

# **The Final Project**

## **FOOD BEVERAGE MENU**

### **PART I**

Feddy Halabi Troisi

Student ID 1840036

Food & Beverage Operations Management

CUL252 Sect. 10001

**Chef Jiwon Kim**

December 11, 2019

<b>TABLE OF CONTENTS</b>	<b>Page</b>
<b>PART 1 CONCEPT, MISSION STATEMENTS &amp; FOOD MENU</b>	
1.1 Type of Restaurant and Size of the Operation	03
1.2 Location	03
1.3 Hours Of Operation	03
1.4 Customer Profile	03
1.5 Environment & Atmosphere	04
1.6 Style of Cuisine	04
1.7 Target Market	04
1.8 Price Range	05
1.9 Food Menu	05
<b>PART 2 MISE EN PLACE (MEP) BEFORE, DURING AND AFTER</b>	
2.1 MEP (Mise En Place) Introduction	10
2.2 The Mise En Place Of The Room	10
2.3 Standards Procedure	10
2.3.1 Interiors Standards Procedure	11
2.3.2 Standards TEAM	12
<b>PART 3 POSITIONS AT FOH</b>	
3.1 Introduction	13
3.2 Positions FOH	13
3.2.1 Waiter (or Waitress)	13
3.2.2 Host & Cashier	13
3.2.3 Bartender	14
3.2.4 Cleaner	14
3.3 "Upselling"	14
<b>PART 4 RESTAURANT FLOOR PLAN</b>	
4.1 Introduction	15
4.2 Floor Plans	15
4.2.1 Floor Plans FOH	16
4.2.2 Floor Plans kitchen staff	16
4.2.3 3D photos	17
<b>PART 5 STYLE OF SERVICE</b>	
5.1 Introduction	21
5.2 Table service	22
5.3 Plate Service	22
<b>PART 6 WINE SELECTION</b>	
6.1 Select Wines	23
<b>PART 7 LIQUEUR, BEER AND SPIRITS MENU</b>	
7.1 Introduction	28
7.2 Beer	28
7.3 Spirits	28
7.4 Cocktail	28
7.5 Liqueurs, Beer, Spirits & Soda Menu	29
<b>PART 8 BAR SET UP</b>	
8.1 Bar Set Up	34
References	40

## CONCEPT, MISSION STATEMENTS & FOOD MENU

### PART 1

#### 1.1 **Type of Restaurant and Size of the Operation**

"Cantina Italiana Wine Bar - Bruschetteria and Appetizer", a restaurant where to offer customers a good wine, accompanied by good food, where to spend pleasant time, with good music and a pleasant and welcoming environment.

The capacity of up to 50 seats, 20 comfortable seats on the sofas in the restaurant, and with a large bar station, where it will be possible consume wines, cocktails and aperitifs. Particular attention will be given to the kitchen to prepare dishes that can be combined with the wine and cocktails menu, prepared with fresh and seasonal ingredients.

#### 1.2 **Location**

The location of the restaurant is one of the important aspects of the project, before undertaking this activity it is necessary to carry out an extensive market survey on the chosen area. But a central place near shops and offices, even if it involves more expenses, is compensated by the greater flow of people who can be attracted by the central position of the city, with a consequently easy access.

#### 1.3 **Hours of Operation**

The restaurant will be open from 03.00 p.m. to 11.30 p.m. for customers, providing Happy Hour and dinner. To reduce management costs, the restaurant will close one day a week.

As for the employees, the project involves two waiters / waitresses in the dining room full-time (eight hours a day) and one part-time (four hours a day). In the kitchen there are the same shifts in the dining room, with a cook and a full-time assistant (eight hours a day) and one cook assistants working part-time (four hours a day). The Chef will be present full time. As for the other FOH job figures, the host/cashier and the bartender will be full-time contracts, while the cleaner will work 4 hours a day from 11:00 a.m. to 3:00 p.m. before the restaurant opens, this will be dealt with in detail in chapter 3 (paragraph 3.2 "Positions At FOH").

#### 1.4 **Customer Profile**

In general, and very briefly, customer profiles will be divided into two:

- ✓ Employees of the bank or public sector, employees of shops and shopping centers, who usually work in the city center and want to spend a pleasant aperitif after leaving work.
- ✓ Families, friends or couples who like to spend pleasant moments having dinner at the restaurant, enjoying a good wine, accompanied by hors d'oeuvres and bruschettas, this facilitated by the central location chosen, visible even for those walking through downtown.

Considering that the restaurant will be destined to a medium-high level of customers and that it will offer dishes of various prices, in reality anyone who wants to spend time in a pleasant environment should be to consider it a "possible customer".

### **1.5 *Environment & Atmosphere***

In restaurants, colors make the difference. The tones of the walls and furnishings influence our mood. The visual impact makes the difference in the perception of comfort. In a restaurant, therefore, there are colors that more than others attract customers and give a sense of tranquility and professionalism. Several studies have shown that people eat more if the dishes are chromatically combined with the environment, showing that the eye also wants its part. The furniture must be consistent with the type of kitchen because it communicates directly, just like the walls, the personality of a dining room. In restaurants, chairs and armchairs must be comfortable. As for the walls, the colors must also follow the style of the room.

As described above, the restaurant's decoration will be monochromatic, with particular attention to the choice of colors and furnishings and walls as well as to the lighting that makes the environment warm and welcoming.

### **1.6 *Style of Cuisine***

The main idea is the Mediterranean cuisine, in particular the Bruschetta, an appetizer of Italian origin, famous all over the world and that its origins go back, like almost all Italian recipes, to the need to always reuse everything that remains, without throwing anything away, at its birth served to anticipate the rest of the dishes and to fill a minimum the hunger, before continuing to eat. The original and the oldest is a slice of bread, rubbed with garlic, that is toasted or, in fact, bruscata and enriched with oil, salt and cherry tomatoes. Over time, originality has found space with a thousand other combinations, in fact the menu includes the 10 most famous and consumed bruschetta in Italy, prepared with a wide variety of ingredients.

### **1.7 *Target Market***

To be able to target market and achieve the set goals, it is necessary to do a careful research on "Competition and trends", trying to identify what is at the top and what the preferences of the public are. In fact today there is no specific type of customer to be conquered, as already mentioned in paragraph 4, with specific levels or socio / economic characteristics, but there are "potential customers" with various socio / economic conditions and with different degrees of acquisition, it is necessary to win over customers with: excellent food, excellent service, with fair prices.

Competition, how to manage it and how to overcome it. Not always what seems negative has negative consequences, good competition encourages us to do better and offer the best to the customer. It can help you understand what the trend is and what the market needs are and enables changes in order to achieve success.

The trends of 2019, after careful research, which could influence and to be taken into consideration are:

- "Delivery", even if it is a growing market, the tendency is that if you have a good product to offer to customers and if you offer promotions to new customers, you can overcome this growing market.
- The "informal meal" that offers both the possibility of an informal meal and a formal meal, as indicated below, is a growing trend, customers will have the opportunity to attend a good restaurant without having to worry about how to dress, it is an extra weapon.
- The "new definitions of value" are demonstrated by various market surveys, according to which over a third (37%) of customers are looking for cheaper offers and prices compared to 2018. Having competitive prices not only helps fight competition but it also attracts new market trends.
- "Vegetable based menu items", specialists say that providing alternative proteins can be a powerful differentiator in today's restaurant market, in fact on the menu of this project has many vegetarian options.
- "Investing in advertising", today it is not necessary to spend money on classic advertising (magazines, newspapers, radio, television, etc.), as customers have increasingly associated the possibility of eating out with the opportunity to publish posts on social networks, restaurateurs, in order to guarantee the free advertising of their customers, have set up restaurants in the best possible way, to improve the customer's "experience" factor, creating unique designs.

This project took into account all these aspects in the reference market, to be able to carry out a successful restaurant.

## **1.8 Price Range**

The price range is a very important element to take into consideration, as analyzed in the previous paragraph 7, which is why it is necessary to include both dishes at reasonable prices and dishes at slightly higher prices, in consideration of the ingredients used. Considering the style of the restaurant, this will allow the inclusion of low, medium and high price products, since the basis for preparing bruschetta and appetizers is relatively inexpensive.

However, keeping the sales prices as low as possible means winning over the customer with the right balance between quality / price.

## **1.9 Food Menu**

The menu includes a varied selection of bruschetta, entree' and appetizers, as well as some soups and salads, to offer the customer a wide choice of dishes. In more pizzas, chosen among the most famous in the world and among traditional Italian. Clearly the desserts can't miss in a good menu, in fact there are 6 of the most popular and not, like "Ricotta e Pera" which is very famous in southern Italy, with a fantastic taste but not yet famous all over the world.

The food menu consists of 4 front / back pages, with an initial cover and a final.

*Cantina Italiana Wine Bar*  
*Bruschetteria and Appetizer*



1710 Cassiar St. Vancouver BC V5M 4R9 Contacts +1 (778) 512-1746  
Businesses Hours: Monday to Saturday from 15:00 to 23:30



# **MENU**

## **SOUPS & SALADS**

### **Broccoli & Cauliflower Soup**

Broccoli, Cauliflower, Potatoes, Cream, Nutmeg & Thyme



\$ 9.00

### **Onion Soup au Gratin**

Golden Onions, Vegetable Broth, Extra Virgin Olive Oil, Black Pepper, Emmental

\$ 8.00

### **Potato Salad with Parsley & Basil**

Potatoes, Basil, Parsley, Capers, Anchovies, Extra Virgin Olive Oil, Pepper, Oregano

\$ 10.00

### **Caesar Salad**

Lettuce, Homemade Bread, Parmigiano, Eggs, Garlic & Worcestershire Sauce

\$ 12.00

## **ENTRÉE'S & APPETIZERS**

### **Prosciutto & Avocado**

Avocado, Prosciutto & Orange Marmalade

\$ 10.00

### **Zucchini Rolls, Prosciutto & Brie Cheese**

Grilled zucchini, Prosciutto & Brie Cheese



\$ 12.00

### **Mediterranean Aubergine Rolls**

Aubergines, Mozzarella, Tomato, Olives, Basil, Garlic, Extra virgin olive oil, Pepper

\$ 6.00

### **Mediterranean Vessel**

Roasted Aubergines, Provolone, Cherry Tomatoes & Basil

\$ 9.00

### **Vegetarian Sandwiches**

Bread, Edamame, Tomatoes, Salad, Egg, Pickle, Mayonnaise



\$ 8.00

### **Grilled Vegetables**

Zucchini, Aubergines, Peppers, Tomatoes, Salt, Black pepper

\$ 7.00

### **Vegan Crouton**

Homemade Bread, Tofu, Pistachios, Basil, Tomatoes, Olives, Carrots.



\$ 8.00

## **BRUSCHETTA**

### **Garlic and Oil Bruschetta**



\$ 6.00

### **Tomato and Basil Bruschetta**

\$ 6.00

### **Bruschetta with Peppers**

\$ 7.00

### **Summer Bruschetta with Fava Beans and Pecorino Cheese**

\$ 10.00

### **Bruschetta with Salmon and Philadelphia Cheese**

\$ 10.00

### **Bruschetta with Eggplant**

\$ 7.00

### **Rustic Bruschetta with Vegetables**

\$ 8.00

### **Bruschetta with Olive Cream**

\$ 9.00

### **Bruschetta with Artichoke Cream**

\$ 10.00

### **Bruschetta with Sausage**

\$ 9.00



"Service not included"

## **CLASSIC NEAPOLITAN PIZZA** (14 Inch)

### **Margherita**

Tomato sauce, Fiordilatte, Basil

**\$ 14.00**

### **Marinara**

Tomato sauce, Garlic, Oregano

**\$ 10.00**

### **Bresaola, Rucola & Grana**

Tomato sauce, Bresaola, Rucola, Mozzarella, Grana Padano

**\$ 21.00**

### **Quattro Stagioni**

Tomato Sauce, Mozzarella, Ham, Black Olives, Champignon, Artichokes

**\$ 20.00**

### **Ai Funghi**

Tomato Sauce, Mozzarella, Champignon Mushrooms

**\$ 19.00**

### **Quattro Formaggi**

Gorgonzola, Fontina, Mozzarella, Grana Padano

**\$ 20.00**

### **Alla Diavola**

Tomato Sauce, Mozzarella, Spicy Salaminio

**\$ 16.00**

### **Calzone**

Tomato Sauce, Ricotta, Salami, Mozzarella, Black Pepper, Parmesan

**\$ 20.00**

### **Wurstel & Patatine**

Tomato Sauce, Mozzarella, French fries, Wurstel

**\$ 17.00**

### **Capricciosa**

Tomato Sauce, Mozzarella, Artichokes, Mushrooms, Anchovies, Olives, Capers

**\$ 19.00**

## **DESSERTS**

### **Babà al Rum**



**\$ 6.00**

### **Ricotta Cheese & Pear**



**\$ 9.00**

### **Little Chocolate Cake & Soft Heart**



**\$ 8.00**

### **Cheesecake**



**\$ 7.00**

### **Tiramisù**



**\$ 8.50**

### **Panna Cotta**



**\$ 6.00**

"Service not included"





## MEP (MISE EN PLACE) BEFORE, DURING AND AFTER PART 2

### 2.1 *MEP (Mise en Place) Introduction*

All collaborators will be required to dedicate the necessary time to the mise en place, which is essential to be able to correctly prepare both the restaurant and the customer service department, in order to guarantee the easiest possible service.

The MEP it is necessary to perform some obligations such as cleaning of all equipment, cleaning of all useful places, layout of the fixed table etc.

### 2.2 *The MEP of the Room*

It constitutes the most important operational phase of the restaurant as it aborts all those activities before, during and after the service to the public, performed by the working figures of the Front of House, of the areas where customers have access.

In general terms, the mise en place of this restaurant's dining room will include:

- ✓ tables alignment;
- ✓ drawing up of the tablecloth; the tablecloths must be laid out on well-laid tables and placed at the same height on all tables.
- ✓ Arrangement and alignment of the chairs: the chairs are placed in the position in which the guests are to sit. The center of the chair is also the center of the cover.
- ✓ Mise en place of the console in which will be placed all the necessary material for the performance of the service in the dining room.
- ✓ Preparation of the equipment such as: service napkins, clips, glasses, plates, cutlery and ménage (set consisting of oil, vinegar, salt and pepper), cheeses, sugar bowls, toothpicks and sauce boats.



### 2.3 *Standards Procedure*

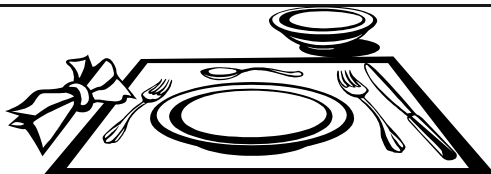
The following standards (MEP) will be applied in the restaurant and will allow a quick check for the room manager, the first concerns the activities carried out in the areas open to the public (INTERIORS) the second concerns the collaborators (STANDARD TEAM):

### 2.3.1 INTERIORS

STANDARDS	STANDARDS PROCEDURE	UNACCEPTABLE
Floor	Clean & polished appearance at all times Litter free	
Walls – Ceilings – Woodwork	Clean condition Paint work in good condition	
Temperature	Comfortable temperature maintained Set a temperature	Temperature too extreme to retain customers
Air conditioning – Vents – Ceilings Fans	Clean & in working order	
Waiter Stations	Rubbish bins clean & lined Drawers clean Display shelves clean & attractive Bread displayed in bread holders Bread carried from kitchen in clean tea towel Mise en place prepared & monitored	Overflowing rubbish bins
Tables	Good condition Cork wedges used to prevent uneven wobbles Clean as per cleaning schedule Cutlery & glassware clean & polished to company specification	Graffiti on tables Wobbly tables in use
Chairs	Seating is safe to sit on Appropriate chairs for internal / external use Correct number of chairs for place settings	Wobbly chairs in use
Baby Chairs	Minimum two chairs Sanitised after each use Erected securely for each guest	Dirty / unsafe highchairs in use
Softer seating (sofa & fixed)	Maintained in good repair	Tears in fabric of seating
Menus	Clean & in good condition	Stains / Tears in the menus
Brass (if applicable)	Clean & shiny appearance at all times	
Mirrors (if applicable)	Clean & smear free appearance at all times	
Pictures & Posters	Framed pictures in good condition, displayed securely & hanging straight Appropriate publicity material displayed discreetly	
Lighting	All light bulbs work Lighting dimmed to the appropriate level (marked on the dimmer) according to the lighting requirements Nights-lights in holders on tables once lights dimmed Night-lights holders clean	3 or more light bulbs not working
Music	Appropriate music set following Company requirements Sound clear and not distorted Background not foreground volume level	Music not in line with this policy
Blackboards	All blackboards in good condition All blackboards must be hand-written in liquid chalk in legible, correctly spelt English with prices clearly displayed	
Coat Hooks	Ensure coat hooks are secure	
Minimum Table Layout	Café: Ashtray, salt & pepper, sugar bowls - Restaurant Minimum single lay, salt & pepper, ashtray Night-lights (evening)	

### 2.3.2 STANDARD TEAM

STANDARDS	STANDARDS PROCEDURE	UNACCEPTABLE
Managers Uniform	Smart & professional business dress	T shirt, jumpers, denims, cardigans
Team Uniform	Blue shirt provided ironed with collar Clean & in good repair at all time Clean beige trousers Black socks Polished black or brown shoes Clean white apron Knee length Kitchen team members in professional clean attire including hat	Other form of footwear  Kitchen team front of house in dirty uniform
Staff Room (where available)	Clean & tidy Relevant posters displayed	
Jewellery (all team members)	Discreet jewellery 1 set of small earrings Wedding bands Watch	Many earrings  Facial piercing
Hair (all team members)	Long hair tied back if longer than collar length Beards & moustaches must be kept trimmed	Hairstyles necessitating the constant touching of hair with hands
Nail Varnish	No nail varnish worn	
Shaving	All male team members must shave before coming to work	
Hygiene	Beth / shower prior to coming to work and a good quality deodorant used No strong perfumes / aftershaves Clean shirt worn daily	
Staff Demeanour	Team members work in support of each other Guests & fellow team members must never feel as if they are being ridiculed by any staff member Staff should refrain from congregating in groups Staff should be alert at all times to what is going on in both their section and throughout the restaurant Personal mobile phones switched off Personal calls not received at work	Team member / guest ridiculed / bullied  Swearing & shouting aggressively
Staff Eating / Drinking / Smoking	Meals taken out of view of guests where possible Where not possible, cover uniform to indicate to guests & team members that you are taking your break	Smoking in uniform Pre / post shift drinks in uniform
Activities not observed by guests	Non clipboard paperwork Major cleaning tasks during peak service hours Strong chemical cleaning agents used during trading hours Guests should not observe floor cleaning down or feel hurried out by team activity	



## **POSITIONS AT FOH**

### **PART 3**

#### **3.1 Introduction**

In this second chapter of the project the Front-of-House positions within the "Italian Enoteca - Bruschetteria and antipasto" will be specified, with particular attention to the functions required of each collaborator, before, during and after the service.

#### **3.2 Positions FOH**

For the planned capacity of the restaurant is 50 places, as already stated, that is to say small / medium sized, 4 FOH work figures will be considered, listed below with the amount of people needed:

- ✓ 3 Waiters (or waitress)
- ✓ 1 Host & Cashier
- ✓ 1 Bartender
- ✓ 1 Cleaner

Below is a brief description of the guidelines for each FOH work figure, based on the priorities and main reference indications to obtain excellent results, ie total customer satisfaction.

##### **3.2.1 Waiter (or Waitress)**

The profession of the waiter is considered by many to be second level in a restaurant, but in reality, as many internationally renowned chefs assert that: "who is in the dining room is the real business card of a restaurant".

The skills required and which will be the key to the choice are:

- ✓ Communication: Waiters and waitresses must be attentive listeners and engaging communicators.
- ✓ People Skills: Part of good customer service is maintaining a high level of interpersonal skill.
- ✓ Multitasking: Waiters and waitresses are always managing several things at once.
- ✓ Good memory: every customer is unique and will have specific and different needs, it is necessary to remember everything.
- ✓ Working quickly: Working at a fast pace is critical, but so is maintaining an appearance of assuredness and calm.

##### **3.2.2 Host & Cashier**

These two working figures will be performed by one person. The responsibilities and capacities necessary for this FOH will be briefly described below.

##### **Responsibility Required:**

- ✓ Greeting customers: They bring customers to their tables, provide menus and silverware, and sometimes guide customers through daily specials.
- ✓ Monitoring how many tables each server is responsible for.
- ✓ Monitoring the status of each table. Hosts may have to help servers clear tables before seating customers, especially during restaurant rush hours.



- ✓ Managing the phone: This requires to take reservations and takeout orders in between speaking with customers waiting to be seated.

#### **Skills Required:**

- ✓ Customer service: A host or hostess is often the first person that customers encounter in a restaurant, and are therefore the face of the business.
- ✓ Patience: The ability to handle angry or complaining customers (and sometimes servers) requires that you remain calm and work efficiently even when times get tough.
- ✓ Attention to detail: This is crucial in managing the status of each table. The fewer mistakes you make, the smoother the restaurant will run for both customers and servers.
- ✓ The ability to multi-task: There are many important activities that a host or hostess has to cope with. Among which as cashier, promotes the services and products offered in the restaurant and manages cash and sales transactions.
- ✓ Personal hygiene: To keep customers comfortable by staying always, clean and presentable.

### **3.2.3 Bartender**

#### **Responsibility Required:**

- ✓ Preparing alcoholic or non-alcoholic beverages.
- ✓ Restock and replenish bar inventory and supplies.
- ✓ Comply with all beverage regulations.
- ✓ Evaluate customer needs and preferences and make recommendations.
- ✓ Have full knowledge of the wines served, including the characteristics, the origin and the exact combination with the dishes served.

### **3.2.4 Cleaner**

As for cleaning, during the morning period, from 11.00 am to 3:00 p.m., a part-time person will be contracted who will take care of cleaning the dining room and bathrooms.

## **3.3 "Upselling"**

Upselling requires perception, knowledge, and discretion. Upselling can look less like sales and more like customer service and effective techniques should be subtle enough to avoid annoying the customer or making them feel pestered. Of extreme importance are the following points to obtain a good result, both in terms of customer satisfaction and in terms of economic aspect, and this knowledge will be a fundamental element for the choice of FOH employees.

#### **❖ Train Staff for Restaurant Upselling.**

To be confident and to adopt the role of a connoisseur rather than a salesperson, the staff or server taking the order, must know menu inside and out! When customers ask for recommendations, informed answers along with items that pair well with the dish, such as a particular wine or side item.

### ❖ **Menu Upselling**

The menu should be designed in such a way that to high-profit items are positioned clearly, and catch the customers' eye. Menu descriptions also play an important role in upselling the food items, should be clear, short, and be able to evoke temptations in the customers to order that particular item.

### ❖ **Employ Marketing to Upsell**

Marketing is the best way to upsell products. Thus, it is essential that the restaurant can locate and implement the best possible marketing strategies that would lead to informed customers which will, in turn, lay the foundation of a very promising relationship between the restaurants and the customers.

### ❖ **Utilize Technology for Restaurant Upselling**

A restaurant that is not utilizing Customer Data is missing out on lots of upselling opportunities. There is a lot of customer data that the restaurant deals with every day, such as customer details and ordering preferences, and it is essential to store, analyze and utilize that data for further upselling opportunities.



## **RESTAURANT FLOOR PLAN PART 4**

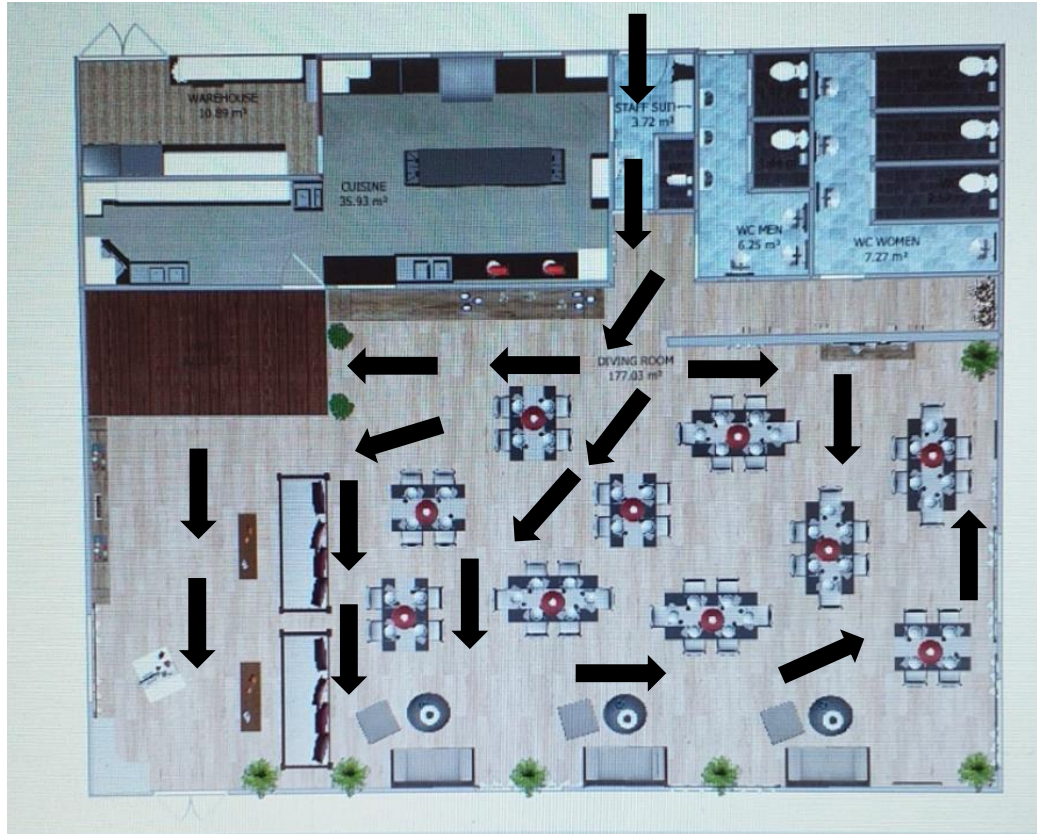
### **4.1 Introduction**

In this chapter the restaurant's floor plans and the relative flows of the employees both of the front of house and of the kitchen workers will be exposed. 3D photos of the various restaurant environments and related furnishings will also be included.

### **4.2 Floor Plans**

The following 2 floor plans will be included. The first one as mentioned above, concerns the workers of the FOH, who will have an exclusive entrance to the restaurant which leads directly into the locker room, from here, they can enter directly into the dining room as indicated in the floor plan 4.2.1, with black arrows. The second concerns the kitchen staff, who will have the same separate entrance for the locker rooms and direct access to the kitchen and food storage where there will be an external door to receive food supplies, the flow relating to these personnel will be indicated with green arrows 4.2.2.

#### 4.2.1 Floor Plans FOH:



#### 4.2.2 Floor Plans kitchen staff





### 4.2.3 3D photos

The following are the photographs of the various 3D environments, where it will be possible to see both the layout of the dining room and the customers' bathrooms, separated by a wall to create a clear division between the rooms, as well as all the other areas, with the exception of of the bar station which will be shown in chapter n. 8.

In the professional kitchen all the tools and machinery are provided following the NSF indications and certifications. In the following photos concerning the kitchen willing find all the necessary professional and certified equipment such as, among the most important:

Dish washing area, Prep area, Fridge / Freezer, Ventilation System, Storage Area, Pizza oven etc.

The photos are displayed starting from the areas open to the public up to the exclusive areas reserved for staff only.



SOFAS AREA



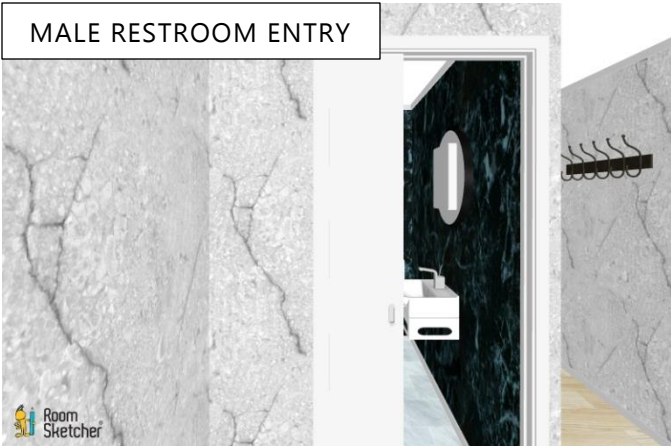
SEPARATION WALL FROM RESTROOMS



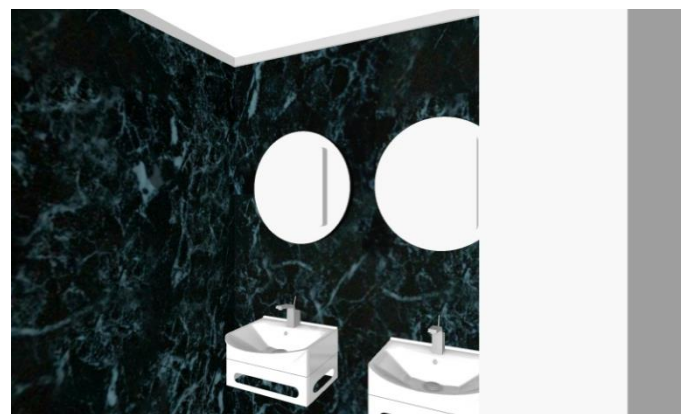
CONSOLES FOR SERVICE

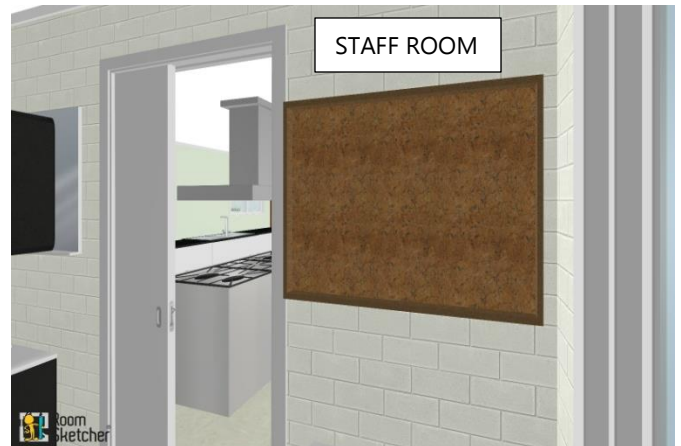




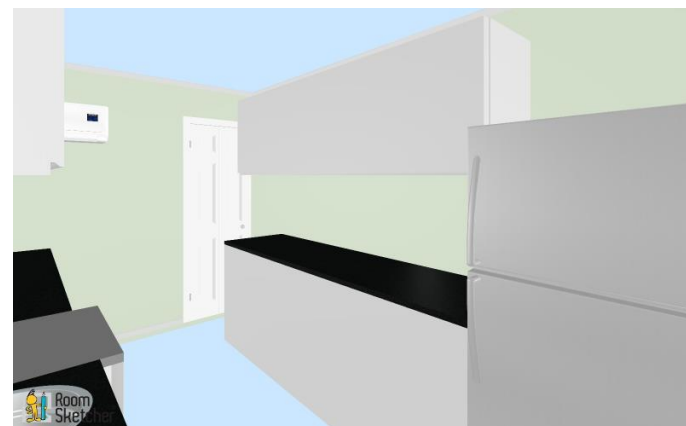
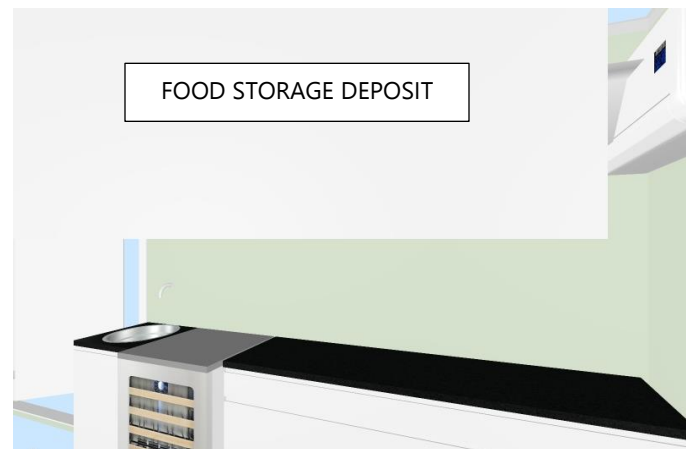


CUSTOMERS RESTROOM INTERIOR









## STYLE OF SERVICE PART 5

### 5.1 Introduction

The style of the service will be described below but in general the chosen style is "America Food & Beverage Service Style", which can be both simple and complex, and both formal and informal, depending on the situation and the client, and in which portions of food are placed on plates in kitchen and served to each guest by a waiter or waitress.

## 5.2 **Table service**

The service will be at the table ie the food is ordered by the customer at the table and served at the customer's table by waiters and waitresses.

The style restaurant service is about:

*"Respect. Professionalism. Efficiency. Kindness. Patience."*

The employees will offer a warm, attentive, friendly and more personal service, which certainly helps to increase and improve sales.

Customers will be received with cordiality and smiles, always remembering due respect to the customer. The employees will have to interact with the customer in such a way as to understand and capture the tastes and preferences of the customer, and consequently be able to indicate the right dishes speeding up the time of the order. After taking the food order, the waiter will advise the customer about the type of drink combined with that particular dish.

## 5.3 **Plate Service**

The food is prepared in the kitchen in a predetermined portion directly in the dishes that will be served to the customers. The accompaniments served with food, color and presentation are determined in the kitchen.

The waiter brings the dishes with his hands, two on the left and one on the right, and serves them directly from the client's right side.



This type of service will also reduce management costs, as the dishes will be prepared and garnished in the kitchen, already with any side dishes, this will reduce the use of dishes and consequently reduce washing costs.

