



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Food & Beverage Operations BMIH4002

Week 2: Service Operations

*Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales*

www.uwtsd.ac.uk

Week 2:

- Customer Needs
- Service Methods
- Service Styles
- Michelin Stars
- AA Rosettes
- Reference List

Recap on Week 1

- Categorising Food & Beverage Operations into **Full Service** and **Limited Service**.
- **Roles and Responsibilities** in Restaurant Operations
- Defining **Skills**
- **Soft Skills** vs **Hard Skills**



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Customer Needs

Why do you visit a Restaurant?

Hungry or Thirsty?



Cheap or Quick?

Meet/Celebrate
with Friends or
Family?

Need variety?

Away from home and
unable to cook?

Customer Needs

Hungry or Thirsty?

Physiological

Economic

Cheap or Quick?

Meet/Celebrate with
Friends or Family?

Social

Psychological

Need variety?

Convenience

Away from home and
unable to cook?

(Cousins and Weekes, 2020)

Customer Needs

Physiological

Economic

Social

Psychological

Convenience



What need do you think McDonalds meets?

(Cousins and Weekes, 2020)

Customer Needs

Physiological

Economic

Social

Psychological

Convenience



What need do you think a local pub meets?

(Cousins and Weekes, 2020)

Customer Needs

Physiological

Economic

Social

Psychological

Convenience



What need do you think a Michelin star restaurant meets?

Let's have a look at a short clip...

(Cousins and Weekes, 2020)

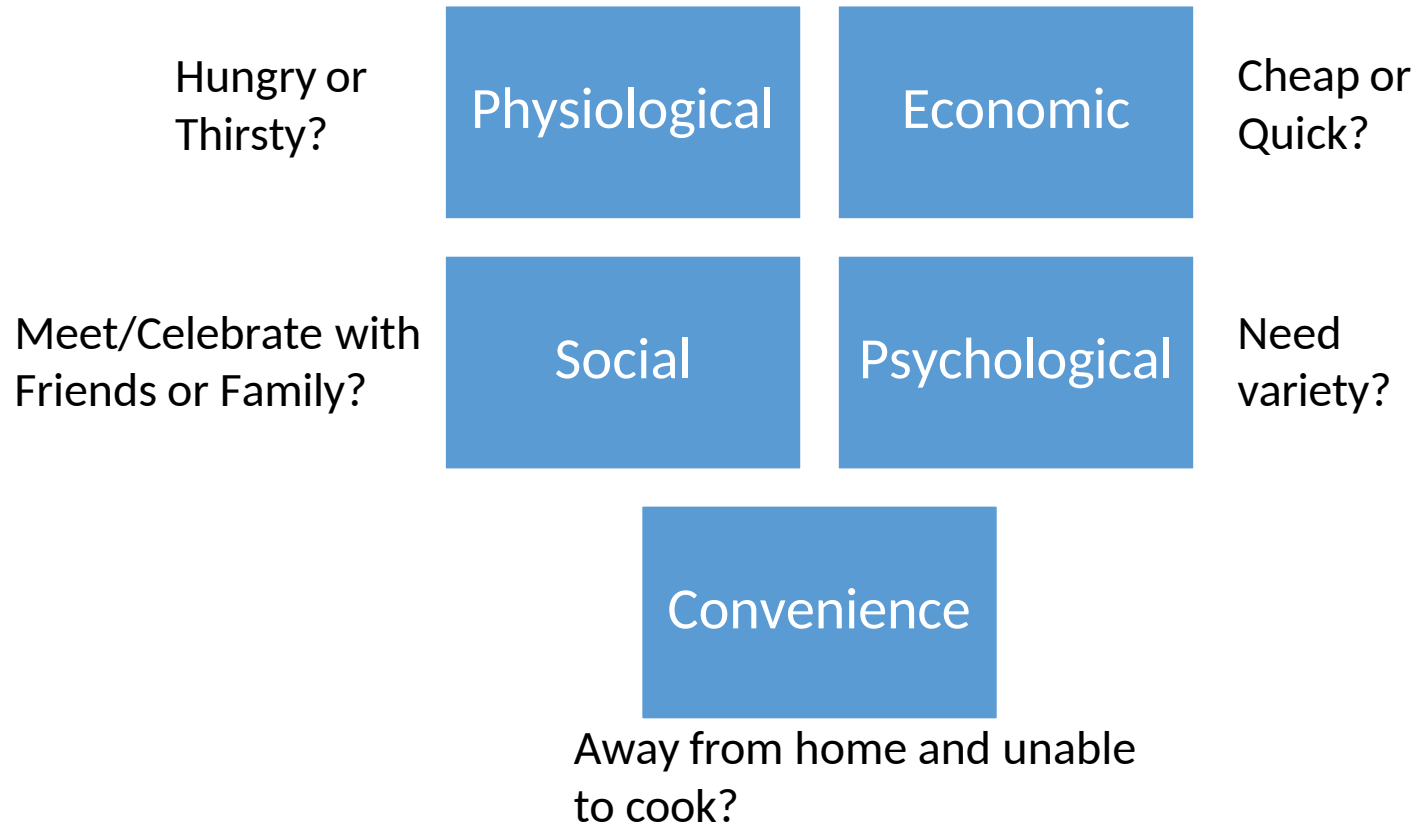


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Customer Needs



Now that we know what needs customers need us to fulfil, how can we make sure they know our restaurant can fulfil their needs?

(Cousins and Weekes, 2020)



Restaurant Service

Restaurant service refers to the act of providing customers with food, drinks, and a pleasant dining experience.

It encompasses all aspects of the interaction between the customer and the restaurant, from the greeting at the door to the final payment of the bill.

Good restaurant service is crucial for customer satisfaction, repeat business, and positive word-of-mouth.

Service Method vs Style

"**Service style**" and "**service methods**" are both terms used in the context of hospitality and food service industries.

Service style refers to the way food is presented and served to guests. There are several common service styles, including buffet, family-style, plated, and French service. Each style has its own unique characteristics and involves different levels of guest interaction and involvement.

Service methods on the other hand, refer to the techniques and practices used by service staff to provide high-quality service to guests. Service methods include things like greeting guests, taking orders, serving food and drinks, clearing tables, and handling payments. Effective service methods are essential for creating a positive guest experience and building customer loyalty.

Service methods

Table 1.6 Simple categorisation of the customer processes in food and beverage service

Service method	Service area	Ordering/selection	Service	Dining/consumption	Clearing
Table service	Customer enters and is seated	From menu	By staff to customer	At laid cover	By staff
Assisted service	Customer enters and is usually seated	From menu, buffet or passed trays	Combination of staff and customer	Usually at laid cover	By staff
Self-service	Customer enters	Customer selects items onto a tray	Customer carries	Dining area or takeaway	Various
Single point service	Customer enters	Orders at single point	Customer carries	Dining area or takeaway	Various
Specialised or in situ service	Where the customer is located	From menu or predetermined	Brought to the customer	Served where the customer is located	By staff or customer

(Cousins and Weekes, 2020)

F&B Provision to Service Method



1. Table Service
2. Assisted Service
3. Self Service
4. Single Point of Service
5. Specialised Service

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F&B Provision to Service Method



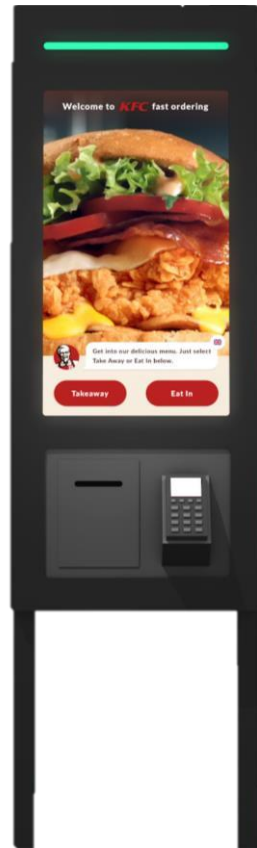
1. Table Service
2. Assisted Service
3. Self Service
4. Single Point of Service
5. Specialised Service

F&B Provision to Service Method



1. Table Service
2. Assisted Service
3. Self Service
4. Single Point of Service
5. Specialised Service

F&B Provision to Service Method



1. Table Service
2. Assisted Service
3. Self Service
4. Single Point of Service
5. Specialised Service

Match F&B Provision to Service Method



1. Table Service
2. Assisted Service
3. Self Service
4. Single Point of Service
5. Specialised Service

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F&B Provision to Service Method



1. Table Service
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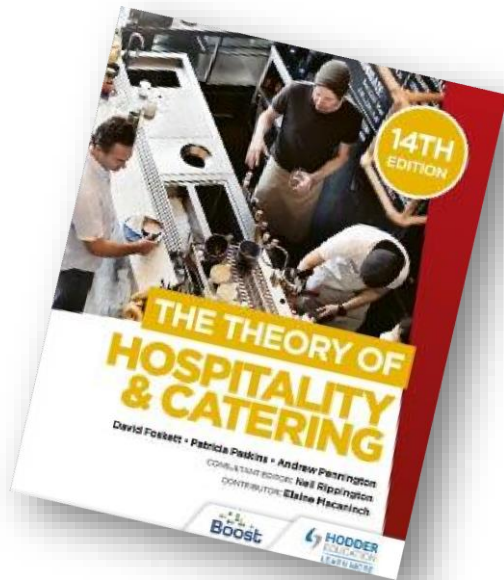
Geranium, Copenhagen



Service Styles

Service style refers to the way food is presented and served to guests.

Go to Moodle – Week 2 - Theory of Catering Chapter 8 – Read to page 226.





MICHELIN

2022

Where did Michelin Stars and Michelin Guide come from?



- Brothers Andre and Edouard Michelin founded their tyre company in 1889 with a grand vision for France's automobile industry
- To boost car and tyre sales, they produced a small red guide with information for travellers
- For two decades, the guide was free until Andre Michelin saw it being used to prop up a workbench and decided to sell it for seven francs
- The 1920s saw the first guide with a list of Paris hotels and restaurants, and the abandonment of paid-for advertisements in the guide
- Mystery diners or restaurant inspectors were recruited to visit and review restaurants anonymously
- In 1926, the guide began to award stars to fine dining establishments, and in 1936, the criteria for the starred rankings were published
- The MICHELIN Guides became best-sellers in the 20th century and now rate over 40,000 establishments in over 24 territories across three continents
- The Michelin company's vocation is to make driving, tourism, and the search for unforgettable experiences available to all.



MICHELIN STAR

Coveted by many chefs but bestowed upon only to an excellent few.
Getting a star (or three) could change the fate of a restaurant.



High quality
cooking,
worth a stop



Excellent cooking,
worth a detour



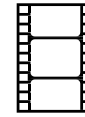
Exceptional
cuisine, worth a
special journey

Case Study

Four Seasons Hotel George V in Paris, which received three Michelin stars in 2019 for its restaurant, Le Cinq. The hotel has been working towards a Michelin star rating for several years, and it has invested heavily in its culinary program to achieve this goal.



[Three Michelin Stars Awarded](#)



[Paris 3 Stars Michelin Le Cinq \\$658pp](#)

[World Best 3 Stars Michelin Le Louis XV 2022 - Alain Ducasse Monaco Fine Dining \\$454 \(€414\)](#)





Group Discussion

- Why do you think the Michelin star rating system is so highly regarded in the culinary world?
- Do you think Michelin stars are the only way to determine the quality of a restaurant? Why or why not?
- How do you think Michelin stars impact the restaurant industry, both positively and negatively?
- Are there any other rating systems you are aware of that are used to rate restaurants? How do they compare to the Michelin star rating system?

AA

Rosettes for culinary excellence



AA Rosettes



- The Rosette scheme celebrates successful cooking at different levels across the UK
- Success or failure in achieving Rosettes is based on one or more visits by an AA inspector to a hotel or restaurant
- The visit includes the entire meal, including ancillary items, and external influences from hotels, restaurants, or other guides are not taken into account
- About 10% of restaurants nationwide are of a standard worthy of one Rosette and above
- The AA recommends not chasing awards, but rather focusing on serving your market first
- Simple guidelines are available for those aspiring to win a Rosette
- AA food tastings, enhanced food tastings, or AA Rosette Academies can provide insight and guidance, but they are separate from the awards process and do not influence assessments.



AA Rosette Award for Culinary Excellence

What do the rosettes mean?

1 Rosette: These restaurants achieve standards that stand out in their local area. They serve food prepared with care, understanding and skill, using good quality ingredients. The same expectations apply to hotel restaurants, where guests can eat in with confidence and a sense of anticipation. Around 50% of restaurants/hotels within our AA Restaurant Guide have one Rosette. 

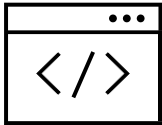
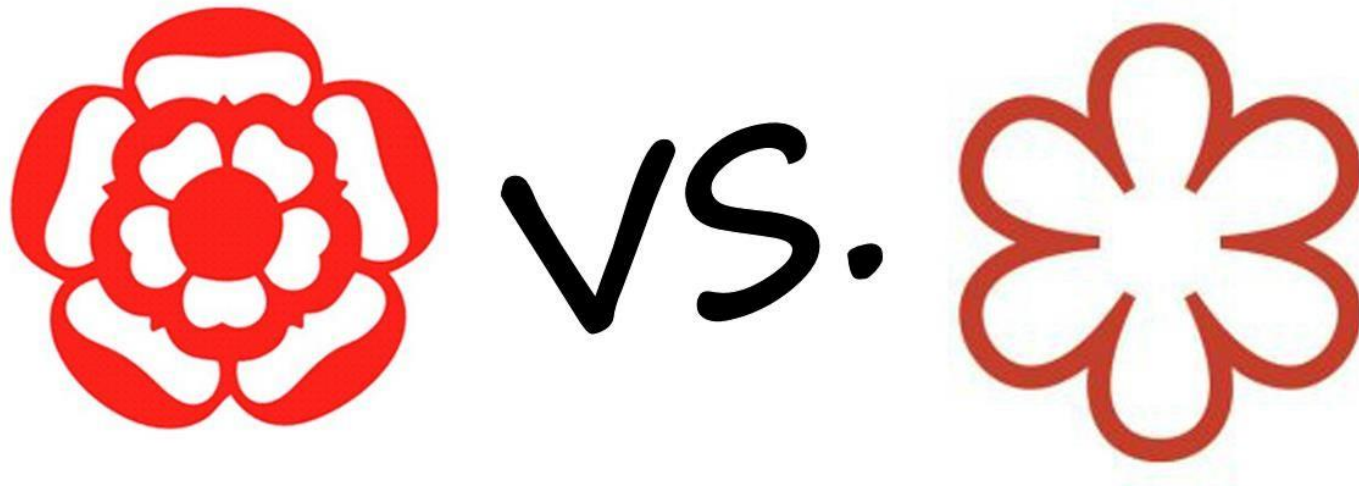
2 Rosettes: Excellent restaurants that aim for and achieve higher standards and better consistency. A greater precision is apparent in the cooking, and there will be obvious attention to the selection of quality ingredients. Around 40% of restaurants/hotels within our AA Restaurant Guide have two Rosettes. 

3 Rosettes: Outstanding restaurants that achieve standards that demand recognition well beyond their local area. The cooking is underpinned by the selection and sympathetic treatment of the highest quality ingredients. Timing, seasoning and the judgment of flavour combinations will be consistently excellent. These virtues tend to be supported by other elements, such as intuitive service and a well-chosen wine list. Around 10% of the restaurants/hotels within the AA Restaurant Guide have three Rosettes and above. 

4 Rosettes: Among the top restaurants in the UK, where the cooking demands national recognition. These restaurants exhibit intense ambition, a passion for excellence, superb technical skills, and remarkable consistency. They will combine appreciation of culinary traditions with a passionate desire for further exploration and improvement. There are very few restaurants with four AA Rosettes. 

5 Rosettes: The pinnacle, where cooking compares with the best in the world. These restaurants have highly individual voices, exhibit breathtaking culinary skills, and set standards to which others aspire to, yet few achieve. 

Which is best?



[Michelin VS AA](#)



Any Questions?



Assignment 1

- Reflective Writing
- How to lay it out
- Choose 2 types of businesses
- Identify the type of business
- Identify the service method
- Choose a job role
- Consider skills required in the type of business offering that particular service method

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