



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

200
1822 - 2022

Food & Beverage Operations

BMIH4002

Week 5: Beverages

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Module Assignments & Deadlines

Assignment 1 Student Journal <u>25%</u>	Assignment 2 Menu Engineering <u>25%</u>
Friday 17th of January <i>Draft Deadline:</i> Thursday 26th of January	Deadline: Friday 17th of February 11.55PM <i>Draft Deadline:</i> Wednesday 8th of February

If you would like feedback on your drafts, please send them to me via email by the draft deadline



AS2: Menu Engineering

Hotel Trinity is a 4* city centre hotel, part of the Trinity Hotel chain, located in the United Kingdom (within your locality). Your task is to create and design a fixed price **Valentines** menu for Hotel Trinity (fictional hotel), that they can offer over the period. You must offer drinks packages on the menu. The menu will need to be designed on an A4 page format (Word / PowerPoint / Other). This can be a singular page, or 2 pages (as this could be printed back to back).

It is entirely up to you what menu items you include. However, you should consider the occasion and the location of the hotel, making sure you incorporate elements of this in to your menu. You should also choose dishes that would suitably represent a 4* hotel restaurant.

You will also be required to supply a reference list on a separate page, detailing the sources that you have used to create your menu. This could include references for images used, menu inspiration, theories you have studied and researched and so on. Your list must conform to UWTSD's Harvard Referencing Guide, a copy of which can be found on Moodle, under the Module Information tile. There is no requirement to provided in-text citations for this task, as we need to see the menu as a final product.



AS2: Menu Engineering

The look of the menu (layout, headings, font, colours and a logo created by you)

Number of courses, the dishes and cuisine

Seasonality of ingredients used

Theme, consider optional add-ons such as entertainment or live music.

A suitable price-point, that reflects the location and offering and is competitive with local businesses. Consider weekdays vs weekends.

What information is needed on a menu (Allergens statement, vegetarian / vegan symbol etc. menu legend). Some of these are legal requirements whilst others are recommended / optional.

Availability – when is the menu available? Is a deposit or pre order required?

Offers / discounts to encourage more bookings

Beverages – be sure to state the measurements along with descriptive text that helps to describe and sell the items. Consider drinks packages you could offer.

Spelling and grammar – You are advertising the Hotel Trinity brand with this menu. Ensure you have accurate spelling throughout.

Menu planning fundamentals. Have you included descriptive language to help sell your menu items? Have you considered the local element?

What makes a good menu?

1. What makes a menu stand out?
2. Seasonal, sharing or special dishes?
3. From what date until what date would you run your menu?
4. What sort of price would you expect to pay in a 4* Hotel?



Week 6

What are beverages

Coffee

Introduction to Wine

Old World vs. New World Wine

Sparkling Wine

Wine Labels

Storing & Serving Wine

Wine & Food Matching

Reference List



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- Have a good understanding of the production of coffee.
- Have a good understanding of the production of still & sparkling wine.
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What are Beverages?



The Wine & Drinks Menu or List...

The function of the wine and drinks list is similar to that of the menu and is a **selling aid**.



Coffee



STEPS FROM SEED TO CUP

(Alfie's Coffee Company, 2022)

PLANTING

Coffee bean is a seed and when dried, roasted and ground, it's used to brew coffee. Similar to an apple seed, if the seed isn't processed, it can be planted and grow into a coffee tree.

Seeds are planted usually in large beds in shaded nurseries, away from sunlight, until they are hearty enough to be permanently planted.



STEPS FROM SEED TO CUP

(Alfie's Coffee Company, 2022)

HARVESTING

Takes 3 - 4 years for new trees to bear fruit.

The coffee cherry turns a bright, deep red when ripe.

Typically one major harvest per year.

Good picker averages 100 - 200 lbs of coffee cherries per day.

Yields 20 - 40 lbs of coffee beans.



STEPS FROM SEED TO CUP

(Alfie's Coffee Company, 2022)

PROCESSING

Processing begins as quickly as possible to avoid spoilage.

The ***dry method*** is used where water is limited:

Fresh cherries are spread out on huge surfaces to dry in the sun and are raked and turned throughout the day to avoid spoilage.

Process continues for several weeks until moisture content drops to 11%.

The ***wet method*** removes the pulp from the cherry so the bean is dried with the parchment skin left on.

Cherries are passed through a pulping machine then they're separated by weight. They are then transported to fermentation tanks for 12 - 48 hours.

The beans are then dried in the sun or machine dried in large tumblers.

STEPS FROM SEED TO CUP

(Alfie's Coffee Company, 2022)

MILLING THE BEANS

Before exportation the beans are processed again:

Hulling: this removes the parchment layer (wet processed) or the dried husk (dry processed).

Grading and sorting: done by size and weight and are passed through a series of screens and air jets.

Defective beans are removed such as unacceptable size, colour, over fermentation or insect damage.



STEPS FROM SEED TO CUP

(Alfie's Coffee Company, 2022)

EXPORTATION

Green coffee beans are loaded into shipping containers in jute bags.



STEPS FROM SEED TO CUP

(Alfie's Coffee Company, 2022)

TASTING

Coffee is '**cupped**' to repeatedly taste for quality.

Samples are tested to analyse characteristics and for blends.



STEPS FROM SEED TO CUP

(Alfie's Coffee Company, 2022)

ROASTING

Transformation from green bean to aromatic brown bean.

Roasters maintain temperature of around 260°C and continuously rotate the beans to prevent burning / scorching.

When the beans reach a temperature of 204°C they begin to turn brown, and the oils that have been trapped inside emerge.

This produces the flavour and aroma that we are familiar with.



STEPS FROM SEED TO CUP

(Alfie's Coffee Company, 2022)

GRINDING AND BREWING

Getting the grind size correct is key.

The finer the grind, the more quickly coffee should be prepared (espresso).

The coarser the grind, the slower the coffee should be prepared (french press).





It can take years of training to become an expert roaster.



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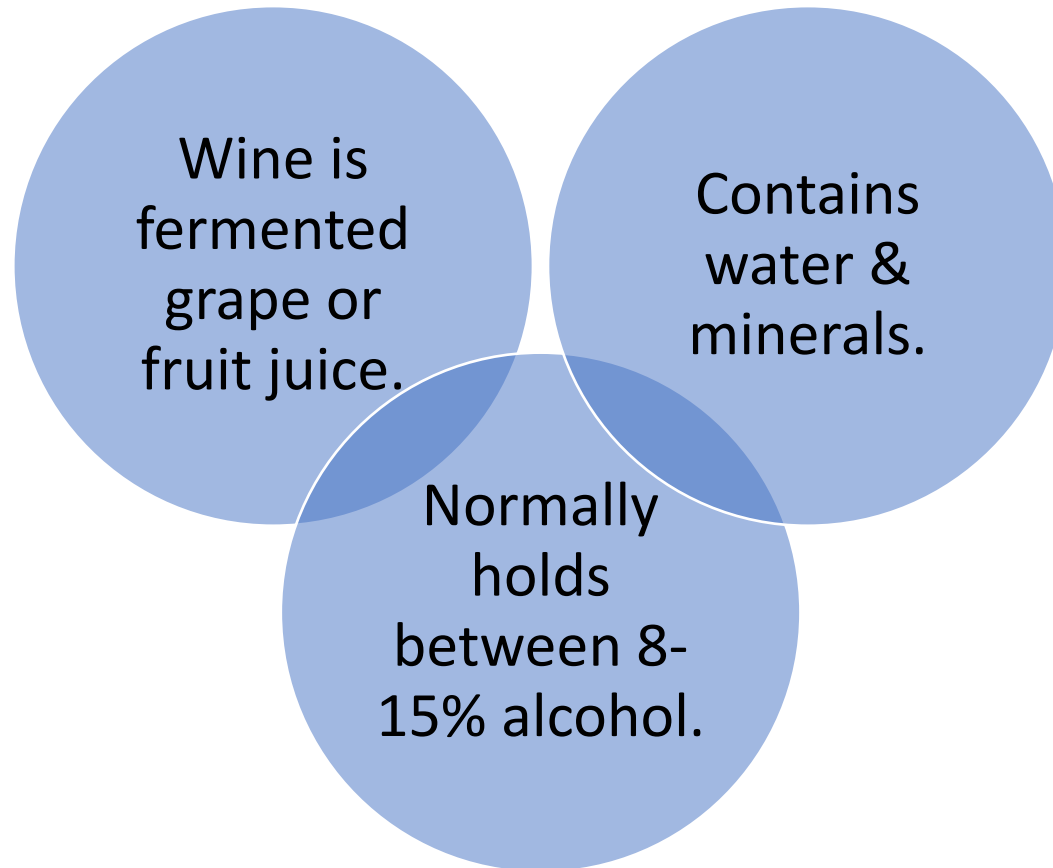
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Introduction to Wine

“Anyone who tries to make you believe that he knows all about wines is obviously a fake.” – **Leon Adams**



Definition



Types of Wine

“In victory, you deserve Champagne. In defeat you need it.” – *Napoleon Bonaparte*

Light

- Still wines with 8-15% alcohol

Sparkling

- Champagne etc

Fortified

- Alcohol added (15-22%)

Styles

Wine

- Light / Heavy

Wine

- Dry to Sweet

Wine

- White, red, rosé

Wine

- Other Factors (e.g. Oak, Tannin & Acidity)

Wine growing areas



*PRODUCTION STATISTICS FROM 2010 - WWW.WINEINSTITUTE.ORG

WineFolly
LEARN BY DRINKING

(winefolly.com)

Viticulture:

- Is the science and study of grape production.
- It deals with the series of events and conditions that occur in the vineyard.

(Wine & Spirit Education Trust, 2011)



Viticulture



Climate

- Temperature
- Sunshine
- Rainfall
- Humidity



Location

- Altitude
- Latitude
- Aspect



Soil

- Type
- Nutrients
- Drainage



Grape

- Varietal



Winemaker

- Organic
- Biodynamic



Vinification

Is the production of wine, starting with the selection of the grapes and ending with bottling the finished wine.



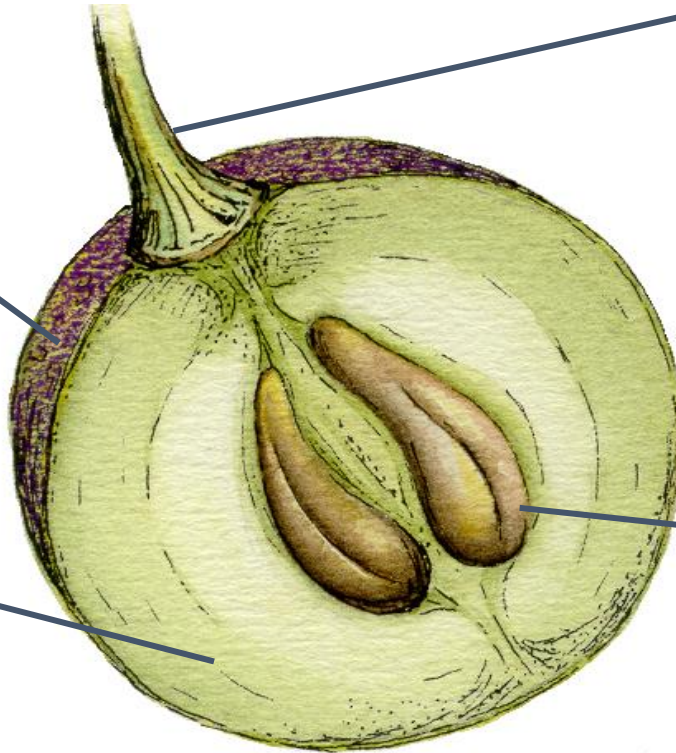
The Grape

Skin

- Tannins
- Colour
- Flavour

Pulp

- Sugars
- Fruit Acids
- Water
- Proteins



Stalks

- Tannins

Pips

- Bitter Oils

Fermentation

“Penicillin cures, but wine makes people happy.”

Alexander Fleming

Sugar+Yeast  Alcohol+CO₂

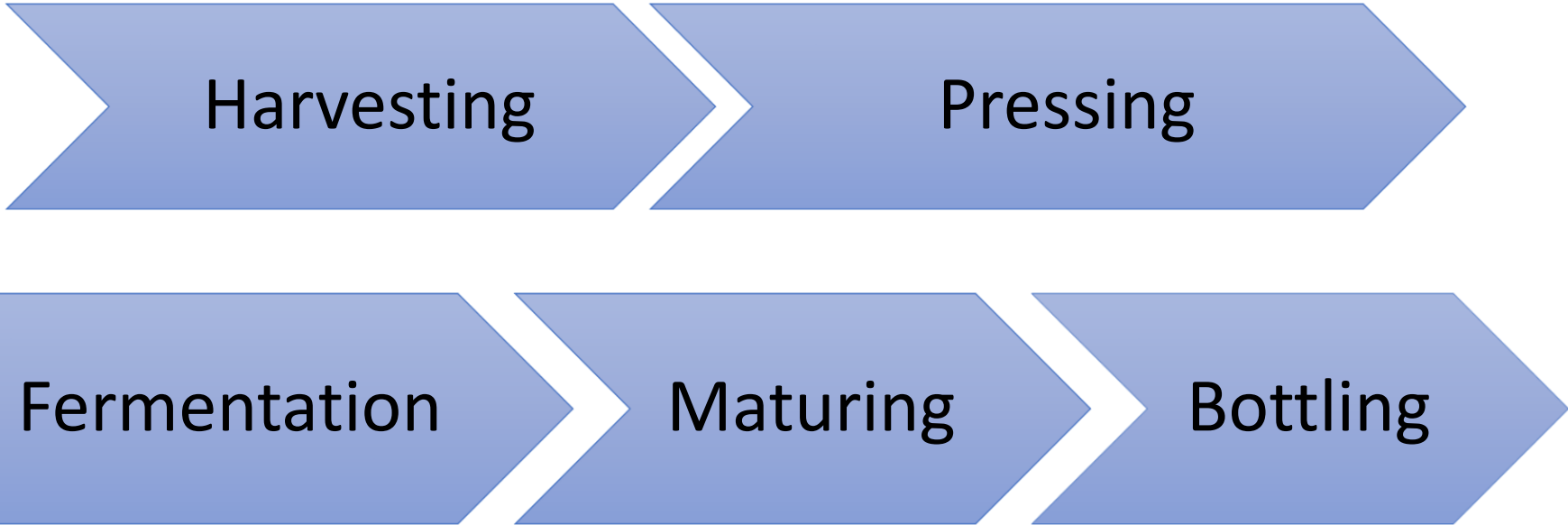
- Sugars are provided by the ripe grapes
- Yeasts are either naturally present on the skin or are added by the wine maker
- The alcohol stays in the wine
- Carbon dioxide gas escapes into the atmosphere

Vinification

- **White Wine:**
 - Only the juice is used so no tannins or colour. White, red & black grapes can be used.
- **Red Wine:**
 - Juice is kept in contact with skins (pumping over) during fermentation to give colour and add tannin (Maceration).
- **Rose Wine:**
 - Time spent in contact with skin is shorter, so is lighter in colour.

Vinification

White Wine Process:



Harvesting

Pressing

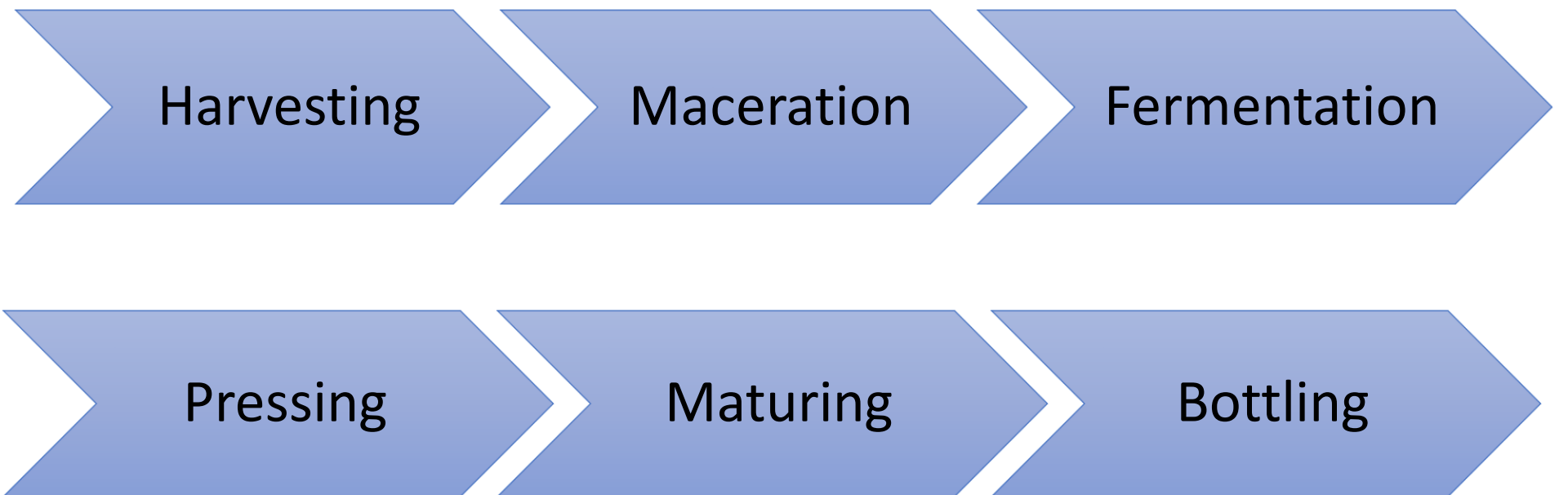
Fermentation

Maturing

Bottling

Vinification

Red/Rosé Wine Process:



Harvesting

Maceration

Fermentation

Pressing

Maturing

Bottling



Wine Characteristics

“The discovery of a wine is of greater moment than the discovery of a constellation. The universe is too full of stars.” – **Benjamin Franklin**

- Enormous amount of grape varieties
- Single varietal or blended wines
- Climate’s impact on the grape
- Style and philosophy

Grape Varieties

White Grapes

Chardonnay

Sauvignon Blanc

Chenin Blanc

Riesling

Pinot Blanc

Red Grapes

Cabernet Sauvignon

Merlot

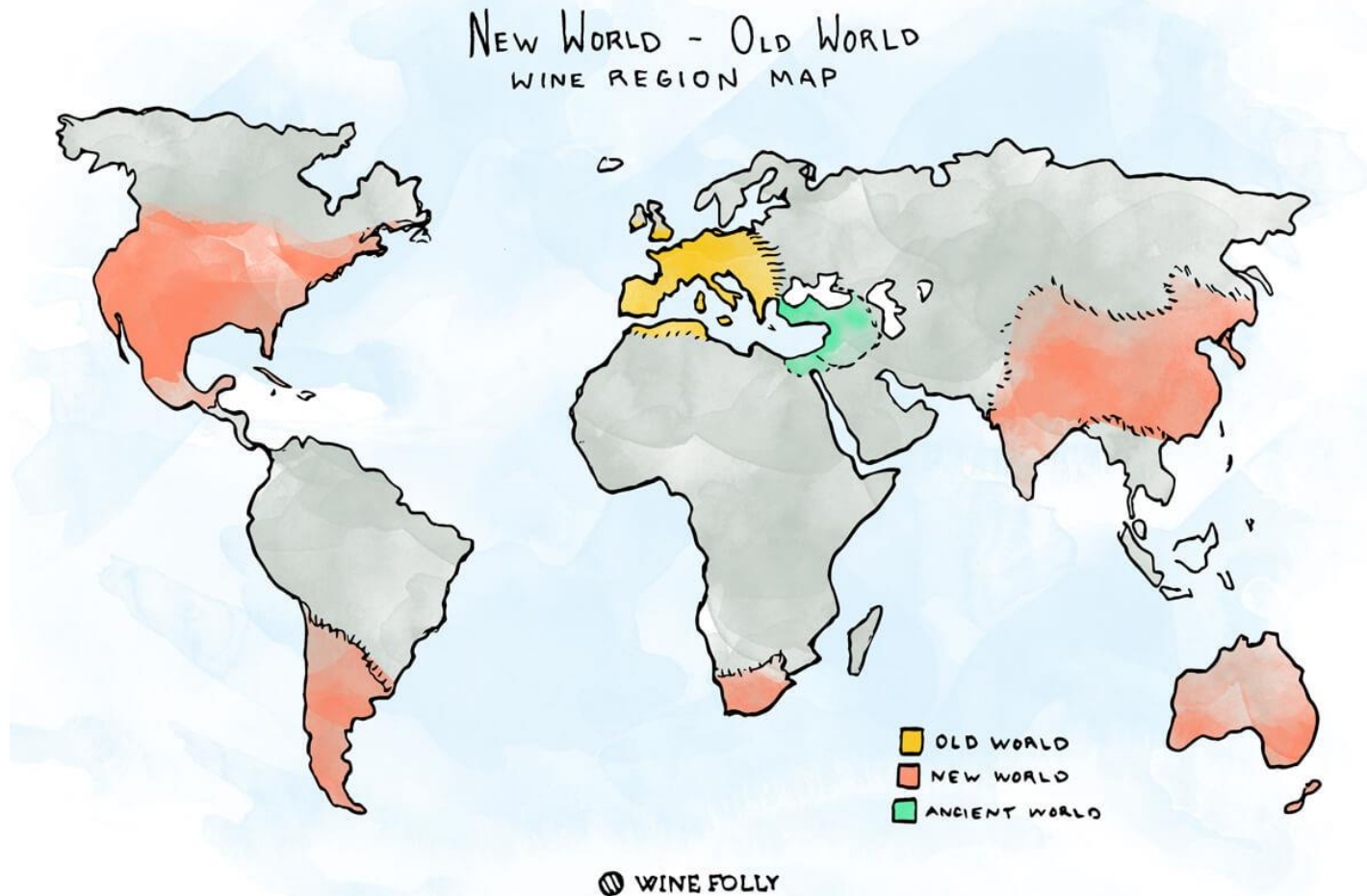
Pinot Noir

Syrah/Shiraz

Grenache

“Like human beings, a wine’s taste is going to depend a great deal on its origins and its upbringing.” **-Linda Johnson-Bell**

New World vs Old World



Old World vs. New World



Sparkling Wines



Making of Sparkling Wines

- ✓ Injection (*Carbon Dioxide*)
- ✓ Cuve Close (*Charmat process*)
- ✓ Transfer Process
- ✓ Méthode Traditionnelle (*Champenoise*)

Champagne

- ✓ A wine, not a style
- ✓ Unique « terroir »
- ✓ Cool climate
- ✓ Méthode traditionnelle (classic)



Champagne

The Main
Districts

Montagne
de Reims

Côtes de
Blancs

Vallée de
la Marne

Grape
Varieties

Chardonnay

Pinot Noir

Pinot
Meunier

Le Méthode Traditionnelle

1. Harvest (*sorting*)

2. Pressing (*pressoir coquard, 1st Cuvee / 2nd Taille*)

3. Settling & Racking

Le Méthode Traditionnelle

4. First Fermentation (*ordinary dry wine*)

5. *Malolactic Fermentation (converts malic acids into lactic acids)*

6. *Assemblage (NV - blending of up to 70 different wines from various years)*

Champagne Grapes



Red fruit aromas and adds body & strength to blend



Fast maturing, supple body with intense fruit roundness



Young: floral notes & minerals, slow maturing

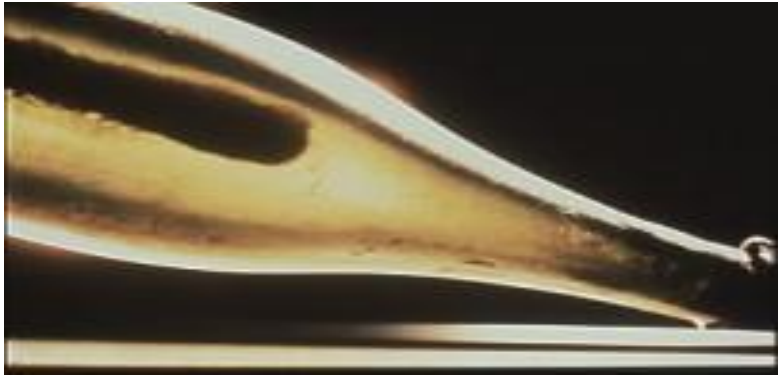
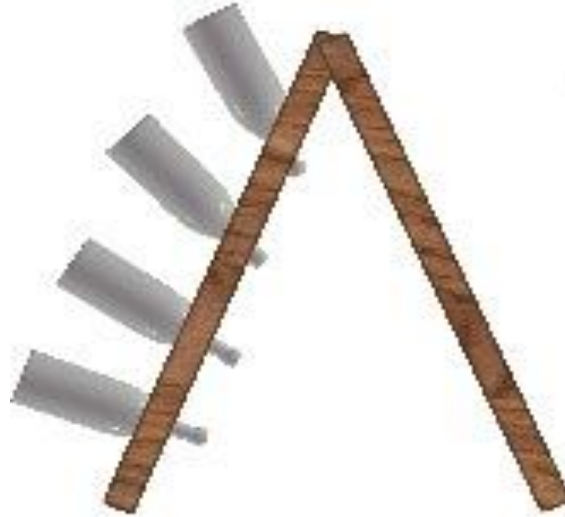
Le Méthode Traditionnelle

7. Second Fermentation (*adding a sugar solution*)

8. *Maturation on lees*

9. *Riddling (Remuage)*

Riddling & Disgorgement



Le Méthode Traditionnelle

10. Disgorgement (*freeze the neck, remove yeast*)

11. Liqueur d'expédition (*top up, some sugar*)

12. Corking (*steel wire secures the cork*)

13. Final aging (*even non-vintage Champagne should be stored for 1-2 years.*)

Corking





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Types of...

NV *or* Vintage

Blanc de blancs

Blanc de Noirs

Rosé

Level of Sweetness

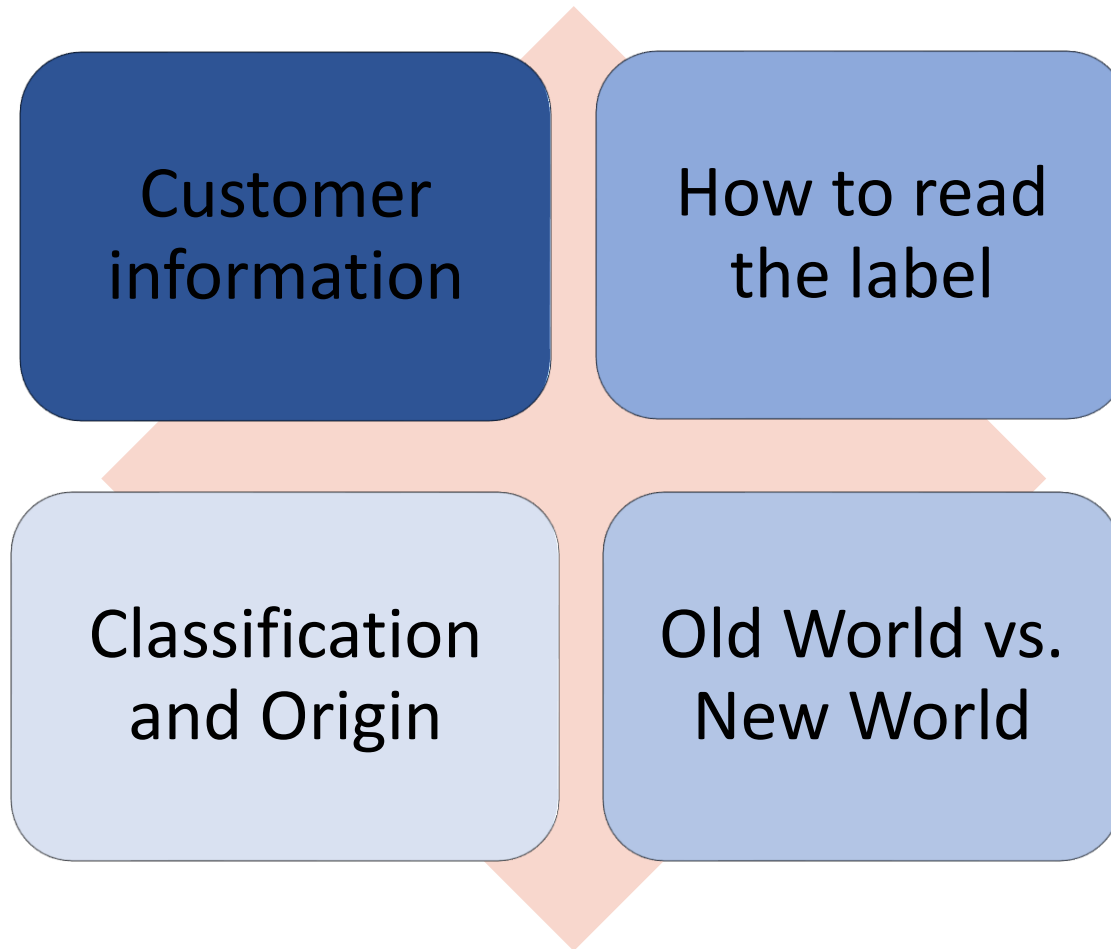
Style	Amount of Sugar in the Wine
EXTRA BRUT	0 – 6 grams per Litre
BRUT	Less than 12 grams per litre
EXTRA DRY	12 – 17 grams per litre
SEC	17 – 32 grams per litre
DEMI-SEC	32 – 50 grams per litre
DOUX	More than 50 grams per litre

Bottle sizes



Bottle equivalents

The Wine Label

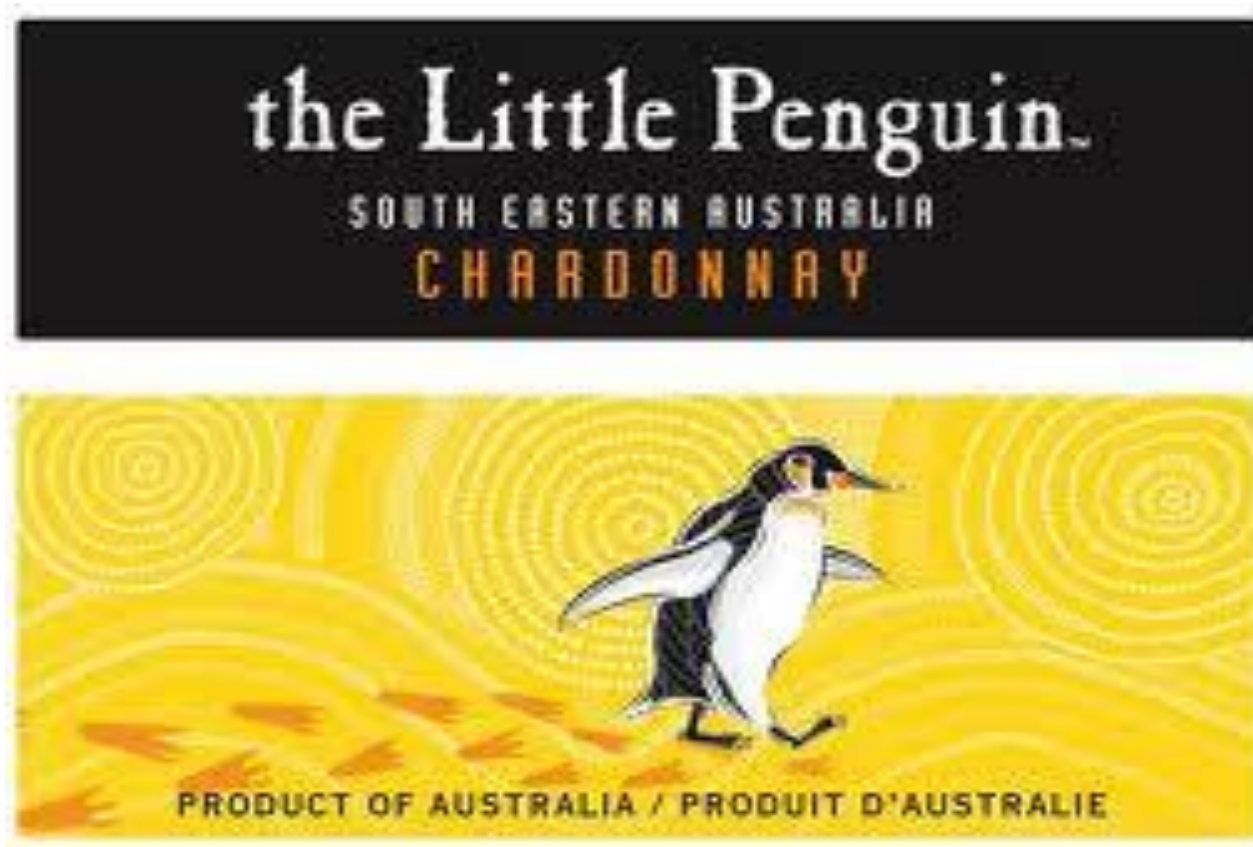


Wine Label (example)

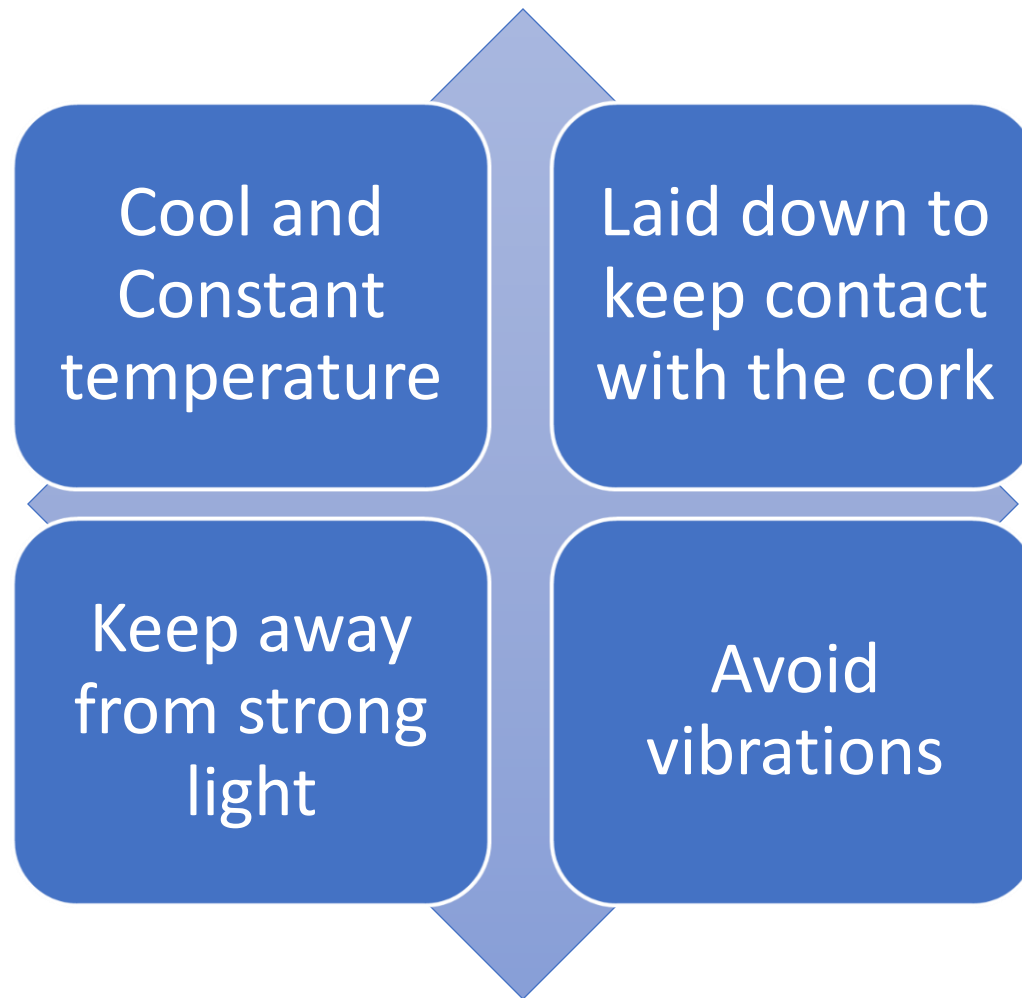
French Wine Label



Wine Label (example)



Storing Wine



Serving Wine

Make sure of
cleanliness and
odours

Serve in
the right
glass

Handle
the
bottle
gently

Opening
the wine

Decanting

Serving Wine



Serving Sparkling Wine



LOOK

SMELL

TASTE

THINK



LOOK



SMELL



TASTE



THINK

 WINE FOLLY

Wine & Food Pairing

Personal choice or preference

Occasion

Mood of the customer

Weather

Time of the day or of the year

Type of restaurant

Price structure of wine list

Matching Principles

- Light wines with light food.
- Spicy food may need some sweetness.
- Pepper will increase the taste and intensity of the wine. *(some fruit to smooth the pepper)*
- A red full bodied wine with a lot of tannins will become smooth together with red meat or fat. *(proteins)*

Matching Principles

- Sugar in food requires sugar in wine.
(otherwise the wine becomes flat)
- The main ingredients will not always decide the wine – consider sauce, vegetables etc.
- Important to know the preparation method.
(boiled, fried, grilled)
- **Friends:** salty & acidic foods
Enemies: sweet, savoury (umami) & hot (chilli) foods

Matching Principles

Food is...	Wine seems...	This means...
Sweet	More drying and bitter, more acidic, less sweet and fruity	Take care pairing with wines with less sweetness or with tannins
<u>Savoury</u> (Umami)	More drying and bitter, more acidic, less sweet and fruity	Take care pairing with wines with high levels of tannins
Salty	Less drying and bitter, less acidic, smoother and richer	Can make tannic wines seem more palatable
Acidic	Less bitter and acidic, fruitier, sweeter and richer	Take care pairing with wines with less acidity
Highly Flavoured	Overwhelmed by the food <u>flavours</u>	Pair with wines with similar intensity of <u>flavours</u>
Fatty / Oily	Less acidic	Pair with wines with high levels of acidity
Hot (<u>chilli</u>)	More drying and bitter, less sweet and less fruity. Increases heat from chilli	Pair with wines light in alcohol, fruity and maybe some sweetness



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REFERENCE LIST

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