



FOOD AND BEVERAGE
OPERATIONS
**FOR RESTAURANTS, COFFEE SHOPS,
CAFES AND CATERING**

STUDY GUIDE

HOW TO WORK THROUGH THIS COURSE

Over the following pages, you will move through a logical, self-paced learning experience that can enlighten and educate you in Food and Beverage Operations.

It is important from the outset to understand that learning about something is not the same as just reading about it. Learning implies a permanent change in what you know and can do.

Anyone can read a book and understand it; but for most people the detail of what you read is largely forgotten.

Reading something once only puts information into short-term memory. It is soon lost if you don't 'work' on it. Studying the same information takes longer, but by thinking about it and processing it you can transfer that information to long-term memory. This way, you will enhance your ability to recall and apply that information for years to come. If you take your time to work through the 7 lessons that follow, you will learn.

Read, Reflect, Research, Revise

Throughout the following pages, you will find not only things to read about, but also things to do:

1. Throughout each lesson, there are suggestions of things to do under the headings "Learn More". These are all sorts of ideas about things you can do in order to explore the subject further.
2. At the end of each lesson, there is an interactive self assessment test (assignment), for you to undertake. When you click on this, your computer needs to be online. You will be taken to our cloud-based online school. The answers you choose will be evaluated immediately, and your results can be seen on completion of each test. You can return and repeat tests if you wish.

Undertaking these tasks will involve reflection, research and revision of the topics you read about. By repeatedly encountering each topic in different ways, your perspective on each subject will broaden, and the commitment of information to longer term memory will strengthen.

You don't need to undertake all of the suggested tasks if you don't want to; but we strongly recommend that you do some in each lesson, and that you take all of the self-assessment tests.

The more time you spend doing these things, the stronger your learning will be.

Completing the Course

After completing all 7 lessons you will be presented with a final assessment which can also be undertaken online.

Do not attempt to do this until you have worked through all 7 lessons, and feel like you have learnt the subject well.

Upon finishing this final assessment you will immediately see your final results, and you can save a pdf copy of those results as a "Certificate of Completion".

Welcome Audio

Click the button below to listen to the welcome audio for this course. This feature is supported by most computers and some mobile devices.



HOW DOES THIS COURSE WORK?

WATCH THIS VIDEO FIRST

<https://vimeo.com/441179158>

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DISCLAIMER: This institution accepts no responsibility for the attitudes or actions of our graduates. The education you receive through this course in no way guarantees your actions in the future will always be as they should be. Your actions in your profession, or in any other situation where you apply what you have learnt here, will be affected by many things other than just the learning from this course. Success or failure of a graduate depends upon not only what they learn in this course, but also, what they learn elsewhere, as well as personal qualities and attitudes.

LESSON 1 THE INDUSTRY

INTRODUCTION

The hospitality industry is a very broad sector with a huge range of different businesses within it. This includes covers catering, cafes, restaurants, bars, accommodation services and all of those businesses associated with these things from tourism to food and beverage suppliers. All of these industries have a service and customer focus; however, the specific products and services will differ.

SUBDIVISIONS

The hospitality sector can be viewed in different ways, according to where the primary focus of the business is. A café for instance might be considered as part of the tourism industry when attached to a resort, as part of the accommodation industry when attached to a hotel or as part of the events industry when attached to an event facility. This course is relevant

to provision of food and drink services in any of these or other contexts.

The sector within which you operate a catering operation is very broad with lots of opportunities to create a successful business. Each sector will have different customer traits and this will be an important consideration when you think about ways in which you will operate.

Suggested Tasks: ▼

Throughout this course you will be provided with suggested tasks and reading to aid with your understanding. These will appear in the right hand column. Remember: these tasks are optional. The more you complete, the more you will learn, but in order to complete the course in 20 hours you will need to manage your time well. We suggest you spend about 10 minutes on each task you attempt, and no more than 20 minutes.



THE TOURISM INDUSTRY

The tourism industry encompasses the provision of all those services used by people when travelling away from home, including booking services, transport, accommodation, food and beverage outlets and attractions.

Tourism is never static and is affected greatly by such things as natural disasters, political instability, and economic downturns. More predictably, the tourist industry is also affected by seasonal swings – with thousands of tourists visiting favoured destinations in the ‘high’ or peak season and then abandoning them in droves during the ‘low’ season which is a key consideration for any tourism related business.

The tourism industry is comprised of sectors that deal with the tourist’s needs, and catering facilities often fits in to some of these:

- Accommodation e.g. hotels, resorts, motels, campgrounds, B&Bs, caravan parks, restaurants and cafes
- Attractions e.g. theme parks, museums, zoos, gardens, and other tourist-orientated entertainment facilities

Broadly speaking, there are three types of tourism systems in each country:

1. Local or domestic tourism – residents travelling within their own country
2. Outbound tourism – residents travelling abroad
3. Inbound tourism – tourists visiting from another country

When considering the impact of this on a catering business, it would be relevant to think about the type of food that would best suit the tourist and the style of service which may be most appropriate.



THE EVENTS SECTOR

As a massive growth sector over a number of decades, the events industry is one which encompasses a vast variety of different event types including conferences, weddings, parties, festivals and sporting events. They range in scale from those which have an impact on an entire nation, to the more intimate which may affect just a small handful of people. It is a fast paced and exciting sector with many different roles which start from event conception to event delivery. Events would often be seen as a sub-sector of Hospitality.

Many events will have some element of catering requirements. The extent to which will depend on:

- Attendee numbers
- Event purpose
- Location
- Timing

Different catering options at these events could include:

- Food trucks e.g. a fish and chip van at a concert
- Provision of pre-prepared food to a venue e.g. a picnic for a children's party
- In-house catering e.g. a conference centre using their own team of employed caterers
- Use of a temporary kitchen to provide catering e.g. a wedding hosted in a marquee on private land

HOSPITALITY SECTOR

The hospitality industry can be a far reaching term providing an umbrella for many different types of business. It can include hotels (with or without catering), but sometimes also reception centres, camp grounds, guest houses and others.

If we consider the sector from a catering perspective there are many different options due to there being so many opportunities for different styles of food and beverage service. This can include a sole trader who has a market stall selling homemade burgers, or a fast-food outlet running as part of a well-known chain. There are also many different settings for restaurants – they can be in hotels, parts of a resort or a family owned space.

Nowadays there are so many different options available for people to eat in, take-away or food delivery services. This has developed over time with the advances in technology enabling food to be stored for longer and different packaging options so that food stays fresh whilst being transported.

Whether it is a small café, a full-service restaurant or a fast-food outlet, there are many different ways in which the food can be delivered to your customers. The types of services which can be provided separately or in combination are:

- Table Service
- Cafeteria/Buffer Service
- Counter Service
- Fast Food Operations, Food Delivery Services and Take-Away

LEARN MORE >>>

Suggested Tasks

Talk to 2 different people about food services they have used over the past year. These might be friends, colleagues or relatives. They should be from two different households.

Ask them

- to list the types of food services they have purchased meals from over the past year - from restaurants and take away to anything else.
- how quality and prices vary between the different services they have used?
- what is the best value and why?