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IHM1213

Food and Beverage Service and Operations

Introduction to Food and Beverage

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Scope

- Food and Beverage
- Attributes of Food and Beverage Staff
- First Impression
- Moment of Truth
- Grooming / Hygiene Standard

Objectives:

By the end of the session, student will be able to:

- Describe Food and Beverage
- Describe attributes of food and beverage Staff
- Analyze the importance of first impression
- Analyze the importance of moment of truth
- Describe proper grooming / hygiene standard

Introduction to Food and Beverage



Food and Beverage Service

Provision of food and drink ready for immediate consumption



Food and Beverage Service

- Commercial food and beverage services
- Non – Commercial food and beverage services

Food and Beverage Industry

The meal experience



Food and Beverage Industry

The meal experience

- Physiological



Food and Beverage Industry

The meal experience

- Economic



Food and Beverage Industry

The meal experience

- Social



Food and Beverage Industry

The meal experience

- Psychological



Food and Beverage Industry

The meal experience

- Convenience



Food and Beverage Industry

The meal factors

- ✓ Food and Beverages offer
- ✓ Level of service
- ✓ Level of cleanliness and hygiene
- ✓ Perceived value for money and price
- ✓ Atmosphere of the establishment

Do you have what it takes to become a professional Food and Beverage service personnel?



Attributes of Food and Beverage Service Personnel



- ✓ Professional and hygienic appearance
- ✓ Knowledge of food and beverages and technical ability
- ✓ Punctuality

Attributes of Food and Beverage Service Personnel



- ✓ Personality
- ✓ Attitude to customers
- ✓ Cultural awareness
- ✓ Memory
- ✓ Honesty

Attributes of Food and Beverage Service Personnel



- ✓ Loyalty
- ✓ Conduct
- ✓ Sales ability
- ✓ Sense of urgency
- ✓ Complaints
- ✓ Contribution to the team

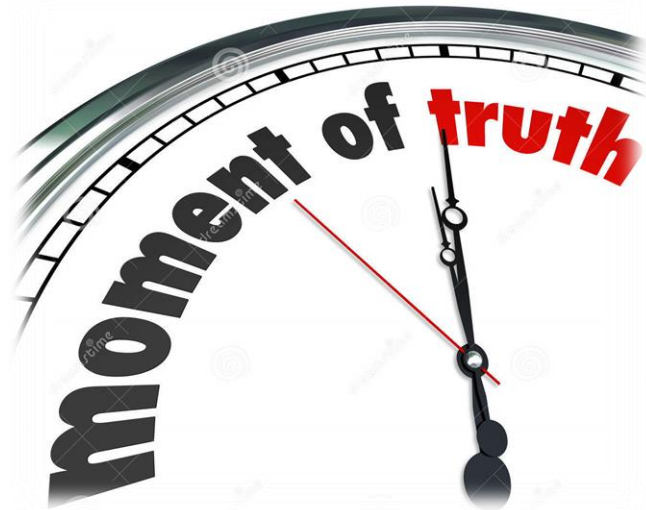
First Impression



First Impression



CRITICAL



MOT

- Each occasion when a customer comes into contact with any aspect of the company, however remote, and thereby has an opportunity to form an impression

Proper Grooming

- 60% of what people think of us is dependent on how we look
- Professional image is conveyed through:
 - Grooming
 - Personal Hygiene
 - Presentation



Proper Grooming



Review

- Food and Beverage
- Attributes of Food and Beverage Staff
- First Impression
- Moment of Truth
- Grooming / Hygiene Standard

**“A LOT OF RESTAURANTS SERVE GOOD FOOD,
BUT THEY DON'T HAVE VERY GOOD SERVICE.”**

WOLFGANG PUCK

© Lifehack Quotes



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Thank you

