

Introduction to the Hospitality Industry

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Discover the world of eiIET

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1- Food and Beverage Management



1- Food and Beverage Management

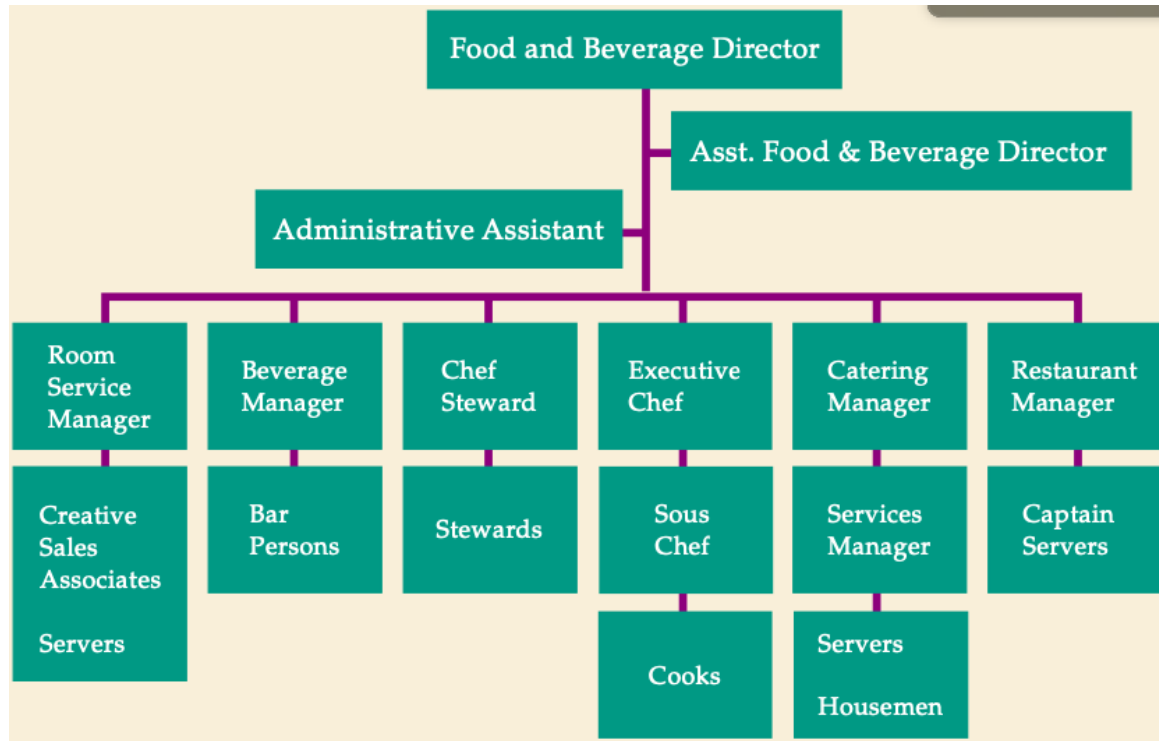
Food and Beverage Division



- Led by the Director of Food and Beverage
- Reports directly to the General Manager
- - Responsible for the efficient and effective operation of food and beverage departments, including:
 - Kitchen/Catering/Banquet
- Restaurants/Room Service/Minibars
- Lounges/Bars/Stewarding

1- Food and Beverage Management

Food and Beverage Division



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1- Food and Beverage Management

Responsibilities of the Director of Food and Beverage



- Exceed guest expectations in food and beverage offerings and service
- Provide leadership
- Identify industry trends
- Recruit and retain outstanding employees
- Train staff
- Motivate employees

1- Food and Beverage Management

Responsibilities of the Director of Food and Beverage

- Management and Financial Duties

- Budgeting
- Cost control
- Maximizing profit from all outlets
- Maintaining detailed knowledge of front-of-the-house operations

- Current Industry Challenges

- Challenges Facing Food and Beverage Operations
- Stagnant or declining hotel occupancy rates
- Reduced room sales revenue
- Increased emphasis on profitability of food and beverage operations

2- Kitchen Department



2- Kitchen Department

Responsibilities of the Director of Food and Beverage



- The hotel kitchen is managed by:
 - Executive Chef (large hotels)
 - Chef (small and medium-sized hotels)
- Reports to the Director of Food and Beverage

- Main Responsibility

- Operate the kitchen according to company policy
- Manage kitchen resources efficiently
- Strive to achieve desired financial results
- Balance quality standards with cost control

2- Kitchen Department

Executive Chef as Kitchen Manager



- Some Executive Chefs are now referred to as Kitchen Managers.
- In mid-sized and smaller hotels, they may also serve as the Food and Beverage Director.

- Trend Toward "Right-Sizing"

- Hotels are restructuring to retain only essential employees.
- Known as "right-sizing."
- Focuses on improving efficiency and reducing labor costs.

2- Kitchen Department

Kitchen Hierarchy

Executive Chef Structure

- Executive Chef is supported by:

- Sous Chefs
- Station Chefs
- Chef Tournant

- Sous Chefs

- Assist the Executive Chef
- Responsible for day-to-day kitchen operations
- Manage different shifts:
 - Day shift sous chef(s)
 - Evening shift sous chef
 - Banquet sous chef
- Ensure smooth kitchen operations during service

F&B HOTEL

3- Food Operations



3- Food Operations

Food Operations in Hotels



- Hotels may have:
 - Several restaurants, or
 - No restaurant at all
- Number and type of restaurants vary by hotel
- Major chain hotels typically have:
 - An upscale signature restaurant
 - A casual coffee shop–type restaurant
- Restaurants serve both:
 - Hotel guests
 - General public

3- Food Operations

Food Operations in Hotels

- Increasing Professionalism
- Guest expectations for food and beverage have increased
- Greater emphasis on:
 - Food preparation quality
 - Service standards
- Need for higher professionalism in hotel food operations

3- Food Operations

Key Responsibilities of Restaurant Managers



- Operational and Service Duties

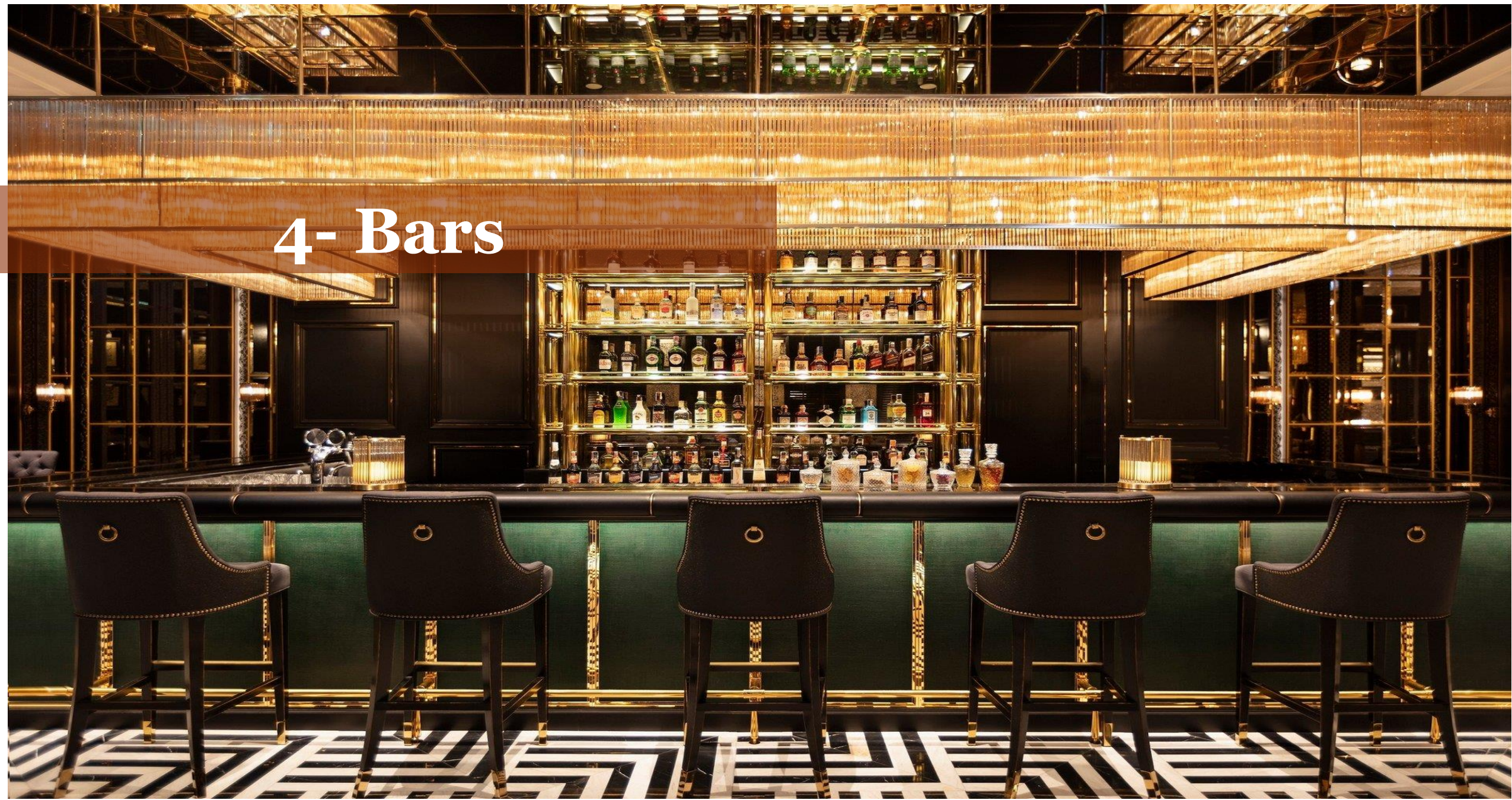
- Exceed guest service expectations
- Hire, train, and develop employees
- Set and maintain quality standards
- Marketing and promotion

- Service and Revenue Functions

- Planning and Reporting

- Annual forecasts and budgets
- Monthly forecasts
- Weekly forecasts

4- Bars



4- Bars Management in Hotels

Bars



- Hotel bars allow guests to relax with cocktails after a busy day
- Provide opportunities for socializing in business or leisure settings
- Benefit both guests and the hotel experience

- Importance of Bars

- Revenue Contribution
- Beverage profit margins are higher than those of food items
- Bars are an important source of hotel revenue

4- Bars Management in Hotels

Bar Manager Role

- Bars are managed by Bar Managers
- Responsible for smooth operations and service quality

- Key Duties

- Supervising ordering and storage of wines
- Preparing wine lists
- Overseeing bar staff
- Maintaining cost control
- Assisting guests with wine selection
- Ensuring proper wine service
- Knowledge of beers, wines, and liquors and their service



4- Bars Management in Hotels

Types of Hotel Bars



- Bars in Large Hotels

- Large hotels operate several types of bars
- Each bar serves a different guest need and location
- Bars are important revenue-generating outlets

A- Lobby Bar

- Popularized by Conrad Hilton
- Located in the hotel lobby
- Serves as a social meeting point
- Can be a strong source of income when well managed

4- Bars Management in Hotels

Types of Hotel Bars



B- Restaurant and Service Bars

- Restaurant Bar

- Located away from lobby activity
- Acts as a holding area for signature restaurants

- Service Bar

- Found in very large hotels
- Serves restaurant and room service operations
- May operate as a separate backstage bar or shared outlet

4- Bars Management in Hotels

Types of Hotel Bars



C- Banquet and Catering Bar

- Dedicated to banquet and event service
- Often operates multiple cash bars at different locations
- Requires strong coordination and speed of service

- Key Practices

- Prefer inclusive beverage packages for events
- Strong inventory control is essential
- Immediate post-event stock checks reduce pilferage

4- Bars Management in Hotels

Types of Hotel Bars

D- Banquet Bar Operations

Inventory and Service Challenges

- High demand during large events
- Must stock:
 - Popular wines, spirits, beers
 - Premium spirits and after-dinner liqueurs
- Cash handling must be carefully controlled

4- Bars Management in Hotels

Types of Hotel Bars

E- Pool Bar

- Common in resort hotels
- Serves guests poolside cocktails and drinks
- Often linked to themed entertainment events such as:
 - Hawaiian luaus
 - Caribbean nights
 - Mexican fiestas
 - Country and Western events



4- Bars Management in Hotels

Types of Hotel Bars



F- Minibar (Honor Bar)

- Small in-room refrigerated bar
- Provides 24-hour beverage convenience
- Controlled by:
 - Separate key system
- Items are:
 - Checked and replenished daily
 - Automatically charged to the guest folio

4- Bars Management in Hotels

Types of Hotel Bars



G- Night Club Bars

- Offer evening entertainment and dancing
- Include:
 - Live bands (high cost)
 - DJs or sports bar-style entertainment
- Beverage service remains a key revenue stream
- Some hotels negotiate revenue-sharing with performers

4- Bars Management in Hotels

Types of Hotel Bars

I- Casino Bars

- Designed to support gaming activity
- Offer low-cost or complimentary drinks
- May include:
 - Entertainment
 - Light food service
- Encourage guests to stay longer and continue gambling



5- Catering Department



5- Catering Department

Banquets and Catering

- Throughout history, sharing food has been a symbol of hospitality.
- Feasts and banquets were often used to celebrate important occasions.
- Hosts frequently competed to provide the most extravagant events.

- Common Events

State banquets

- Embassy receptions and banquets
- Gala charity balls
- Weddings

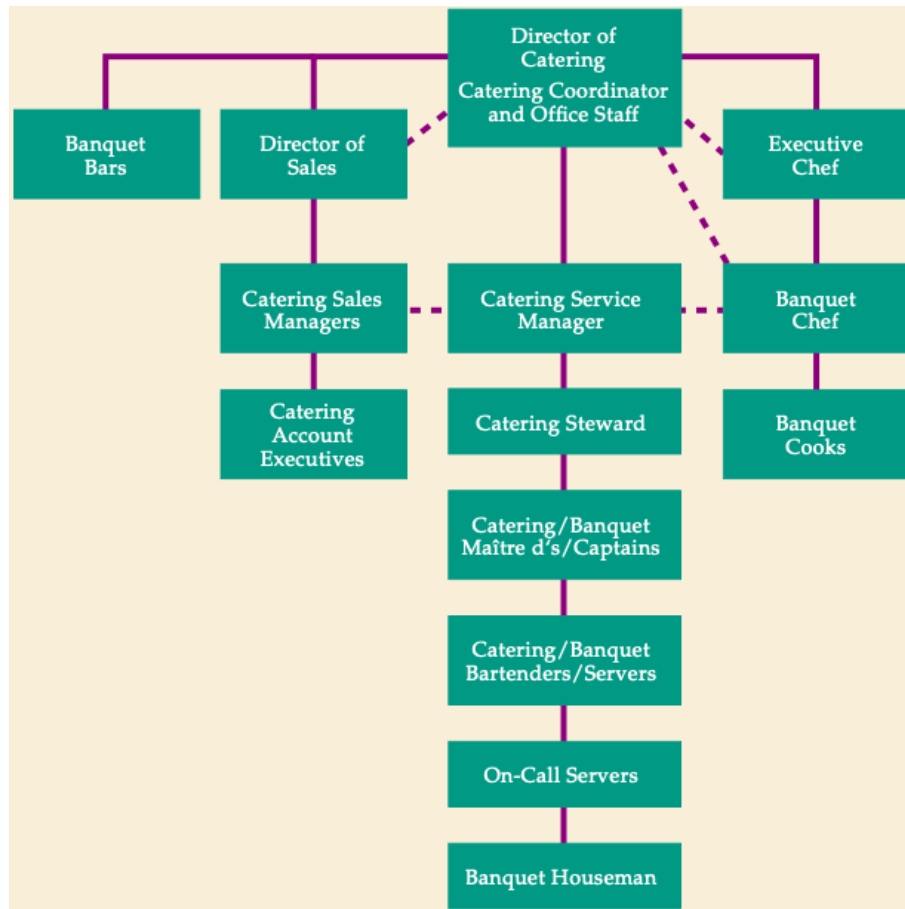
National day celebrations

- Business and association conventions
- Company dinner dances



5- Catering Department

Director of Catering



- Reports to the Director of Food and Beverage

Responsible for:

- Catering
- Meetings
- Banquets
- Exhibitions

- Main Objectives

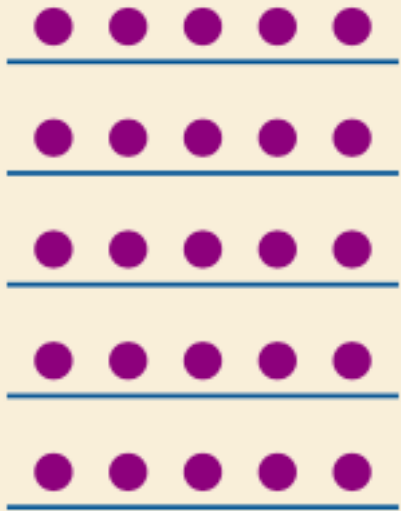
- Sell catering and banquet services
- Ensure events exceed guest expectations
- Generate reasonable profit for the hotel

5- Catering Department

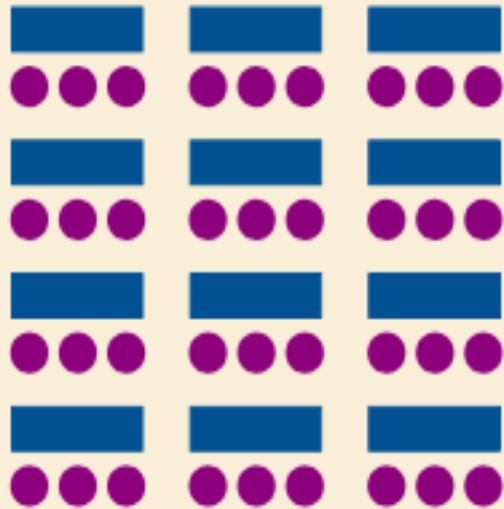
Meeting Room Arrangements

- Different room setups are used based on the client's needs
- Common meeting room styles include:
 - Theater Style
 - Classroom Style
 - Horseshoe Style
 - Dinner Style

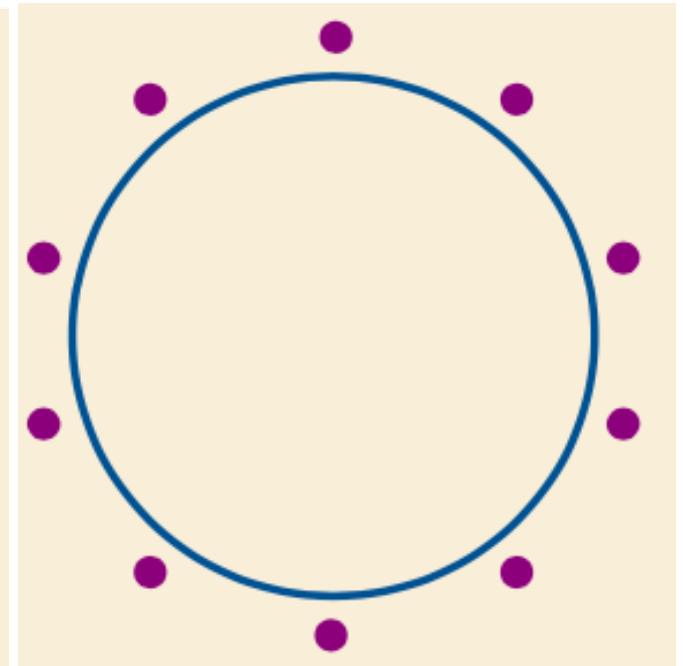
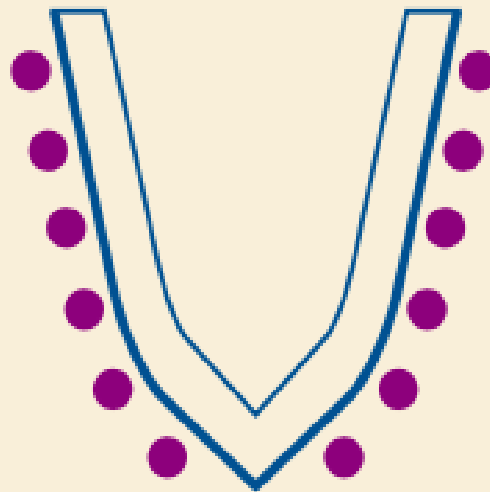
Auditorium



Classroom



Horseshoe



5- Catering Department

A- Theater Style



- Chairs arranged in rows
- Center seating section with aisles
- Suitable for:
 - Presentations
 - Conferences
 - Large audiences
- Audiovisual equipment is usually positioned at the front
- Multimedia presentations may reduce seating capacity

5- Catering Department

B- Classroom Style



- Uses tables and chairs
- Participants have space for note-taking
- Requires more space than theater style
- Takes more time and labor to set up
- Suitable For
 - Training programs
 - Educational seminars
 - Workshops

5- Catering Department

C- Horseshoe Style

- Tables arranged in a U-shape
- Presenter stands at the open end
- Encourages interaction and discussion
- Common Uses
 - Training sessions
 - Workshops
 - Group discussions



5- Catering Department

D- Dinner Style Setup



- Designed for meal functions and banquets
- Large events:
 - Round tables for 8–10 guests
- Smaller events:
 - Boardroom-style tables
- Characteristics
 - Encourages social interaction
 - Commonly used for banquets, receptions, and gala dinners

Thank you



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