

Le operazioni di Food and Beverage



Banyan Veranda at Moana Hotel Waikiki

Dopo aver letto e studiato questo capitolo sarete capaci di:

- Descrivere gli incarichi e responsabilità dei F&B e di altri settori chiave
- Descrivere la tipica giornata del Food & Beverage Director
- Indicare le responsabilità e le funzioni del compartimento cibo e bevande
- Eseguire calcoli operativi utilizzando alimentie bevande chiave



Food and Beverage Division

- Cucina
- Catering
- Banchettistica
- Ristorante
- Servizio in camera
- Minibars
- Lounges
- Bars
- Stewarding



La Mer at the Halekulani

Le competenze del Food & Beverage

- Dirigere
- Formare
- Motivare
- Fare dei bilanci
- Controllo dei costi
- E molto altro



L'organizzazione della cucina

- Executive Chef
 - Responsabile nel soddisfare la clientela
 - Assicurare qualità e consistenza del cibo
- Sous Chef
 - Secondo in comando
 - Controlla le operazioni giornaliere



L'organizzazione della cucina

- Chef Tournant
 - Sostituisce I capi partita in riposo dei vari settori
- Station chef
 - Responsabili delle varie partite della cucina
 - Esempio
 - Chef pasticciere,
 - Chef poissonnier,
 - Chef entremetier
 - Chef gardmanger , ecc



Food Costs

- Il tipico costo del cibo varia fra 28-32%
- La percentuale del costo del cibo si ottiene =

Costo del cibo

Prezzo di vendita



Margine di utile

- Si ottiene sottraendo al prezzo di vendita del piatto il costo della materia prima
- Esempio
Piatto di pesce venduto a
€18.75
Il costo del piatto è di
€ 6.75
Il margine di utile è di:
€ 12.00

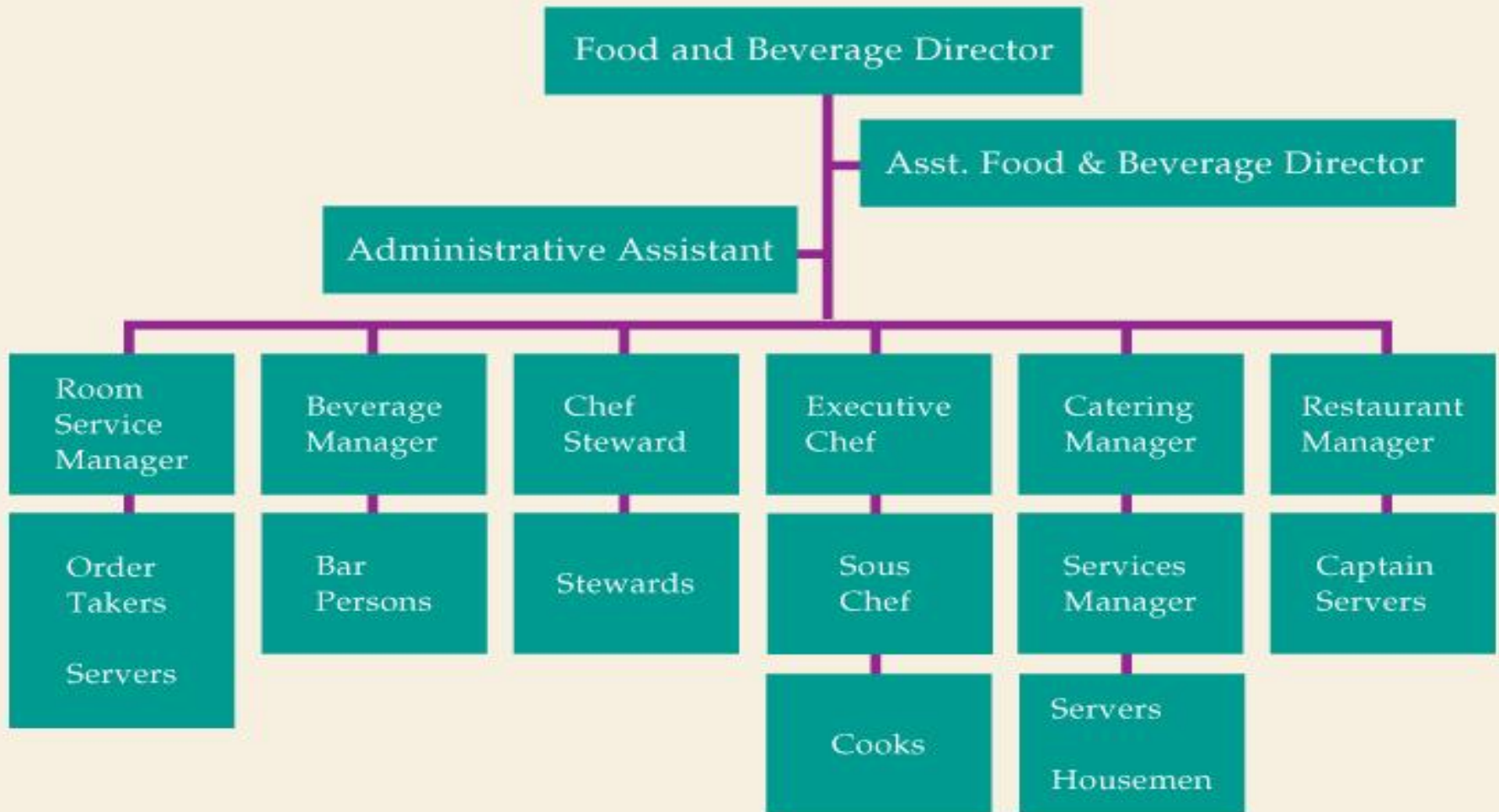


Il ristorante d'albergo

- Quantità e tipo dipendono dal livello del Hotel
- Solitamente gestiti dal Restaurant Manager
- Hanno il compito di promuovere il ristorante tra i clienti del Hotel



Food and Beverage Division Mappa organizzativa di un grande Albergo



Bar

- Posto per rilassarsi e socializzare sia per affari che per puro piacere
- Percentuale di profitto per le bevande è superiore a quella del cibo
- La percentuale dei costi del prodotto oscillano dal 16-24%
- A differenza del cibo le bevande non vendute possono essere tenute per lungo tempo



CICLO OPERATIVO

NEL BAR

- Ordinare
- Ricevere
- Immagazinare
- Controllare
- Rifornire il bar
- Servire
- Incassare



Bar Management

- Bars are run by sommeliers, whose duties along with wine stewards include
 - Supervising the ordering and storage of wines
 - Preparing of wine list
 - Overseeing of staff
 - Scheduling



Bar Management

- Controllo dei costi
- Assisting in wine selection
- Properly serving wine
- Knowledge of other beverages

Bar Controls

- Automatic dispensing system
- Intoxication of customer
- Pilferage by employees
- Overcharging/undercharging customers

Types of Hotel Bars

- Lobby bar
- Restaurant bar
- Service bar
- Catering and Banquet bar
- Pool bar
- Minibar
- Night clubs
- Sports bar



Stewarding Department

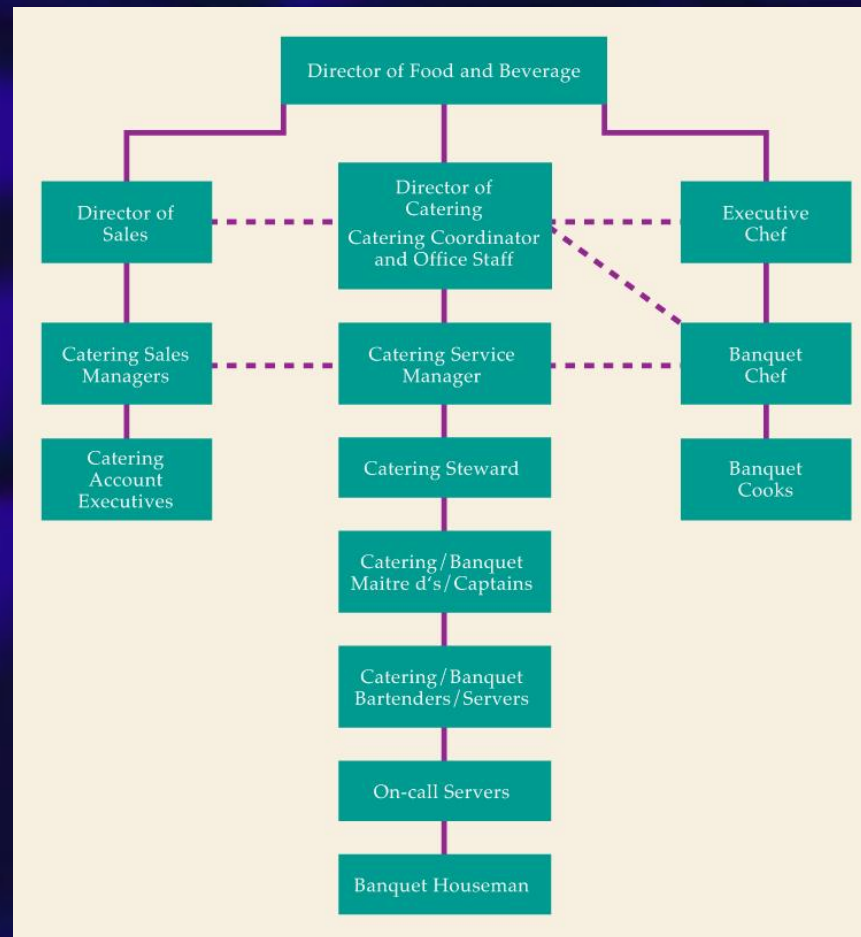
- Responsibilities of Chief Steward:
 - Cleanliness of back of house
 - Cleanliness of glassware, china and cutlery
 - Inventory of chemical stock
 - Maintenance of dishwashing machines
 - Pest control



Catering Department

- Catering
 - Includes a variety of occasions when people may eat at varying times
- Banquets
 - Refers to groups of people who eat together at one time and in one place
 - Terms are used interchangeably

Organization of the Catering Department



Dotted Line Responsibilities

- Catering Director must work with
 - Director of Sales
 - Food and Beverage Director
 - Executive Chef
 - Catering Services Manager
- Responsible for selling and servicing all catering, banquets, meetings and exhibitions

Catering Department

- Hotel's Director of Sales
- General Manager
- Corporate Office Sales Department
- Convention & Visitors Bureau
- Competition
- Rollovers
- Cold calls



Styles of Meetings

- Theater Style

X X X X X X X X

X X X X X X X X

X X X X X X X X

X X X X X X X X

X X X X X X X X

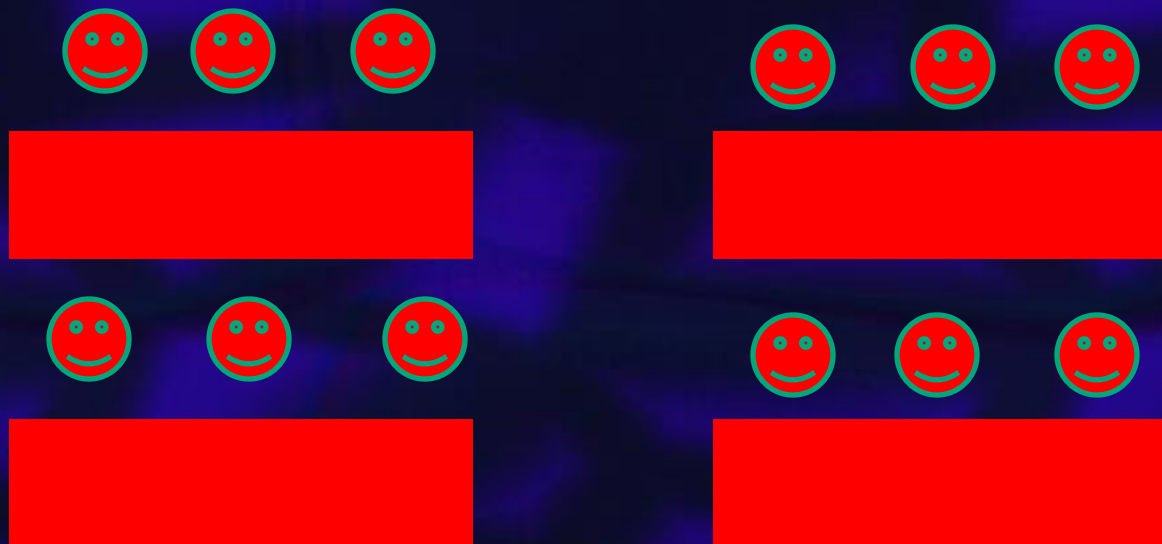
X X X X X X X X

X X X X X X X X

X X X X X X X X

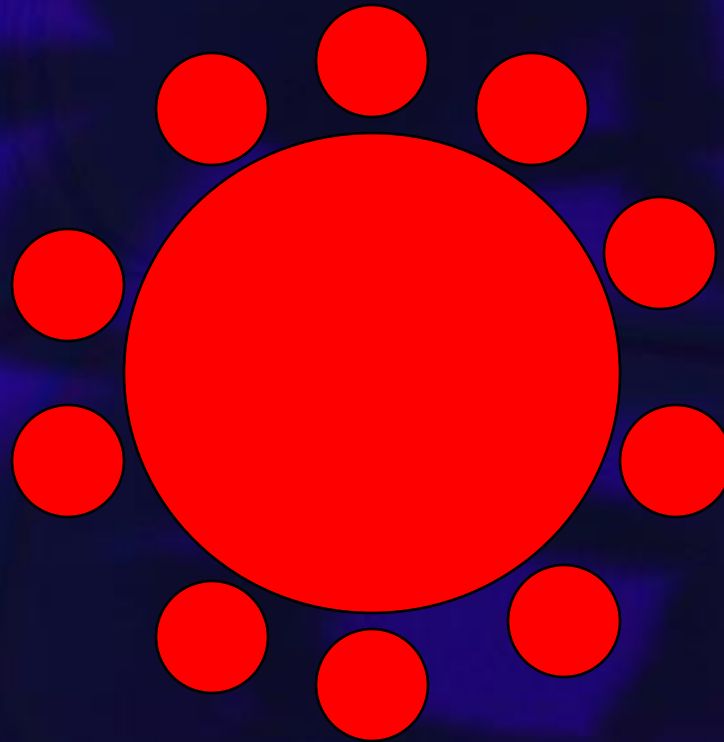
Styles of Meetings

- Classroom Style



Styles of Meetings

- Dinner Style



Catering Event Order (CEO)

- Also called Banquet Event Order (BEO)
- Contains all information pertinent to the event that has been planned
- Guaranteed number

BANQUET EVENT ORDER

Date:

CUSTOMER INFORMATION		EVENT INFORMATION	
Name: Dept: Bill Code: Phone Number:		Event Date: Description: Guest Count: Event Status: Contact Person:	
LOCATION AND TIMES			
Room	Setup Style	Start Time	End Time
Menu Selections			
Description	Quantity	Price	Total
Billing Summary			
Subtotal of Selection & Other Charges			
Total:			
Special Instructions			
Customer Signature & Date		Director of Catering & Date	

You will be billed for 100% of your guarantee or the exact number of guests, whichever is higher. Prices listed on this contract are based on information provided. Changes in total price may occur due to additional requests.

Room Service/In-Room Dining

- Typically found in larger city hotels, especially airport hotels
- Level of service and menu vary
- Challenges
 - Delivery of orders on time
 - Making it a profitable department
 - Avoiding complaints
 - Forecasting



Trends

- Use of branded restaurants
- Hotels opting not to offer F&B facilities
- More casual atmosphere
- Standardized menus
- Sports-themed bars
- Use of technology in guest services and overall operations-MS Surface



Outrigger Waikiki Branded
Restaurants