

# Unit 1

## The Hospitality and Catering industry

WJEC LEVEL 1 / 2 AWARD in  
HOSPITALITY AND  
CATERING A

### LO2

**Understand how Hospitality and  
Catering provisions operate**

Exam June

90 mins

40% overall grade



## AC2.1 Describe the operation of the kitchen

- layout;
- work flow;
- operational activities;
- equipment and materials;
- stock control;
- documentation and administration;
- staff allocations;
- dress code;

## What does the operation of the kitchen involve?



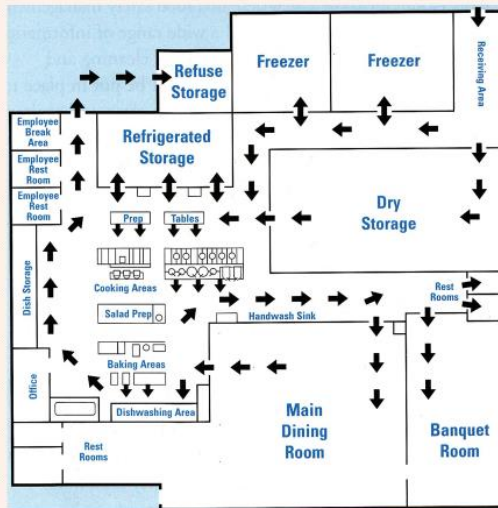
Must be able to recall the different job roles and equipment used within the kitchen and give examples



Explain how a kitchen operates in line with current legislation



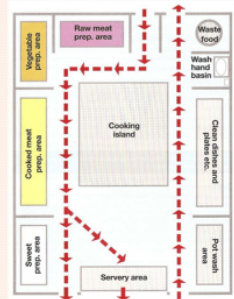
Discuss the advantages and disadvantages of how a kitchen operates in line with current legislation



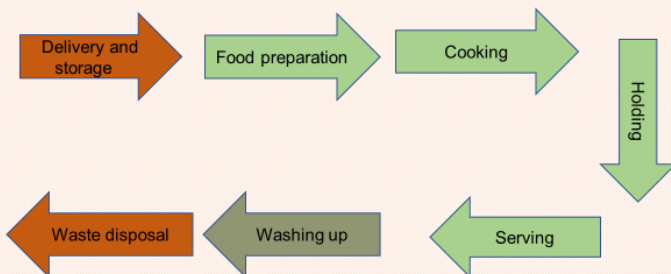
## Kitchen workflow

Workflow in the kitchen should follow a logical process by using different areas so that the clean stages in food production never come into contact with the "dirty" stages

1. Delivery
2. Storage
3. Food preparation
4. Cooking
5. Holding
6. Food service area
7. Wash up
8. Waste disposal



## Workflow



Organising the kitchen into separate areas for separate jobs is the heart of hygienic kitchen design. The layout will depend upon the size of the kitchen as well as on the type of meals it prepares.

## Delivery

Ensure vehicles have access to the premises  
Space for a goods check in area before entering the kitchen



## Storage

Store close to the delivery area so delivery personnel do not enter the food preparation areas  
Bulk suppliers may have minimum orders which need a lot of storage

## Food preparation

- Food preparation area should be between storage and cooking areas
- Separate different processes eg raw meat separate from pre prepared foods.
- Separate high risk food area
- Need sinks, pot wash facilities and hand washing
- If separation by area is not possible, then do all preparation before cleaning down for cooking

## Cooking

- Consider requirements of menu and ability of staff
- Flow must suit style of service eg fryers and grills near to point of service for fast cooking and bulk cooking further away
- Need worksurface beside cooking equipment so there is somewhere to put foods down
- Gas and electric supply near to cooking equipment



## Holding

- Needs to be near food service area
- Hot holding needs food to be over 63C
- Cold holding in chillers eg desserts

## Food service

- Should be located close to the cooking process so handling is minimised
- Area for plating up if A la Carte restaurant
- Replenish food during service for buffets and counters

## Washing up

- Space for sinks and dishwashers
- Area for dirty items before washing and for clean items after washing needs to be segregated to prevent cross contamination
- Ventilation to remove steam

## Waste

- Try to keep separate from food preparation area
- Storage that gives pest prevention

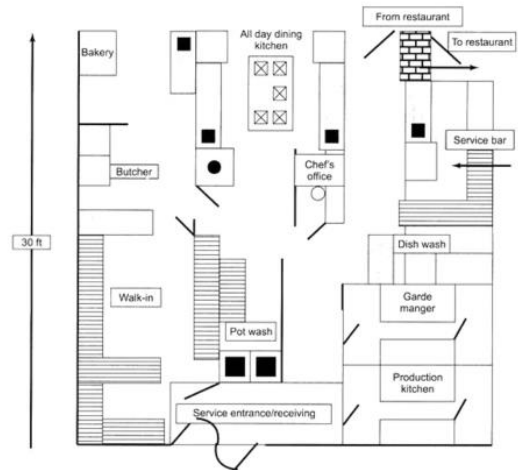
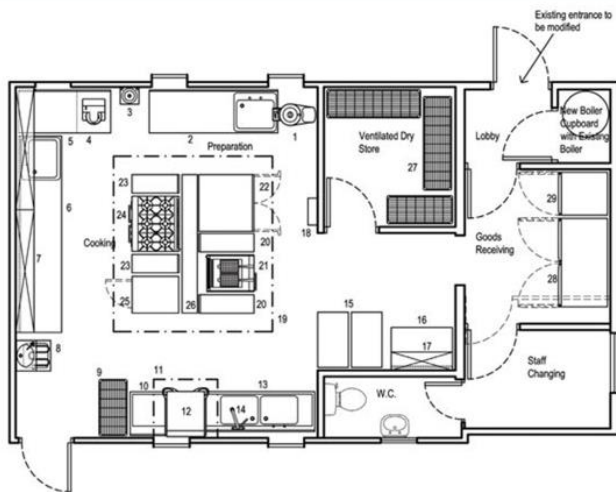
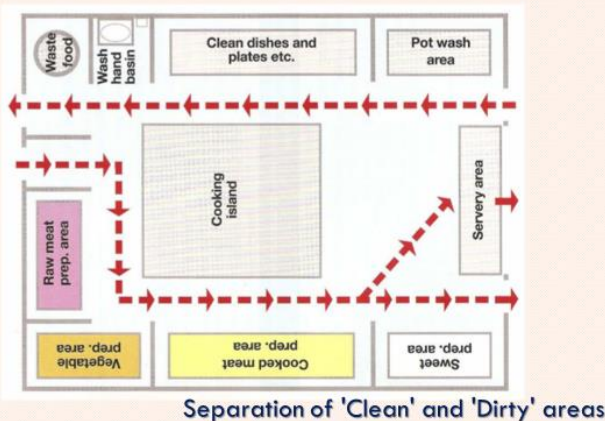


Fig. 3.9 Layout of a main kitchen

## layout of a hygienic kitchen



## Hygienic kitchen design

### Work surfaces

Must be strong, hard wearing and easily cleaned. Stainless steel with wheels that can be moved out of the way while cleaning



### Floor

Hard wearing, easy to clean, non absorbent and non slip  
Coving with the walls prevents dirt and food particles from accumulating



### Walls

Smooth, can be tiled or lined with stainless steel as splashback light colour to show dirt easily



## Hygienic kitchen design

### Ventilation

Effective ventilation system to remove the heat, steam and condensation from the kitchen. Bacterial growth in moist conditions



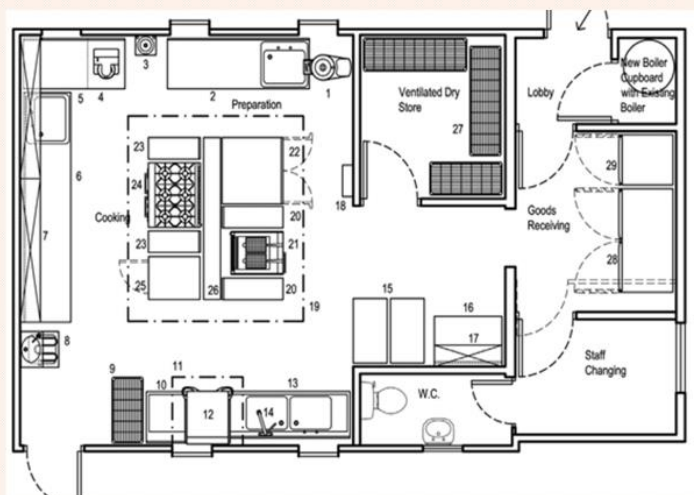
### Sinks

For washing food and utensils. Hot and cold water, stainless sinks are the best



### Waste disposal

Waste disposal unit or separate waste bin with a lid that can be foot opened



## Stock control

**Perishable** food and products that do not stay fresh for very long

- Fresh fruit, vegetables
- Dairy products
- Meat and fish
- Only buy enough to last a few days because they will not last
- **FIRST IN FIRST OUT- stock rotation**



## Stock control

Staple foods and supplies that are canned, bottled, dried or frozen. These have a longer shelf life and so do not need to be purchased as frequently. Larger amounts can be bought to get cheaper prices and can be stored.

- Condiments,
- Canned vegetables
- Frozen foods including meat, fish and deserts
- Sauces
- Flour, sugar, fat, oil
- **FIRST IN FIRST OUT stock rotation**



## Stock control

- Incoming food should not be accepted if its packaging is seriously damaged exposing the product to the risk of contamination or if the food is obviously contaminated
- Incoming food must not be accepted if its 'use by' date has expired
- In terms of good practice, you may also wish to consider rejecting stock beyond its 'best before' date
- Stored food must not be used if its 'use by' date has expired
- High risk food which has been removed from its packaging should be re-labelled with a new suitable 'use by' date, based on manufacturer's instructions
- High risk foods prepared on the premises and then stored for later use should be labelled with an appropriate 'use by' date
- Stock should be rotated on a first-in-first-out basis and damaged stock removed from the main storage area
- Dried food should be stored in large waterproof containers and should not be topped up with new stock. Ensure that the existing food is used first
- Keep food that can cause allergic reaction separate from other foods. It is vital not to lose the product description and traceability following unpacking, decanting and storage. (refer to the **Cross Contamination Prevention House Rules**)

## Documentation and Administration

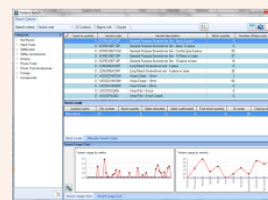
Establishments have a legal responsibility to work safely and hygienically. Records kept to prove this and in case of due diligence proof

1. Temperature charts
2. Time sheets
3. Accident report forms
4. Food safety information
5. Equipment fault reports
6. Stock usage reports.

## Documentation and Administration

### Types of Kitchen Documents

- Temperature charts – fridge, freezer, display, point of sale. Taken at least twice per day.
- Time sheets – logging staff working hours
- Accident report forms – used to report any accidents and near misses
- Food safety information – blast chill records, food related incidents and cleaning rotas
- Equipment fault reports – What was the issue and how was it dealt with.
- Stock usage reports– order books, stock control sheets, requisition books, invoice, delivery notes



Stock usage reports

Accident report forms

Stock Register	Weekly Temperature control chart											
	Refrigerator (Celsius)				Freezer (Celsius)				Display (Celsius)			
Appliance	Monday	Tuesday	Wednesday	Thursday	Monday	Tuesday	Wednesday	Thursday	Monday	Tuesday	Wednesday	Thursday
Fridge 1												
Fridge 2												
Fridge 3												
Fridge 4												
Fridge 5												
Fridge 6												
Freezer 1												
Freezer 2												
Freezer 3												

Temperature charts

Equipment fault reports

## Importance of documentation

Why must they be completed?

1. Maintaining organisational procedures
2. Safety of staff and customers
3. Legal requirements
4. Complying with food safety legislation
5. Complying with accounting and taxation practices
6. Ensuring accurate payment of bills
7. Ensuring profitability of kitchen

### Remember

Some information is confidential or sensitive ie staff personal information

There is a legal requirement under the data protection act to store this type of information securely

## Documentation and Administration

**Complete kitchen documents:**

- They must be legible (readable)
- At correct interval (daily, hourly)
- Completed accurately
- They must be signed and date.

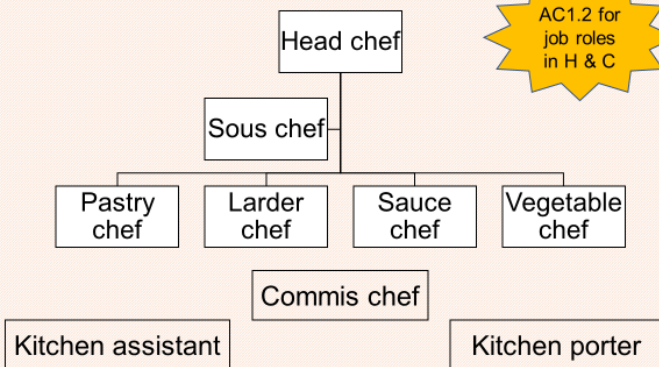


**Where do you get kitchen documentation from?:**

- Purchased from stationers
- Designed in-house
- Central purchasing

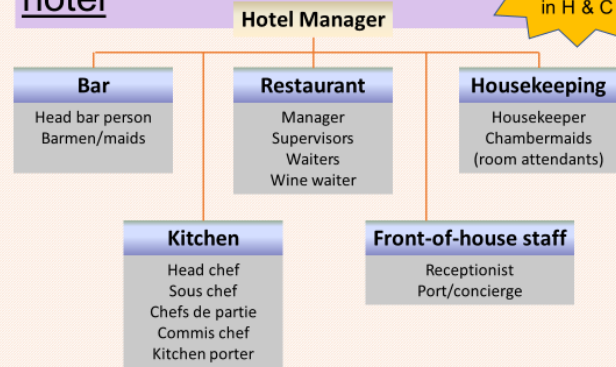


## The kitchen brigade



AC1.2 for job roles in H & C

## Traditional staff structure in hotel



AC1.2 for job roles in H & C

## The kitchen brigade

1. Executive Chef (Chef de Cuisine)	D. In charge of the whole kitchen
2. Second Chef (Sous Chef)	F. Directly in charge of production
3. Pastry Chef (le patissier)	B. Prepares pastries and desserts
4. Larder Chef (le garde manger)	G. Responsible for cold foods, including salads and dressings
5. Sauce Chef (le saucier)	A. Prepares sauces, stews & hot hors d'oeuvres
6. Vegetable Chef (l'entremetier)	E. Prepares vegetables, soups, starches and eggs
7. Assistant Chef (commis chef)	H. Helps in all areas of kitchens, doing basic jobs
8. Kitchen porter	C. Cleans up after chefs and does the washing up

AC1.2 for job roles in H & C

## Kitchen Dress Code

A chef's uniform is more than a fashion statement. Each component plays a specific role in protecting from potential dangers common in most kitchens

### Chef's uniform

- Chef's jacket
- Chef's pants
- Hat
- Neckerchief
- Apron
- Hand towel
- Slip-resistant shoes



## Kitchen dress code

Where an item of clothing is for personal protection while doing the job then the employer must provide it free of charge



## Staff Allocations / Operational Activities



AC1.2 for job roles in H & C

AC1.3 for working conditions

## AC2.1 small and large equipment

## What types of equipment are used in the kitchen ?



Must be able to recall the different equipment used within the kitchen and give examples



Explain the advantages and disadvantages of different types of equipment



Discuss the advantages and disadvantages of different equipment for different purposes

## Knives

1. Store knives safely so you don't cut yourself accidentally

2. Clean knives after each use. gently scrub the knife, then wash it off with hot water. Dry with a clean cloth

3. Use knives for the purpose that they were intended. not a replacement for a screwdriver!

5. cut with a slicing action ie forwards and backwards,



PANS: Use the right size pans. If any food sticks to the pan, soak in water



TEFLON lined pans: Avoid scrubbers which scratch, steel spoons and slicers as they cause the items to loose their non-stick quality always use a wooden spoon.



BOWLS / DISHES Use the right bowl for the dish. Wash and wipe dry after every use.



WHISKS special attention should be paid to where the wires meet at the base. Do not bang



SIEVES / STRAINERS / COLANDERS: Wash immediately after every use



WOODEN : Scrub with a brush & hot water. Dry thoroughly. If items are left wet, cracks can appear. Do not use broken wooden spoons as it can leave shavings in the food.



PLASTIC: Jugs, etc should not be kept near direct heat as it can discolour or melt



## Handling small equipment:

- 1) Do not apply too much pressure while handling these equipment as they can break easily.
- 2) Always wash and wipe well after each use personally. Do not put these in the wash up area as it can be misplaced or broken.
- 3) Keep in the correct and safe place of the kitchen for the others to use.

## Large Equipment

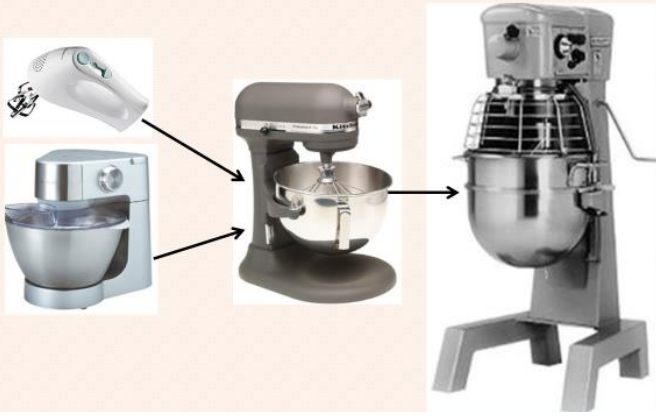
Depending on the type of establishment the equipment may be similar size and type to domestic equipment or larger scale for mass catering All pieces of equipment are used more than domestic kitchen ware so need to have the following qualities

- Hard wearing
- Easy to store
- Easy to clean
- Economical to use
- Suitable size for establishment

## Large Equipment

	Domestic	Catering
Finish	Decorative	Plain
Materials	Plastic	Metal
Size	Small	Large
storage	Stored in cupboards	Kept out to use

## Mixing



## Baking



## Frying



## Toasting



## Grilling



## Chilling



## Making coffee



## GENERAL SAFETY PRECAUTIONS

- 1) Equipment must be turned off before cleaning.
- 2) Use correct cleaning materials.
- 3) Any specific instructions should be observed.
- 4) After cleaning, washing & drying the equipment & parts thoroughly reassemble and check that it is ready for use.
- 5) Any attachments should be stored correctly.
- 6) Ensure there is no particle of food left in the equipment, or else it can contaminate other foods when the machine is next used.
- 7) In the event of equipment not working satisfactorily, do not ignore it; report the fault

## OVENS/HOBS

- Avoid spills and water, it can lead to a short circuit. To clean switch off electric supply.
- Do not use more water than necessary.
- Clean thoroughly and remove parts that can be cleaned separately & fit them correctly.
- Dry thoroughly when cleaned.



## GRILLS/ SALAMANDERS

Ensure the tray beneath the bars are clean.

- Switch off electrical supply and clean the bars thoroughly, as well as the top.
- Do not clean when hot.



## MIXERS

Ensure the parts underneath the arm are cleaned

- Switch off electrical supply and clean the blade/whisk thoroughly, as well as the top.
- Do not clean when moving



## FRYERS

- Check the level of oil is above the heater coils.
- Avoid spilling any water in the oil.
- Do not overheat the oil.
- When cool, drain off the oil into a container
- Lift up coils and take out containers & wash thoroughly.
- Rinse & dry well. add clean oil.



## Sous vide



- Check the level of water is above the heater coils.
- Clean water so no bacterial growth
- Do not overheat the water.
- Lift up coils and take out containers & wash thoroughly.
- Rinse & dry well.

## BAIN MARIE:

Ensure there is water at all times when the Bain Marie is on.

- Do not let the water boil vigorously.
- drain off the water, clean thoroughly with hot water & detergent
- rinse & dry. Refill with clean water.



## HOT PLATES

- Avoid spilling water on surface
- switch off parts, which are not being used.
- Cool hot plates before cleaning the sides with a wet cloth and detergent.
- Dry with a cloth



## Specialist equipment





**Bain-Marie**

List 4 examples of food that can be stored in a Bain-Marie.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_



What are the advantages and disadvantages of a Bain-Marie?

Advantages	Disadvantages
*	*
*	*
*	*
*	*
*	*

**Fryer**

The fryer below is an example of an industrial standard frying unit.



What are the advantages and disadvantages of a fryer?

Advantages	Disadvantages
*	*
*	*
*	*
*	*
*	*

**Grills, Griddles and Salamander**

Draw and arrow from the name below to the correct item of equipment

Salamander, Grills, Griddles



**Mixing Machines**

Mixing machines generally use either a whisk attachment or a dough hooks.



What are the advantages and disadvantages the Grills, Griddles and Salamander?

Advantages	Disadvantages
*	*
*	*
*	*
*	*
*	*

What are the advantages and disadvantages of a mixing machine?

Advantages	Disadvantages
*	*
*	*
*	*
*	*
*	*



What are the advantages and disadvantages to the different ovens?

Advantages	Disadvantages
*	*
*	*
*	*
*	*
*	*

**Dish Washer**

The picture on the right is an example of a commercial dishwasher.

Label the dishwasher

- Pre clean area
- Dish washer
- Racks
- Detergent
- Pan wash



**Fridges and Freezer**

In commercial kitchens, it is highly likely that a walk-in refrigerator and walk-in freezer would be used to store food items.



What are the advantages and disadvantages of a commercial dishwasher?

Advantages	Disadvantages
*	*
*	*
*	*
*	*
*	*

What are the advantages and disadvantages of a walk-in fridge and freezer?

Advantages	Disadvantages
*	*
*	*
*	*
*	*
*	*

**Knives**

What three tools can be used to sharpen knives?

- \*
- \*
- \*



**Knife Safety**

How should knives be stored?

- \*
- \*
- \*

How should knives be transported?

- \*
- \*
- \*

**Chopping Boards**

As a general rule, chopping boards can either be wooden or plastic.



What is the colour code?

- Blue = \_\_\_\_\_
- Red = \_\_\_\_\_
- Yellow = \_\_\_\_\_
- Green = \_\_\_\_\_
- White = \_\_\_\_\_
- Brown = \_\_\_\_\_

What are the advantages and disadvantages of kitchen knives?

Advantages	Disadvantages
*	*
*	*
*	*
*	*
*	*

What are the advantages and disadvantages of different colour chopping boards?

Advantages	Disadvantages
*	*
*	*
*	*
*	*
*	*

**Blenders and Food Processors**

Label the three pictures below.

Hand Blender, Liquidiser, Food Processor



What are the advantages and disadvantages of the equipment above?

Advantages	Disadvantages
*	*
*	*
*	*
*	*
*	*

## AC2.2 Describe the operation of front of house

- layout;
- work flow;
- operational activities;
- equipment and materials;
- stock control;
- documentation and administration;
- staff allocations;
- dress code;
- safety and security

## Food service

Food can be served in many ways. The type of service depends on the following factors:

- The type of establishment or where it is
- The type of food or menu being served
- The cost of the meal or food
- The time available for the meal
- The type of customer
- The number of customers expected
- The availability of skilled serving staff



## Food service

See AC1.2  
for more  
details

### Table service

### Counter service

### Personal service



Click on image for 10 min video clip

<https://www.youtube.com/watch?v=ifdpUyN1i04>

Bring It On - The Ritz Hotel Waiters - Part 1

## Table service

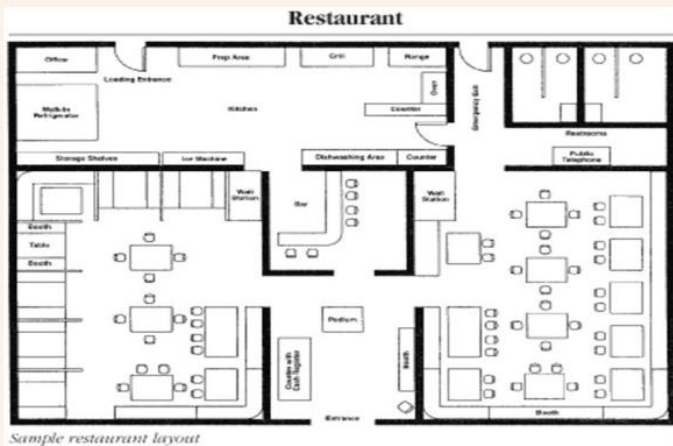
Method	Description	Comments
Plate	<ul style="list-style-type: none"> <li>Pre-plated meals from the kitchen</li> <li>Can be a basic plated meal or a decorated nouveau cuisine style</li> </ul>	<ul style="list-style-type: none"> <li>From café's to luxury restaurants</li> <li>Good portion control methods</li> <li>Consistent presentation of food</li> <li>Relies more on skilled kitchen staff than the skill of serving staff</li> <li>Time consuming for the kitchen</li> </ul>
Family	<ul style="list-style-type: none"> <li>Dishes are put on the table where spoons are provided and the customers serve themselves.</li> <li>Suited to ethnic restaurants such as Indian, Chinese and Spanish tapas</li> </ul>	<ul style="list-style-type: none"> <li>Sociable</li> <li>Less portion control</li> <li>Easy and quick to serve</li> <li>Suits families with young children</li> <li>Needs big tables to fit all of the dishes on</li> </ul>
Silver	<ul style="list-style-type: none"> <li>Food is served by the staff using spoon and fork</li> </ul>	<ul style="list-style-type: none"> <li>A more personal customer experience</li> <li>Can be slow service</li> <li>Portion control may fluctuate</li> <li>Staff costs are high as it needs more serving staff</li> </ul>
Gueridon	<ul style="list-style-type: none"> <li>Food is served from a side table or a trolley using a spoon and fork</li> <li>Sometimes dishes are assembled or cooked in front of the customer</li> </ul>	<ul style="list-style-type: none"> <li>Very specialist, skilled service</li> <li>Individual attention</li> <li>Very high staff and menu costs</li> <li>Time consuming</li> </ul>

## Counter service

Method	Description	Comments
Cafeteria (free flow)	<ul style="list-style-type: none"> <li>A single long display counter but can sometimes be multiple counters</li> </ul>	<ul style="list-style-type: none"> <li>Queuing is often required</li> <li>It can be fast so can produce a high turnover</li> <li>A simple, basic experience for customers</li> <li>There can be impulse buying from displays</li> <li>Low skill of serving staff</li> </ul>
Buffet	<ul style="list-style-type: none"> <li>Set up in a room usually along one long table. It can be self service or staff can serve customers.</li> <li>Carvery service is where joints of meat are carved in front of customers and plated</li> </ul>	<ul style="list-style-type: none"> <li>Creates a more informal function than plated or silver service meals</li> <li>It can be fast and simple</li> <li>Poor portion control</li> <li>Needs efficient clearing away of crockery</li> </ul>
Fast Food	<ul style="list-style-type: none"> <li>Takeaway with eat-in areas where customers collect food from one small counter</li> </ul>	<ul style="list-style-type: none"> <li>A quick and simple method of service</li> <li>Can be a very high turnover of food</li> <li>Often a limited choice of menu</li> <li>Use of disposable packaging and utensils because of the type of food and service</li> </ul>

## Personal service

Method	Description	Comments
Tray or Trolley	<ul style="list-style-type: none"> <li>An assembled meal provided or a choice of food and drink from a trolley</li> </ul>	<ul style="list-style-type: none"> <li>Available where needed</li> <li>Trays are used in airlines, hospitals and hotel rooms (room service)</li> <li>Trolleys are used in offices, airlines and trains</li> </ul>
Vending	<ul style="list-style-type: none"> <li>Sold from a machine</li> </ul>	<ul style="list-style-type: none"> <li>24 hour service if required</li> <li>Drinks, snacks and meals can be offered including hot meals</li> </ul>
Home Delivery	<ul style="list-style-type: none"> <li>Delivered to house individually or on a round</li> </ul>	<ul style="list-style-type: none"> <li>Usually Ethnic such as Indian and Chinese. Also 'Meals on Wheels'</li> </ul>



Sample restaurant layout

## Restaurant manager

### Maître d'Hôte

- The restaurant manager is in overall charge of the restaurant,
- Takes bookings, relays information to the head chef, completes staff rotas, ensures the smooth running of the restaurant



## Head waiter (ess)

- Second in charge of the restaurant, .
- Greets and seats customers, relays information to the staff,
- Deals with complaints and issues referred by the waiting staff.

## Wine waiter

### Le sommelier

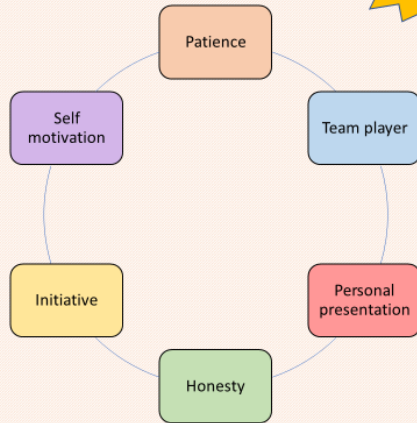
- Specialises in all areas of wine and matching food, advises customers on their choices of wine,
- Wine waiters serve the wine to the customer and can advise customers on their choices as well

## Waiting staff

- Serve customers, clear and lay tables, check the customers are satisfied with the food and service.
- May give advice on choices from the menu and special order foods

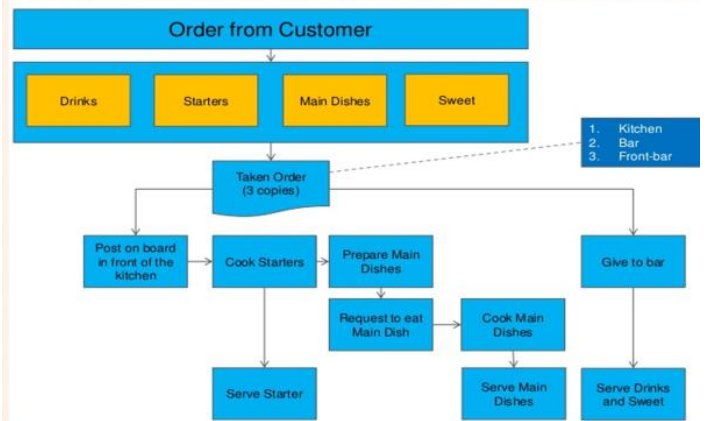


## Personal attributes



See AC1.2 for more details

## Workflow between Front of House and Kitchen



<https://www.youtube.com/watch?v=X6v7bLSkn5E>

Click on image if running ppt



2 Michelin star restaurant manager Dale Drewshury talks food service

## Equipment and Materials

### Hand Equipment

This includes the crockery, cutlery, table linen and glassware used to lay tables, as well as serving equipment and the tables, chairs and sideboards found in food service areas.

The type used will depend upon the type of menu and service offered, the cost, and the washing up facilities. Many fast-food restaurants use disposable items and have easy to clean tables. High class restaurants on the other hand, may use fine porcelain crockery, linen tablecloths and napkins, crystal glasses and silver cutlery.



## Equipment and Materials

### Use and care of hand equipment:

- Choose cutlery carefully – plain cutlery is easier to clean than patterned cutlery and stainless steel cutlery resists scratches.
- Cutlery should be stored carefully to avoid scratches and marks.
- Glassware should be washed, stored and handled carefully to avoid breakages.
- Cutlery should be dishwasher proof.
- Cutlery should be stacked carefully and covered if possible to prevent dust and germ settling.
- Store linen, same sizes together in a cupboard away from dust

## Equipment and Materials

### Powered Equipment

A wide range of powered equipment is used in food service areas. This includes hand-held credit or debit payment facilities, coffee machines, toasters, vending machines, flambé trolleys and hot and cold service counters.

EPOS (electronic point of sale) can be used to send orders from the restaurant and bar to the kitchen and reception – this assists staff with the customers bills.



## Equipment and Materials

### Use and care of powered equipment

- All electrical equipment must be checked for safety every year
- All equipment on view in a food service area should be spotlessly clean and polished daily
- The temperature of hot and cold food service areas should be monitored daily
- Coffee machines should be kept clean at all times and serviced regularly

**Task Find out how EPOS works**

## Record keeping – administration

Records kept
Stock control
Personnel records
Health and safety, Food hygiene
Booking/reservations
Purchasing
Financial vat etc

## Stock control

Monitor stock levels for re ordering  
Decide frequency of stock check  
First in First out for items with a shelf life  
Stock level checks could be for

- Wines
- Spirits
- Coffee
- Order pads
- Garnishes
- Cutlery
- Crockery
- Drinks in bar area
- Nuts, breadsticks
- Other consumables

## Personnel records

- Hours worked
- Personal details
- Wages
- Taxation
- National insurance
- Training
- Accidents
- Staff rotas and timetables

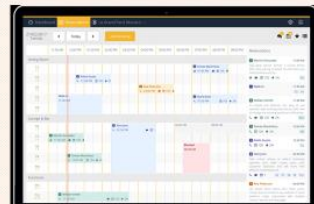
## Health and safety, hygiene

- Fire certificate
- Staff training records
- Accident book
- Food hygiene checks
- Cleaning checks
- First aid records



## Bookings and reservations

- Electronic booking system
- Electronic reservations system
- Diary with bookings and reservations
- Feedback forms



## Purchasing

- Food and drink orders
- Packaging orders (eg take away)
- Equipment
- Tables, chairs etc
- Consumables and disposables
- Cutlery and crockery
- Staff uniforms
- Leased items



## Staff allocation

The restaurant manager coordinates all activities at the restaurant.

The restaurant manager must define the tasks that staff must perform Consider

- The size of the restaurant,
- Flow of customers, type of clientele and
- Menu offerings
- Different skills and personnel requirements related to changes of volume and customer preferences.

## Staff allocation

Each employee must have a Clear job description which enables the restaurant manager to ensure that the duties assigned to staff members do not overlap and to control staffing costs



The restaurant manager allocates the number of personnel to shifts according to the demand forecasts for the day.

## Staff allocation

A restaurant that experiences peak and slow seasons has a different staffing schedule than one with a steady flow of customers throughout the year. The restaurant manager determines whether to hire temporary workers supplement the permanent workers when the season is at its peak

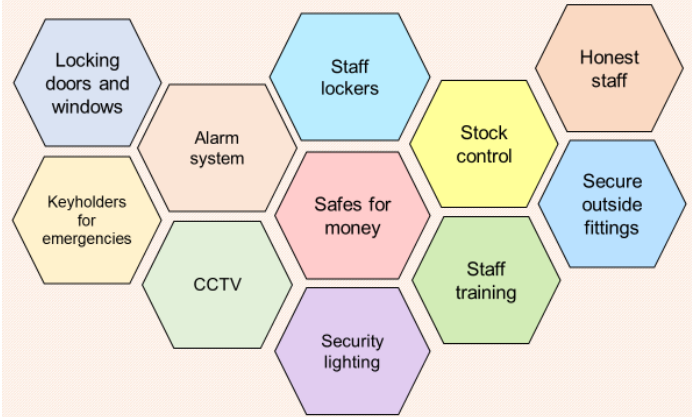


## Uniform / dress code

- Some establishments have staff wear the same uniform; this makes them easily identifiable for staff and customers. The uniform may change depending on which area of the establishment they work in.
- Protective clothing as part of a uniform must be paid for by the employer.



## Safety and security



## Health and safety

See AC3.1 for more details

All businesses should carry out a regular health and safety risk assessment. This involves looking at your business and identifying potential hazards that may affect staff or members of the public. Your risk assessment should tell you whether you are doing enough to mitigate these risks.

Must have a comprehensive health and safety policy that demonstrates to your staff how hazards and other issues are to be dealt with, and that you are able to produce this policy for an inspector.

## Health and safety

See AC3.1 for more details

As there are risks to the public ie customers of the establishment as well as staff, the establishment should have both public liability insurance and employers liability insurance. As well as complete risk assessments for the public areas of the establishment



## Describe The Front of House Operation

Task = Design the front of house operation for a new café that is opening in your town. Incorporate the; style of the restaurant and work flow, equipment and materials needed, how you will control stock, documentation used, staff allocation and dress code and safety and security.

= Visit a local café (or watch a you tube clip) describe the operation layout and work flow, equipment and materials needed, how you will control stock, documentation used, staff allocation, dress code and safety and security.

## AC2.3 explain how Hospitality and Catering provision meets customer requirements

### Customer

- leisure
- business/corporate
- local residents

### Requirements

- customer needs, expectations
- customer trends
- customer rights, equality

## How do Hospitality and Catering establishments meet customer requirements?



- Identify customer requirements and some ways the can be addressed in the industry



- Explain customer requirements and describe how they can be met within the hospitality industry.



- Analyse different needs and evaluate ways of addressing these requirements and the impact of doing so.



## Types of establishments-recap

### Commercial

- Hotel
- Bed and breakfast
- Guest houses
- Holiday parks

Residential establishments

- Café
- Pub
- Restaurant
- Fast food outlets
- Take away outlets
- Food trucks

Non-residential establishments (food only)



### Non-commercial

- Hospitals
- Care homes
- Prisons
- Armed services

## Types of customer

Leisure	Local residents	Business / corporate
Customers who visit the establishments in their leisure time e.g. a meal with friends, a family day out, tourists,	Customers who live in the local area who visit the establishment often eg regular Sunday lunch, or get togethers	e.g. business lunches. Use business facilities in establishment for meetings or presentations . Courses and conferences

## leisure customers requirements

- Value for money
- Good facilities
- Families want child menus, play area, child friendly
- Tourists want local food, easy to communicate
- Older people may want more formal service
- Good customer service
- Varied choice of menu
- Dietary needs eg allergies, intolerances, vegetarian catered for without having to ask for special foods
- Facilities for physically impaired customers

## local customers requirements

- Value for money
- good standard of customer service so they return
- Catering for local needs (culture, religion)
- Consistent dishes served
- Loyalty schemes
- Recognised by staff- feel welcome
- Menu specials
- Theme nights
- OAP discount day
- Child friendly
- Entertainment
- Mailing list or email for special offers

## Business customers requirements

- Dedicated corporate (business) contact at establishment
- Discounted rates
- Meeting rooms
- Water, juice on tables
- Presentation equipment, projector, tv,
- Office facilities- printer, phone, fax, internet, stationery
- Tea and coffee for breaks
- Lunch or other meals- buffet or restaurant
- Accommodation if attendees are from a long distance
- Quick service for lunch meetings

## Customer trends

Customers are influenced by

- TV
- Magazines
- Health
- Travel abroad
- Technology
- Ratings and reviews



"Delish!"

Reviewed 2 weeks ago via mobile

Nice and cozy restaurant with super friendly staff. They made delicious pizza and great tasting molito. Loved it!

## Latest trends 2016-17

- Traditional foods served new ways
- Authentic ethnic food eg Korean, Mexican, Indian
- Less sugar in foods
- Use of nuts and seeds and plant milks
- Clear lists of ingredients on menus
- Increased use of spices



## Latest trends 2016-17

- New ways of cooking, barbeque, teppenaki
- Nose to tail – using less conventional parts of animal so none is wasted
- Premium local foods
- Food truck style dishes
- More vegetable dishes

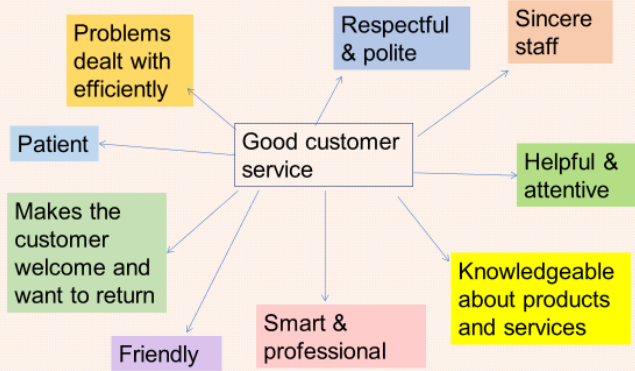


## Why is customer service so important in the hospitality industry?

Customer service is what an establishment does in order to meet the **expectations** of their customers and generate customer satisfaction.

- **So customers return.**- People will not return to a place where they were not satisfied with the service. Repeat business means a successful business.
- **Exceeding expectations**-This makes repeat business more likely
- **Growth of the business**- If customers receive a high standard of service and return, they will spend more money and also tell other people about the business

## What is good customer service?



## Customer rights.

- The right to be protected (against hazardous goods)
- The right to be informed (about quality, quantity, allergies etc)
- The right to have their complaints be heard
- The right to seek redressal (compensation.)
- the right to receive satisfactory goods that match their product description



- [A restaurant hasn't kept my booking, can I claim compensation?](#) When you book a table, a restaurant has a contractual obligation to provide it. If it fails to, you may be entitled to compensation.
- [Do I have to pay a service charge if the service is poor?](#) If you go out for a meal and receive poor service you have rights that protect you from having to pay any service charge.
- [I got food poisoning while eating out, can I get my money back?](#) Under the Consumer Rights Act, you can claim compensation or a refund if you get food poisoning from a restaurant.
- [I had poor quality food at a restaurant, should I have paid?](#) You have a right to expect food of satisfactory quality and 'as described' on the menu. If it is not, you shouldn't have to pay for it.

## Equality and discrimination



Disability  
Discrimination  
Act

*You must be treated equally with regard to*



Equality Act 2010

- Age (except where too young)
- Disability and ability to access
- Gender or gender reassignment
- pregnancy and maternity
- Race
- Religion or belief
- Sexual orientation

7. The James family want to stay in a hotel in London. Mr James is a wheelchair user, and he has two children, one aged 6 years and the other 18 months. This is the family's first visit to the city and they want to make the most of the attractions on offer.

### The Kenyon Hotel



(a) Explain how the accessibility in this hotel will meet the needs of the James family. [6]

(b) Explain how the free Wi-Fi service in this hotel will meet the needs of the James family. [4]

<b>LO2</b> <b>Understand how hospitality and catering provision operates</b>	<b>AC2.1</b> Describe the operation of the kitchen	<b>Operation</b> <ul style="list-style-type: none"> <li>• layout</li> <li>• work flow</li> <li>• operational activities</li> <li>• equipment and materials</li> <li>• stock control</li> <li>• documentation and administration</li> <li>• staff allocations</li> <li>• dress code</li> <li>• safety and security</li> </ul>
	<b>AC2.2</b> Describe the operation of front of house	
	<b>AC2.3</b> Explain how hospitality and catering provision meets customer requirements	<b>Customer</b> <ul style="list-style-type: none"> <li>• leisure</li> <li>• business/corporate</li> <li>• <u>local residents</u></li> </ul> <b>Requirements</b> <ul style="list-style-type: none"> <li>• <u>customer needs expectations</u></li> <li>• customer trends</li> <li>• customer rights, equality</li> </ul>