



FOOD AND BEVERAGE MANAGEMENT OPERATIONS

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Contents

Introduction	2
LO1 Task 1	2
P 1.1	2
P 1.2	3
P 1.3	3
LO2 Task 2	4
P 2.1	4
P 2.2	4
LO 3 Task 3	5
P 3.1	5
P 3.2	6
LO 4 Task 4	6
P 4.1	6
P 4.2	7
References	9

Introduction

The Seven Park Place is a restaurant that was established in the year 2009 by William Drabble in London (UK's healthiest restaurant award, 2011). The restaurant led by Chef William created its style menu that was greatly influenced by classic French cuisine but made by applying most of the British ingredients (UK's healthiest restaurant award, 2011). Based on this unique style of menu, the restaurant received the one Michelin star award only one year after opening and a four AA Rosettes after that (UK's healthiest restaurant award, 2011).

Like any other great chef, Chef William has his signature dishes which includes the poached lobster tail with cauliflower and lobster butter sauce ('UKS Healthiest Restaurant Award'). In reflection on the style of menu, William has put up the restaurant in an elegant manner of designs and décor. The restaurant has an intimate space with about 26 covers and nine tables (UK's healthiest restaurant award, 2011). Rich colors and natural fabrics in bright, jewel inspired colors have been applied to produce a unique backdrop of a perfect dining experience (UK's healthiest restaurant award, 2011).

LO1 Task 1

P 1.1

Food production systems involves all the range of activities that are applied during the processing, packaging, and transportation of a particular type of food (Pizam, 2005). Ideally, food production system has three major parts. These include input, processing, and output. In seven park place restaurant, a variety of food is normally ordered that range from fresh food such as vegetables, canned food such as meat can, already cooked food, and chilled food (Cousins, Foskett and Gillespie, 2002).

These foods have a variety of methods to be applied in their storage so that they remain as fresh as possible before they are prepared to those who order them. Canned food and the fresh food, for instance, would be refrigerated at lower temperatures that prevent bacteria from invading them while some of the cooked food would be deep frozen to ensure their condition remain suitable for human consumption. A food production system has to be organized in a manner that produces the right quantity of food with the correct standard and about the number of people to be served. Today many food production systems are based on the process approach rather than the production approach (Pizam, 2005).

In Seven Park Place Restaurant, the following food production systems are applied. The cook-chill production where food storage and regeneration method greatly apply the principle of low temperature in order to preserve the qualities of the food that has been processed. Therefore, in this case, low temperature above the freezing point of 0 to -3 degrees Celsius is applied and food reheated before consumption (Cousins, Foskett and Gillespie, 2002).

The second method is the centralized production method where food production is separated from the service components. In this case, food ready to serve is first distributed to the point of service in batches before they are served on the table. Third is the cook-freeze production that also apply the principle of freezing to maintain the qualities of processed food, only that it applies processes to assist freezing such high-speed low temperature of 20 degrees Celsius in 90 minutes (Cousins, Foskett and Gillespie, 2002). The fourth method is the traditional parties method that involves the purchase of raw food thus very little for convenience food. This method is normally labor intensive since it involves a whole process. The convenience methods is

somehow a traditional method only that it introduces partial to complete reliance. Lastly, the sous vide method (Cousins, Foskett and Gillespie, 2002). This is a method of cooking in which the prepared food is sealed in airtight bags then are placed in a water bath or rather in a temperature-controlled steam environment for a period that is longer than the normal cooking hours. The intention in this case is to cook food evenly that ensure the inside is cooked properly without overcooking the outside. This method is therefore used to cook meat and vegetables while retaining their moisture at a temperature of about 55 to 60 degrees Celsius (Cousins, Foskett and Gillespie, 2002).

P 1.2

In the hospitality sector, menu planning becomes the first control point that guide the food and beverage service systems. In Seven Park Place restaurant, various factors normally affect the choice of menu and recipes in food in the food production systems that are available. These factors include the staff available and their technical skills or experiences, equipment that is available to be used for the processing of a specific food, the inventory that exists at a particular time, and cost of processing the food to be produced among other factors (Reynolds, Merritt and Pinckney, 2005).

On staffing, the restaurant normally evaluates and assess the skills of their personnel in the cooking sector and the service sector before they come up with a menu plan. The planned menu therefore normally features items that the kitchen operations can consistently produce while also maintaining the quality of the item and the required standard of its hygiene and the costs involved. Also, the planned menu normally ensure that no one single worker is overloaded with the production work (Yoon and George, 2012).

On equipment availability, the restaurant ensures that a sizable investment is made for the food service equipment that in turn affects what the hospitality organization produces and therefore what is placed on the menu. In Seven Park place restaurant, the hotel choses on a food production and service system that strongly rely on its equipment (Reynolds, Merritt and Pinckney, 2005).

Besides, the inventory, which is items purchased by the restaurant, normally affect the planning of its menu and the recipes to be prepared. The restaurant evaluates the costs of food items that is available in the market and the cost of their production before purchasing them. This therefore greatly affects the planning of menu since some food production items may not be available in the food market during a particular period. Lastly, the restaurant considers the cost of some food items to be prepared in different system visa vie their profits. Being a business premise, the restaurant is only able to produce food that are likely to generate revenues for the organization (Yoon and George, 2012). The restaurant therefore normally evaluate the interests of their customers and plan a menu that serves a majority of their customers rather than produce food that is not likely to be purchased by the customers(Reynolds, Merritt and Pinckney, 2005).

P 1.3

The Seven Park Place Restaurant apply three main food production systems. These include the cook-chill, cook-freeze, and the traditional parties' methods of food production systems. The cook-chill method is suitable for its food production since a majority of its customers are check-in only during the meal time hours and would like a fast processed food rather than food that would take some time to prepare (Yoon and George, 2012). The system is therefore justified

because the chilled food are always ready and thus are just reheated and served to the customers who check in and are in a hurry (Reynolds, Merritt and Pinckney, 2005). The traditional method is mostly applied by the restaurant in the evening hours based on the order for those who wish to take their heavy meal dinner before heading to their homes. This method is thus justified because it is during this times that people would prefer to take their cultural or traditional food that normally takes quite some time to prepare the order. Finally, the cook-freeze system is important because some of the food purchased by the restaurant may be highly perishable and thus would require a faster process to preserve them before they go bad (Reynolds, Merritt and Pinckney, 2005). The method offers a faster way to freeze food such as the canned which take longer periods of transportation to reach the restaurant, and thus the method prevent losses that could be incurred when the food go bad (Reynolds, Merritt and Pinckney, 2005).

LO2 Task 2

P 2.1

Financial statements are summary reports that indicate how a firm has used the funds allocated to it by the shareholders or the investors (Walker, 2011). **The financial statement is used by the shareholders to understand the value of the organization, the managers also use the financial statement for making decisions and know the status of the organization. The other person who uses the financial statement are the supplier to validate value of the organization, the customers and even the government.** On the other hand, the costing and pricing procedures are procedures that set out the processes to be adopted when costing and pricing a firm's goods and services that are offered to its customers. A food and beverage organization financial statement provides the vital information required by the management on its financial health (Walker, 2011).

In financial statements, there are sub-statements that are important to a food and beverage organization (Media, 2010). This includes the profit and loss statement that gives an insight of the losses incurred and the profit gained by a firm during a particular period once the operational expenses have been deducted. Under the statement, there is also a cash flow projection that is important in estimating an anticipated income and expenditure to the organization in a season that is approaching. This helps a food and beverage organization to plan for its future by sourcing for funds or conserving the resources available where there is a likelihood of a shortfall in its finances (Walker, 2011).

The balance sheet under in the statement also allows the organization to check on the financial health of the company while also checking on the assets that are owned by the business such as the cash in bank and money at hand (Media, 2010). On the contrary, the liability section checks on the debts that the organization has thus helps the organization to plan for its operational activities for its continued prosperity (Walker, 2011).

P 2.2

Issues and processes of purchasing are basically the procedures involved before a firm make purchases of the inputs to its production. In food and beverage organization, purchasing includes functions such research on the appropriate goods to be purchased, selection of the required goods, purchase of the goods, receipt, storage of the goods and the usage of the commodity following the catering policy (Walker, 2011).

This implies that the person in charge of the purchasing of goods in a food and beverage organization is not only in charge of making purchases but also in charge of receiving the goods, storing them and issuing them to the relevant department (Walker, 2011). Therefore, the process of purchasing follow the following procedure; each section is to establish the stock levels while creating a procedure for stock replacement to avoid overstocking (Walker, 2011). The source of supply is then selected and agreed upon by the manager in charge with the prices to be paid and delivery criteria established (Media, 2010).

Establishing the ordering process that could be electronic, or via phone call, or eve through a written order (Walker, 2011). After that, goods purchased are evaluated for acceptance with adjustment made for any discrepancies in quality and quantity (Walker, 2011). After that, the temperature and conditions of the goods are checked and made in writing while rejecting those that are not in good condition then transferring the goods to various ordering department for their use in food production (Media, 2010).

LO 3 Task 3

P 3.1

As the event and food and beverage coordinator in Seven Park Place Restaurant, I would wish to plan on a private engagement party. Seven Park Place restaurant is a hospitality organization that can only support a single day event since it does have accommodation facilities with it. However, the restaurant has a large event garden with enough seats and tables that can accommodate up to 300 people for a single event.

Case study event could be a private engagement party that brings together a Briton man and French lady. We anticipate that the one-day event set on 5 December 2015 will bring together about one hundred and fifty people in attendance who are both French and Britons. The event is scheduled to operate under a budget of about 2,000 pounds. The menu below would then serve best in case of such an event;

Menu for the Private Engagement Party

Cocktail Hour

Bar bites- gourmet crudité made with homemade dips, wasabi peas, and homemade candied nut.

Sushi bar- maki, fish and vegetable sushi prepared by a Briton chef and accompanied soy sauce, wasabi, pickled ginger, and chopsticks.

Buffet Stations

Salad corner- candied walnuts, wild rice salad with dried apricots, mixed heirloom tomatoes and fresh mozzarella, French bay-scented lentil salad with spinach, and blackened corn artichoke salad with mustard vinaigrette.

Soup sips- butternut squash with toasted pumpkin seeds, and French onion soup with shredded mozzarella

Action Station

French fry bar-garlic mayo, sundried tomato mayo, pesto mayo, tabletop deep fry station with hand-cut shoestring fries which is served in cones.

Gourmet focaccia and panini pizza station-Assorted pizzas that include four cheese Formaggio deep pizza, goat cheese and caramelized onions, fresh heirloom tomato with basil, and red pepper flakes

Beverages

Water, decaf, herbal tea, coke, diet coke and brewed coffee

P 3.2

Suitability refers to the quality or properties of a given commodity or service to meet a certain intended purpose or task or how they are appropriate to a particular occasion (Reynolds, Merritt and Pinckney, 2005). In this case, the menu suggested in 3.1 is appropriate for the event that brings in the British and the French culture together (Hall, 2003). Beginning with the beverages, the brewed coffee, and herbal tea is a common beverage among the French people while the coke and diet coke is a common beverage in most of the English-speaking cultures such as the Britons (Pantelidis, 2013).

Therefore, the availability of these drinks in the planned event makes it an event that is accommodative in nature that seeks to welcome the French who will attend the party and the Britons who are hosting the party in this case. On the action station, the French fry bar garlic mayo is a common meal among the French while the sundried tomato mayo is a common meal that that the Britons take (Pantelidis, 2013). This also implies that the menu is justified to serve a congregation that mixed up with the both the French and the Britons.

On the buffet station, the French soup onion is normally served with majority of the French meals (Hall, 2003). In addition, the French bay-scented lentil salad with spinach is also among the French meals that are cherished by the French in their occasions (Pantelidis, 2013). Besides, the wild rice salad with dried apricots and the butternut squash with toasted pumpkin seeds are common meals among the English speaking country that implies that that the event seeks to serve the interest of both parties in attendance (Hall, 2003). On the other hand, meals such as the maki, fish, and vegetable sushi to be served in the cocktail hour can serve both parties since it is a common meal that is cherished by both the French and the Britons (Hall, 2003). Therefore, the menu is justified because it has a variety of meals that anybody in attendance could order and feel welcomed in the celebrations.

LO 4 Task 4

P 4.1

A food and beverage service plan are drafted document that indicates how each service in a hospitality organization should be conducted during a period that an event is to take place. The following therefore forms a viable service plan for food and beverage for the mentioned planned event.

Location of Service	Food Type	Time Served	Price
Cocktail Hour	Bar bites- gourmet crudité made with homemade dips,	9.00-10.00 am	200 Pounds

	<p>wasabi peas, and homemade candied nut.</p> <p>Sushi bar- maki, fish and vegetable sushi prepared by a Briton chef and accompanied soy sauce, wasabi, pickled ginger, and chopsticks.</p>		
Buffet Stations	<p>Salad corner- candied walnuts, wild rice salad with dried apricots, mixed heirloom tomatoes and fresh mozzarella, French bay-scented lentil salad with spinach, and blackened corn artichoke salad with mustard vinaigrette.</p> <p>Soup sips- butternut squash with toasted pumpkin seeds, and French onion soup with shredded mozzarella</p>	10.30-11.30	350 Pounds
Action Station	<p>French fry bar- garlic mayo, sundried tomato mayo, pesto mayo, tabletop deep fry station with hand-cut shoestring fries which is served in cones.</p> <p>Gourmet focaccia and panini pizza station-Assorted pizzas that include four cheese Formaggio deep pizza, goat cheese and caramelized onions, fresh heirloom tomato with basil, and red pepper flakes</p>	12.00 noon to 2.00pm	450 pounds

Beverages	Water, decaf, herbal tea, coke, diet coke and brewed coffee	3.00 pm	250 Pounds
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P 4.2

To carry out the plan effectively to meet security and safety issues, and the standard of quality, I would ensure that all the chefs involved in the process are all qualified to handle the cooking process in an effective manner according to the standards set by the chefs (Graham, 2002). In addition I would also bring in external auditors in the hospitality sector to evaluate the status of the meals prepared if they are up to the expected standards (Graham, 2002). In relation to that, I would also hire some private public health workers to ensure that the health standards of the food are met in accordance with the public health policies.

Other than that, I would also invite technicians for food poisoning before they are served to the guests (Hall, 2003). All these processes should then be certified so that any complaints raised after that could be easily defended using the certificates from the registered officers involved in the process as evidence in any lawsuits (Graham, 2002). In addition, the service personnel should also be well trained and skilled to handle the guests in a proper manner so that that the built good reputation of the restaurant is maintained (Graham, 2002). This could help in attracting more guests to the restaurant in future since the people in attendance would spread the gospel to their friends on the hospitality they have experienced (Hall, 2003).

The food and beverage plan is likely to succeed because the food available serves both guest parties involved which implies that the guests are likely to get satisfied with the services (Graham, 2002). Also, the total budget for the meals were made in such a way that it lies within the total budget for the party. Therefore, the party organizers are will not have to run around to source for more funds to meet their guests' expectation (Hall, 2003).

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