



Options for Catering Provision

You have learned that the hospitality and catering provides accommodation, and food and drink, in venues outside of the home. The providers of hospitality and catering offer a wide variety of options for visitors with specific needs and for different locations and situations.

Provision	Advantages	Disadvantages
Restaurant & Bistros	Waiter service. Can ask questions about the menu. Comfortable seating at a table	Often more expensive than other options. Waiting time can be longer than other options.
Pop-up Restaurant	Often set up in a convenient location. Prices can be cheaper. Gives customers a chance to try new foods.	The menu may be limited. Only in location for a limited time.
Café	Faster service than a restaurant. Lower prices than a restaurant. Wide menu choices-something for everyone.	Can be crowded. Seating may not be very comfortable, for example fixed seating.
Street food	Usually, fast service Cheap prices. Food is wrapped and ready to go. Can ask questions about ingredients etc.	Hygiene may not be as good as indoor venues, e.g. lack of pest control and temperature control. There may be no seating. Usually need cash to pay.
Mobile vans	Serve fresh, hot food. Very convenient if in your location.	Only available at set days/ times. Limited menu choices. Engine fumes can be a problem if engine left running
Fast food	Fast service. Fast cooking, as food is often prepared/cooked beforehand. Cheaper prices. Easy to eat.	Often unhealthy choices. Not all packaging can be recycled so may be damaging to the environment.
Take away drive-through	Fast and convenient. Cheaper prices. No need to get out of the car, so convenient for families with children and disabled customers.	Menu choice is limited. Often unhealthy choices.
Sport & concert stadiums	Convenient. Fast service. Easy to eat foods.	Long queues. Often expensive. Often no seating available. Limited menu.
Tearooms & coffee shops	Service is usually fast. Food is often freshly prepared. Good for snacks and lighter meals. Branded coffee shops offer a familiar setting and menu.	Limited menu choice. Can be crowded seating may not be comfortable, e.g. raised stools. Can be expensive.
Delicatessens & salad bars	Offer a wide range of salads and sandwiches. Often sell hot food such as soups and jacket potatoes.	Waiting times can be long at peak times as food is often made to order. Seating may be limited or in a small space.
Pubs & bars	Food often available all day. Generous portion sizes. Wide menu choices Prices are often cheaper than restaurants. Comfortable atmosphere	Seating may be uncomfortable, e.g. raised stools. Waiting time can be longer than some other options, e.g. fast food and cafes.
Private clubs & casinos	Friendly service. Lots of staff available to help. Offer various food and drink choices.	Membership is often required, which can be expensive. Menu choices can be limited. There may be a dress code.

Options for Hospitality Catering Provision

Provision	Advantages	Disadvantages
Visitor attractions (for example theme parks)	Catering sited in convenient locations. Fast service. Choice of catering options to suit different guests. May offer meal deals or unlimited drinks.	The food is often expensive. Can be long queues. Small portions. Some visitor attractions don't allow you to take your own food in, so they have a captive market.
Vending machines	Very convenient. Open 24/7. Some take card payment.	Choice of food/ drink very limited. Can be expensive. Machines may only take cash. Can be out of order or money lost with no one around to help.
Youth and backpacker hostels	Cater for single people, couples, families and groups travelling on a limited budget. Basic but wholesome meals are provided. Self-catering facilities are usually available. Some rooms are private and have en-suite bathrooms.	Mainly dormitory accommodation. May have to share bedroom/ bathroom with others. Food choice is very limited. Usually pay more if you are not a member
Holiday parks	Suitable for single people, families and groups. Offer a wide variety of activities for all ages. Activities are scheduled at different times of the day to allow forward planning and choice. Facilities for guests with limited mobility levels are usually very good. Kids clubs are available which allows families time apart to follow their own interests.	Can be expensive. Quality of food and the food choices may be limited. Lack of privacy. Can be noisy environments.
B&Bs and guest houses	Often small and family run. Friendly service. Good value for money. Guest houses may offer lunch and an evening meal.	Less privacy than a hotel. May have to share bathroom facilities with other guests.
Farmhouses	Often offer B&B and holiday cottages. Bedrooms meet national tourist board standards. Rooms are inspected to make sure that offer value and quality.	Some farms can be noisy and/or smell depending on the type of farm. Animals may wake up early, especially in summer, which can disturb guests.
Budget hotels (for example Travelodge, premier Inn)	Cheaper than regular hotels Convenient locations, e.g. near motorways and airports. Tea and coffee making facilities available. Shops, cafes, and restaurants close by. Many have Wi-Fi.	Few staff on duty at any one time. Can be noisy if near a motorway or airport. Some restaurant are located next door to budget hotels, rather than part of the hotel.
Luxury hotels	Offer room service. Wi-Fi. Often have sports facilities, such as a gym or swimming pool. May have office and IT services. Provide food 24/7.	Expensive. Dress code may be formal.
Boutique hotels	Friendly service. Relaxed atmosphere. Very suitable for couples. Reputation for good food and wine.	Expensive. Children may not be allowed.

Proposing Ideas

In the Unit 1 assessment, you will need to be able to match different types of visitors to suitable types of catering and/or accommodation. The different types of visitors could include:

- Families with children under 12
- Families with teenage children
- Groups of people, for example a school group
- Old age pensioners (OAPs)
- Overseas visitors
- Single people/ Couples

A range of information must be gathered to be able to make a structured proposal for catering and accommodation for a specific requirement. You need to consider factors such as:

- Budget available
- Type of occasion
- Type of venue
- Number of people in the group
- Information about the area

The information given in the question should be used in your answer. Make sure you try to cover all the points made in the question to get more marks.

Justifying Ideas

You need to be able to review (*go over*) and justify (*say why*) the reasons for the option you have chosen. For high marks you will need to be very clear and give as much detail as you can about the catering and/or accommodation selected. You should select and reject different catering and accommodation options and give clear reasons why you have accepted or rejected them. The key points you make should be closely linked to the question and the scenario set.

Using Supporting Information

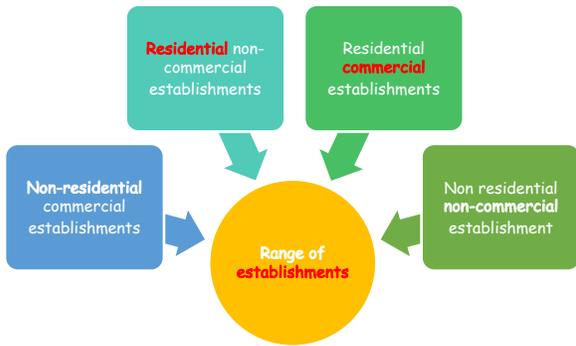
For the Unit 1 Assessment, you will be given information in the question that you need to refer to in your answer. This information may include:

- The type of visitors, for example families or groups
- The type of venue, for example a theme park
- The budget of the visitors, for example on a medium budget where the family can afford one meal at the theme park but snacks and drinks need to be brought from home.
- Food provision needed, for example lunch, snacks and drinks only.
- Accommodation provision needed, for example a budget hotel
- Information about an area, for example a seaside town with lots of cafes and some B&B accommodation available.

You should refer to this information in your answer to show that you have met the needs of the visitor group and their specific requirements as stated in the question.



1. Types of Providers



Establishment	Service Provided	Examples
Commercial residential	Accommodation, housekeeping, food, beverages, conference or training facilities	Hotels, guesthouses, campsites, bed and breakfasts, holiday parks, farmhouses.
Commercial non-residential	Food and beverage to eat in or takeaway, areas to sit to eat and drink.	Restaurants, cafes, tea rooms, coffeshops, fast food outlets, pubs and bars, street food and pop-up restaurants, mobile vans.
Non-commercial residential	Accommodation, food and beverages.	Hospitals, care homes, prisons, armed forces, boarding schools, colleges, universities.
Non-commercial - Non-residential	Food and beverage.	Canteens in office, day-care centres, schools and nurseries, charity food suppliers.

2. Suppliers



Types of Service

Food Service	Description
Formal food	Food is usually served to customers by waiting staff. <ul style="list-style-type: none"> Plate: the meal is plated up and brought to the customer's table by waiting staff Waiting service: the food is served to the customers at the table by waiting staff Gueridon (trolley or moveable service): the customer's food is cooked at the table, usually for dramatic effect, for example flambéed. Steaks and crepes.
Street food	Ready-to-eat food or drink sold on the street or in a public place, such as a market or festival.
Self Service	Customers help themselves to food, for example a carvery, in a carvery the meal is on display and carved by a chef, and a customer can help themselves to vegetables, sauces and gravy.
Fast food	Food is made to order very quickly and can be taken away from the restaurant or stall to eat; seats and tables are often provided.
Cafeteria	Small and inexpensive restaurant or coffee bar, serving light meals and refreshments
Takeaway	Takeaway restaurants (for example Chinese, Indian, pizza) take an order and deliver the food to the customer's home; customers can also order at the restaurant and then take the food away to eat it.
Food Service	Description
Buffet	A selection of dishes is laid out for customers to help themselves; different buffet styles include: <ul style="list-style-type: none"> Sit-down buffet: once the customer has chosen their food from the buffet, they can sit down at a table to eat it Stand-up or fork buffet: once the customer has chosen their food, they stand to eat it; this allows guests to circulate and meet other guests Finger buffet: all the food is prepared to be eaten with fingers (without the need for a knife and fork); foods are normally bite-size and easy to eat.
Automatic vending	Drinks and snacks are stored in a machine with a glass front and items are selected by the customer; they are often coin operated and placed in establishments where it is may not always be possible to get access to food, for examples colleges and hospitals
Transport catering	A variety of food service options are available on trains, planes and ships.
Hotel	Provides overnight accommodation and food and drink options. Many hotels offer breakfast, evening meals, bar snacks, lunch, room service (food ordered and delivered to your room), budget hotels usually have a simpler offering
Bed and breakfast	Offers overnight accommodation and breakfast; often these are private family homes where rooms are made available to guests; breakfast is usually served in a dining room or the owners kitchen

Hospitality at non-catering venues. Contract Caterers provide:

- Food for functions such as weddings, banquets and parties in private houses.
- Prepare and cook food and deliver it to the venue or cook it on site.
- They may also provide staff to serve the food, if required.
- Complete catering solutions for works canteens etc.

3. Standards & Ratings

Hotel and Guest house standards

Hotels and guest houses are often given a star rating. Star ratings help customers to know what services and facilities they can expect at a hotel or guest house. The quality of the service provided is rated on a scale of one to five stars



Food Hygiene Standards

The Food standards agency runs a scheme with local authorities where they score businesses on a scale from zero to five to help customers make an informed choice about where to eat. The rating is usually displayed as a sticker in the window of the premises.



Restaurant Standards

The three main restaurant rating systems used in the UK are Michelin stars, AA Rosette Awards and The Good Food Guide reviews:

Michelin stars are a rating system used to grade restaurants for their quality. One star is a very good restaurant. Two star is excellent cooking. Three stars is exceptional cuisine

AA Rosette Awards score restaurants from one (a god restaurant that stands out from the local competition) to five (cooking that compares with the best in the world)

The Good Food Guide gives restaurants a score from one (capable cooking but some inconsistencies) to ten (perfection)



Environmental Standards

The Sustainable Restaurant Association awards restaurants a one-two-three-star rating in environmental standards. To achieve this the restaurant must complete an online survey about sourcing, society and the environment. It is then given an overall percentage for environmental standards. One star: 50-59%. Two star: 60-69%. Three stars: more than 70%.



Keywords



Extended reading



Exam question

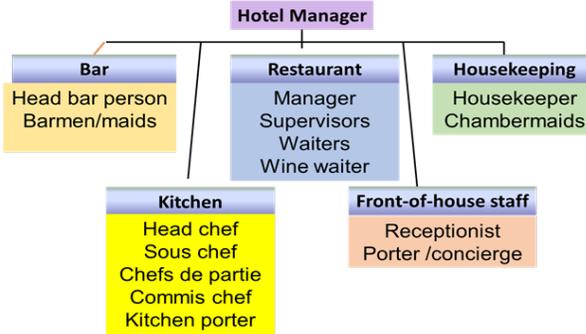


Video links

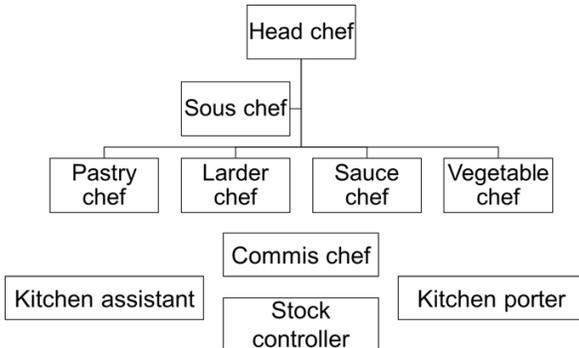




4. Job Roles in the Industry



5. The Kitchen Brigade



Most large establishments could have chefs de partie in the following areas:

- **Sauce chef**- Le Saucier
- **Pastry chef**- Le Pâtissier- baked goods and dessert
- **Fish chef**- Le Poissonnier
- **Vegetable chef**- L'entremetier
- **Soup chef**- Le Potager
- **Larder chef**- Le garde manger- cold starters and salads
- The **commis chef** or assistant chef is a chef in training
- The **kitchen porter** washes up and may do basic vegetable preparation
- The **stock controller** is in charge of all aspects of store keeping and stock control.

Front of House

Reception - Receptionist: meet customers and direct them to the correct person or place; they manage visitor lists and booking systems.

Porter/ Concierge; assist hotel guests by making reservations, booking taxis and booking tickets for local attractions and events.

Restaurant and bar - Restaurant manager (Maitre d'Hotel): The restaurant manager is in overall charge of the restaurant; they take bookings, relay information to the head chef, complete staff rotas, ensure 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.

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 food.

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.

Bar staff serve drinks and take food orders, wash up, clear tables, change barrels and fill shelves.

Baristas make and serve hot and cold beverages, in particular different types of coffee such as espresso, cappuccino and latte.

7. Average Salaries

Role	Average Salary
Hotel Management	£33,310
Head Executive Chef	£36,613
Pastry Chef	£30,530
Housekeeper	£24,055
Receptionist	£21,596
Porter	£17,718
Waiting & Bar Staff	£16,735
Kitchen Staff	£16,556

8. Training

Level	Types of training
Key stage 4 school courses	Level 1/2 Vocational award in Hospitality and Catering
Post 16-19	Colleges offer many courses for those leaving school after Year 11, for example: <ul style="list-style-type: none"> • Certificate in Hospitality and Catering Level 1 • Certificate in Introduction to Culinary Skills Level 1 • Diploma in Introduction to Professional Cookery Level 1 • Diploma in Hospitality and Catering Level 2 • Diploma in Professional Cookery Level 2
Universities	Universities offer degree, HND and HNC courses in subjects such as: <ul style="list-style-type: none"> • Catering • Hospitality • Culinary Arts • Hotel management • Food and beverage service
Apprenticeships	These provide both work experience and training
In-house training	On-the-job training provided by the organisation you work for

9. Personal Attributes

Job Role	Desirable Attributes
Waiter/waitress	<u>Attentive</u> listener, good memory, clear <u>communicator</u> , diplomatic, calm and <u>assured</u> , high level of focus and attention, multitasker, can work in a team, physical <u>stamina</u> , <u>courteous</u> and polite, hardworking.
Receptionist	Professional, positive attitude and behaviour, clear communicator, helpful, an work in a team, courteous and polite, can learn skills quickly, calm, <u>composed</u> , approachable.
Housekeeper	Physical stamina, tactful, diplomatic, calm, courteous and polite, good memory, can work in a team.
Head Chef	Organised, able to accept criticism, physical stamina, creative, attention to detail, can handle highly stressful situations, passion for food and cooking.
Commis chef	Attentive listener, clear communicator, can work in a team, passion for food and cooking, physical stamina, creative.

Keywords



Extended reading



Exam question



Video links





10. Working hours

Employers want to employ most workers when they have busy times:

Times of Year	Days of the Week	Times of Day
Christmas Tourist Season School Holidays Mothers Day Valentines	Friday Saturday Sunday Pay Day	Lunchtime Afternoon Dinner time Breakfast

- Hospitality and Catering jobs tend to be long hours, early starts for breakfast in a hotel to late nights for dinner in a restaurant.
- Staff will still get 2 days off a week but it will be quieter days instead of the weekend
- Shifts could be 6-3, 11-6, 3-11 or other hours.
- Monthly salaried staff may not have set hours eg Head Chef who might work from early morning to late night every day

11. Min Wage

New minimum wage rates



Source: Department for Work and Pensions



12. Contracts of Employment

Full/Part-time employment must have:

1. a written statement of employment or **contract** setting out their duties, rights and responsibilities.
2. the statutory minimum level of paid holiday 28 days for full time workers.
3. a pay slip showing all deductions, eg National insurance, tax . Earning above £166 a week.
4. the **statutory** minimum length of rest breaks- one 20 min break for 6 hrs worked.
5. Statutory Sick Pay (SSP) £94.25 pw for 28 weeks.
6. Maternity, paternity and adoption pay and leave-90% of earnings for 6 weeks then £148.68 for next 33 weeks.

Casual staff / Agency staff

- work for specific functions and can be employed through an agency.
- They do not have a contract or set hours of work.
- They are needed at busier times of the year e.g. at Christmas or for weddings, New year's eve.

Temporary staff

- Employed for a specific length of time such as the summer tourist season or the month of December.
- Temporary staff have the same rights as permanent staff for the duration of their contract.
- Temporary staff employed for longer than 2 years become permanent by law

Zero Hours Contract

This type of contract is between the employer and a worker, where the worker may sign an agreement to be available to work when they are needed, but no specific number of hours or times to start or end work are given.

12. Remuneration

Remuneration is a term used for the reward that people receive from working somewhere. It includes their basic pay, plus extra money top u their income from:

- **Tips and gratuities**- money given to someone by a customer as a way of saying 'thank you' for good service
- **Service charge**- a percentage added to the customers bill to reward the employees who have provided the customer with a service
- **Bonus payments and rewards**- given by some employers as a way of rewarding hard work throughout the year and helping make the business successful.

It is quite common for all he tips, gratuities and service charges to be divided equally amongst all the workers in, e.g. restaurant. This is known as a tronc arrangement, and the person who works out and distributes the extra money is known as a 'troncmaster'.

13. Paid Annual Leave

- All workers are entitled to 28 days paid leave annually
- **no** legal right for employees to be given Bank and Public Holidays. Most hospitality staff would work these days

To calculate holiday entitlement:
Multiply the full-time entitlement (28 days) by the number of days worked and divide by the number of days full-time staff work.
Entitlement for 3 days a week: $28 \times 3/5 = 16.8$ days

14. Compulsory Rest Breaks

Adult workers are entitled to 24 hours off in each 7-day period and young workers (15-18) are entitled to 2 days in 7. Adult workers are entitled to at least 20 minutes uninterrupted rest if their working day is longer than 6 hours.

Young workers are entitled to 30 minutes rest if their working day is over 4.5 hours long.

Keywords



Extended reading



Exam question



Video links

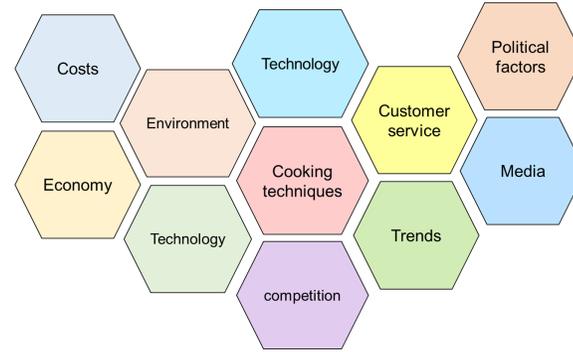




16. Reasons for Failure

- A saturated market** - there is a fine line between competition & too many for the number of customers
- General business incompetence** - 46% of business fail due to lack of business knowledge
- Lack of **capital** - not enough money to get through the first few months
- Location** - either not enough people walk past (foot-fall) live & work nearby
- Quality of life** - most restaurateurs work 60 hours a week - not the glamorous life they thought
- Lack of industry experience** - most successful restaurateurs tend to have previous industry experience
- Failure to create a good enough brand** - They did not incorporate the 12 Ps of restaurant branding, (Place, Product, Price, People, Promotion, Promise, Principles, Props, Production, Performance, Positioning and Press)
- Name of the restaurant is too long**- A restaurant with a name that is brief, descriptive and attractive is more likely to succeed.
- Lack of differentiation** -the brand is not different enough
- Poor financial controls** - Main costs - labour and food exceeded 60% of sales

17. Factors Affecting Success



Costs - need to make a profit. Consider cost of everything you buy and selling price.

- Material - Anything involved in making product
- Labour - Costs of staff
- Overheads - Anything not connected with making products

Economy - when the economy slows down, business have lower sales as consumers eat out less because they have less disposable income

Environment - 3 R's, packaging, food waste, global warming, carbon footprint, clean eating.

Technology - Using technology to improve service, delivery and stock control - touch screen customer ordering, EPOS systems, stock management, apps for delivery services.

Emerging and innovative cooking techniques - sous vide, clean eating, steaming, new restaurants.

Customer demographics and lifestyle - delivery services.

Customer service - customer satisfaction - free WiFi, order online.

Competition - Low-cost food (£1 menu, coffee McDs espresso v Starbucks).

Trends healthy food options, pop-up bars, cafes and restaurants, cronut, clean eating, low carb, good fats.

Political factors - Increasing regulations - from government due to health issues, Brexit, use of migrant labour, migrants - ethnic foods

Media - Strong global brand, Good community reputation - children's charities / Ronald McDonald House, celebrity chefs, celebrity endorsements, Masterchef.

18. Cost of an Establishment

Material Cost	Food Cost	Overhead Cost	Personal Cost Wages
Soap, Toilet Roll, Menu, Order Pads, Cleaning materials, Flowers	Ingredients, pre-made foods, bar food and drink, food and drink for staff	Heating, lighting, furniture, maintenance of equipment, curtains, carpets	Chefs Kitchen Assistance Bar Staff Waiting Staff Managers Casual Staff

19. Costing a Recipe

Costing Recipes

In order to calculate a selling price and profit for dishes, you will need to calculate the recipe cost.

$$\text{Ingredient cost} = \frac{\text{Pack cost}}{\text{Pack weight}} \times \text{Weight used}$$

Divide by the number of portions made for the portion cost.

Selling Price

$$\text{Selling Price} = \frac{\text{Portion Cost}}{30} \times 100$$

20. Portion Control

- Portion control is the amount of each menu item that is served to the customer.
- It depends on the type of customer, the type of food served.
- Some foods are served in very small portions due to the high cost of the item e.g. caviar is served by the teaspoon.



Keywords



Extended reading



Exam question



Video links

