halal food.

A variety of substances are considered as harmful for humans to consume and, therefore, forbidden as per various Quranic verses:

- » Pork
- » Blood
- » All carnivores and birds of prey
- » Animals slaughtered in the name of anyone but Allah (i.e. kosher)
- » Carrion
- » An animal that has been strangled, beaten (to death), killed by a fall, gored (to death), savaged by a beast of prey (except that which you may have slaughtered while it was still alive)
- » The fish must die out of water and because of natural suffocation in the free air, on the ground

or on the deck of the fishing boat. Otherwise, it's not Halal.

- » Food over which Allah's name is not pronounced
- » Alcohol and other intoxicants

All these substances may be consumed as last options in life-threatening situations.

Slaughter of all animals excluding fish and most sea-life must be performed as per Islamic law. This method of slaughtering animals consists of a swift, deep incision with a sharp knife on the neck, cutting the jugular veins and carotid arteries of both sides but leaving the spinal cord intact.

Today there are over a quarter of a million Muslims in Australia made up from most Muslim countries of the world, and their Australian-born children and grandchildren. Initially these people came from Muslim fisherman from Indonesia and later on, from Afghan camel drivers who arrived in 1860, who assisted in European settlement. These numbers grew rapidly with large scale immigration after the Second World War. The Muslim community has become an integral and important part of the multicultural Australian community.

DIETARY REQUIREMENTS

ALLERGIES AND INTOLERANCES

Coeliac disease is an auto-immune disorder of the small intestine in reaction to gluten, symptoms of which include chronic diarrhoea, malnutrition and organ failure. The only treatment for this is a lifelong gluten free diet. Coeliac disease is not the same as wheat allergy.

Lactose is a sugar that is found most notably in milk. Lactose makes up around 2–8% of milk (by weight), although the amount varies among species and individuals. It is extracted from sweet or sour whey. The name comes from lacte, the Latin word for milk, plus the -ose ending used to name sugars. As humans, we aren't meant to consume milk after the age of 2, and as such our bodies stop producing lactase (the enzyme required to digest milk) at around this age. Because of this, most of the population is mildly lactose intolerant. This intolerance is more present in some individuals. Symptoms include bloating, flatulence, and diarrhoea. This can be treated by taking lactase supplements, or by avoiding lactose.

Diabetes is a condition in which the body either does not produce enough, or does not properly respond to, insulin, a hormone produced in

the pancreas. Insulin enables cells to absorb glucose in order to turn it into energy. This causes glucose to accumulate in the blood, leading to various potential complications.

Many types of diabetes are recognised, the principal three are:

- » Type 1: Results from the body's failure to produce insulin. It is estimated that 5–10% of individuals who are diagnosed with diabetes have type 1 diabetes. Presently most persons with type 1 diabetes require insulin injections.
- » Type 2: Results from insulin resistance, a condition in which cells fail to use insulin properly, sometimes combined with absolute insulin deficiency. Most individuals who are diagnosed with diabetes have type 2 diabetes.
- » Gestational diabetes: Pregnant women who have never had diabetes before but who have high blood sugar (glucose) levels during pregnancy are said to have gestational diabetes. Gestational diabetes affects about 4% of all pregnant women.

HSC HOSPITALITY REVISION WORKBOOK

PREPARE FOR SERVICE



SUPERVISOR CHECKLIST

BEFORE SERVICE

Done

Issue Checklists to Bar, Floor and Cashier

Arrange tables to be set for bookings

Check stations are set

Check linen room is tidy and has nothing on the floor

Check stock room is tidy

Check display shelves are clean and free of dust

Check Bar has completed checklist set up

Lamps on

Check glass bin is in place

Inside tables set to floor plan

Pass set to standard

Fill in running sheet with direction from Lecturer

SUPERVISOR CHECKLIST

AFTER SERVICE

Done

- Stations are clean, wiped and set to standard
- Pass clean and wiped down
- Butter tray cleaned out
- Lamps Off
- Full linen bag placed in box for collection
- Linen bag replaced
- Cutlery polished
- Ensure all cups and saucers have been collected from the kitchen
- Check Bar has completed checklist pack down
- Check Floor has completed checklist pack down
- Check cashier has completed checklist pack down
- Excess cutlery placed in stock room and storeroom tidy
- Tables and chairs have been wiped
- Collect checklists and file in folder
- Diary ribbon moved to next day
- Ensure glass bins are not full. (1 Bin is enough for a week)

Supervisor Sign _____

Lecturer Name _____

Lecturer Sign _____

RESTAURANT CHECKLIST

BEFORE SERVICE

	Done	Completed By
Stations are clean and set to standard	<input type="checkbox"/>	_____
Linen put away and linen room tidy	<input type="checkbox"/>	_____
Stock linen into Stockroom for easy access	<input type="checkbox"/>	_____
Prepare salt for tables	<input type="checkbox"/>	_____
Butter cut and ready to go	<input type="checkbox"/>	_____
Lamps on	<input type="checkbox"/>	_____
Inside tables set to floor plan	<input type="checkbox"/>	_____
Bread service plates on the pass with cutlery	<input type="checkbox"/>	_____
Service cutlery to the pass for side dishes	<input type="checkbox"/>	_____

RESTAURANT CHECKLIST

AFTER SERVICE

	Done	Completed By
Stations are clean, wiped and set to standard	<input type="checkbox"/>	_____
Pass clean and wiped down	<input type="checkbox"/>	_____
Butter tray cleaned out	<input type="checkbox"/>	_____
Lamps Off	<input type="checkbox"/>	_____
Full linen bag placed in box for collection	<input type="checkbox"/>	_____
Linen bag replaced	<input type="checkbox"/>	_____
Cutlery polished	<input type="checkbox"/>	_____
Excess cutlery placed in store room	<input type="checkbox"/>	_____
Linen removed from outside tables	<input type="checkbox"/>	_____
Cups, saucers, butter and salt dishes, side plates are collected from the kitchen and polished	<input type="checkbox"/>	_____
Tables wiped down with damp cloth	<input type="checkbox"/>	_____
Chairs wiped down with damp cloth	<input type="checkbox"/>	_____
All cloths scrubbed, rinsed and dried	<input type="checkbox"/>	_____

Supervisor Sign _____

Date _____

HSC HOSPITALITY REVISION WORKBOOK

TAKING ORDERS



TAKING ORDERS

There are many different forms of taking and recording orders. Each restaurant will be a little different. Some establishments have a pre-printed order form which contains all the menu items offered. Others record orders using the numbering system, and still others the computer system.

Regardless of the method, it is important to make sure all information recorded is legible. The smallest mistakes can lead to wrong orders and dissatisfied guests. Many restaurants use standard abbreviations for menu items. If your restaurant is one of these, follow the system 'to the letter' to ensure your workmates – especially the kitchen staff and the cashier – can read and interpret your dockets correctly.

The order serves three main functions:

- » provides information for the bar staff and kitchen staff on the beverages and food ordered;
- » provides information for the waiter on which guests have ordered which dishes to ensure correct delivery;
- » provides the cashier information for preparation of bills for what is ordered and consumed.

PROCEDURE FOR TAKING AN ORDER

Make sure the guests are ready to order. Their body language will tell you a lot. They may have closed the menu or may have signalled for assistance.

1. Start with the guest to the right side of the host and work anti-clockwise from the host around the table ending with the last order taken from the host. Sometimes the host will place the order for the rest of the guests. If this is the case, the host will usually tell you at the beginning.
2. Note the host with a 'H', and any special characteristics of the first and last guest.
3. Note any special requirements on each of the orders e.g. no sauce with the steak, or the degree of 'doneness' for the meat.
4. If a host cannot be identified, then start with the person seated closest to the entrance door. In situations when this is not easily identified, clearly mark the guest you started taking the order with on your rough copy e.g. red dress or blue suit etc.
5. Draw a line between each course.
6. Once the order is taken, confirm each order by repeating it back to the guest to avoid mistakes.
7. The information on the rough copy is then transferred to the docket book.

COMPUTERISED ORDER RECORDING

Many establishments now use electronic computers to process food and beverage orders. The waiter takes orders on a note pad. When the order taking is completed, it is processed through the computer by opening a guest account on the computer.

Each waiter is given an identity key, a code number or authorising card that must be used. This identifies the user who is the waiter. The information such as table number, number of covers, check number and food and

beverage items ordered by guests are entered into the computer. With some systems, the order is sent directly through the system to the kitchen and bar where it is reproduced on printers located in each of these areas. The system will also automatically print the date and time of the order



HSC HOSPITALITY REVISION WORKBOOK

SERVICE SKILLS AND TECHNIQUES



ADJUSTING CUTLERY

After the order has been taken, the cutlery originally set for the cover is adjusted. This is done directly after the order has been placed in the kitchen. The cutlery is adjusted up to the main course. Dessert and cheese cutlery are adjusted when the order is taken after the main course.

PROCEDURE FOR ADJUSTING CUTLERY

1. Prepare the cutlery required for each guest and arrange neatly on a service tray.
2. Start the adjustment of cutlery from the guest on the right of the host and work anti-clockwise as in the case of order taking.
3. Correct the knife section first then the fork section for each guest at a time.
4. Remove cutlery pieces that are not required.

5. Place any additional cutlery in the sequence of use – first course items on the outside working inwards towards the centre.
6. Pick up cutlery with thumb and index finger, holding the sides of the narrow neck of the cutlery piece to prevent leaving any finger marks on the cutlery.
7. Ensure cutlery items are aligned parallel to each other.

Remember: Any extra covers not required for the table are also removed at this stage. A service tray should be used to carry the cleared cover settings.

Important: When adjusting cutlery, ensure minimal disruption to guests.

If dessert cutlery has been pre-set across the top of the cover as part of a table d'hôte cover setting on the table, then the cutlery must be moved down to the main cutlery position. The spoon is moved first, then the fork. Work anti-clockwise as per order taking.

PLATE SERVICE SKILLS AND TECHNIQUES

PLATE SERVICE SKILLS AND TECHNIQUES

Plate service is the most common form of service. In plate service it is very important that the food carefully placed on the plate by the kitchen staff reaches the table undisturbed. Being skilful in plate carrying techniques is an essential skill for any waiter.

Traditionally, plate service was performed by serving food from the left side of the guest and clearing from the right. This procedure is still used by some countries. In Australia, this procedure is adopted only for silver service when food is served on to the plate from the left side and cleared from the right. However, for plate service the procedure now adopted is to serve plated food from the right side and clear from the right. This procedure is less obstructive to the guest. Whichever procedure is adopted by the different establishments, it is important to remember to conform with the procedures of that establishment.

When serving, the guest on the right of the host is served first unless instructed otherwise (as per order taking). In a formal situation and in some other cases, ladies are served before gentlemen. In this case you work anti-clockwise with the first lady on the right of the host around the table, then the gentlemen and finally the host.

TRAY CARRYING AND DRINK SERVICE TECHNIQUES

Drink trays should be carried (with a slightly cupped hand) on the pads of fingers of the left hand. This allows the waiter to adjust the balance of the tray as glasses are removed or added to the tray.

Safety: If the tray is not a non-slip tray, it should be lined with a tray mat or tray liner to prevent glassware from sliding.

When serving drinks, hold the tray behind the back of the guest. Place the drink onto the table from the right side of the guest, using the right hand. The drink should be placed above the main cutlery on the right side of the guest.

TAKING ORDERS & SERVING WINES

PRESENTING THE WINE LIST

The wine list is presented to the host. The host is:

- » The person paying the bill
- » The person organizing the table
- » The person ordering the food for their guests

The wine list can be presented open or closed and from either side, depending on local practice. Find out the correct procedure for your establishment. Always make sure the host can hold the bottom of the wine list.

TAKING THE ORDER

The host may order the wine or pass the wine list to another guest who then becomes the 'wine host'. The order should only be taken when the wine host is ready. Do not rush them.

To take the wine order correctly you will need to know:

- » The type of wine
- » Its brand name
- » Its vintage (if applicable)
- » The establishment's procedure for filling out dockets and ordering wines from the bar.

CORRECT GLASSWARE

You must give the guest the right glassware for the type of wine being served. After ordering the wine from the bar, check the table for the right glassware. If it is not correct:

- » Place the correct glassware on a tray
- » Remove unwanted glassware to the tray.
- » Replace with the correct glassware.
- » Give a clean glass for each different wine that's been ordered.

REMEMBER

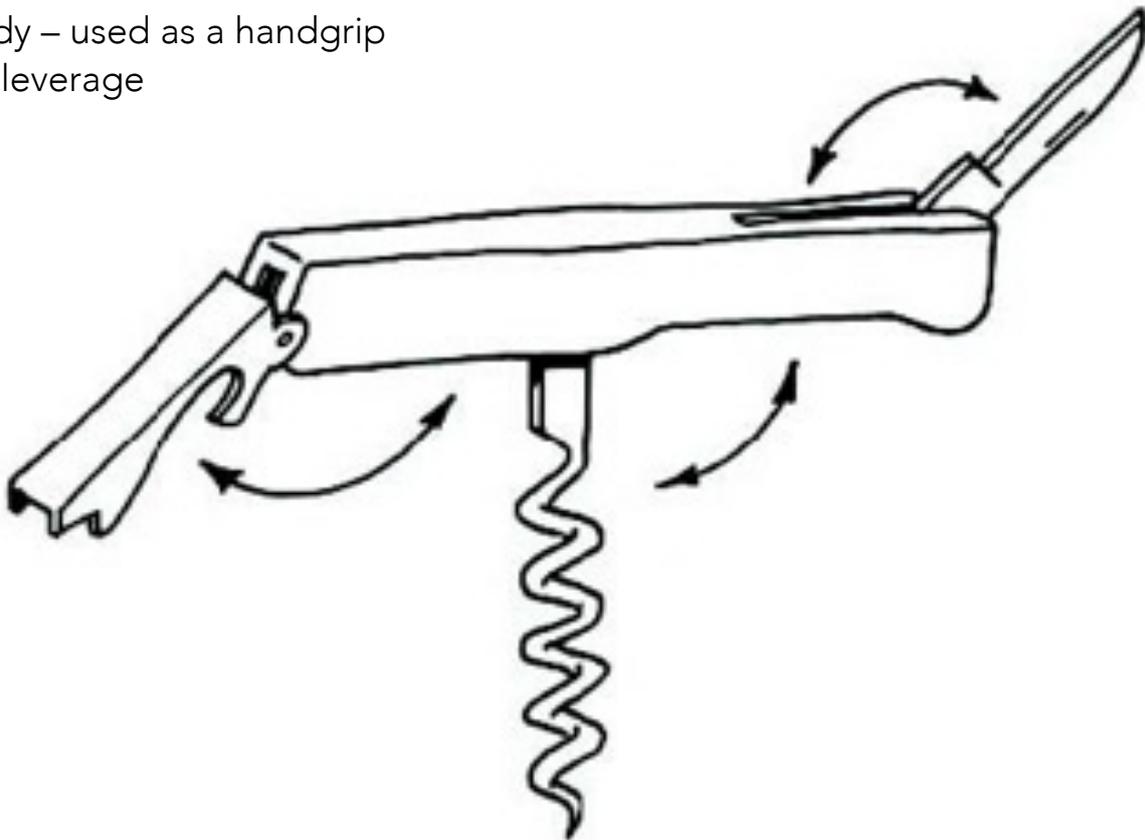
The same wine from different years may vary a lot. If the wine host orders a year which is out of stock, make sure to check whether another year is acceptable. It may be that the wine host will want to order another wine variety altogether.

THE WAITER'S FRIEND

A waiter's friend is another name for a corkscrew for opening wines. As a professional, you should carry your waiter's friend with you at all times during service.

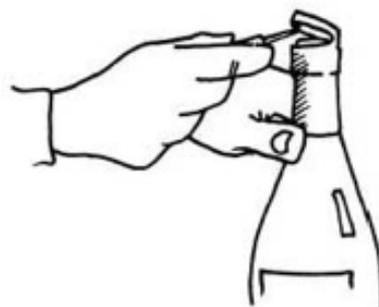
The waiter's friend has a number of parts and uses:

1. Blade – for cutting the capsule
2. Corkscrew – to screw into the cork
3. Lever – to place on edge of bottle to lift up cork; also used as a bottle opener
4. Body – used as a handgrip for leverage



PRESENTING AND OPENING WINE

1. Present the wine to the host.
2. Hold a service cloth behind the bottle.
3. Tell the host the brand of the wine.
4. Tell the host the type of wine, eg. Chardonnay
5. Tell the host the vintage or bin number, such as 'XYZ Chardonnay 1994' or 'Bin XYZ'.
6. Cut the capsule with the knife in the waiter's friend.
7. Move the knife around the lip of the bottle.
8. Remove the capsule and put it in your pocket.
9. Do not put the capsule in the ice bucket / wine cooler.
10. Put the point of the corkscrew into the centre of the cork.



REMEMBER

With red wine, place the cork on a small plate and present it to the host.

PRESENTING AND OPENING WINE

11. Twist until you have one turn left showing.
12. Place the lever on the edge of the bottle.
13. Hold it in place with your index finger.
14. Pull the cork straight up.
15. When the cork is nearly out, gently pull it out with your fingers.
16. Pour a little wine for the host to smell and taste (about 30ml).
17. Wait for the host to taste the wine.
18. Then move around the table anti-clockwise.
19. Pour guests two thirds of a glass each.
20. Then top up the host to two thirds.



REMEMBER

Wine is served from the right-hand side.

When pouring wine, twist and lift bottle to avoid drips.

The bottle should not touch the glass.

White wine sits in an ice bucket or cooler.

Red wine sits on a liner plate.

The red wine cork may sit on this plate as well.

REFILLING AND CLEARING

Always keep an eye on your guests' glasses. Top up their wine to two thirds if their glass is emptying. Always remove any glassware that is not being used or glassware that a guest no longer wants to drink from.

REMEMBER

Always use a tray to carry glasses when guests are in the establishment.

Handle glasses by the stem or the base.

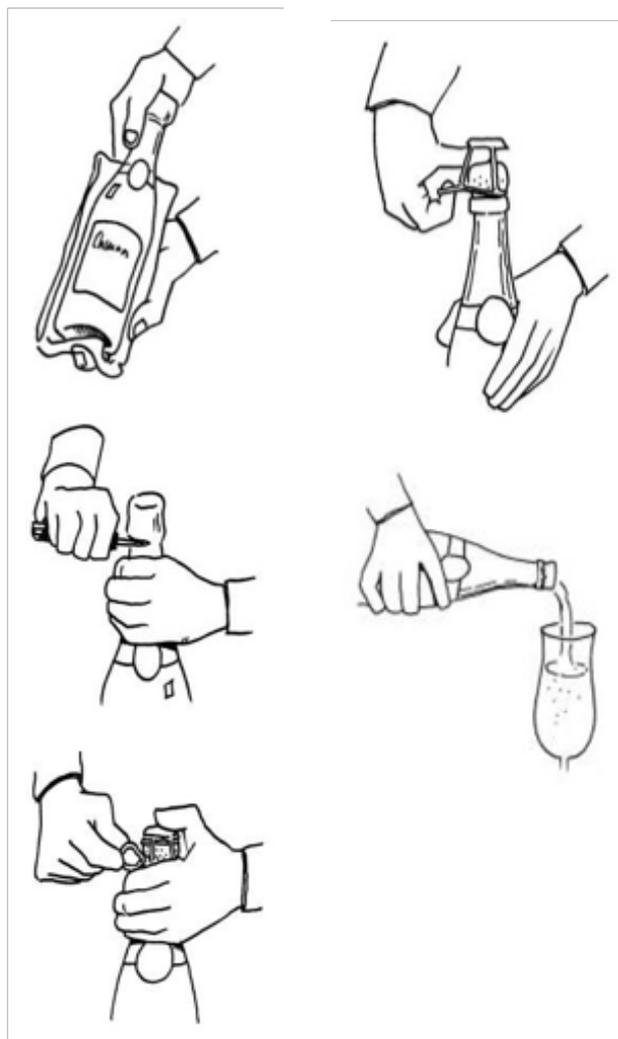
Take away unwanted glassware as soon as possible (it makes the table less cluttered).

All wines should be presented and poured the same way.

Change the glassware to suit the wine.

SERVING CHAMPAGNE AND SPARKLING WINE

1. Present the bottle to the host.
2. Hold the service cloth behind the bottle.
3. Tell the host the brand name of the wine.
4. Tell the host the type of sparkling wine / champagne.
5. Tell the host the vintage.
6. Cut the foil neatly under the wire cage.
7. Put the foil in your pocket.
8. Untwist the wire cage.
9. Keep your thumb on the cork.
10. Remove the wire cage.
11. Keep your thumb on the cork.
12. Hold the cork and hold the bottle.
13. Twist the bottle and loosen the cork.
14. Let the cork come out slowly.
15. Pour champagne / sparkling wine slowly into the glass.
16. Pour a taste for the host.
17. Move around the table anti-clockwise.
18. Pour guests two thirds glass each.
19. Top up host to two thirds.
20. Put the bottle back into the ice bucket / cooler.



DANGER

Champagne and sparkling wines are bottled under pressure in the bottle.

Always make sure the cork is not pointed at any one (including yourself).

Do not shake the bottle

SERVING CHAMPAGNE AND SPARKLING WINE

Serving fortified wines

Fortified wines can be divided into two groups:

- Aperitif – drunk before the meal
- Dessert – drunk after the meal

The correct amount to serve is 60ml.

Sherry is served in a sherry glass. Port is served in a port glass. Tokays, muscats, Madeira, marsala and vermouth can be served in a port glass or over ice in an old fashioned glass.

REMEMBER

Always ask your customers how they like their fortified wines served. Different people like it served in different ways.

HSC HOSPITALITY REVISION WORKBOOK

BAR SERVICES



BAR SERVICES

BANQUET OR FUNCTION BAR SERVICE

The bar service for banquets or functions is usually dispensed from either a mobile (temporary) bar or a permanent bar facility built in the 'back-of-house' and inaccessible to function guests.

FUNCTION DISPENSE BAR

The function dispense bar prepared and serves beverage items for waiters who serve these items to guests. Unlike standard bars, the dispense bar normally carries limited stocks of beers and spirits, wines and specific items as indicated in the function sheet.

MOBILE BAR

This type of function bar is set up wherever it is required. The mobile bar can be constructed using tables or may be a purpose built dispensing unit on wheels. The mobile bar may be used in areas to serve pre-dinner drinks where the distance between the main or dispense bar is impractical for good service.



BAR SERVICES

BEVERAGE CHARGES

Corkage

With some functions, beverages will be supplied by the function organizer or host. Because the establishment cannot make a profit on sales, a pre-determined charge per person or bottle will have to be made. Beverage service staff will need to be made aware of this for the dispensing and service of the beverages during the function. The beverages to be served are pre-determined by the function organizer.

All-inclusive package

This is a food and beverage package agreed between the function organizer and the establishment. The range of beverages to be served during the course of the function is included in the total package cost. Often a time limit is set for beverage consumption.

Set limit

This refers to a beverage service with a certain dollar limit, eg. \$500.00 requiring bar attendants to track consumption. The function organizer or host has to be informed when this limit is reached. A cash register may be used to record consumptions.

As there is no cash float required for this, it is called a 'dry till'.

Time limit

This refers to a pre-determined list of beverages served in unlimited quantities for a certain period. Records of consumption, eg. Dockets have to be kept for accounting and billing at the end of this period. A dry till may be used for recording consumption in this situation.

Open bar

A full bar set-up allows for free consumption by guests. Sometimes a dollar or time limit is set by the function organizer. Consumption must be recorded. Sometimes, when the pre-determined consumption limit is reached, the bar may remain open as a cash bar. If this is the case, bar attendants need to have a float for change. Normally a cash register is used to register the sales.

BAR SERVICES

BAR SERVICE

When beverages are served on a cash basis, service can be delayed. This kind of service must be well organized so that drinks can be served as quickly as possible. When wine is served on a cash basis, it is important to have the wine orders taken before the meal service starts.

Pre-determined drinks

Occasionally the range of drinks is pre-determined by the function organizer and the establishment. The range may include pre-dinner drinks, wines or beer to accompany meals, and liqueurs with coffee.

Function wine list

The function wine list should be limited but contain good, popular wines. Wines may be included with the meal or on a cash basis. With some functions a range of wines may be pre-determined by the function organizer and the establishment.

Preparing pre-dinner drinks

These are prepared prior to guest arrival (although not too far ahead) and placed on trays. Each tray consists of a variety of selection, eg. Sparkling wine, orange juice, mineral water. Service staff circulate among guests offering drinks as guests arrive. Guests may request other types of beverages than those that are pre-poured, eg. Beer or coke. If these are on offer, the requested drinks are prepared at the bar and delivered to guests. Often, the pre-dinner drinks served at a function are included in the package price of the meal.

Pre-opening of wines

When catering for a large function pre-determined wines are pre-opened at the dispense bar. The reason for this is to expedite the service of wine. To facilitate this, a special wine opener called a 'rapid' may be used.



REMEMBER

The head table should always be served first. This goes for drink service and food service.

BAR SERVICES

DRAUGHT BEER SERVICE

Draught beer comes from a pressurised keg using the natural pressure of the carbon dioxide created during the fermentation process. Draught beer or tap beer as most would like to call it is the most common method of dispensing in bars around the world. A metal keg is pressurised with carbon dioxide (CO₂) gas which drives the beer to the dispensing tap or faucet.

BAR SERVICES

COFFEE AND TEA SERVICE

- » Filter Coffee
- » Plunger coffee
- » Espresso
- » Espresso based drinks
- » Decafinated coffee
- » Instant coffee
- » Liquer Coffee

FILTER COFFEE

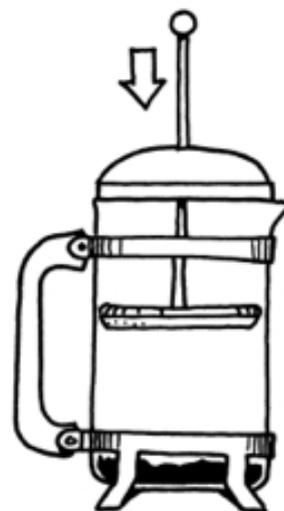
This is the most commonly available type of coffee. Hot water drips over ground roasted coffee beans and is collected in a pot sitting on a warming ring under the filter. This is commonly known as 'Cona' coffee and should be served immediately.

ESPRESSO

This is coffee of Italian origin produced through an 'Espresso' machine meaning quick or fast. Coffee is produced by steam pressure forcing hot water through finely ground coffee beans. The rich black liquid runs out into the cup positioned below.

PLUNGER COFFEE

This is made by placing good quality ground coffee into the base of a special glass jug. Boiling water is then poured over the coffee. A tightly fitted plunger is placed on top and presented to the customer who pushes it down in the jug after the coffee has brewed for about 3 minutes. This method ensures freshly brewed coffee.



BAR SERVICES

COFFEE AND TEA SERVICE (CONT.)

ESPRESSO-BASED DRINKS

Espresso can be served as a 'short black' in a demi-tasse sized cup or as a 'long black' doubling the amount served in a coffee cup.

Cappuccino is a short black coffee mixed with an equal amount of hot milk, topped with milk froth and dusted with powdered chocolate.

Vienna Coffee is a half cup of black coffee topped with whipped cream and sprinkled with powdered chocolate.

Iced Coffee is strong black cold coffee poured over vanilla ice-cream and topped with whipped cream. It is served in a tall glass with a long handled spoon and straw. Cafe Latte is one-third espresso and two-thirds non-frothed milk served in a tall glass.

Turkish Coffee is pulverised coffee prepared in a small copper pot called an Ibrik. Coffee is mixed with sugar and cold water and heated until the froth which develops during the heating rises to the top. The pot is then removed from the flame and the froth allowed to settle. This is done three times before the coffee is poured out and served.

DECAFFEINATED COFFEE

This is coffee with 97% of the caffeine removed. It is available in both ground and instant form and can be substituted in all the espresso-based drinks.

INSTANT COFFEE

This is coffee of lower quality than coffee made of beans. It is rarely used in professional establishments though you may still find it placed in accommodation rooms.

LIQUEUR COFFEE

These are predetermined amount of liqueurs or spirits added to coffee and topped with whipped cream, served with sugar.

HSC HOSPITALITY REVISION WORKBOOK

BAR SERVICES



BAR SERVICES

STEPS TO SERVING COFFEE

In the service of percolated, filter or plunger coffee, place accompanying items, such as sugar and milk if required, on the table. An underliner may be used with these items. Cup and saucer with teaspoon are placed at the table from the right side of guest. The handle of the cup should be to the right and the teaspoon should be placed at a 45° angle on the saucer just behind the handle. This is placed to the right of the dessert spoon on the right side of the guest. If coffee is not served with dessert, then the cup and saucer is placed in front of the guest.

METHOD 1

If the coffee is to be poured at the table, bring the pot to the table for pouring. Serve the coffee from the right side of the guest. If the pot has a long spout, pour the coffee directly into the cup taking care not to spill the coffee.

METHOD 2

If the pot has a short spout, as in the case of a 'Cona' pot, lift the cup to the pot for pouring. In this instance you hold the coffee pot in your left hand and the cup in your right hand for pouring and service. For guest safety, it is best to turn slightly away from the guest when pouring coffee with Method 2.

METHOD 3

In formal dining service, the coffee pot and milk jug are brought to the table on an underliner. The coffee and milk are poured for the guest using Method 1.

When serving coffee prepared from an espresso machine e.g. espresso, latte and cappuccino, the coffee is prepared and brought to the table for service. No pouring is required.

SERVICE OF BREAD AND CONDIMENTS



Bread is usually served from a lined service plate or basket



Bread is generally silver served using a spoon and fork



Bread or bread rolls are served from the left side of guests onto side plates



When condiments or sauces are to be served from a sauce boat or condiment dish, the item is brought to the table on an underliner.



If a sauce boat is used, the lip of the sauce boat should be facing the guest



Serve from the left side of the guest, holding the condiments or sauce in your left hand and serving spoon in your right hand.



Move anti-clockwise around the table to serve the other guests



RECTIFYING SPILLAGES

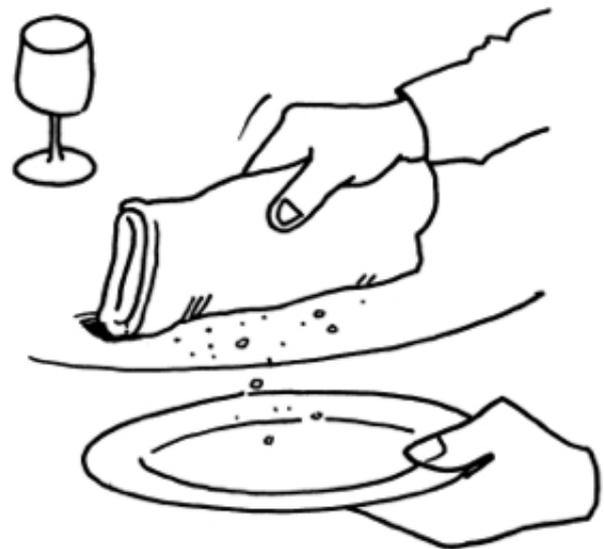
During the meal service an accident may occur. If the spillage is only minor, mop up the spillage quickly with a clean dry cloth. In the case of a clothed table, a clean waiter's cloth may be used to cover the soiled areas until the end of service. If the spillage is major, then this may mean changing the cloth. If this is the case, you should invite the guests to move to another pre-set table if one is available. Otherwise, clear the table by removing the remaining items on the table to the sideboard and re-cloth the table with minimal disruption to the guests.

CRUMBING DOWN

During the meal, it may be necessary to clean up any food particles, such as bread crumbs, from the table. In cases of emergency, this can be done at any time.

The normal process of 'crumbing down' is carried out after the main course has been eaten and the side plates and cruets have been cleared.

Usually a service cloth or linen serviette and a dinner plate are used for this. It is at this point that dessert cutlery is set or repositioned (in the case of table d'hote cover) correctly.



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CHEMICAL REGISTER

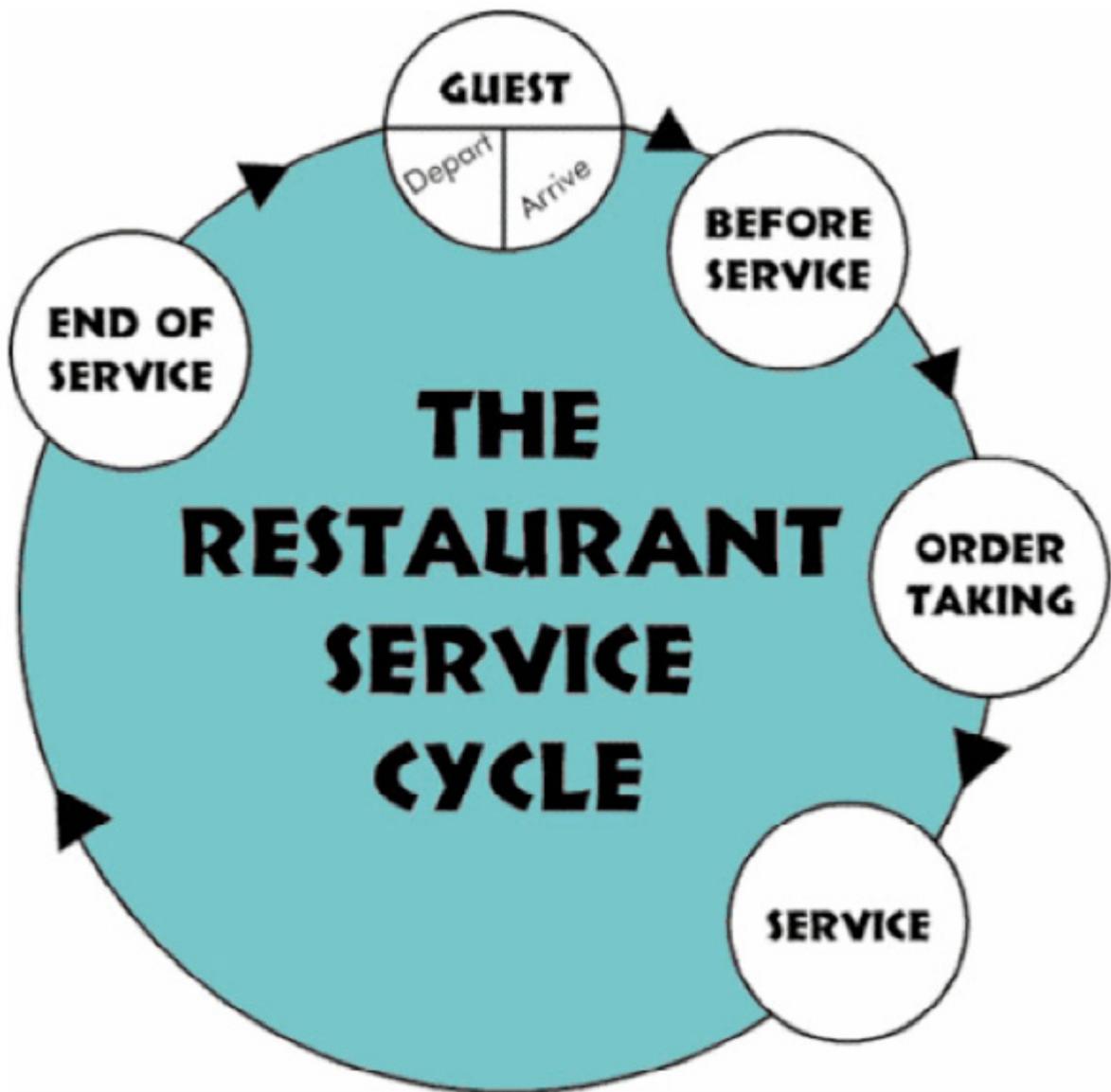
As part of cleaning up, there are several chemicals used by front of house staff. These are:

NAME OF PRODUCT	CLEANING PURPOSE	DILUTION RATES
LVD 1 Detergent	General Washing	50mills-1 litre water
Trisan	Sanitising of benches	15 mills to 1 litre
Foaming sanitiser	Washing of all floors	Already diluted

Wetex- Make sure to maintain OHS standards by keeping wetex in Trisan every night.

THE SERVICE CYCLE

This is the cycle of service performed by a waiter from the time guests arrive until departure.



THE SERVICE CYCLE

STEP 1: PRELIMINARIES BEFORE SERVICE

1. Greet and seat guests.
2. Lap with napkins and present menu.
3. Take drink order and serve drinks.

STEP 2: ORDER TAKING

1. Present menu.
2. Take food order.
3. Serve bread roll, butter and water.
4. Adjust cutlery if necessary.
5. Take wine order and serve wine.

STEP 3: SERVICE

1. Serve first course.
2. Top up wine and change ashtray (if necessary).
3. Clear first course.
4. Call away for next course from kitchen.
5. Serve new wine next course or top up existing wine.
6. Serve main course.

7. Top up wine.
8. Clean main course.
9. Crumb down table.
10. Present dessert menu and take order.
11. Adjust cutlery for dessert.
12. Serve dessert.
13. Take order for coffee.
14. Clear dessert and serve coffee.
15. Take order for after dinner drinks and serve.

STEP 4: END OF SERVICE STAGE

1. Prepare and present bill.
2. Farewell guests.

Call away earlier if you know that some of the dishes from the main course take longer. The term 'call away' refers to service staff instructing the kitchen to commence preparation on a dish to be served.

THE SERVICE CYCLE

PRESENTING AND FINALISING THE BILL

There are different methods of preparing and processing guests' bills. They range from simple hand written dockets to computerised guest checks. It is important to be familiar with the method of preparing and processing guests' bills in your establishment.

There are two main purpose for guests' bills:

- » to inform guests of the amount to be paid. This should include the details of what has been charged;
- » to serve as a control system for your restaurant through the provision of detailed information of what has been sold and the money collected.

FAREWELLING GUESTS

This final stage of the service cycle is just as important as the first as it leaves a lasting impression on guests.

1. Assist guests with their chairs as they stand to leave, and help them with any coats and hats.
2. Thank them once again for their patronage.
3. Remember to use their name in the farewell greeting.
4. Should you happen to be busy serving other guests, ensure you acknowledge their departure with a nod and smile.

RELAYING TABLES

It is very important in establishments where tables are 'turned over' to reset immediately after the first guests have left. The mise en place should be ready at the beginning of the service period. The resetting should be done with minimal disruption to the other guests.

COFFEE

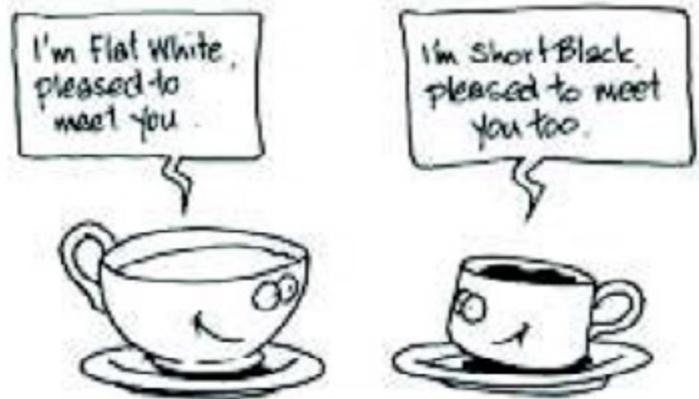
COFFEE MAKING

Coffee machines have become a standard part of most bar operations. Styles of machines include:

- » Espresso machines
- » "Cona" type equipment
- » Dripolator
- » Filter coffee

The art to making a good cup of coffee relies on:

- » Cleanliness of equipment
- » Purity of the water
- » The grind and freshness of the coffee
- » Quality of coffee
- » The correct operating temperature
- » How the coffee is made



TYPES OF COFFEE

CAPPUCCINO

A combination of espresso coffee, hot milk and milk.

Pour some milk in a stainless steel jug and allow it to settle. Put one measure of ground coffee into the group filter and lightly compress. Fill cup with 1/3 coffee and with the hot milk. Fill the cup to 80% and then top with the milk froth. Sprinkle with chocolate powder and serve.

FLAT WHITE

The same as a cappuccino but without the froth on top. Add slightly more milk to make up for the froth.

SHORT BLACK

This cup of coffee is black espresso coffee served in a short cup (demitasse cup).

Place one – two measure/s of coffee from the coffee grinder into the filter cup and lightly compress and lock into machine. Fill the cup to just under the lip allowing for sugar to be added. Lemon rind can be served as a garnish on the side.

LONG BLACK

Place two measures of coffee from the grinder into the filter cup (same procedure as above).

Fill to just over $\frac{3}{4}$ in a standard coffee cup.

SHORT MACCHIATO

Same as short black adding a dash of cold milk.

LONG MACCHIATO

Same as long black adding a dash of cold milk.

CAFÉ LATTE

Half black coffee and half hot milk without froth.

VIENNA

$\frac{3}{4}$ black coffee adding whipped cream and chocolate sprinkling

HOT CHOCOLATE

Chocolate powder with a dash of hot water is mixed with hot frothed milk and then sprinkled with chocolate powder.

TYPES OF COFFEE

LIQUEUR COFFEE

All the following consist of 30ml in total of the nominated spirit/s or liqueur/s, topped with coffee $\frac{3}{4}$ full and whipped cream or plain cream.

STYLE	INGREDIENTS
Jamaican	Rum
Roman	Galliano
Irish	Irish Whisky
Italian	Streiga

IMPORTANT POINTS FOR ESPRESSO MACHINES

- » Ensure the filter cup is very hot before making coffee. Leave the filter cup locked in position between coffee orders
 - » Discard the coffee in the filter cup immediately after use and clean any residue
 - » Do not compact the coffee into the filter cup. This will result in a burnt coffee taste
 - » Good coffee has a 'mousse' on top which is a creamy coffee layer.
 - » Milk and jugs should be cold before use
 - » If the milk will not froth, check the use-by date and get another carton with more recent date
- » If the milk boils it should be discarded
 - » Cups should be kept on top of the machine to keep them warm
 - » The blind filter should be used at the end of each shift to back flush the machine. This should be done more regularly with heavy use

PREPARING FROTH FOR A CAPPUCCINO

- » Half fill a stainless steel jug with cold milk
- » Place the nozzle into the milk and turn on full
- » Lower the jug until the nozzle is just underneath the surface of the milk
- » As the milk rises continue to lower the jug until the milk reaches the top
- » Slow the steam and keep the nozzle in the centre of the froth. This will speed up the consolidation process
- » Use your hand to feel when the jug heats and / or listen; when the froth is approaching maximum temperature the sound will become deeper
- » Always make the froth before the coffee

TYPES OF COFFEE

CLEANING COFFEE EQUIPMENT

- » Use machinery and equipment safely in accordance with manufacturer's specifications and hygiene / safety requirements
- » Clean machinery and equipment regularly and maintain in accordance with manufacturer's specifications and enterprise cleaning and maintenance schedules
- » Identify problems promptly and report them to the appropriate person

The coffee machine should be thoroughly cleaned at the completion of a day's trading. Where possible the machine should be given a superficial clean at the end of each peak period of use. Cleaning procedures vary depending on the style of machine. Your Trainer will go through the correct and hygienic procedures for:

- » Safe dismantling
- » Correct re-assembly

TYPES OF COFFEE

SHORT BLACK / ESPRESSO

- » Single coffee
- » 30 – 35ml served in demitasse cup
- » No milk added
- » Thick honey-coloured crema



LONG BLACK

- » Milder than an espresso / short black
- » 30ml espresso coffee
- » 60ml (two thirds hot water)



STRONG LONG BLACK

- » 60ml espresso using double filter holder
- » 30ml hot water
- » Thick head / crema



CAPPUCCINO

- » One third (30ml) espresso
- » One third hot milk
- » One third foam
- » Should have dense foam cap
- » May be sprinkled with chocolate
- » Served in a cup, not a glass



TYPES OF COFFEE

CAFÉ LATTE

- » Served in a glass
- » One third espresso, then filled with hot milk; then
- » 10mm thick creamy foam milk should be approximately between 60-70°C; and not so hot that a customer cannot touch the glass without a cloth
- » Latte is Italian for 'milk'



FLAT WHITE

- » Served in a cup, not a glass
- » One third espresso, two thirds hot milk
- » 5mm thick creamy foam. Milk should be approximately between 60-70°C



RISTRETTO

- » Extra strong flavorsome coffee
- » Made using the first 15-20ml of an espresso
- » Extracted in 10-15 seconds
- » Served in small cup or demitasse
- » Ristretto is Italian for 'restricted' or 'limited'



TYPES OF COFFEE

WEAK COFFEE – CAPPUCCINO, LATTE ETC.

- » May be made using the ristretto technique
- » Then the ordinary amount of milk is added, which dilutes the coffee significantly compared to the standard 30ml espresso versions



MOCHA

- » 30ml espresso
- » Add one tablespoon cocoa / chocolate syrup
- » Combine with hot milk and fine layer of foam
- » Can be dusted with chocolate



ICED COFFEE

- » 30-60ml espresso added to chilled milk
- » Topped with aerated cream / ice cream
- » Dusted with chocolate

VIENNA COFFEE

- » Long black espresso topped with whipped cream
- » Dusted with chocolate
- » Can be served in liqueur coffee glass

TEA

MAKING TEA

Tea may be made with either leaves or a tea bag. It may be made either in a pot or directly in a cup.

POT METHOD

1. Select type of tea
2. Add one teaspoon of leaves for person OR one tea bag per person
3. Add boiling water
4. Allow to brew three to five minutes, depending on the type of tea used
5. Pour into cup (strain if leaves are used)
6. Add extras as required

CUP METHOD

1. Select type of tea
2. Add boiling water
3. Allow to brew three to five minutes, depending on the type of tea used
4. Remove tea bag
5. Add extras as required

REMEMBER

It is important that you know:

- The tea used in your establishment
- What equipment is used to serve tea
- How tea is served

SAFE WORK PRACTICES

- » When using a tray if the tray is not a non-slip tray, it should be lined with a tray mat or tray liner to prevent glassware from sliding
- » During the meal service clean up any spillages immediately
- » Handle equipment correctly to prevent or minimize accidents resulting in personal injury
- » Wear appropriate clothing eg. Waiter's uniform, closed in black shoes, hair tied back
- » Use of service cloths to prevent burns, scalds etc.
- » Cleaning and sanitation of all equipment
- » Regularly maintenance of all equipment

NON-ALCOHOLIC DRINKS

POPULARITY OF NON-ALCOHOLIC DRINKS

Over the past few years there has been an increase in the popularity of non-alcoholic drinks. This is partly due to health reasons and partly due to legislation regarding the responsible service of alcohol. As the laws have become tougher on driving under the influence of alcohol people have turned to alternatives. Non-alcoholic drinks cover a wide range, including soft drinks, mineral and still waters, milk and fruit-based drinks.

This Fact Sheet concentrates on milk and fruit-based drinks.

FRUIT AND VEGETABLES

Fruit and vegetables form the basis for many non-alcoholic drinks. As fruit and vegetables are seasonal, they are available fresh, frozen or tinned. The most common fruit and vegetables found in establishments are:

- » FRUIT
 - Bananas
 - Cherries
 - Lemons
 - Mangoes
 - Maraschino cherries

- Oranges
- Pineapples
- Strawberries
- Tomatoes

- » VEGETABLES
 - Celery
 - Cocktail onions
 - Cucumbers
 - Mint
 - Olives

Fruit and vegetable juices

Fruit and vegetable juices usually make up the main part of a non-alcoholic drink. These juices offer a huge variety of colour and taste.

The main ones used are:

- » Apple
- » Grapefruit
- » Cranberry
- » Carrot
- » Pineapple
- » Celery
- » Lemon
- » Tomato
- » Apricot

REMEMBER

Fruit and vegetables are also used in garnishing non-alcoholic cocktails.

NON-ALCOHOLIC DRINKS

Other ingredients

There are other ingredients that may be used in non-alcoholic drinks. These include:

- » Salt
- » Coconut cream / milk
- » Pepper
- » Eggs / egg white powder
- » Worcestershire sauce
- » Jelly crystals
- » Tabasco sauce
- » Sugar / sugar cubes
- » Nutmeg
- » Malt
- » Vanilla essence
- » Ice
- » Rum essence
- » Mint
- » Brandy essence
- » Cloves

EQUIPMENT USED IN MAKING NON-ALCOHOLIC DRINKS

The main equipment used in making non-alcoholic drinks and found in most establishments may include:

- » Blenders
- » Juice extractors
- » Food processors
- » Ice cream / yoghurt machines

Smaller equipment may include:

- » Cocktail shakers
- » Mixing glasses
- » Measuring cups and spoons
- » Strainers and storage jugs

REMEMBER

Electrical equipment makes life easier for you. You must know how to operate all machinery correctly and safely. Always refer to the manufacturer's instructions before using any equipment.

RECIPES

Recipes are an important part of making a non-alcoholic drink. The recipes tell you the ingredients you need, how to make the drink and how it should be served. Your establishment may use well-known recipes or create their own. All drinks should be made and presented in the same manner by each person working in the establishment. This is why the establishment will often have recipe cards or books you can refer to for help.

Example of a cocktail recipe card:

DRINK:		\$:
	Ice:	
	Glass:	
	Proc:	
	Garn:	

RECIPES

MILK-BASED AND FRUIT-BASED RECIPES

FRUIT SMOOTHIE

INGREDIENTS

½ cup (150ml) freshly-squeezed orange juice

½ cup (150ml) plain non-fat yoghurt

1 banana or 1/3 punnet of strawberries

½ tablespoon honey

METHOD

Combine all ingredients in a blender and blend until smooth. If the mixture is too thick, add more orange juice until desired consistency is achieved

SERVE

Pour into chilled highball glass



MILKSHAKE

INGREDIENTS

250ml milk

1 scoop of vanilla ice cream

2 tablespoons of flavouring (banana, chocolate, lime, caramel, strawberry or any other of your choice)

METHOD

Combine all ingredients in a blender and blend until smooth

SERVE

Pour into chilled highball glass



RECIPES — MILK AND FRUIT BASED

ICED COFFEE

INGREDIENTS

- 125ml milk (or non-fat milk)
- 125ml strong brewed coffee, chilled
- 1 teaspoon of sugar
- 1 scoop of ice

METHOD

Combine all ingredients in a cocktail shaker and shake for 20 seconds

SERVE

Add 4 cubes of ice and pour into a chilled highball glass



ICED TEA

INGREDIENTS

- 2 tablespoons loose tea, any variety
- 300ml water heated to boiling
- Sugar to taste
- Fresh mint sprig, for garnish
- Lemon wedge, for garnish

METHOD

Place loose tea in a heated teapot and add boiling water. Brew for five minutes

SERVE

Stir and strain over ice cubes into a chilled highball glass until filled. Add sugar to taste and garnish with mint sprig and lemon. Add more ice if necessary



RECIPES — MILK AND FRUIT BASED

FRUIT JUICE SPRITZER

INGREDIENTS

100ml fruit juice of your choice

Sparkling mineral water

Lemon twist, for garnish

METHOD

Pour juice over ice cubes into a chilled wine glass. Fill with sparkling mineral water

SERVE

Garnish with the lemon twist



HOT TODDY

INGREDIENTS

30ml freshly squeezed orange juice

2 tablespoons of honey

5 whole cloves

Lemon slice

Hot tea

Ground cinnamon to taste

Cinnamon stick, for garnish

Freshly ground nutmeg, for garnish

METHOD

Muddle (crush) all ingredients except cinnamon stick in the bottom of a warmed mug. Fill with hot tea and stir. Add cinnamon to taste.

SERVE

Garnish with cinnamon stick and sprinkle with nutmeg



RECIPES — MILK AND FRUIT BASED

PINEAPPLE YOGHURT LASSIE

INGREDIENTS

250ml (1 cup) juice-packed crushed pineapple*, with the juice

½ cup low-fat natural yoghurt

1 teaspoon of honey

2 mint leaves

Lemon twist, for garnish

METHOD

In an electric blender or food processor, process the pineapple, yoghurt, honey and mint for one minute or until smooth and creamy

SERVE

Pour into 2 glasses and serve

*Variations: strawberries, raspberries, apricots, etc. can be substituted (omit mint)



MOCHA SHAKE

INGREDIENTS

2 teaspoons powdered cocoa

1 teaspoon sugar

1 shot of espresso coffee

¾ cup (180ml) milk

2 scoops of vanilla ice cream
or 1 scoop of ice

METHOD

Place all ingredients in a blender and blend until smooth

SERVE

Pour into a tall glass and serve



RECIPES — MILK AND FRUIT BASED

FRESHLY SQUEEZED VEGETABLE JUICE

INGREDIENTS

Choose any vegetables available at William Blue Dining eg., tomatoes, cucumber, carrot, beetroot, celery, etc.

METHOD

Place any combination of vegetables through commercial juicer

SERVE

Pour into tall glass and serve with or without ice



RECIPES — MOCKTAILS

CITRUS FLIP

INGREDIENTS

1 cup orange juice
¼ cup lime juice
¼ cup lemon juice
½ cup mineral water
1 egg yolk
Sugar

Crushed ice

METHOD

Blend all of the above ingredients in a blender, add a straw and serve immediately



FRUIT TINGLE

INGREDIENTS

Equal parts of orange juice & lemonade
1 teaspoon of raspberry / red cordial or Lime / green cordial
1 scoop or ice

METHOD

Blend all of the above ingredients in a blender, add a straw and serve immediately



RECIPES — MOCKTAILS

BANANA & STRAWBERRY COOLER

INGREDIENTS

½ cup mineral or soda water

½ banana

1/3 punnet strawberries

2 mint leaves

1 scoop of ice

Nutmeg

METHOD

Blend all of the above ingredients in a blender

SERVE

Serve in a cocktail glass with a thin slice of orange as glass decoration. Or try dipping the top of the glass into 1cm of juice and then dipping the glass into some powdered sugar for a sweet sipping experience!



RECIPES — MOCKTAILS

BANANA & STRAWBERRY COOLER

INGREDIENTS

1 cup orange juice

½ cup lemon juice

½ cup pineapple juice

2 tablespoons passionfruit juice

OR the pulp of one passionfruit

1 teaspoon honey

After mixing – 1 cup cold
mineral water or soda water

METHOD

Stir or shake through the top
ingredients and add the soda /
mineral water just before serving

SERVE

Add a straw and try decorating your
glass with a toothpick holding a
triangle of pineapple with a cherry
on top. Use a knife to make a 1.5cm



**HSC HOSPITALITY
REVISION WORKBOOK**

**PRODUCT
SERVICE AND
MARKET
KNOWLEDGE**



PRODUCT SERVICE AND MARKET KNOWLEDGE

Everywhere we go these days we are presented with a vast array of options. On any given day, for example, after deciding we are hungry, we need to consider what to eat. Will it be pasta, curry or perhaps a light salad? What will we have to drink? Red or White wine?

Sometimes when we dine out, we have a little help in making these decisions. Part of your role, as service staff, is to assist customers when they are presented with a tough decision. Whether it be a request to find the best harbour boat tour, or a suggestion for the best wine to go with their fish. Your customers will respect your advice.

This is why it is so important for you to have as much knowledge about the hospitality industry as possible. This will enable you to be better prepared to offer advice to customers. Let's look at some ways to gather knowledge that will benefit both your employer and your customers.

THE DIFFERENCE BETWEEN PRODUCT AND SERVICE

Even though we often mention product & service together, they are two different things. However they are both very important to customer satisfaction.

Products are referred to something tangible, for example the meal at a restaurant.

Service is the manner in which a customer is taken care of, for example the waiter that brought the meal to the table and suggested just the perfect wine to complement the barramundi.

PRODUCT SERVICE AND MARKET KNOWLEDGE

PRODUCT

Customers are often attracted to establishments that offer a wide range of products to choose from. Quality speaks for itself. Quality products can include a well chilled wine or a prime steak cooked to perfection. Quality products bring customers back and create excellent word of mouth.

This is a tangible item, which may be a consumable, like a plate of chips or a coffee. Or a non-consumable such a hotel room, or a show.

Examples of products that can be offered to customers in the hospitality industry include:

- » Food
- » Beverages
- » Signature bathrobes, towels, souvenirs.

SERVICE

The hospitality industry is largely a service provider rather than a product provider. A hotel does not sell a customer an actual room of the hotel, but provides a service to allow the customer accommodation for the evening.

- » Type of service includes
- » Meal service/dining experiences
- » Beverage service

- » Entertainment
- » Accommodation
- » Additional tours/trips
- » Group transport
- » Other services?

Can you think of other service of the hospitality industry?

- » Private rooms
- » Buffet facilities
- » Menu options
- » BYO
- » Add-on services
- » Other service options

When we offer service to customers, we are offering assistance. This can be done verbally, through body language or with a product, such as delivering a three course meal to a table. The standard of service offered by establishments may make the difference between success and failure.

Two cafes may look identical and offer the same menu, but one has more customers than the other, because the staff are friendlier, know the customers by name, remember what their favourite drink is, and make sure all customers are always acknowledged

PRODUCT SERVICE AND MARKET KNOWLEDGE

PROMOTE PRODUCTS AND SERVICES

To successfully offer a range of products, staff must know the products and how to promote them. As an example, imagine a beauty consultant working in a winery or vice versa. If the beauty consultant has no idea about wine characteristics or wine tasting services, then they serve no purpose to the customer or the establishment. Only by having an up-to-date knowledge of your products and services can you expect to properly represent your establishment and satisfy your customers' needs.

Successful organisations are customer driven. Instead of only selling what they produce, they sell according to the needs of the customers. This is the formula for success for all businesses.

Why promote products and services?

- » Maximum Customer satisfaction
- » Meet Organisational Goals and Objectives
- » Special price on the product has been negotiated with the supplier
- » There are new products or services.
- » To match (stay with) competitors' offers
- » A result of customer requests
- » Seasonal trends and demands

HOW DO WE PROMOTE PRODUCTS AND SERVICES?



PRODUCT SERVICE AND MARKET KNOWLEDGE

WHY DEVELOP PRODUCT AND SERVICE KNOWLEDGE

When customers are inquiring about products and services, it is essential that the person potentially selling the product have a thorough knowledge of all products and services for sale.

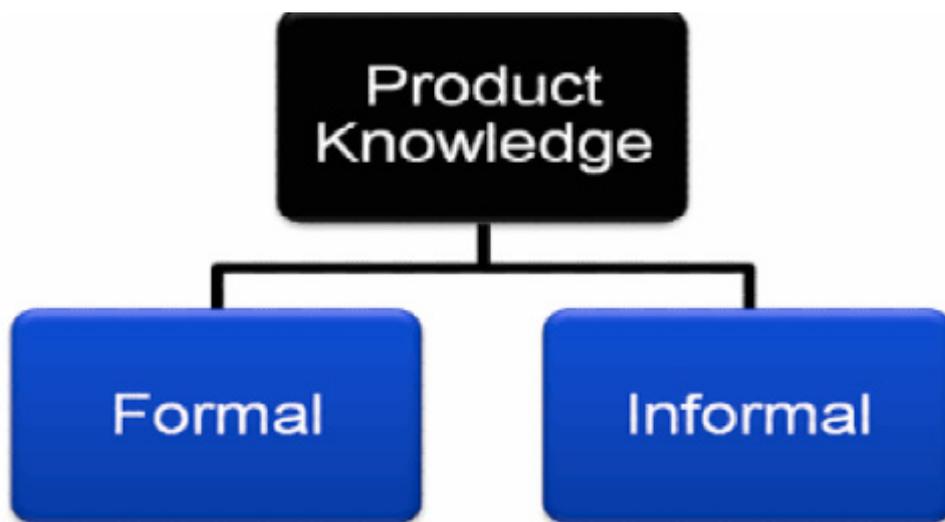
In the hospitality industry, the sales person could be any frontline staff member from food and beverage attendant, receptionist, caterer/ chef, or any other staff member who comes into contact with customers.

The two main ways to develop product or service knowledge are research and customer feedback.

RESEARCH

Research can be as simple as reading hospitality-related books, magazines, newspapers and brochures. It may also involve talking to colleagues, observing people in the workplace or carrying out questionnaires and evaluations.

These research methods will provide valuable knowledge that can be drawn upon when you serve customers.



PRODUCT SERVICE AND MARKET KNOWLEDGE

INFORMAL RESEARCH

Observations – viewing and experiencing different restaurants, bars or hotels

Experiments – finding new, easier and more productive ways to handle tasks

Interviews – verbal questions to develop an effective customer service policy

Questionnaires & surveys – written questions that reveal customer's likes and dislikes

Professional associations – organisations that provide information on industry networks, hospitality industry initiatives and changes to the law

Trade shows and promotional events
- places that show latest release products, processes & equipment

FORMAL RESEARCH

Library catalogue – databases help you find information on specific topics: Setting up a small business, Coffee Information

Periodicals & journals – magazines written for a specific market
"Gourmet Traveller", " Inside Dinning" , "Good Food Guide"

Audiovisual – films, tapes and videos relevant to your sector of the industry

Mass media – newspapers, television, radio and film

IMPORTANT NOTE:

Customer feedback is one of the most valuable tools to acquiring hospitality industry knowledge..

CUSTOMER FEEDBACK

CUSTOMER FEEDBACK

When we hear of customer feedback we automatically think: customer complaints. While we should always respond promptly to complaints, it is important to also encourage positive customer feedback. This provides you with valuable information that may help improve the service you provide. And it also reinforces a positive experience in the customer's mind.

The customer's response to questions will help you discover what styles and combinations of food and beverages work or don't work.

The waiter has suggested a particular wine to complement the customer's steak dish. Then he goes back to the table and asks:

"Do you find that Merlot goes well with your steak, Sir?"

Depending on the customer's response, the waiter will be able to determine if he should suggest that wine with that particular dish again or not.

Don't make the mistake of drawing conclusions based on the views of one customer. After all, people have different likes and dislikes. Instead, try to base your judgments on a range of sources.

These may include personal experience, colleagues, formal and informal research and a variety of customers. The information gathered

will make you more confident to provide constructive feedback to customers and offer alternatives.

Acting on customer feedback is a major contributor to the success or failure of a business, as well as your employment.

HOW TO GAIN CUSTOMER FEEDBACK

Observation: Some customers don't like to complain. In this case you need to use your powers of observation to find out what they think. For example, if you clear a table and see that a customer has only eaten half their meal, you should use this opportunity to ask the customer, 'Was everything okay with your meal?' They may say that they have had enough to eat, or may comment that they did not like the food.

By finding out whether the dish was under-cooked or the dressing had too much vinegar, you have an opportunity to fix it next time. Doing this will prevent you from losing valuable customers.

Research methods: Using research methods like surveys and questionnaires provides feedback in written form. Often people are

CUSTOMER FEEDBACK

not honest when providing verbal feedback, as they do not want to offend. Written feedback, however, usually provides an honest account because names are not required.

Surveys and questionnaires allow you to gain in-depth feedback from a wide range of customers to determine specific customer needs. You can find out information such as:

- » Age and gender
- » Average spend
- » Motivation for eating out
- » What do they look for when eating out?
- » What types of food do they prefer?

HOW TO USE FEEDBACK

Feedback can be used to tailor the product or service to the specific needs of your target market. Your target market is a group of customers you wish to attract. When a business first opens and the product and service range is considered, one of the first questions asked is, 'Who is our customer?'

For example, a restaurant opening in a business district, will consider their customers to be mainly business people, with average to high head spend, with limited time to eat their lunch, looking for professional and neat décor, expecting efficient and polite service staff, dressed in clean and pressed uniforms.

Feedback helps us to continuously improve the products and services we offer. The customer's voice should be closely considered to reflect their needs and tastes. These ideas should be used to enhance the products and services offered in your workplace.

IMPORTANT NOTE:

An unhappy and dissatisfied customer will often tell another ten people of their bad experience. Whilst the same happy customer will often only tell around four people. It is human nature to hold onto the bad rather than the good, and it is often easier to whinge than to praise.

CUSTOMER FEEDBACK

WHAT TO DO WITH FEEDBACK?

Feedback may be reported to waiting, kitchen and bar staff or management. This will depend on the nature of the feedback and the reporting system in your workplace. This will allow the appropriate department to amend any problems. If customer feedback is ignored, similar problems will occur over and over again. In the process customers will be turned away.

PASSING FEEDBACK TO MANAGEMENT

From time to time you may receive customer feedback that you need to report to your managers. You will need to use your knowledge and common sense to ascertain what type of feedback is worth reporting. In some venues waiters and kitchen staff are expected to act on customer feedback and remedy a problem with a meal themselves. Management at such a venue may only be concerned about feedback that is not in the scope of the waiters' or chefs' responsibilities.

For example, they would be informed when a whole case of wine is 'corked' (the wine is regarded as undrinkable) and the wine cannot be sold.

Other times it may be important that you be observant of customer feedback that may have an impact on the business.

For example, elderly customers

often ask whether your restaurant offers pensioner discounts. If the restaurant doesn't, it may mean that next time they may choose to go elsewhere. You should inform your managers of the customer's request.

Management can now use the opportunity to offer pensioner rates on selected menu items to attract potential business. Likewise if there are repetitive requests for items not offered on the menu, or for particular wines etc. This could give management a chance to change menus, and meet customer demand.

SHARING FEEDBACK AND INFORMATION WITH COLLEAGUES

Teamwork is crucial to the success of any hospitality establishment. Teamwork can only exist if colleagues share information with one another.

Here is an example of some questions

- » What is the special of the day?
- » What is the soup of the day?
- » What reservations are for the shift?
- » Are there any specials requests by customers?
- » Is the kitchen out of any menu items?

The knowledge gained from these questions enables the team to function effectively. Without this information you are unable to sell the offerings

CUSTOMER FEEDBACK

of your workplace. As a salesperson, you can only sell effectively if you have detailed knowledge of your products and services.

CUSTOMERS NEEDS AND EXPECTATIONS

Different groups of customers have different needs and expectations.

Customer needs and expectations may be related to:

- » Age
- » Gender
- » Prior Knowledge
- » Special Needs
- » Economic circumstances

Therefore it is important to know your customers eg. Family with small children or businessman, international customers.

It is also important to know your markets. To know your market:

- » Research changes in buyer behavior.
- » Consider environment, health, price, packaging etc.
- » Seek out new food and beverage trends
- » Seek out local & international trends in hospitality products & promotions

RESPONDING TO CUSTOMERS NEEDS AND EXPECTATIONS

In order for a business to survive, management and staff in the hospitality and tourism industries need to keep in touch with the changing preferences, needs and expectations of customers.

For example: In the last few years there is an increasing trend of people that do not consume meat and have become vegetarian. The increased demand for vegetarian meals has led to many retail food outlets offering strictly vegetarian menu items. Vegetarian customers have an expectation that restaurants will make necessary changes to accommodate their needs. Any restaurant not offering vegetarian meals will ultimately lose a significant percentage of customers.

If you notice a new trend or taste preference developing amongst your customers, make sure to report it to your manager.

CUSTOMER FEEDBACK

SOME NEW TRENDS & PREFERENCES

Customers can be adventurous. They look out for new and different food and drink choices. To constantly stimulate the taste buds of your customers and keep them coming back, you need to listen to them.

Some new trends & preferences that have evolved in the recent years are;

- » Herbal teas
- » Organic food
- » Free-range eggs
- » Extensive range of wines sold by the glass
- » Risottos, lamb shanks, wedges and pork belly
- » Boutique beers
- » Gluten free products
- » Vegetarian meals

DEALING WITH CUSTOMER COMPLAINTS

Customer complaints are very much a part of working in the Tourism and Hospitality Industry. Try as you may, there is no avoiding the odd complaint, but what can be avoided for both parties is the anguish in dealing with it.

Customers complain because their needs and expectations have not

been met. They feel they've been let down by the establishment or service provider, or there is a discrepancy or deficiency between what the customer expects and what is received.

Dealing with a customer there and then is far better than having that customer leave, never to return or worse still, telling his / her friends and family about the unfavourable experience. Regardless of whether it is your problem or not, a customer complaint is an opportunity for you to be at your very best.

When faced with a customer complaint (either face-to-face or over the telephone) follow these steps:

1. Listen / Stay Calm
 - Show interest in and acceptance of the problem. Focus on the message, not the sender, to help keep the problem in perspective
 - Allow the customer the courtesy of time to complete their complaint
 - Maintain eye contact and occasionally nod head to show you are listening
2. Acknowledge
 - Acknowledge the customer has the right to complain – which often subdues the customer
 - Acknowledgement is not an admission of guilt or wrongdoing, but simply demonstrating a positive attitude towards the customer and the problem

CUSTOMER FEEDBACK

3. Establish the Problem

- Determine the nature and details of the complaint by asking open explorative questions
- Questions demonstrate interest in the problem and should encourage the customer to explain the whole problem
- Avoid questions that may question the integrity of the customer or that may try to focus blame

4. Confirm

- Communicate understanding – summarise what the customer has said to demonstrate understanding of the problem and avoid misinterpretations
- Apologise for any inconvenience / error when necessary

5. Take Action

- Decide what action needs to be taken and take it promptly, advising the customer of the action
- Problem can be referred to a senior work colleague if necessary. Do not deal with a situation if it's beyond your authority

6. Record

- Some complaints need to be recorded – depending on nature of complaints and organisation's complaint handling policy
- Record the complaint accurately and in a timely manner to ensure it is solved and not forgotten

7. Customer Satisfaction

- Ensure the customer is happy with the result and the process.
- If complaint has been recorded, follow it up to ensure it was resolved

DEALING WITH COMPLAINTS

Dealing with complaints professionally, as outlined, will mostly avoid situations becoming worse and developing into a conflict. Conflict is defined as "struggle, trial of strength, variance. To be at odds with, inconsistent with; clash".

CUSTOMER FEEDBACK

HELPFUL HINTS WHEN PROMOTING PRODUCTS AND SERVICES

- » Use open-ended questions rather than questions that require a yes or no answer.
- » Don't do the 'hard sell'. Avoid putting customers under pressure and give them time to decide.
- » Try not to sound like a recorded message when selling. Speak naturally.
- » All customers are individuals, so treat them as such.
- » Suggest alternatives that may suit the customer's taste. Give them choices.
- » Be as accurate as possible when describing a product. Don't raise the customer's expectations too high.

SAY *Goodbye* TO OLD SCHOOL

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