

FOOD AND BEVERAGE MARRIOTT HOTEL



- ▣ STUDENT NAME: Daniel Dogaru
- ▣ STUDENT NUMBER :1816284
- ▣ MODULE NAME:Food and Beverage Operations
- ▣ MODULE CODE:M4X01918
- ▣ LECTURER NAME:Jazz and Olu

TABLE OF CONTENT

- ▣ Introduction
- ▣ Main body
- ▣ Conclusion
- ▣ References

INTRODUCTION

- ▣ Food and beverage is basically the sector which is mainly concerned with providing various services and thus comes under hospitality sector.
- ▣ Forest of Arden Marriott hotels is predominately the hotel which is 6 Km from the Birmingham airport and NEC complex and thus provides various spacious rooms and leisure facilities.
- ▣ This picture gives overview of history of Marriott forest of Arden, type of operations, F&B operations, menu and products, marketing strategy and health and hygiene within F&B.



HISTORY OF MARRIOTT FOREST OF ARDEN

- ▣ Forest of Arden Marriott hotel and country club is basically the country club as well as restaurant within England.
- ▣ This is operated by the Marriott hotels and resorts and is mainly located 4 miles to east of the Birmingham International airport near Waewickshire.
- ▣ This was mainly founded in the year 1970 as well as designed by the famous Donald Steel.
- ▣ Initially, the forest of Arden has been a great place for carious championship courses and in the previous years was main site for numerous prestigious tournaments like European Tour events, British Masters etc.



OPERATIONS

- ❑ The Marriott forest of Arden is basically the hotel as well as country club which offers the rage of unforgettable experiences to their customers.
- ❑ It is mainly set within the 10000 acres of the ancient woodland where especially deer roam free.
- ❑ Centrally located beside the Solihull within west Midlands this is mainly considered as one of the great hotel.
- ❑ This hotel mainly provides a great services as well as products to their customers and have been known as one of the well-known and remarkable chain of Hotel Marriott.



F&B OPERATIONS

- ▣ The forest of Arden Marriott hotels basically provides a great restaurant to their customers which is equipped with great facilities as well as services.
- ▣ It has a majestic and remarkable restaurant by the name Zest restaurant which is considered as the great place for enjoying the terrace view.
- ▣ This restaurant mainly offers the terrace facility to their guests where customers can enjoy the great view of airport and outskirts of the country.
- ▣ This restaurant is mainly equipped with numerous facilities like Wi-fi, great food etc.



MENU AND PRODUCTS

- ▣ The Zest restaurant of Forest of Arden Marriott hotel basically offers a range of menu selection and dishes to their customers.
- ▣ This restaurant mainly provides a great blend of food and drinks to the customers and thus offers great breakfast, dinner and lunch to their guests.
- ▣ Within the appetizers, this restaurant provides various cocktails as well as wines like Sparkling Wine, French Mail, Red wine etc.
- ▣ In the starters, this restaurant provides healthy salad as well as fruit and berries to their guests.

Appetisers	
Our Kitchen's Soup Rolls, butter	5.50
Crispy squid tartare sauce	9.00
Prawn cocktail tomato mayonnaise	8.00
BBQ Chicken Wings Blue cheese dip, vegetables	8.00
SMALL PLATES	
Hummus (v) ♥ Crispy flatbread, vegetables	7.50
Lamb kofte bites coriander, cucumber, yoghurt	9.00
Salmon gravadlax capers, mustard sauce	8.50
Baked Camembert toasts	8.50
SALADS	
Caesar Salad Romaine lettuce, shaved parmesan, croûtons, Caesar dressing	10.50
Grilled chicken	13.00
Grilled beef steak	15.50
Quinoa & roasted squash salad	10.50
Desserts	
Warm Chocolate Brownie Whipped cream	6.50
Baked Vanilla Cheesecake Berries	6.50
Sticky toffee pudding Clotted cream	6.50
Selection of Ice Creams and Sorbets	6.50
British Cheese Plate Biscuits, chutney	8.50

MARKETING STRATEGY

- ▣ The marketing strategy of the Forest of Arden Marriott hotel is highly well-defined and structured.
- ▣ This hotel mainly seek the support of both offline and online marketing channels for advertising its services and restaurants.
- ▣ Within the online channel, company seek the support of social media for attracting the customers.
- ▣ Within the social media, this hotel markets its products and services on various websites like Instagram, Twitter, Facebook etc.



HEALTH AND HYGIENE WITHIN F&B

- ▣ The restaurant and Forest of Arden Marriott hotel is highly concerned with hygiene and health of their guests and thus provides a great blend of organic and healthy food.
- ▣ The chefs in restaurant of this hotel are highly trained as well as skilled to provide great customer services.
- ▣ These chefs are the one who are experienced and thus follows the food hygiene standards and rules thoroughly.
- ▣ These chefs maintain the hygiene within their kitchen by frequently cleaning the utensils with the safe dishwasher and maintaining a proper hygiene in kitchen.



CONCLUSION

- ▣ It has been summarized that the hospitality industry is mainly recognized by its quality services and products which they provide to the customers.
- ▣ The major operations of the hotels are room services, restaurant, swimming pool, lodging services, etc.
- ▣ Hotels are highly concerned with providing great customer services by focusing in health and hygiene and using various channels for promoting it.



REFERENCES

- ▣ Barrows, C. and Robinson, M., 2018. Food and Beverage.
- ▣ Weber, C., 2019. Operational Efficiency in the Food and Beverage Industry Through Sustainable Water Consumption.
- ▣ Williams, S.N. and Nestle, M. eds., 2017. *Big food: Critical perspectives on the global growth of the food and beverage industry*. Routledge.
- ▣ Giacalone, D. and Jaeger, S.R., 2019. Perceived situational appropriateness as a predictor of consumers' food and beverage choices. *Frontiers in psychology*.10. p.1743.
- ▣ Chan, E.S. and Hon, A.H., 2020. Application of extended theory of planned behavior model to ecological behavior intentions in the food and beverage service industry. *Journal of Foodservice Business Research*.pp.1-23.
- ▣ Weber, O. and Saunders-Hogberg, G., 2018. Water management and corporate social performance in the food and beverage industry. *Journal of Cleaner Production*.195. pp.963-977.
- ▣ Del Chiappa, G., Martin, J.C. and Roman, C., 2016. Service quality of airports' food and beverage retailers. A fuzzy approach. *Journal of air transport management*.53.pp.105-113.
- ▣ Bresciani, S., 2017. Open, networked and dynamic innovation in the food and beverage industry. *British Food Journal*.

