

Food and Beverage Service

SECOND EDITION

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PREFACE TO THE SECOND EDITION

Over the years, the lifestyle of people has changed resulting in an increased number of commercial food service outlets, contract catering, institutional catering, transport catering, food retails, and hotels. All these establishments are in need of well informed and thoroughly trained food service professionals to extend quality services to their guests. In today's competitive business environment, quality of services makes a huge difference and remains a USP factor.

It is heartening to note that the first edition of the book has been well-received by faculty members, students, and practising managers. Hence, the second edition of the title *Food and Beverage Service* has been extensively revised and updated keeping in view the feedback received, the National Council for Hotel Management and Catering Technology syllabi, as well as the ever-dynamic hospitality industry. Therefore, the text includes new chapters on menu knowledge; costs, sales, and profit; and food cost controls. Sections on pairing wine with Asian food, and EU regulations and labelling laws have also been covered keeping in mind the needs of not only students, but practitioners.

NEW TO THIS EDITION

- New chapters on Menu Knowledge; Costs, Sales, and Profit; and Food Cost Control
- New sections on EU wine regulations and labelling laws, and pairing wine with Asian food
- Augmented web resources for both teachers and students

CONTENTS AND COVERAGE

The book has 51 chapters that have been divided into six parts.

Part I: Introduction to Food and Beverage Service

Chapter 1 provides an introduction to the food service industry in India, along with the employment opportunities it provides.

Chapter 2 discusses the various functions of food and beverage staff of hotel, and the intra- and inter-department relationships.

Different types of food service equipment as well as ways to properly store them have been mentioned in *Chapter 3*.

Chapter 4 explains the functions of various ancillary sections such as still room, silver room, linen store, etc.

The various styles of food service—waiter service, self-service, and assisted service—have been discussed in *Chapter 5*.

Part II: Menu Knowledge and Planning

The origin and types of menu are explained in *Chapter 6*.



Chapter 7 gives detailed knowledge about compound butters, sauces, and the French classical course. *Chapter 8* discusses the cover and accompaniments for selected Continental and Indian dishes. *Chapter 9* explains the various French and culinary terms used in F&B service. The process of planning various types of menus have been dealt with in *Chapter 10*.

Part III: Food Service

Chapter 11 discusses the activities to be carried out before and after the service, whereas *Chapter 12* explains the service procedure for à la carte lunch or dinner and table d'hôte menu.

Chapters 13 and *14* elaborate on the types of menus, covers, and service procedures associated with breakfast, and brunch and afternoon tea, respectively.

The entire process of room service, from location and equipment required to taking orders and execution to in-room facilities, have been dealt with in *Chapter 15*.

Chapter 16 explains guéridon service, including the types of trolley, equipment used, food preparation techniques, and dishes prepared on the trolley.

Order taking and billing methods are discussed in *Chapter 17*.

Chapter 18 focuses on handling different situations and guests in the dining areas.

Part IV: Beverages and Tobacco

Chapter 19 discusses various non-alcoholic beverages such as coffee, tea, milk-based drinks, juices, etc., whereas *Chapter 20* deals with alcoholic beverages, their classification, and methods of preparation.

Chapter 21 provides an introduction to wine, its classification, characteristics, factors that influence its character, and grape varieties used. The process of winemaking—still and sparkling—is covered in *Chapter 22*. *Chapters 23* and *24* deal with fortified wines such as Sherry and Madeira, and vermouth and bitters, respectively.

Wines of France, their classification, regions, and laws have been included in *Chapter 25*. Wines of Italy, Germany, Spain, and Portugal are discussed in *Chapters 26, 27, and 28*. *Chapter 29* focuses on the wines of various other countries such as the USA, Australia, South Africa, Hungary, and India. *Chapter 30* explains the rules for pairing wine with food and problem dishes. The special focus is on pairing Asian food with the right wine.

Chapter 31 deals with beer, its production, strength, and storage. Major spirits such as cider, perry, whisky, brandy, gin, rum, vodka, tequila, and mescal are covered in *Chapters 32–39*. Liqueurs and eaux-de-vie are explained in *Chapter 40*.

The service of alcoholic beverages, such as wines, beer, spirits, liqueurs, and cocktails are discussed in *Chapter 41*. *Chapter 42* provides information about components of cocktails, the methods, equipment, and glassware used, and rules to follow when making cocktails and mixed drinks. This chapter also discusses hot drinks and mocktails.

Chapter 43 elaborates on cigar, its structure, brands, and service. Service of cigarettes is also included in this chapter.

Part V: Bar Operations and Control

Chapter 44 discusses the function of cellar, location, and storage, as well as cellar control and records.

Bar operations, such as types of bars, their design, records and control, and operations procedures have been dealt with in *Chapter 45*.

Part VI: Ancillary Functions

Chapter 46 covers topics such as types of function, duties, and responsibilities of function staff, table arrangements, function menus, buffet set-up, and service procedure for formal functions.



Supervisory functions in food service operations, such as briefing, allocation of tables, stock taking, and cost analysis, are discussed in *Chapter 47*.

Chapter 48 explains the different types of costs involved in food and beverage service operations, whereas the process of monitoring and regulating the food cost is covered in *Chapter 49*.

Chapter 50 discusses the importance of customer relations management in F&B service industry.

Chapter 51 provides information about the safety measures to be taken while handling and storing food products.

ONLINE RESOURCES

The following resources are available to support the faculty and students using this text.

For Faculty

- PowerPoint presentations
- Multiple-choice questions

For Students

- Flashcard glossary

ACKNOWLEDGEMENTS

I would like to express sincere gratitude to many of my friends and colleagues from the hospitality industry and the academia who assisted me in many ways in the writing of this book. Though I would like to name them all, it is practically not possible to do so. I would particularly like to thank the following persons:

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Suggestions and feedback are welcome and can be sent to me at svelavan.singaravelavan@gmail.com.



PREFACE TO THE FIRST EDITION

The food service industry is witnessing a tremendous growth all over the globe, especially in India with the second largest population in the world. The present-day generation depends largely on the food service operators while on the move, at workplace, and when away from home for various reasons. The rise in disposable income, the 24×7 work culture, changing lifestyle, lack of time and enthusiasm to cook after a long day's work, and many other factors make people have food outside their homes. Eating out is no more a luxury today; in fact it is a necessity for most people. This has resulted in a steady growth in the food service sector. As a result, today this sector is home to excellent job opportunities, directly and indirectly.

Food and beverage (F&B) service is one of the vital operations in the accommodation sector and the key area in non-residential catering sector. These sectors are constantly in need of well-trained staff to deliver the services for satisfying their customers. Hotel management institutions all around the world work towards training students to produce quality manpower to serve the industry.


The F&B sector requires highly motivated individuals. Working in this sector involves sound understanding of basic concepts of food service, as well as a lot of practical insight into the intricacies of diverse service procedures. Aspiring professionals in this field must be prepared to deal with demanding schedules and short deadlines, and in doing that, extend the best hospitality to their guests.

Food and beverage service is one of the most important subjects in degree and diploma courses in hotel management and catering technology and a core subject in craftsmanship course in F&B service. There are very few books on this subject and most of them are highly priced. Besides, most books do not provide a proper coverage of the hotel management syllabi in India. The need for designing the most comprehensive textbook covering all the topics of F&B service prescribed in the syllabi of the National Council for Hotel Management, technical boards, and universities at an affordable price prompted me to write this book. My 30 years of experience in teaching and training students in F&B service has been of immense help in understanding the areas where the hotel management students normally have more doubts, and what their requirements are. Written in a simple language, this book can be easily understood by all students.

This book will also be of immense help to the entrepreneurs who want to start a food service business of their own, as also to the professionals and the trainers in the industry.

ABOUT THE BOOK

The book introduces the students to the various aspects of F&B service. It begins with a discussion on the evolving F&B industry and service procedures, including organization of the staff members and service equipment that form an important part of the F&B department.



The book lays emphasis on the importance of knowing and planning the menu well. The students will also learn about various kinds of covers and courses. In the rapidly evolving world of F&B service, it is necessary to keep oneself updated with the active terminology of the industry. The book addresses this area by including a comprehensive set of French and culinary terms.

Readers will also be made familiar with different types of food services, such as room service, *guéridon* service, order taking etc., along with their unique requirements. The book presents a comprehensive discussion on the various kinds of alcoholic drinks (wine, spirits, beer, etc.) and non-alcoholic drinks (tea, coffee, aerated drinks, etc.). It enumerates the distinct constitution and manufacturing processes of the drinks, along with their service procedures, in detail. It particularly elaborates on the most popular wine labels from different regions of the world.

While enumerating various alcoholic beverages, the book also takes into account the appropriate methods to store them and monitor their sales, along with the different ways in which they are served at bars. The discussion on cellar and bar operations helps students understand the practical processes and guidelines involved in beverage services, as they take place in the industry.

Apart from the aforementioned topics that comprise the core of F&B service, the book also delves into some important ancillary functions in order to help students gain a holistic perspective to F&B services in particular, and the industry at large. With attention to issues such as customer relationship management (CRM) and environmental concerns, the book positions its relevance in the contemporary world of F&B service.

R. SINGARAVELAVAN



Preface to the First Edition

FEATURES OF

9

LEARNING OBJECTIVES

After reading this chapter, you will be able to

- understand the oft-used culinary terms
- write French names of the ingredients and identify their gender
- write the menu in French

Illustrations

Concepts are illustrated by suitable figures and formats; examples, tables, and pictures are also provided in the text for better comprehension by the reader

Learning Objectives

An outline of the main concepts and ideas indicates what you can expect to learn from each chapter

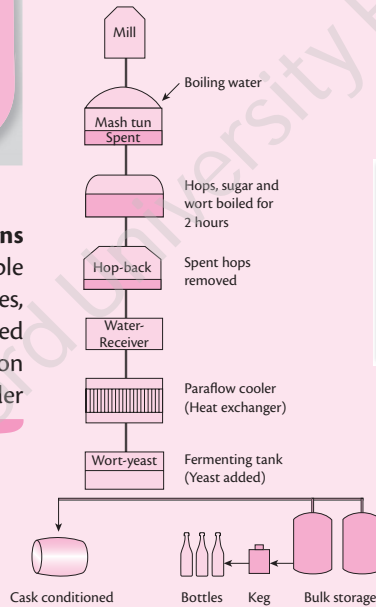


Figure 31.1 Production of beer

Table 19.7 Names of syrups with their flavour and colour

Name	Flavour	Colour
Cassis	Blackcurrant	Purple
Citron	Lemon	Yellow
Cerise	Cherry	Red
Framboise	Raspberry	Red
Gomme	Sugar syrup	Colourless
Grenadine	Pomegranate	Red
Orgeat	Almond	Colourless



Figure 42.2 Shaking



Remember

Baked beans in tomato sauce, sausages, bacon rashers, fried eggs, and grilled mushroom are the most preferred breakfast main dishes, plated together on a full plate.

The Americans prefer coffee, while the British prefer tea during the breakfast.



Flor (Spanish and Portuguese for flower) is a winemaking term referring to a film of yeast on the surface of wine. It is important in the manufacture of certain styles of sherry.

Sidebars

Important points appear as sidebars throughout the text for quick reference

THE BOOK

CONCLUSION

Brandy is distilled from grapes either by pot still of patent still depending on the style of brandy being produced. Brandies assume such characteristics as body, colour, bouquet, etc. during ageing in the casks. Every wine-producing country makes brandy. Of all the brandies produced in the world, Cognac is regarded as the best followed by Armagnac. Cognac and Armagnac are brandies produced in delimited areas of Cognac and Armagnac, France. Brandy distilled from any other fruit is termed as fruit brandy and it is named after the fruit.

Brandy is served at the end of the meal. Brandy is also used in the cocktail preparation.

Conclusion

A recapitulation of key ideas and concepts that are discussed in each section is given for easy retention



KEY TERMS



Abv This is the short form for alcohol by volume.

Blending It is the process of mixing drinks to achieve the consistency of the required bouquet, colour, body, etc. in the final drink.

Gers department It is the government department

monitoring the production of Armagnac.

Maturation It is the process of allowing the spirit to rest in wooden cask and to take on the characteristics from the wood and air that enters through fine pores of the vat.

Key Terms

A list of all important terms has been given at the end of every chapter for easy recapitulation



Chapter-end Questions

Stimulating exercises, such as multiple-choice questions, fill in the blanks, review questions, and assignments, which aim at testing readers on their understanding of the topics are discussed at the end of each chapter



FILL IN THE BLANKS



1. Fruit brandies fall under the category of _____.

2. Cognac is _____.

STATE TRUE OR FALSE



1. Plated food is served from the left-hand side.

2. A tray is used for transporting full plates.

3. One should move counterclockwise, when

MULTIPLE-CHOICE QUESTIONS



1. Chief grape variety used in the making of Cognac is

- (a) *St Emilion* (c) *Sylvaner*
(b) *Chardonnay* (d) *Riesling*

ASSIGNMENTS



1. Visit a bar located near your area and find out the brands of Indian brandy.
2. Visit the bar of a five-star hotel and find out the brand names of cognac and Armagnac.

REVIEW QUESTIONS



1. How is brandy different from fruit brandy?
2. Name the two world class brandies exclusively from France.
3. Name the six approved areas of Cognac production.

NUMERICAL PROBLEMS



1. The following information pertaining to November 2015 was provided by a local restaurant.

Sales ₹10,50,000; opening stock ₹30,000; purchases ₹4,25,000; purchase returns ₹3,000; staff meals ₹40,000; closing stock ₹44,500; salaries and wages 1,40,000; CPF ₹15,000; staff accommoda-

COMPANION ONLINE RESOURCES



Visit india.oup.com/orcs/9780199464685 to access teaching solutions online.

Online Resources

The following resources are available to support the faculty and students using this book.

Faculty







- PowerPoint presentations
- Multiple-choice questions

Students

- Flashcard glossary

Steps to register and access Online Resources

Resources for instructors and students are developed to complement each textbook and vary from book to book.

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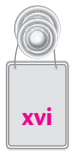


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1

LEARNING OBJECTIVES

After reading this chapter, you will be able to

- understand the development of the food service industry in India
- classify the food service sectors with examples
- appreciate the features of each sector
- identify various types of restaurants and understand their features
- gain an insight into the career opportunities available in the food service industry

FOOD SERVICE INDUSTRY

INTRODUCTION TO FOOD SERVICE INDUSTRY IN INDIA

The food service industry engages itself in the provision of food and beverages, mainly to people who are away from their homes for various reasons. Such people need accommodation with food and beverages if they are away for more than a day and only food and beverages if they are away for a short duration of time. The basic needs of customers for food and beverages are met by the food service industry, which has been associated with lodging ever since people started travelling. People who move out of their homes for various reasons, such as job, education, business, leisure, medical treatment, sports, religion, and so on, depend completely on the food service industry for their meals.

The food and beverage (F&B) industry in India traces its roots to the traditional community feasts and the movement of people on pilgrimage thousands of years ago. Most people were on the move primarily for preaching religion and hunting. During those days, people took shelter under trees when they were away from their homes and depended on natural sources for their food. Their lives were endangered by wild animals and wayside robbers, which forced them to look for a place that assured them safety, accommodation, and food. *Dharamshalas* and *chatrams* came up to protect the lives of travellers from wild animals and robbers. These were buildings where travellers could stay free of cost. Travellers were also provided with stables and sheds for horses and bullock carts, respectively, free of charge. They were given food and accommodation at no cost during the rule of kings.

The barter system of transaction was slowly introduced and it motivated people to travel for trade, mainly of livestock, which later expanded to food grains, clothing, tools, and other goods. Traders used to share accommodation with the owner of the house and were given meals and drinks. Mighty regional kings entertained common people and merchants with feasts consisting of a variety of rich dishes, traditional dances, bravery arts, etc., during festivals.





India has been subject to influxes of people throughout its history, some coming with arms to loot and conquer, others moving in to trade or to settle down. The country was able to absorb the impact of these intrusions because it was able to assimilate and tolerate foreign ideas and people. Outsiders who came to India during the course of its history include the Greeks under Alexander the Great, the Kushānas from Central Asia, the Mongols under Genghis Khan, Muslim traders and invaders from the Middle East and Central Asia, and finally the British and other Europeans. It was during the Mughal rule that *sarais* were developed to provide accommodation to travellers which were later converted to inns and western style hotels during the British rule. The invasion by other dynasties brought in their cultures and cuisines to the land.

Europeans visited the country to trade for the finest cotton textiles as well as spices. Eventually, the British colonized the region. They introduced their cuisines, the skill of making wines and distilled drinks, and eating habits. Table etiquettes and the art of eating with cutlery were learnt. However, even today, people continue to eat with their fingers. In south India, especially in Tamil Nadu, people eat their meals from banana leaves and in the north, from a thali. Economic activities paved the way for development of western—style hotels and restaurants, mainly to cater to the requirements of the British and European traders.

The people of India, in general, did not prefer dining out till the early 1960s. They always carried home-made food to the workplace, school, and while travelling. Even today, some people carry food whenever they go out. Perhaps this could be one of the reasons for *dabbawalas*, who are food vendors engaged in distributing meals in *dabbas* (boxes) to clients at their workplaces, doing so well in Mumbai. In south India, people used to buy packed food such as lime rice, tamarind rice, and curd rice from food vendors. In the north, *bhojanalayas* served local dishes, especially roti, sabzi, and salad.

Most of the restaurants of the 1960s were not much concerned about food and personal hygiene, or serving food at the right temperature. Limited items were prepared beforehand, displayed in the shelves, and were served till the stock got exhausted. Those who reached early got hot food and those who came late would get cold food. The attitude of the restaurateur or mess keeper was 'take it or leave it' and people had no option but to have what was being given. This is because in those days they operated the business with limited dishes that were prepared beforehand and they could not afford to have food holding equipment because of the high cost and unavailability of resources. Coal or firewood were used for cooking. Only the higher-end hotels and restaurants had the luxury of cooking with gas.

The development of catering in India is mainly attributed to the British, who introduced hotels and restaurants similar to the ones in Europe. They also established resorts in hill stations. The rapid development of transportation, especially the railways in the mid-nineteenth century, enabled people to move in large numbers. This led to the establishment of small lodges and restaurants in and around railway stations to cater to the needs of the travellers. Refreshment rooms at railway stations and pantry cars in some of the trains were introduced.

Reputed hotels such as the Taj, the Oberoi, and the Ambassador were well established when India became independent. After Independence, the hospitality industry grew at a faster rate. As economic activities augmented, numerous eateries and hotels of different styles and sizes were established, which catered to the requirements of the travellers and the general public.

The India Tourism Development Corporation (ITDC) was set up in October 1966 with the objective of developing and expanding tourism infrastructure in the country and thereby promoting India as a tourist destination. The ITDC succeeded in achieving its objectives by promoting the largest hotel chain in India and providing all tourist services such as accommodation, catering, transport, in-house travel agency, duty-free shopping, entertainment, publicity, consultancy, and so on, under a single window. It also offered consultancy services from concept to commissioning in the tourism field for private organizations.



The ministry of tourism, government of India, gave top priority to the development of manpower to meet the growing needs of hotels, restaurants, and other hospitality-based industries. For this purpose, 21 institutes of hotel management and catering technology and 10 food craft institutes were established by the end of the 1980s. These institutes offered three-year diploma programmes and one-year craft courses. The students not only introduced professionalism in the industry but some of them also started their own business. The hotel management programme imparts adequate knowledge and training in the core operational and managerial areas of the hospitality industry. This enables students understand the environment and execute their job professionally. The students who become entrepreneurs run the business confidently, create job opportunities, and contribute to the society.

In 2002, the ministry launched a programme called capacity building for service providers (CBSP) to train persons engaged in small hotels, dhabas, eating joints, restaurants, and for those handling tourists such as immigration/airport staff, security/police personnel, guides, taxi operators, bus drivers, and so on. The objective was to provide short-term training to improve their etiquette, behaviour, and attitude towards tourists. Under this scheme, a new programme called Project Priyadarshini was launched in 2005 to impart training to women in taxi driving/operation, entrepreneurship such as setting up souvenir kiosks, and so on, to adopt tourism as their profession. The Government of India, Ministry of Tourism had launched a special initiative, called Hunar Se Rozgar Tak (HSRT), in the year 2009–10, for creation of employable skills specific to Hospitality and Tourism Sector amongst youth.

All these measures taken by the ministry have brought in quality and raised the service standards in the food service industry in India. Even those who did not undergo training were forced to implement professionalism to sustain in the market. They either employed trained and qualified hands or they themselves underwent training to manage the operations effectively.

Prior to the emergence of well-established network of communication and transportation, people across the country had very little contact with each other. Regional diversity in terms of food, cloth, culture, and lifestyle acted as a separating factor for the people of India, giving birth to regionalism. For example, when it comes to food, Punjab is famous for its rich and mouth-watering delicacies, and West Bengal for its milk sweets. Due to well-developed communication networks, faster transport across the country, and boom in the catering and hotel industry in India, cuisines are no longer confined to their own regions but have overlapped and influenced each other. People living anywhere in our subcontinent can now enjoy delectable cuisines of any region from the restaurant chains flourishing all over the country.

Civil aviation developed rapidly soon after World War II. The introduction of international flight services in 1948 and additional services in the mid-1950s encouraged a lot of foreigners to visit India and also many international chains of hotels such as the Holiday Inn, the Sheraton, and the Intercontinental, and so on, started their operations in India. The Oberoi group established the first franchised hotel with the Intercontinental hotels in Delhi in the early 1960s. Today, many international chains of hotels, such as the Marriot, the Hyatt, the Le Meridian, and the Kempinski, and so on, are operating in India and many more are coming. The Hotel Corporation of India, a subsidiary unit of Air India established hotels, the 'Centaur Group' in the mid-1970s near the major airports primarily for catering to flights and the transient guests. Globalization policies of the government, fast means of communication and transportation, rapid industrialization, introduction of private air transportation and no-frills airlines, Internet facilities, and the establishment of a network of well-organized travel and tour operators have made the world shrink and the movement of people has become very easy and fast. A lot of foreign food service organizations such as McDonald's, Pizza King, Dominos, Subway, and so on, have set





up their operations in India, which has made local restaurateurs fine-tune their operations in order to compete with these outlets. Nirula's and Haldiram in the north and Saravana Bhavan, Adyar Ananda Bhavan, and Annapoorna in the south are doing well in the food service industry. Radhakrishna Hospitality Services offers catering services to industries and schools in a big way. Wineries, especially the ones in Maharashtra, are coming out with wines to complement Indian dishes.

Trained and qualified manpower, professionalism, availability of wide range of cooking and service equipment manufacturers, food technology, consumer demand, change in the lifestyle of our citizens, lack of time to cook, media influence, increased influx of foreigners, and so on, have changed the face of the Indian food service industry. Food service sectors continually change their style of operation to meet the changing needs of the customers. Today, we have top quality restaurants in India that are comparable with international standards.

SECTORS OF FOOD SERVICE INDUSTRY

There are many types of F&B operations. They may vary in size, style, location, and the market they are catering to. From a wayside tea stall to an exclusive fine dining restaurant of a deluxe hotel, and from mid-day meal services for school children to meals for industrial workers, all come under the fold of the F&B sector. It is necessary to classify all the F&B sectors for a better understanding of their operations.

The F&B sector can broadly be classified into the following two groups according to the priority given to the provision of food and beverages (Fig. 1.1):

- Primary catering sectors
- Secondary catering sectors

Figure 1.1 Classification according to priority

Primary catering sectors The establishments under this category are primarily concerned only with the provision of food and beverages to customers. Some examples are food service outlets of accommodation sectors, various types of restaurants, and takeaways.

Secondary catering sectors The establishments in which the provision of food and beverages is not the main activity but a secondary or support activity are called secondary catering sectors. The examples are institutional catering, transport catering, catering services in theatres, amusement parks, departmental stores, and industrial catering. The primary activity of these units is not the provision of food and beverages to the clients but the activity for which it is set up. For example, in the transport business, taking the passengers to the destination on time and scheduling the trips will be the primary activity. Some trains have a pantry car while others do not. Short duration flights may not provide in-flight catering services.

The food service industry can also be divided into the following two groups according to the profit motive (Fig.1.2):

- Commercial
- Welfare

Commercial sectors operate mainly to make profit or to earn adequate return on investment (ROI) through their products and services. Food and beverage facilities of hotels, resorts, motels, clubs, stand-alone restaurants, popular restaurants, takeaway outlets, pubs and bars, coffee shops, fast food outlets, transport catering, contract catering of industries, and so on, are examples of



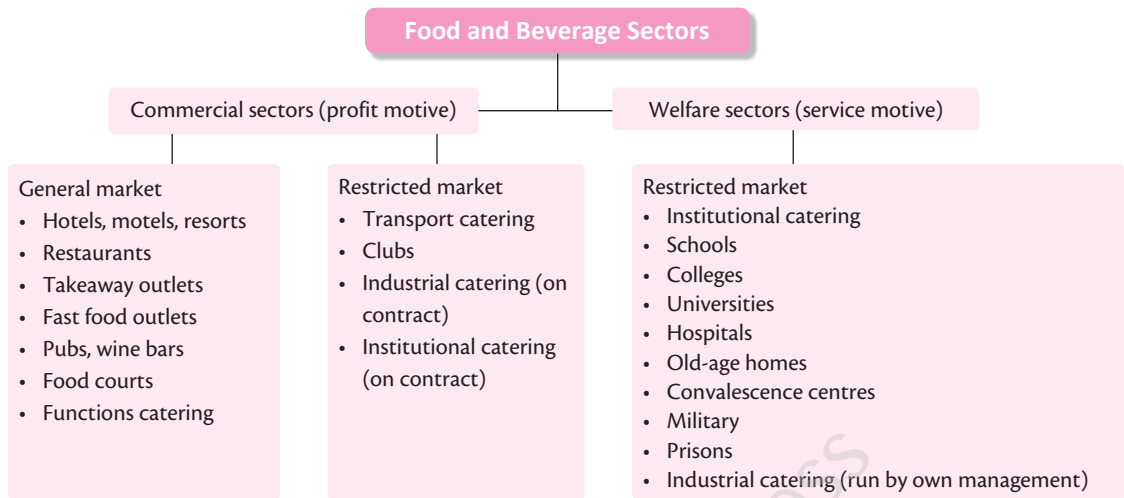


Figure 1.2 Classification according to motive

commercial catering. It can be further classified into residential; for example, hotels, motels, resorts, inns, clubs, and so on, and non-residential; for example, restaurants, fast food outlets, popular restaurants, pubs, bars, and so on.

Hotels provide F&B services to customers in the following areas other than accommodation:

- Restaurants (from silver service restaurants to self service restaurants, 24 hour operations to restricted hours of operations, open to residential and non-residential guests)
- Bars
- Lounge area
- Banquets
- Rooms (restricted only to hotel guests)

Most guests staying in hotels are on business trips and stay for a very short duration and expect quick service. They may also need banquet halls to hold functions, conferences, and business meetings. The restaurants of hotels may offer buffet for all three meals to speed up service. Alternately, guests may place orders from the à la carte menu. Food and beverage service may also be extended to guests who are not staying in the hotel.

Resorts provide accommodation mainly to vacationers. The duration of their stay is longer as compared to guests who stay in hotels. They stay on package deals, which normally include all three meals. In resorts, more importance is given to the compiling of menu to ensure that dishes are not repeated, as guests tend to stay for a longer duration. The ambience of the restaurant will be very informal and the service is either from a buffet or at the table. Guests expect special dishes of the region as they want to experience new dishes and have more time to spend in the restaurant.

Motels provide F&B facilities to travellers. Food can either be consumed in the restaurant or taken away.

Clubs offer F&B services only to their members. Non-members can avail the services of the club only if they are accompanied by the members. The governing body of the club is responsible for monitoring the catering services, which may either be run by a contractor or by the employees of the club.





Welfare sectors operate mainly to provide services at no profit and no loss basis, and most of them are run by private bodies or the government. They operate within their outlined budget for the provision of F&B services. School catering, university catering, hospital catering, prison catering, military catering, and so on, are examples of welfare catering services, provided these services are run by their own management. If the catering services are given away on contract (outsourced), the motive of the contractor would be to make profit and hence such services will become commercial operations. Most of these sectors are outsourced these days as managements want to concentrate on their primary activities.

School and college catering must concentrate on providing nutritious food to students, taking into consideration the various age groups. Schools appoint a catering manager/supervisor who prepares budgets and compiles cyclic menus according to the budget. The prepared dishes are kept on a buffet counter in bain-marie, along with trays. Students serve themselves and eat at the table. Cyclic menus of international schools have dishes from the countries where the students come from. In India, reputed schools have children from different states and countries, which poses great challenge to the catering manager in satisfying the needs of the students within the budget.

In hospital catering, patients are given food prepared according to the advice of dieticians, which are dished out on insulated trays, and delivered in their rooms. The services rendered to patients are charged. Medical staff, out patients, and visitors make use of the cafeteria facilities.

In industrial catering, workers are provided with meals and beverages during break times fixed by the company, mainly to prevent time loss and to increase productivity. Cyclic menu is prepared according to the budget and the calorie requirements of the employees. Some companies serve tea at work stations. The prepared dishes are held in bain-marie and employees help themselves from the counter. All the employees come in one time during the permitted hours (breakfast, lunch, and dinner time) for meals as they have to complete the food within the time permitted. The normal time allowed is one hour for the employees to consume food and within this time every employee should have completed his/her meal. The cost of meals may be subsidized fully or partly depending on the management's decision.

F&B sectors provide service to various markets. Some of these sectors provide services to the general public while others only to the restricted groups. We can divide the F&B sectors according to the market or the type of customers they cater to in the following manner (Fig. 1.3):

- Non-captive market
- Captive market
- Semi-captive market

Non-captive market/customers Here, customers have a choice where to eat. The type of restaurant chosen may be a fine dining restaurant of a deluxe hotel, stand-alone restaurant, coffee shop, fast food outlet, specialty restaurant, or a popular restaurant depending on the following:

- Reason for dining—birthday party, Valentine's day, wedding anniversary, or business meeting
- Time available to eat—some customers have more time to spend in a restaurant while others have very less time, which influences their decision on the selection of the type of eatery. Executive class clients need executive lunch during lunch hours as they have less time to eat.

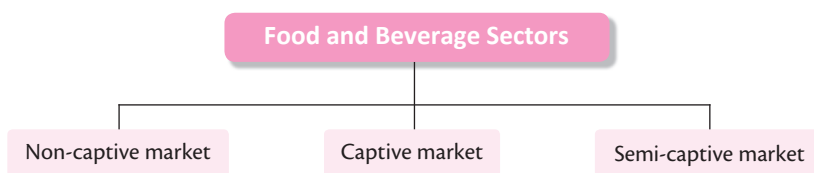


Figure 1.3 Classification according to market/type of customers



- Food preference of customers—the type of food they want to eat; for example, Chinese dishes, south Indian dishes, sandwiches, and so on
- Money available to spend on food—dishes of specialty restaurants are more expensive than popular restaurants
- Time of the day—not all the restaurants are open throughout the day
- Distance—how much a customer is prepared to travel to reach the eatery
- Ambience desired—a quiet dinner for two or a dinner with a live band
- Personal experience—if customers had a good dining experience in a restaurant, they will prefer returning there and referring the eatery to their friends

Captive market/customers The customers do not have a choice where to eat and have to avail services provided by a particular catering outlet. For example, residential school children, college students staying in hostels, hospital patients, people staying in old age homes, prisoners, and industrial workers.

Semi-captive market/customers The customers have a limited choice where to eat. In such a market, the customers have a choice before selecting the food and beverages. Once the choice is made, the customers have no choice but to be content with what is on offer. The examples include the following:

- Passengers travelling by train may take food prepared in the pantry car, from food outlets at railway stations, or wait till the destination is reached.
- Those who travel by car on the highway have a limited choice of taking food from any of the outlets located on the highway. Those who wish to travel by air have a choice of selecting the airline and have a choice between vegetarian and non-vegetarian meal. Once these choices are made, they have to take what is offered.



TYPES OF RESTAURANTS AND THEIR CHARACTERISTICS

A restaurant is a place where food and beverages are sold and served to customers. There are different types of restaurants that have evolved to meet the dynamic demands of consumers. The lifestyle of people is continuously changing and so are their eating habits. The restaurateur must consider the menu, service hour, mode of service, expenditure potential of the customer, the time the target customers are likely to spend on dining, and so on, to satisfy the changing needs of customers and to sustain themselves in an ever-changing market environment. The following are some well-known types of restaurants and their special characteristics:

Bistro It is a small restaurant that serves simple, moderately priced meals and wine. The menu consists of dishes that are simple and easily prepared in bulk. Braised meats are typical dishes that are provided in a bistro. It serves coffee as well. The service is informal and quick. It may not have printed menus.

Brasserie It is a formal restaurant, which serves drinks, single dishes, and other meals. One can have just a drink or coffee. It extends professional service and presents printed menus. The waiters are in traditional uniform of long apron and waistcoats.

Coffee shop It is a restaurant that mainly serves snacks and beverages 24 hours a day; however it may serve all the three meals. Most star hotels have coffee shops to cater to the needs of customers at any time of the day. This coffee shop concept has come from the USA. The service and ambience of the coffee shop are informal. The furniture and service equipment are not very expensive. Tables may have mica, stone, or glass top. Covers are laid on place mats. A 'cover' is a term referring to a place setting with necessary cutlery, crockery, and glassware required at the beginning of the service



for one person. This term also refers to the seating capacity of a food service area. The cover laid will be simple, with basic cutlery. Most of the dishes ordered by the guests are neatly plated in the kitchen with garnish and placed before the guests. This type of service is termed as American service. The seat turnover is high and the average revenue generated is lower compared to a specialty restaurant or an ethnic restaurant. The staff works in three shifts. The main thrust is on 24-hour operations, quick service, and high seat turnover. In hotels, it is normally located at ground level, fed by the main kitchen and the still room. It may be licensed to serve wines and spirits.

Though the main feature is 24-hour operation, some coffee shops may close early, depending on their location. For example, resorts may close coffee shops by 11 p.m. as the revenue generated after 11 p.m. will be less than the cost involved in operation during that time.

Specialty restaurant It serves specialty dishes which are its strength and contribute to the brand image. It operates during luncheon and dinner hours, between noon and 3 p.m. and between 7 p.m. and 11 p.m. The ambience and décor of the restaurant reflect the theme of the specialty restaurant. It may specialize either in a particular type of food such as fish and chips, pastas, or steaks, or in a particular type of cuisine, for example, Indian, Chinese, Italian, Mediterranean, and so on. The dishes of a particular region of a country or a particular sect of people are also termed as ethnic cuisine. The uniform of the service staff will be according to the tradition of the region or country. The fixtures, designs on the crockery and the menu card, music, and so on, will also depict the region. Uniformed wait staff serves food according to the tradition. The seat turnover in this type of restaurant is low and the average revenue per cover is more compared to a coffee shop. For example, Amaravathi Restaurant in south India specializes in Andhra cuisine.

Fine dining restaurant This kind of restaurant primarily caters to the requirement of the affluent market segment which wants to experience fine dining (see Fig. 1.4). The restaurant may either offer dishes of one particular region or country or exotic dishes from various cuisines, wines, spirits, and digestives. It is open mostly during dinner time. However, it may also operate during luncheon depending on the location. The ambience and décor of the restaurant will be elegant and rich. The furniture is made of teak wood with fine craftsmanship. The dining chair may have arm rest. All the tables will be covered with good quality linen and napkins of contrasting colour or colour that matches the décor will be folded and kept. The glassware chosen will be of fine lead crystal communicating to the guest the beauty of the crockery. The metal chosen for cutlery will be either silver or electroplated nickel silver (EPNS), which will be maintained well at all times. The wait staff employed is skilled and has a sound knowledge of the dishes served. The restaurant employs sommeliers to serve wines and other alcoholic beverages. Uniformed service staff serves

the dishes either by silver service or by *guéridon* service. In silver service, the food is transferred to the guest's plate using service spoon and fork from the food container. *Guéridon* service is also known as trolley service, in which the food is either prepared, carved, or flambéed in the presence of the guest on a trolley. These services call for highly skilled staff. The average revenue generated per cover is more compared to other restaurants but at the same time the seat turnover is very low while the labour cost and overheads are at a higher side.



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Figure 1.4 Fine dining restaurant Chaandi at Hilton, Jaipur

Source: Hilton Hotels and Resorts



Popular restaurant This type of restaurant is informal, yet hygienically kept and it is located in a busy area such as bus stands, railway stations, shopping area, and so on, catering to the requirements of the middle-class and customers who are in a hurry. The restaurant is generally quite large with more number of covers. It serves dishes that are very popular and highly demanded in that area, quickly, and at moderate prices. The menu may either be displayed on a board at a prominent place or printed and laminated. It operates from 7 a.m. to 11 p.m. The food is plated in the kitchen and carried to the table on a tray and served. Pre-mixed coffee and tea are served either in a glass or a stainless steel tumbler. The cutlery used is very minimal, made of stainless steel and restricted to spoon and fork, which, of course, depends on the menu item being served. The service standards are low and informal. Space is utilized to the maximum to accommodate more covers. The seat turnover is very high but the average revenue per cover is low. The main thrust is on quick service, high turnover, popular dishes, and moderate prices. Annapoorna and Saravana Bhavan restaurants in Tamil Nadu are some examples of popular restaurants.

These restaurants may have chaat counters, juice counters, and takeaway counters separately, either inside the restaurant, within the vicinity of the guests or outside the restaurant. Takeaway counters are located conveniently for the guests to place orders, pay for the dishes ordered, and collect the packed dishes against the paid bill. Different kinds of chaats are made at the chaat counters and different kinds of seasonal fruit juices are made at the juice counters.

During busy lunch hours, these restaurants serve business lunch, mini-lunch, and thali meals in a separate area to speed up service. Those requiring dishes apart from meals are directed to the other sections of the restaurant. These sections operate up to 3 p.m. and after the lunch hours any item is served at any section.

During lean time, when the guest arrival is low, service may be closed at some of the service stations by putting up 'no service' boards.

Dhaba It is a roadside food stall found on national and state highways, mainly catering to the requirements of heavy vehicle crew. It specializes in Punjabi cuisine and tandoor cooking, serving very limited dishes, which are freshly prepared. The service is very informal and there is hardly any cutlery used. The dishes are kept on the table with service spoons for customers to help themselves. Coir cots are used for the customers to sit on and a narrow table is used for placing the dish and eating. The dishes served here are inexpensive and taste like home-made food. It is also frequented by the youth and families at times. It offers both vegetarian and non-vegetarian dishes.

Fast food joint The fast food concept was first introduced in the USA and now it has become popular around the world (see Fig. 1.5). It is characterized by the speed of service and the affordable price of the menu items. Changes in eating habits, non-availability of time to wait at the table and eat, increase in the number of working women, advancement in food processing technology, growth of teenage market, and so on, have contributed to the success of fast food operations. Each country or region may serve its own delicacy and its extensions in a fast food outlet. It is located in a very busy area.



Figure 1.5 McDonald's Outlet in India

Source: McDonald's India



The features of fast food are as follows:

- It specializes in one particular product. For example, burger, pizza, and so on.
- Variations in the menu are based on one specific product. For example, king burger, whole meal burger, diet burger, tikka burger, and so on. The preparation essentially will have a burger bun but the stuffing and other fillers may vary thus creating new menu items. Other examples include varieties of dosas with basic batter. Dosa with masala will give masala dosa, with mushroom—mushroom dosa, with egg—egg dosa, with onion—onion dosa, and so on, or various types of parathas by stuffing it with mooli, aloo, mushroom, paneer, and so on. Preparation of such variations from one basic product does not require extra area or infrastructure.
- Products can be prepared quickly and kept for a short while without spoilage.
- It relies heavily on the availability of convenience products. Convenience products are processed foods, ready to eat or that require minimum degree of cooking. Ice cream, potato chips, biscuits, canned foods such as baked beans, olives, gherkins, sauces, and so on, are some examples. In Fast food operations, the service must be really fast which can be achieved by using convenience products extensively. To make burgers, burger buns are required, for pani puri, puffed puris are needed, for various types of pizzas, pizza base is needed. All these items are the convenience foods. If these items are not available, dishes cannot be made.
- It ensures good portion control as convenience products form the base and the presentation is clearly displayed over the counter for the customers to know.
- It has greater throughput of customers and more profit is targeted from higher turnover rather than higher gross profit margins. It concentrates on pricing the dishes moderately and selling them in volume so as to gain more profit. Lower the selling price, higher the sale and vice versa. It caters to all segments of the market.
- Food can either be eaten in the premises or taken away as packed food.
- The time taken by the guest right from entering the premises and receiving the food should not be more than 3½ minutes as per the industry norm. It takes a maximum time of 2½ minutes for queuing and one minute to receive the order.
- The unit is equipped with high efficiency automatic kitchen equipment, which does not call for continuous attention of the cook. While something is being cooked, the cook can concentrate on some other work simultaneously.
- The outlet has bright and colourful interiors.

The food may be either picked up by customers or served at tables. The menu items are displayed on a board with photographs.

Any dish may be prepared and served fast provided the dish is either fully prepared beforehand and kept in a frozen state and reheated at the time of service or semi-prepared and completed at the time of delivering using high efficiency equipment or using convenience and ready-to-eat products extensively.

In India, *pav bhaji*, bhelpuri, pani puri, samosa, kachori, *poori bhaji*, *chole bhature*, *pav aloo bonda*, varieties of dosa, and so on, are served as fast food items.

Rôtisserie This type of restaurant specializes in grilled or roast meat, poultry, and fish, which are prepared in front of the guests. The griller is operated either by gas or by electricity. The guests can see the way their chosen cuts are being cooked through a glass partition. The cooked meat is served on a plate by the food service staff along with salads, potatoes, and accompanying sauce. The décor of the restaurant may be moderate. Wine and beer may also be served.

Barbeque restaurant This kind of restaurant specializes in barbeque dishes, both vegetarian and non-vegetarian delicacies. The marinated pieces of meat, poultry, fish, vegetables, paneer, and so





along the length of the counter as they select the dishes they want to have. The cashier who is seated at the end of the counter makes bills for the items selected and collects payment. This is not required if the meals are pre-paid. This form of service is widely followed in institutional and industrial catering establishments.

In modern 'free flow cafeteria' system, the counters are segregated according to the type of dishes offered—hot or cold, appetizers, soups, breads, sandwiches, entrées, salads, pastas, and so on. The customers can move at will to any of the service points to select dishes and exit through the payment point.

In most cafeteria-style operations in India, guests make payment at the cash counter beforehand for items they want to eat and collect them against the bill at the appropriate counter(s). They may either take away the items or consume them in the dining hall within the premises. The tables have the basic accessories such as cruets, straw holders, napkin dispenser, and water glasses. Water service and the clearance of tables will be done by waiters. Cafeterias are situated in railway stations, cinema halls, shopping complexes, college premises, office premises, and so on, where the guests expect quick service.



Food court It refers to a number of independent food stalls, each serving different items of food. The customers order the food items they want to have and consume them at a common dining area. The types of dishes offered represent local cuisine and dishes that are popular globally. The food court in Spencer's, Chennai offers south Indian, north Indian, and Chinese delicacies; pastries, sandwiches, salads, pizzas, burgers, ice creams, and beverages are also available. Food courts are found in big shopping complexes, entertainment complexes, amusement parks, airports, and so on, where there is a heavy traffic of customers. It is mostly self-service. Waiters may assist in clearing the table and serving water. Disposable items such as plates, spoons, and forks are extensively used. The average revenue per cover is moderate and affordable by the common man.



Kiosk A kiosk is a small permanent or temporary structure on a sidewalk from which items such as coffee, tea, chocolates, pastries, savouries, and so on, may be sold. The items bought may either be taken away or consumed at tables arranged nearby. Most kiosks do not have seating provision.

Drive-in In a drive-in restaurant, customers drive in, park their vehicles at a parking lot, and

remain seated in their vehicles. The waiters go to the customers with menu cards, collect orders, and deliver the food items on specially designed trays and the customers remain parked while they eat.



Oyster bar It is a restaurant that specializes in the serving of fresh oysters. The oysters are opened or shelled behind the counter, within the sight of guests. The counters are made of non-porous material, usually granite, which can be easily cleaned. Fresh oysters are served on a bed of crushed ice with oyster cruet, brown bread, and butter.

Pub It mainly serves various kinds of beer, especially draught beer, and snacks. Originally, they were owned by breweries to sell their beers. In India, cities like Bengaluru and Mumbai have some of the finest pubs.

Bar It offers all kinds of spirits such as whisk(e)y, rum, gin, vodka, brandy, tequila, wines, and beers. Hotels and restaurants have a separate licensed area to sell these

alcoholic drinks. Snacks are also offered. Hotels may also have an additional bar in the service area/restaurant to dispense wines, beers, and spirits during the service, called a dispense bar.

Carvery It is a restaurant serving roast meat and poultry, which are carved at the carving counter by a carver in the presence of guests. Accompanying sauces and vegetables are served with the roast. A carvery also serves alcoholic beverages. Table d'hôte menu of three or four courses with roast meat or poultry as the main course is offered.

ENVIRONMENTAL FACTORS INFLUENCING FOOD SERVICE OPERATIONS

The operations of F&B sectors are largely governed by the internal and external environment like in any other industry which comprises many factors.

External Factors

These are factors originating outside the organization on which the management has no control, which determine F&B operations. Some of the major external influences are as follows:

Political

- Government policies and regulations on food packaging, processing, food safety, disposable system, pollution control, labour laws, and so on
- Tax laws—VAT, service tax, luxury tax, and so on

Economic

- Increasing cost of the raw materials, labour, water, and energy
- Changes in disposable income of the society
- Credit policies of the suppliers
- Loan policies for starting the venture
- Rate of interest

Social

- Changes in the eating habit of the people
- Growth of ethnic minorities that demand particular cuisine or preparations





- Changes in population distribution
- Changes in the socio-economic grouping of the area

Technical

- Advancement in food processing technology
- High tech food production and service equipment
- Information technology

Internal Factors

These are the factors originating within the organization on which the management has its control. Some of the major internal influences that govern the operations are as follows:

Food and Beverage

- Highly perishable nature of food commodities
- Wastage, pilferage, and poor portion control of food and beverages

Staff

- High level of staff turnover
- Absenteeism
- Poor supervision
- Shortage of staff
- Unskilled staff

Control

- Stores control procedures
- Purchase procedures
- Proper cash control to avoid theft
- Correct pricing of dishes
- Issue procedures



EMPLOYMENT OPPORTUNITIES

The food service industry offers very good job opportunities globally at all levels. Millions of people work for the food service industry directly and indirectly in India. Every food service establishment, whatever the size may be, right from a conventional tea shop to an exclusive fine dining restaurant, transport catering, welfare catering, theme park, guest house, and so on, depend on trained manpower. Everyone involved in the handling of raw, processed, and cooked food and beverages directly or indirectly will be working for the food service industry.

Some fields where food service professionals can be placed are as follows:

Accommodation Sector

- Hotels (from deluxe hotels to budget hotels)
- Motels
- Youth hostels
- Resorts
- Clubs

Welfare Sector

- Hospitals
- Military catering
- Prisons
- Hostels
- Old-age homes
- Industrial catering
- Convalescence centres



Non-residential Commercial Sectors

- Restaurants of all types
- Pubs
- Recreation centres
- Function catering
- Bars

Transport Catering

- Ship/cruise catering
- Flight catering
- Railway catering

Food service professionals have a very good scope of commencing their own business, either by taking industrial or institutional catering on contract, or starting restaurants.

Other Benefits

Some benefits offered are as follows:

- Food service professionals work in air-conditioned and hygienic environment
- They are provided with duty meals and beverages and accommodation (normally provided by resorts).
- In fine dining restaurants and banquets, room service waiters get substantial amounts as tips. Foreigners may tip them in their currencies.
- There are opportunities to serve celebrities such as movie stars and sportspersons.
- The overall personality of the food service person improves dramatically. He/She interacts frequently with people of different temperament, expectations, and financial status which helps him/her improve his/her personality.
- Regular interaction with guests to satisfy their needs make him/her gain confidence.
- Good and talented food service professionals are identified and picked up for higher compensation.

CONCLUSION

India, a populous country, has very good potential for the development of all sectors of the food service industry in a major way. The prospects for catering look great because in future also people, whether at home or at their work place, will be dining out. The number of people availing the services of the food industry is steadily increasing due to their increased disposable income. Eating out in future will not be a luxury but an essential activity. With an increase in the number of working women, dining out will be soon a culture. Today, in the retail market, readymade and semi-cooked food items are available to cater to the needs of the target market. This shows good prospects for the growth of the food service industry which gives tremendous opportunity for employment to food service professionals.

The food service industry is different from other industries in satisfying the needs of customers. It satisfies one of the most important physiological needs of the consumers, that is, of hunger and thirst. The need is satisfied for a very short period of time (may be for four hours or more), after which the physiological need arises again and has to be met.

With globalization, faster communication and transportation, improvement in food processing technology, catering education in India, changing food habits, increased number of educated population and working class, and positive government policies, the food service industry in our country is poised for a major expansion. Food service professionals must understand the internal and external environment and make use of the opportunity.





KEY TERMS



American service It is a method of serving hotel or restaurant food, in which portions of food are placed on plates in the kitchen by the establishment's employees and served to each guest by a waiter or waitress.



Bain-marie It is a large open dish partially filled with hot water, in which hot food containers are placed to keep the food hot.

Basting It refers to moistening the food during cooking by adding marinades or oil.

Bombe It is a type of ice cream which takes its name from the shape of the mould in which it is frozen.

Budget The estimated income and expenses for a particular period is called budget.

Cabaret It is entertainment held in a night club or restaurant while the audience sit at tables.

Cassata It is a type of ice cream with mixed colours, flavours, nuts, and tutti-frutti.

Coupe It is single or mixed flavours and colours of ice cream, finished off with whipped cream and served in a silver coupe.

Cover It is a place set at a table, for example, in a restaurant.

Cyclic menu It is a series of fixed menus for a set period, which are repeated for a particular period. Such menu is followed in hospitals, hostels, and industrial catering.

Guéridon It consists of a trolley that is well equipped to prepare, cook, and serve food to guests. There is a gas hob, chopping board, cutlery drawer, cold store (depending on the trolley type), and a general working area.

Guéridon service It is a form of food service provided by restaurants to their guests, which involves preparing food in direct view of the guests, using a *guéridon*.

Marinade It is a liquid containing vinegar, oil, spices, and herbs in which meat is soaked to tenderize it and get flavour.

Oyster It is a type of shellfish.

Oyster cruet It is one of the accompaniments for oysters. It contains cayenne pepper, pepper mill, chilli vinegar, and tabasco sauce.

Package It is the rate for accommodation and meals for a certain number of days to promote sales. A package is normally offered in resorts.

Silver service It is a method of serving food. Food is served with service spoon and fork from the left-hand side of the guest.

Skewer It is a long pin of wood or metal for inserting through meat or other food to hold or bind it while cooking.

Sommelier It refers to a *sommelier* is a wine steward in a restaurant, hotel, or other food establishment, who usually has extensive knowledge about wine and food pairings and is responsible for the service of wines and other alcoholic beverages.

Stand-alone restaurant It is an independent restaurant, which is not located in hotels and does not belong to any chain of restaurants.

Sundae It is a type of ice cream served in a sundae glass with fruits, nuts, and syrup.

Turnover It is sales or revenue earned during a period of time.

Wait staff It refers to people serving in a café or restaurant.



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MULTIPLE-CHOICE QUESTIONS



1. Which one of the following is an example of welfare catering?

- (a) Restaurant (c) School
(b) Banquets (d) Room service



2. Which one of the following is an example of commercial non-residential catering outlet?

- (a) Hotel (c) Resort
(b) Coffee shop (d) Motel



3. Which one of the following is an example of a secondary catering sector?

- (a) Hotel (c) Fast food outlet
(b) Ethnic restaurant (d) Hospital

4. *Dhabas* are located at

- (a) beaches (c) hill stations
(b) highways (d) airports

5. Which one of the following operates round the clock?

- (a) Popular restaurant (c) Discotheque
(b) Coffee shop (d) Carvery

6. The time taken by the customer to leave the fast food with the ordered food is

- (a) 3½ minutes (c) 7 minutes
(b) 5 minutes (d) 10 minutes

7. The concept of fast food was first introduced in

- (a) the USA (c) the UK
(b) USSR (d) Japan

8. Silver service is implemented in a

- (a) fine dining restaurant
(b) carvery
(c) coffee shop
(d) fast food outlet



9. Cyclic menu is followed in a
- hostel
 - hotel
 - coffee shop
 - fast food outlet

10. Which group among the following has limited choice on where to eat?
- School children staying in hostels
 - Prisoners
 - Travellers on highways
 - Hospital patients

REVIEW QUESTIONS



- Write a detailed note on the development of the food service industry in India.
- Explain the contribution of ITDC towards the growth of the hospitality industry.
- How do you classify catering sectors according to the priority given to catering operations, profit motive, and the market they are catering to? Explain with examples.
- How do you classify customers of the food service industry?
- How is a coffee shop different from a specialty restaurant? Explain.
- Give the features of a popular restaurant.
- Where do you find a dhaba? Whom does it cater to?
- Differentiate between a night club and a discotheque.
- Give the features of a cafeteria.
- List the employment opportunities available in the food service industry.
- What are the influencing factors in the selection of a restaurant?

ASSIGNMENTS



- When did you last dine out? What was the reason for selecting that particular eatery?
- Find out from five of your friends how often they dine out in a month, who they dine with, and on what basis they choose the restaurant.
- Name any five fast food outlets in your area.
- Name any four specialty restaurants near your area.
- Visit the dining hall of any hostel and observe the style of service and menu.
- Visit an industrial catering establishment and observe the number of meals served, the type of menu, the type of service, and the service time.
- Visit nearby stores and make a list of ready-to-eat products and those that need a minimum amount of cooking.

