

report

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The module title: Introduction to Gastronomy BMGM 4005.

report

Introduction:

In the ever-evolving landscape of gastronomy, the sourcing practices of restaurants play a pivotal role in shaping culinary experiences. La Braseria, a local establishment known for its commitment to locally sourced meat and seafood will be the subject of discussion. This essay, delves into the observed sourcing practices at La Braseria, aiming to understand their impact on the menu, food quality, and overall customer experience. Some discussion will take place on the benefits of local sourcing and La Braseria's relationships with local producers, along with the effect of their sourcing strategy on the food menu and wine list.

Sourcing Practices:

La Braseria currently sources its produce from a mixture of sources but sources the majority of its fresh produce from local sources and has done so for over 40 years (La Braseria, 2023). Its fresh meat comes from local butchers. These butchers have had a long-standing relationship with La Braseria and continue to do business together. One butcher that is used regularly by La Braseria is the Gower butcher, which was rebuilt in 1950 following the Swansea Blitz (The Gower Butcher, 2019). They have an excellent reputation as evidenced by their consistent 5-star reviews on google (Davies, 2023). They also stock a wide range of meats from local sources including salt marsh lamb which is a local delicacy (The Gower Butcher, 2019). additionally, La Braseria sources its seafood locally, from a local wholesaler who sources their fish from local fishermen who catch it fresh. One wholesaler used is Swansea Fish who stock items like local Gower Coast crab and muscles, grey mullet, shellfish, local cockles and other fish (Swansea Fish, 2019). Items like lobster and other shellfish are able to be served fresh at the request of diners who can approach the counter and choose their own food. The wine is chosen from specialist importers who are experts in fine wines and their wine list is extensive serving wines by the glass and by the bottle with

selections ranging from £5 for a glass of Vega Badenes to £1200 for a bottle of Chateau Latour (La Braseria 2023). As for soft drinks, snacks and alike, these are sourced from Cash and Carry as one might expect, stocking branded items such as coca cola and other well-known soft drinks requires sourcing from wholesalers as they are not locally produced. La

Braseria commitment to sourcing meat and seafood locally reflects a contemporary trend in gastronomy emphasizing sustainability, locality, and community engagement (Bozic & Milosevic, 2021). The restaurant decision to source many ingredients locally not only aligns with environmental and social responsibility but also presents an opportunity to showcase the region culinary richness. Authors such as (Schmitt et. Al, 2017) and chefs alike (Ramsay, 2010) affirm the positive impact of local sourcing on both sustainability and community development, in addition to its impact on customer loyalty and attendance as evidenced by La Braseria's 40-year business success.



Impact on Menu:

Local sourcing practices significantly influence the diversity and uniqueness of La Braserias menu. By tapping into local suppliers, the restaurant can offer seasonal specialties such as salt marsh lamb and region-specific dishes such as Swansea sourced cockles, providing a dynamic culinary experience for patrons. Zhang et al, (2019) underscores the importance of diverse menus in attracting and retaining customers, emphasizing the role of local ingredients in achieving this. They further explain that this can foster feelings of connectedness to the local dining experience by tourists and feelings of pride for locals.

Strong evidence

Furthermore, those wanting to enjoy locally sourced produce will often be willing to pay a premium (Alonso & O'Neill, 2010). Due to the costs associated with sourcing high quality local produce coupled with the unique dining experience offered at La Braseria, the food does come at a slight premium, an example of this being £28.95 for a 10oz sirloin steak (La

Braseria, 2023).

Quality and Customer Experience:

The commitment to local sourcing at La Braseria extends beyond menu diversity to impact the quality of ingredients used. Freshness and authenticity, hallmarks of locally procured goods, contribute to an elevated dining experience (Lang & Lemmerer, 2019). There is also a positive correlation between ingredient quality and customer satisfaction in the restaurant industry, highlighting the significance of La Braseria sourcing practices in enhancing customer experiences (Rozekhi et al, 2016). In relation to the food at La Braseria, Ingredient quality seems to be well received amongst reviews on TripAdvisor, however in recent months, there have been negative reviews in relation to portion sizes and quality of cooking

(TripAdvisor, 2023). It is difficult to determine the source of these problems, but perhaps obvious culprits could be rising costs of products and poor-quality kitchen staff. Although these are undoubtedly failures that could be remedied (perhaps by increasing price to avoid skimping on portions, and training or supervising kitchen staff or perhaps even hiring new kitchen staff), they do not appear to be issues relating to the restaurants sourcing practices and therefore do not warrant excessive discussion within the scope of this essay.

Clarify ideas

Challenges and strengths:

While La Braseria emphasis on local sourcing brings commendable benefits, it is not without its challenges. Seasonal fluctuations and dependence on local suppliers may pose obstacles in maintaining a consistent menu (Holmes et al, 2018), these can include stock availability and seasonable availability, However, La Braseria has so far managed to overcome this obstacle by using multiple sources from a wide range of suppliers ensuring a level of consistency that might otherwise be unmanageable. Additionally, the food offering may change according to seasonable availability, for example, salt marsh lamb is generally

available from July, and in months where it is unavailable, other local lamb will be available as well as other seasonal products such as guinea fowl, or oysters. This is one reason that the menu at La Braseria changes frequently to reflect the seasonal availability of the time. The food that is currently being offered will be written on a chalk board above the counter and patrons are encouraged to choose from the display selection as described on the board. Despite challenges, La Braseria sourcing strategy exhibits several strengths. The Establishment ability to forge strong relationships with local suppliers ensures a reliable supply chain, contributing to the economic development of the local community. Such relationships have obvious socio-economic benefits (small businesses trading with other small businesses in the local community helps to keep money local) but also helps foster a sense of connectedness and cohesion within the local community (DeWeerd, 2009). Additionally, the aforementioned areas of customer satisfaction. Quality and overall experience are positively impacted by La Braseria's sourcing methods.

In addition to its emphasis on local meat and seafood, La Braseria distinguishes itself with an extensive wine list, specializing in French and Spanish wines. This strategic selection complements the restaurant culinary offerings, creating a cohesive and immersive dining experience. [Academic sources such as](#) Harrington (2005) and (Kustos et al, 2021) highlight the importance of wine pairings in enhancing the overall dining experience, emphasizing the synergy between food and beverage offerings. There are however a number of Welsh wines, spirits and beers widely available in Wales. Penderyn distillery in the Brecon Beacons produces a range of award-winning whiskeys (Penderyn, 2023), Gower Brewery which offers a wide selection of beers and ciders (Gower brewery, 2023), and a number of Welsh wines from vineyards such as White Castle vineyard in Abergavenny which produces a number of red, white and rose wines (White Castle, 2023). It therefore seems counter-intuitive that La

Braseria does not stock any of these items except for one item of Penderyn whiskey (La Braseria, 2023). Arguably there would be plenty of both local and visiting customers who would like to pair their food selection with some of the locally produced alcoholic beverages. Furthermore, it seems to contradict La Braseria's philosophy of sourcing local produce wherever possible and thus constitutes a weakness in their sourcing strategy.

Conclusion:

La Braseria commitment to local sourcing practices, evident in its focus on meat and seafood, significantly influences its menu composition, food quality, and overall customer experience. Some challenges exist, however. Often, issues of stock and seasonal availability associated with locally sourced produce, seem to have been managed well by La Braseria. However, the restaurant's decision to not source any local wines or beers is an obvious oversight, especially when viewed in the context of their choice to source local meats and fish that could be well complimented by such additions. Regardless, where La Braseria has attempted to incorporate local meats and fish, it has done so well. The strengths of these practices contribute to the restaurant's success in providing a unique and sustainable dining experience.

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report

GRADEMARK REPORT

FINAL GRADE

40/100

GENERAL COMMENTS

Late submission of the assessment will result in a late penalty mark. Penalties for late submission:
Up to one-week
late, maximum mark of 40%.

PAGE 1



Comment 1

Check cover page carefully.

PAGE 2



Comment 2

Missing table of content.

PAGE 3



Comment 3

Good argument but need further develop



Strong evidence

This piece of evidence is highly relevant to your claim and presented accurately. In future responses, continue to include the most appropriate data and evidence to support your ideas.

PAGE 4



Clarify ideas

What is it that you are trying to say here?

PAGE 5

Strikethrough.



Check references

Check this page for accuracy of referencing.

GRADING FORM: PPS REPORT

JASON SCOTT MADDOCKS

65

ENGAGEMENT WITH LITERATURE/10

You must include a minimum of 15 reference sources, and these must be accurately cited within the report text. You should show an understanding of the principles of restaurant operation in this context, specific to sourcing produce. It should be a full-report structure including page numbers, table of content, and reference list.



Few minor mistakes in reference structure Please revise the Harvard Referencing handbook, or book a session from student support to improve referencing skills.

5

KNOWLEDGE AND UNDERSTANDING/30

You should be able to show an appreciation for the decisions that you as a restaurant operator with your chef and head waiter have made, regarding the sourcing of food and how food provenance might

influence sales, marketing techniques, and the demand for this special event. You should use case studies and examples to support your finding.



Excellent subject knowledge understanding. You have shown clear understanding in the importance of local sourcing, and how its affect the customers' experience. You have very good research to support knowledge understanding.

24

COGNITIVE AND INTELLECTUAL /30

You should reference the data if applicable. The recommendations and analysis should be reasonable.



Very good analysis and clear evaluation between the coherence of sourcing and restaurant's performance. However, You need better organization and transition.

20

PRACTICAL SKILLS/20

You should provide real life example to increase the report quality. At least one theory / model should be applied in the report.



Very good examples. You have outlined different examples from the restaurant, and how its affect the business performance. However, you can consider to suggest examples from competitors to increase quality of work.

12

TRANSFERABLE SKILLS /10

You should write this assignment in report format, provide your student name, number, module name and module code and assignment title. You should use a font of Arial 12 point. Justify your text, in order for your essay to look professional. Use 1.5 line spacing throughout the document. Spelling and grammar should be accurate.



The structure is incomplete.. The text need to be justified. The transition is not clear enough. You have effective headings and the layout is not clear. The heading need to be bold and dark colour as it is not east to read.

4