



FOOD AND BEVERAGE SERVICE -LEVEL-I

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Module Title: Providing Responsible Table Service for Alcoholic Beverages

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LG #30	LO #1- Advise customers on alcoholic beverages and take orders
Instruction sheet	
<p>This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:</p> <ul style="list-style-type: none"> • Providing general information on alcoholic beverages • Offering drinks and wine list to customers • Offering advice and recommendations on beverage choices • Promoting products and drinks to customers • Assisting customers in selection of food and wine. • Taking customer orders <p>This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:</p> <ul style="list-style-type: none"> • Providing general information on alcoholic beverages • Offering drinks and wine list to customers • Offering advice and recommendations on beverage choices • Promoting products and drinks to customers • Assisting customers in selection of food and wine. • Taking customer orders 	
Learning Instructions:	
<ol style="list-style-type: none"> 1. Read the specific objectives of this Learning Guide. 2. Follow the instructions described below. 3. Read the information written in the “Information Sheets”. Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them. 4. Accomplish the “Self-checks” which are placed following all information sheets. 5. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks). 6. If you earned a satisfactory evaluation proceed to “Operation sheets 7. Perform “the Learning activity performance test” which is placed following “Operation sheets” , 8. If your performance is satisfactory proceed to the next learning guide, 9. If your performance is unsatisfactory, see your trainer for further instructions or go back to “Operation sheets”. 	



Information Sheet 1- Providing general information on alcoholic beverages

1.1. Background

Food and Beverage Services can be broadly defined as the process of preparing, presenting and serving of food and beverages to the customers. F&B Services can be of the following two types:

On Premise: Food is delivered where it is prepared. The customer visits the premise to avail the food service. The premises are kept well-equipped and well-finished to attract customers to avail F&B service. For example, restaurants, pubs, etc.



Off Premise or Outdoor Catering: This kind of service includes partial cooking, preparation, and service at customer's premises. It is provided away from the F&B Services provider's base on the occasion of major events which call for a large number of customers.

1.2. Types of F&B Services Operations

There are two broad types of F&B Service's operations:



Commercial: In this case, F&B Services is the primary business. The most known commercial catering establishments are — hotels, all kinds of restaurants, lounges, cafeterias, pubs, clubs, and bars.

Non-Commercial: Non-commercial operations are secondary businesses in alliance with the main business. These F&B services mainly cater to their consumers with limited choice of food and beverages. These establishments often run under contracts. For example, food and beverage services provided at hospitals, hostels, and prisons.

Catering is the business of providing foods and beverage service to the people at a remote location. It is a part of food and beverage service sector. For example, arranging food services at a wedding location.

QSR: These are the fast food outlets called Quick Service Restaurants where the food is prepared, purchased, and generally consumed quickly. They are run with convenience as a main factor. Branded outlets such as McDonalds and Nando's are QSRs.

FSR: They are fine dining, family, specialty, ethnic, or theme restaurants called Full Service Restaurants where the food and beverage menu is wide and the customer's expectations are high. They are operated with customer satisfaction and experience as the key factors.

As an objective, food and beverage service is looked as a means of achieving satisfaction and making you feel comfortable in today's world. The main objectives of this service are:

To satisfy the following needs:

Physiological: The need to taste different varieties of food.

Economical: The need to get F&B Services at the invested cost.

Social: The need to find friendly atmosphere.

Psychological: The need to elevate self-esteem

To provide high quality food and beverages

To provide friendly and welcoming atmosphere

To provide professional, hygienic, and attentive service

To impart value for money

To retain the existing customers and to bring in new ones

Food and Beverage Services in Hotel

Most of the star-ranked hotels offer multiple F&B services in their hotels.



They can be:

- Restaurant
- Lounge
- Coffee Shop
- Room Service
- Poolside Barbecue/Grill Service
- Banquet Service
- Bar
- Outside Catering Service

Table Service

In this type of service, the guests enter the dining area and take seats. The waiter offers them water and menu card. The guests then place their order to the waiter. The table is covered in this service. It is grouped into the following types: English or Family Service Here, the host contributes actively in the service. The waiter brings food on platters, shows to the host for approval, and then places the platters on the tables. The host either makes food portions and serves the guests or allows the waiter to serve. To replenish the guests' plates, the waiter takes the platters around to serve or to let the guests help themselves. This is a common family service in specialty restaurants where customers spend more time on premise. American or Plate Service The food is served on guest's plate in the kitchen itself in predetermined portion. The accompaniments served with the food, the color, and the presentation are determined in the kitchen. The food plates are then brought to the guest. This service is commonly used in a coffee shop where service is required to be fast.

1.3. Food & Beverage Services

Types of Service Food and Beverage Services

French Service: It is very personalized and private service. The food is taken in platters and casseroles and kept on the table of guests near their plates. The guests then help themselves. It is expensive and elaborate service commonly used in fine dining restaurants.



This service has two variants:

Cart French Service: The food is prepared and assembled at tableside. The guests select food from the cart while sitting at their tables and are later served from the right. It is offered for small groups of VIPs.

Banquet French Service: The food is prepared in the kitchen. The servers serve food on each individual's plate from guest's left side. For replenishment, the servers keep the food platters in front of the guests.



Food and Beverage Services

Gueridon Service



In this service, partially cooked food from the kitchen is taken to the Gueridon Trolley for cooking it completely. This partial cooking is done beside the guest table for achieving a particular appearance and aroma of food, and for exhibiting showmanship. It also offers a complete view of food. The waiter needs to perform the role of cook partially and needs to be dexterous.

Silver Service

In this service, the food is presented on silver platters and casseroles. The table is set with sterling silverware. The food is portioned into silver platters in the kitchen itself. The platters are placed on the sideboard with burners or hot plates. At the time of serving, the waiter picks the platter from hot plate and presents it to the host for approval and serves each guest using a service spoon and fork.

Russian Service

It is identical to the Cart French service barring the servers place the food on the platters and serve it from the left side.



1.4. Assisted Service

Here, the guests enter the dining area, collect their plates, and go to buffet counters and help themselves. The guests may partially get service at the table or replenish their own plates themselves.

Buffet Service

It this type of service, the guests get plates from the stack and goes to buffet counter where food is kept in large casseroles and platters with burners. The guests can serve themselves or can request the server behind the buffet table to serve. In sit-down buffet restaurants, the tables are arranged with crockery and cutlery where guests can sit and eat, and then replenish their plates.

Self Service

In this type of service, the guests enter the dining area and select food items. They pay for coupons of respective food items. They go to food counter and give the coupons to avail the chosen food. The guests are required to take their own plates to the table and eat.



Kiosk and food court

Cafeteria Service

This service exists in industrial canteens, hostels, and cafeterias. The menu and the space is limited; the cutlery is handed over to the guests. The tables are not covered. Sometimes high chairs are provided to eat food at narrow tables. It is a quick service.



Single Point Service

In this type of service, the guest orders, pays for his order and gets served all at a single point. There may be may not be any dining area or seats.

The following are the different methods of Single Point Service:

Food Court

This is an array of autonomous counters at which the customers can order, eat, or buy from a number of different counters and eat in adjacent eating area.

Kiosks

The customer enters the choice and amount of money physically and the machine dispenses what customer demanded accurately. Take Away Customer orders and avails food and beverage from a single counter and consumes it off the premises.

Vending

The customer can get food or beverage service by means of automatic machines. The vending machines are installed in industrial canteens, shopping centers, and airports.

Special Service

It is called special service because it provides food and beverage at the places which are not meant for food & beverage service. The following are the different methods of special service.

Grill Room Service

In this type of service, various vegetables and meats are displayed for better view and choice. The counter is decorated with great aesthetics, and the guest can select meat or vegetable of choice. The guest then takes a seat and is served cooked food with accompaniments.

Tray Service

Method of service of whole or part of meal on tray to customer in situ, such as hospitals, aircraft, or railway catering.

Trolley/Gueridon Service

Food is cooked, finished or presented to the guest at a table, from a moveable trolley. For example, food served on trolleys for office workers or in aircrafts and trains.



Delivery, tray service & lounge service.

Home Delivery

Food delivered to a customer's home or place of work. For example, home delivery of pizza or Meals on Wheels.

Lounge Service

Service of variety of food and beverages in lounge area of a hotel or independent place.

Room Service

Here food is served to guests in their allotted rooms in hotels. Small orders are served in trays. Major meals are taken to the room on trolleys. The guest places his order with the room service order taker. The waiter receives the order and transmits the same to the kitchen. Meanwhile, he prepares his tray or trolley. He then goes to the cashier to prepare and take the bill. He then takes the bill along with the food order for the guests' signature or payment. Usually clearance of soiled dishes from the room is done after half an hour or an hour. However, the guest can telephone Room Service for the clearance as and when he has finished with the meal.





1.5. Maintaining Food and Beverage Standards

It is very vital for an F&B Services organization or an F&B department in a large hotel to keep their standards of food and beverage high. If the quality of food and beverage along with the best service is what the guests liked, then the chances of the guests coming repeatedly and singing praises of what they received are high.

1.5.1. Food and Beverage Standards

Any food and beverage service business has a great responsibility of serving hygienic, safe, clean, and fresh food. The customers also rightfully question if the food or beverage they consume at the F&B Services outlet is healthy, safe, and fresh. For ensuring food safety, a system named Hazard Analysis and Critical Control Points (HACCP) in Europe works to identify Critical Control Points (CCP) for the presence of physical, chemical, and bacterial hazards to food. HACCP has set guidelines and principles on producing healthy and safe food. It also enables food and beverage businesses to adhere to consistent safety and quality of food production. In India, Food Safety and Standards Authority (FSSAI) works towards setting standards for safe and hygienic food. In USA, Food Safety and Inspection Service (FSIS) is responsible for the safety of meat, poultry, and processed egg products. Also, the Food and Drug Administration (FDA) is responsible for virtually all other foods.

Managing Buffets, Banquets, and Catered Events

Before planning and executing buffets, banquets, or catered events, the respective managers and supervisors need to consider the following factors:

Type of Event

It can be formal such as seminars, meetings, or conference, or informal such as a wedding reception, birthday party, employee outing, and alike.

Involvement of Various Persons

The participants such as decorating staff, planning staff such as managers, serving staff, supervising staff, whole sellers, and the guests.

Event Requirements

It is important to know the date and time of event, the number of expected guests, dance floor, audio or projector systems, or any special requirement demanded by the guests before planning the event.



Decors

It includes flowers, table arrangement, center-pieces, candles, artificial fountains/waterfalls, decorative art pieces, plants and pots; for both formal and informal occasions with the involvement of décor artists. The display pieces may be carved, baked, or assembled; made of edible or non-edible substances according to the laid standards. The decoration needs to go in pair with the theme of the banquet, buffet, or some event.

Menu

According to the time of event, it can include starters, salads, breads, main courses (meats, poultry, or sea food), desserts (fruits, pastries, or frozen desserts), beverages, accompaniments, and garnishes according to the establishment standards. It must be hygienic, in-line with the occasion, and meeting the F&B Services establishment standards.

Serving Equipment

Depending upon the requirement of guests and serving style, it can include silverware, platters, table linens, and other required serving equipment. It also includes size and shape of tables and chairs.

Serving Norms

According to establishment norms, serving right food at right temperature, replenishing food platters timely, keeping the overall display neat and attractive, storing food and managing beverage consumption after service, cleaning buffet or banquet area, restoring plates, cutlery, Guerion trollies, and glassware after completion of service.

1.6. Food & Beverage Services Menu Courses

The courses of meal around the world vary in number from as small as just one to as wide as 17, in case of a traditional French meal. The courses are divided according to what food one eats. There are different food profiles according to the country's culture and customs. Generally, there are at least three courses of a meal:

Starter

In this course, a welcoming appetizer that induces hunger is given to the guests. Also, the guests can prefer soups accompanied with the bite-size savory snacks as side orders in this course.



Main Course

During this course, main dishes with vegetables or meats accompanied with rice and breads are served. In some cultures, such as Indian, the main dish is accompanied with salads.

Dessert



This course signals the end of meal and is usually had with a cup of coffee. Salads form an important part of diet in France. A typical French meal has an addition of Salad Course. It is often accompanied by other courses such as Fish Course and Cheese Course. There are cultures where people prefer to take one dish meal with no elaborate and distinguished courses of food.

Broad Types of Menus

Depending upon what and how the food is made available to the guests, there are following broad menu types:



Menu

Table D'hote Menu

Table D'hote is a menu where the meal is combined with a number of food options from each course. The guests can make their choice and order for a fixed price. Irrespective of what the guest chooses or declines, the price remains the same. Hence, it may also be called prix fixe or fixed price menu. Banquet menus, children's menus, and occasion menus cater to special occasions and are offered at a set price.

À la carte Menu

À la carte is a multi-course or multi-category menu that comes with appetizers, starters, seafood, meats, side dishes, beverages, and alike. Each dish is offered at a separate price. The guest can choose individual dishes to make own meal package.

Static Menu

In this menu, the typical types of meals are served yearlong with an occasional change on some special days.

Cyclic Menu

Cycle menu includes different meals offered on different days of a week. The cafeterias at educational institutes and otherwise use this menu which they can repeat after a week or a month. Serving a feast on Sunday, offering special variants of chicken on Fridays can add to the cyclic menu. Let us now look at a few other menus which boost your platter and the F & B Services.



Dessert Menu

This menu displays puddings, cakes, tarts, ice creams, smoothies, fondues, sundaes, sweet pies, and ice creams and frozen yogurts along with their respective prices.

Frozen Desserts: are usually popular with people from all ages and walks of life. They are always served chilled. The following are some mouthwatering frozen desserts are: Ice Cream/Gelato (Italian for ice-cream): They are primarily same with just a little difference in composition of milk, custard, water, and eggs. In India, frozen desserts are prepared with thick full cream milk and fruit pulp or crushed nuts and saffron. It is popularly known as 'Kulfi'. Kulfi is served on stick or in terracotta pot called 'Matka'.

Sorbet: It is a frozen dessert made of fruit juices, dessert wines, and ice shaves. It is flavored by a variety of edible food colors and essences. In contrast to ice cream, frozen dessert appears icier than milky.

Frozen Yogurt: It is made by freezing flavored yogurt. It also contains less fat, sugar, and thus less calories as compared to ice creams.

1.7. Beverage

Beverage is any liquid consumed by humans for quenching thirst, or merely for pleasure. Beverages come in various types:

Non-Alcoholic Beverages

There are two types of non-alcoholic beverages. Hot Beverages: These are served hot. Hot beverages typically include tea, masala tea (spiced tea), milk, hot chocolate, and variants of coffee such as espresso, latte, and cappuccino.



Cold Beverages: These are served and consumed while chilled. Cold beverages include juices, mocktails, coolers, cold versions of tea and coffee, milkshakes, carbonated drinks, mocktails, and sherbets. The following beverages are famous in countries like

India:

Buttermilk with a dash of powdered cumin seeds and salt.

- Aam Panna, a sweet and sour raw mango juice with a dash of cardamom in it.
- Tender coconut water locally called Nariyal-Pani.
- Sol Kadhi, thin coconut milk flavored with Kokum and ginger-garlic-chili paste.

There are a few cold beverages which come as cocktails and are prepared using alcohol.

1.7.1. Alcoholic Beverages

These are served cold. Alcoholic beverages are intoxicating and contain ethanol, commonly known as alcohol. Such beverages need to undergo fermentation and distillation to generate alcohol contents. The percentage of alcohol varies in the range of 0.5% to 95% depending upon the methods of fermentation and distillation.

- Wine, Cider, Perry, and Champaign are fermented alcohols.
- Beer, ale, and lager are fermented and brewed alcohols.
- Gin, Vodka, Whisky, Rum, Brandy, and Tequila are distilled alcohols.



If a beverage contains at least 20% Alcohol by Volume (ABV), it is called spirit. Liquors are similar to spirits. The only difference is that liquors come with added sweetness and flavoring. Liquors and spirits, both are strong alcoholic beverages. The following are a few most popular alcoholic beverages:

Beverage	Raw Material	Origin	Alcohol by Volume in %)
Beer	Beer is obtained by fermenting liquid mixture of cereals such as corn, rye, wheat, barley and yeast.	Throughout the world.	5 – 10
Brandy	Brandy is obtained by distilling the fermented fruit juices.		40 – 50
Gin	Gin is obtained by distilling the fermented juice of Juniper berries with water.	Holland	40 – 50
Rum	Rum is obtained by fermenting Sugarcane juice or Molasses for at least three years.	Central/ South America	40 – 55
Tequila	Tequila is obtained by distilling fermented juices of Blue Agave plants.	Mexico	40-50
Vodka	Vodka is prepared by distilling starch or sugar-rich plant matter.	Russia	35-50
Whisky	Whisky is prepared by distilling fermented juice of cereal grains.	Scotland	40-55
Wines	Wines are obtained from fruits such as grapes, peaches, plums, apricots, pomegranate. The fruits are crushed and fermented in large containers.	France/ South Africa/India	5-20

1.8. Food & Beverage Services Equipment

The equipment forms an inevitable part of food and beverage service. It plays an important role to build the mood of the guests, to complement the outlet theme, and to elevate guest experience. Right from the largest commodities used for food preparation and interior decoration such as chandeliers or ovens to the smallest piece of cutlery, furniture, or linen participate in creating overall ambience of the outlet.



1.9. Furniture in F&B Services

Indoor Furniture

It mainly consists of tables, chairs, push-down chairs, racks, and lockers.

Outdoor Furniture

It needs to be sturdy as well as attractive. It includes coffee tables and chairs, bar chairs, dining sets, day beds, loungers, hammocks, and swings.



Fixtures and Fittings

A fixture is any item bolted to the floor or walls. For example, air conditioners, electric plugs, sinks and toilets, art pieces, and television screens mounted on wall are fixtures. A fitting is any free standing item or an item that can be hung by a nail or hook. For example, paintings, mirrors, curtain rails, and lamps are fittings.

1.10. Tableware in F&B Services

Tableware consists of crockery, cutlery, glassware and linen used while serving and eating meals at a table. These are circulating equipment which can be grouped into the following types:

Chinaware

This is a collection of fine dishes, bowls, food platters, section dishes, ramekins, cups and saucers, soup spoons, vases, and ash trays made using a translucent ceramic material.



Hollowware



This consists of containers such as serving bowls, pots, kettles, ice jugs, and water. These containers are either made from glass or metals such as copper, brass, or stainless steel.

Glassware

This consists of articles made of fine glass. Glassware includes jugs, pitchers, drink ware, ash trays, vases, and similar articles.



Cooler



Thistle



Tulip



Nonic



Snifter



Margarita



Shot



Tumbler



Mug



Pilsner



Flute



Wine Goblets



Wine Goblets



Silverware



The objects in silverware are made of Electro Plated Nickel Silver (EPNS). These are made from an alloy of brass, zinc, stainless steel or nickel with silver plating of 10 to 15 microns. Silverware includes spoons, forks, knives, hollowware, drinkware, tongs, ice bucket, and a salver.

Chafing Dishes (Chafers)

These are food warming dishes. They keep the food warm for an adequate time and temperature. They come in two variants: electric or chafer fuel candle. Chafing dishes are available in multiple sizes, shapes, and lids. Modern-day chafing dishes are made of light metal or ceramic with handles, sometimes covered with a see-through lid. Here are some chafing dishes.

1.11. Food & Beverage Services Use of Cutlery

Cutlery comprises of any hand-held implement for eating or serving food. It includes various spoons, forks, knives, and tongs. It is also called silverware or flatware.

Cutlery is made of metals like stainless steel or silver. In modern days, cutlery has come up in wonderful combinations spife (spoon + knife), spork (spoon + fork), and knork(knife + fork).

Types of Spoons, Forks, and Knives

There are different types of spoons for serving or eating different kinds of food. The forks often accompany spoons or help independently to pick food bites. The knives are used to portion the food.

Dinner Spoon (Table Spoon): It has elongated round cup. It is used to eat main course food items. It can pick up just the right amount of rice, stew, or curry. It is always paired with a fork (with four tines) of the same length or a dessert knife.

Dessert Spoon, Dessert Knife, and Dessert Fork: These are smaller than their main course peers and are used to have desserts.

Soup Spoon: It has a round cup bigger than that of the table spoon. It is as long as a dinner spoon.

Tea/Coffee Spoons: These are smaller than the dessert spoon in length and size of cup. We use these spoons to stir tea or coffee.

Sugar Spoon: It has a flower shaped round cup. It is used to take sugar from sugar bowl of tea set.



Ice Cream Spoon: It is a small spoon with flat rim that can help to cut the right amount of ice cream. It can come in small, medium, and large sizes according to the quantity of the ice cream served and the size of the bowl.

Cocktail (Soda) Spoon: It is a drink spoon with a long handle that helps the spoon to reach the bottom of a tall glass.

Butter knife: It has short rectangular blade that is sharp on the lower side to form an edge. It is useful in cutting semi-firm pieces of butter and apply them on food items such as breads.

Salad Spoon: It is always used in pair with salad fork. It helps mixing and serving salad efficiently.



**Self-Check -1****Written Test**

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Fill the blank space

1. List down types of spoon! (5%)

_____ , _____
_____ , _____
_____ , _____

2. Mention holloware in food and beverage service! (3%)

_____ , _____ , _____

3. Describe about the non alcoholic beverages. (2%)

Note: Satisfactory rating – 5 and 10 points Unsatisfactory - below 5 and 10 points

You can ask you teacher for the copy of the correct answers.

Score = _____

Rating: _____

Answer Sheet

Name: _____

Date: _____



Information Sheet 2- Offering drinks and wine list to customers

2.1. The wine list

The wine list is a silent salesperson for your wine, just as your menu card is for your food. There are several formats. The chalkboard is the simplest: it is typically used in wine especially for wine by the glass. It has a nice air of continental informality and a hint of the individual proprietor, giving daily personal attention to the wine menu. For the proprietor the chalkboard has the added advantage of not making long-range commitments in print.

The table tent has similar advantages. It is appropriate in informal restaurants serving only a few wines. It can also be used to promote specials or new offerings. A more formal list and a more permanent one is a printed list given to one person at the table, usually the host, since wine by the bottle is typically ordered for the whole party. Such a list comes in two common formats a printed card (or cartel) like a menu, or folded pages held inside a nice-looking cover with a cord.

The latter format has several advantages: you can change the inside leaves easily as your offerings change, reusing the more expensive cover. This type of list is often easier for the diner to handle than a large single card. And depending on your state laws, your wine dealer may provide you with the permanent cover, and you pay only for the printing of the inner pages.

Expensive restaurants, especially those featuring fine wines, often use a multipage wine list inside an embossed cover; typically designed by a graphics specialist to coordinate with the establishment's overall ambiance. Sometimes each page has only one listing with the wine label inserted in plastic (easily changed). There are advantages to pricing wines by the glass on your wine list as well as by the bottle.





2.2. TYPES OF WINES

Wines are grouped into four basic types: table, sparkling, fortified, and aromatized.

1. Table wines.

All unfortified white and red wines that normally accompany a meal are referred to as table wines. The alcohol content of table wines is 9.5 to 14 percent. They are created entirely by the natural fermentation of sugars in grape juice. Examples of table wines are Burgundy and Bordeaux.

2. Sparkling wines.

Sparkling wines, often used for special occasions, contain 8 to 14 percent alcohol. Carbon dioxide is added to make these wines effervescent. Champagne is a well-known sparkling wine.

3. Fortified wines.

Fortified wines are combined with brandy to increase the alcohol content to within 17 to 22 percent. Fortified wines can vary from dry to sweet. For example, a dry sherry can be used as an aperitif wine, and a sweet sherry or port can be served as a dessert wine.

4. Aromatized wines.

A few wines are lightly fortified and flavored with herbs, spices, and peels. Aromatized wines, such as vermouth, are often served in combination with other alcoholic beverages as cocktails. Aromatized wines contain between 15 and 20 percent alcohol.

**Self-Check -2****Written Test**

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

Fill the blank space

1. Discuss about the table wines! (5%)

_____, _____
_____, _____

2. What are sparkling wines natures! (5%)

_____, _____
_____, _____

Answer the following question!

Note: Satisfactory rating - 5 and 10points Unsatisfactory - below 5and 10 points

You can ask you teacher for the copy of the correct answers.

Score = _____

Rating: _____

Answer Sheet

Name: _____

Date: _____

Short Answer Question



Information Sheet 3. Offering advice and recommendations on beverage choices



Drink choices play an integral role when customers are deciding which restaurant to visit for their meal. Today's customers often center their meals on beverages. The drink choice matches the occasion and the social function.

When you offer more beverage choices, you will please your customers. In this blog post, we'll discuss why more options are pleasing to your restaurant visitors, and we'll offer some suggestions for increasing the size of your beverage menu.

Consumers are demanding beverage customizations as well as healthy, natural and local options. All of this works to the restaurant owner's advantage. Concentrate on drink development, and you'll please your customers and in turn, increase profits.



When you give your customers more choices, you enhance the odds that one of your drink offerings will appeal to them. It's not always necessary to have a longer food menu, but you can boost your sales when you offer more in a category like beverages.

**Self-Check 3****Written Test**

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Choose the best answer (10 point)

1. What is the major benefit of offering advice on the customer's beverage choice?

Note: Satisfactory rating - 5 and 10 points Unsatisfactory - below 5 and 10 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date: _____

Score = _____
Rating: _____



Information Sheet 4- Promoting products and drinks to customers

3.1. PROMOTING DRINK SALES

Try to match what you say to what customers want. Don't irritate customers by giving what is obviously a standard sales pitch. The tone of your voice will say much about how interested you are in what you use.

Be knowledgeable and enthusiastic about your range of drinks and food, and contribute positively to customers' satisfaction. Satisfied customers are the ones who return and recommend their friends to come.

Keep up-to-date with what is:

- popular to drink
- know what drinks you can offer

3.2. Checklist for promoting drink sales

Make what you are saying personal to the customer

Ask questions to clarify customer needs

Listen and watch for clues to what customers want

3.3. When you can sell:

You are asked for advice

Customer is not sure what to order

Brand, style or strength not specified

Product/brand asked for is not available

**Self-Check - 4****Written Test**

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

Part I fill the blank space

1. List down the considerations of promoting product and beverages! (5%)

2. When you can sell your promoted product you are _____ (5%) .

Answer the following question!

Note: Satisfactory rating 5 and 10 points Unsatisfactory below 5 and 10 points

You can ask you teacher for the copy of the correct answers.

Score = _____
Rating: _____

Answer Sheet

Name: _____

Date: _____



Information Sheet 5. Assisting customers in selection of food and wine.

Wines are either white or red in accordance with age, grape variety, and the length of time the grape skins are left in the grape juice while it is fermenting to form wine. White wines are made by fermenting the grape juice without skins.

Pink wines (rose and blush) are made by separating the skins soon after fermentation has begun. The skins remain in the tank to make red wines. White wines range in color from almost crystal clear to gold to amber, and red wines range from pink to red to crimson. Rose wines are pink table wines and share characteristics of both red and white table wines, as do the blush wines. Rose wines are usually blended wines, whereas blush wines are sweeter and are made from one grape variety.

4.1. ROLE OF RED WINES

Red Wines are of Three types: Young (which have been matured for a short period and have no sediment or lees), moderately old (which have a small amount of sediment) and very old red wines (which have heavy sediment)

The equipment required for the service of red wine includes:

- (i) The ordered wine bottle
- (ii) A wine bottle opener
- (iii) Red wine glasses
- (iv) A quarter plate
- (v) A waiter's cloth
- (vi) An ashtray (vii)
- A wine salver (14" diameter)

4.2. ROLE OF WHITE WINES

All white and rose wines are served cold, at a temperature of 48-50°F while sparkling wines are served chilled. To maintain the coolness of the wines, wine buckets or wine coolers are used. These are of three types:

1. A small wine cooler, used for white and rose wines, with a quarter plate as an under liner.
2. A large Champagne cooler, used for sparkling wines, with a large plate as an under liner.
3. A wine cooler with a stand (in the absence of which a half plate may be used as an under liner).

The stand has a flat disc with a hole in the centre, to allow moisture to drip through it. While the exterior of the wine cooler is highly polished, the interior is made of an insulating material and has a matt finish. This wine cooler may be used for white, rose or sparkling wines.

**Self-Check 5****Written Test**

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Write the appropriate answer.

1. What are the types of red wine?(5 points) _____

2. Write down the roles of white wine.(5 points) _____

Note: Satisfactory rating 5 and 10 points Unsatisfactory below 5 and 10 points

You can ask you teacher for the copy of the correct answers.

Score = _____

Rating: _____

Answer Sheet

Name: _____

Date: _____

Short Answer Question



Information Sheet 6. Taking Customer Orders

6.1. TAKING AN ORDER

6.1.1. SEQUENCE OF SERVICE

Begin by building rapport with your guests

- Smile
- Be warm, enthusiastic, and welcoming-

“Good Afternoon/evening Mr/s XX or Ladies and Gentlemen

Good Afternoon/evening, Mr/s. XX or Ladies and Gentlemen -

My name is XX, Welcome to XX! -

“To begin, I would like to point out our lounge menu and highlight some feature items....”

Up sell premium beer, wine, and liquor whenever possible.



If a single guest is seated anywhere in the Bar or Lounge (and not reading or working)

Attempt to strike up a conversation (without being bothersome or intrusive)

Offer a newspaper or magazine if facility is provided.

Make sure guests know that wines by the glass are available.

Take orders systematically

- Ladies first
- Then elders



- Host last (if it is obvious who they are).

6.2. Techniques of order taking

Always use a guest position numbering system to link each guest with their order (so you always know who ordered what).

Place a napkin in front of each guest as you take their order.

Engage with each guest as you take their order.

Maintain eye contact - Nod to acknowledge understanding when a round of ordering has been completed; repeat all items to avoid mistakes or misunderstanding.

Engage with each guest as you take or deliver orders

Whenever leaving the table, ask if anyone needs anything else.

Promptly enter the order in the POS system (to avoid delay): be sure to include any special instructions or requests.

**Self-Check 6****Written Test**

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

Part II Fill the black space

1. Mention the steps to take customer order! (5%)

2. What is the major and the first to do in taking the customer order? (2%)

Answer the following question!

Note: Satisfactory rating 5 and 10 points Unsatisfactory below 5 and 10 points

You can ask you teacher for the copy of the correct answers.

Score = _____

Rating: _____

Answer Sheet

Name: _____

Date: _____



Operation title: -Serving guests a red wine

Purpose	To acquire the trainees how to serve wine properly
Equipment ,tools and materials	Supplies and equipment needed or useful for serving wine include these: <ul style="list-style-type: none"> • The ordered wine bottle • A wine bottle opener • Red wine glasses • A quarter plate • A waiter's cloth • An ashtray (vii) • A wine salver (14' diameter)
Conditions or situations for the operations	<ul style="list-style-type: none"> • All tools, equipment's and materials should be available on time when required. • Appropriate table set up, service area/ workshop to deliver wine service
Procedures	<p>Server must :</p> <ul style="list-style-type: none"> • Present wine to the guest with label forward to ensure it is what they ordered. • Open the bottle of wine in front of the guest. • Pour a small amount of wine for the person who ordered the wine to sample and confirm satisfaction. • Continue serving other guests, ladies first. • Red wine must be served at room temperature. • White wine must be kept on ice after serving in bucket, by tying a napkin around upper part of bottle. • Top off the glass as required. • Handle glassware by stem at all times. • Offer additional glasses or bottle when finished.
Precautions	<ul style="list-style-type: none"> • Care should be taken while connecting with electric power, assembling, fitting and adjusting the machine • Preparing materials, tools and equipment are according to instructor command.
Quality criteria	<ul style="list-style-type: none"> • Did all the code of conducts fulfilled to serve the wine for guests • Did trainees understood how to serve wine for the guests • The wines presented are use by date



SERVING RED WINE FOR GUESTS

LAP Test	Practical Demonstration
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Name: _____ Date: _____

Time started: _____ Time finished: _____

Instructions:

1. You are required to perform any of the following:
 - 1.1. Serving red wine for guests with the proper procedures.
 - 1.2. Remove the materials from guest table which has been used for service.
2. Request your teacher for evaluation and feedback.



LG #31	LO #2- Serve alcoholic beverages
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Instruction sheet

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Storing alcoholic beverages
- Selecting glassware and other equipment
- Presenting beverages selected by customers
- Loading, carrying and unloading trays and avoiding spillage
- Opening and serving beverages
- Pouring beverages as required
- Verifying customer complaints
- Refilling glasses appropriately
- Removing used and unused glassware from tables

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Storing alcoholic beverages
- Selecting glassware and other equipment
- Presenting beverages selected by customers
- Loading, carrying and unloading trays and avoiding spillage
- Opening and serving beverages
- Pouring beverages
- Verifying customer complaints
- Refilling glasses
- Removing used and unused glassware from tables

1. **Learning Instructions:** Read the specific objectives of this Learning Guide.
2. Follow the instructions described below.
3. Read the information written in the “Information Sheets”. Try to understand what are being discussed. Ask your trainer for assistance if you have hard time understanding them
4. Accomplish the “Self-checks” which are placed following all information sheets.
5. Ask from your trainer the key to correction (key answers) or you can request your trainer to correct your work. (You are to get the key answer only after you finished answering the Self-checks).
6. If you earned a satisfactory evaluation proceed to “Operation sheets
7. Perform “the Learning activity performance test” which is placed following “Operation sheets” ,



Information Sheet 1 Storing alcoholic beverages

1.1. Storage

Storage is an important consideration for wine that is being kept for long-term aging. While most wine is consumed within 24 hours of purchase, fine wines are often set aside for long-term storage. Wine is one of the few commodities that can improve with age but it can also rapidly deteriorate if kept in inadequate conditions. The three factors that have the most direct impact on a wine's condition are light, humidity and temperature.

1.2. Conditions Affecting Wines

Four factors that have the most pronounced effect on wine in storage:

Light: Wines packaged in clear, light green and blue colored bottles are the most vulnerable to light and may need extra precautions for storage.

Vibration: Although anecdotal information regarding the contributions of vibration in wine storage states that it contributes to the accelerated aging of wine adversely.

Humidity: Some degree of humidity is required in order to keep wines with cork enclosures from drying out.



Red wine



white wine



Temperature: Wine is very susceptible to changes in temperature, with temperature control being an important consideration in wine storage(not more than 25 degree centigrade or 77 degree farhanite).

Orientation of the bottle: Most wine racks are designed to allow a wine to be stored on its side. Because, the cork is more likely to stay moist and not dry out if it is kept in constant contact with the wine.

**Self-Check 1****Written Test**

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Answers the following questions!

1. What is the proper temperature of wine storage temperature?
2. What are the factors affecting wine storage?

Answer the following question!

Note: Satisfactory rating 5 and 10 points Unsatisfactory below 5 and 10 points

You can ask you teacher for the copy of the correct answers.

Score = _____

Rating: _____

Answer Sheet

Name: _____

Date: _____





Information Sheet 2: Selecting glassware and other *equipment*

2.1. Equipments and glassware

Prepare glassware and place according to enterprise and industry standards.

Always use a round, non-slip cocktail service tray with coasters for all table service.

- Always check that all glassware and cups have no:
 - Spots
 - Cracks
 - Smears
 - Watermarks
 - Lipstick
- Before serving a beverage order, check that it's fully accurate, including:
 - Amount
 - Ice
 - Garnish
 - Temperature
 - Vintage (for wine).

 <p>Normal red wine glass</p>	 <p>Boedoux red wine glass</p>	 <p>Suitable for champagne & sparkling wines</p>	 <p>Suitable any white wine , banquet service</p>
--	---	--	--

Different kinds of wine glasses

**Self-Check 2****Written Test**

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Choose the best answer (each 5 point)

1. What are the preconditions to be assured before serving wine for guests?
2. Always to be checked up of the bottle like _____ .

Answer the following question!

Note: Satisfactory rating 5 and 10 points Unsatisfactory below 5 and 10 points

You can ask you teacher for the copy of the correct answers.

Answer Sheet

Name: _____

Date _____

Score = _____

Rating: _____



Information Sheet 3: Presenting beverages selected by customers

3.1. PRESENTING AND SERVING WINE SERVICE

- Server must present wine to the guest with label forward to ensure it is what they ordered.
- Open the bottle of wine in front of the guest.
- Pour a small amount of wine for the person who ordered the wine to sample and confirm satisfaction.
- Continue serving other guests, ladies first.
- Red wine must be served at room temperature.
- White wine must be kept on ice after serving in bucket, by tying a napkin around upper part of bottle.
- Top off the glass as required.
- Handle glassware by stem at all times.



- Offer additional glasses or bottle when finished.



Self-Check .3	Written Test
----------------------	---------------------

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

Part II Fill the black space

1. List down the steps to present serving wine (10%)._____
- _____
- _____
- _____
- _____
- _____
- _____

Answer the following question!

Note: Satisfactory rating 5 and 10 points Unsatisfactory below 5 and 10 points

You can ask you teacher for the copy of the correct answers.

Score = _____
Rating: _____

Answer Sheet

Name: _____

Date: _____



Information Sheet 4: Loading, carrying and unloading trays and avoiding spillage

4.1. Loading, Carrying and Unloading Trays

Load, carry and unload trays where required, safely and avoid spillage. Beverage items thought to be spoiled will be inspected by management. Fund managers will recommend the destruction of spoiled prepared products and a designated authority will authorize the write-off.

Management must ensure that all breakage and spoilage is discarded the day it is written off.

4.2. Quality Control of Garnishes

A good garnish increases the overall appeal of a drink. A garnish should be vivid in color and fresh in appearance with no visible signs of age or deterioration.

1. Cutting Fruit

- Always wash fruit in cold water before cutting.
- Always use a clean cutting board
- Use a clean, sharp knife.

2. Stocking

- Only stock enough fruit for any given 2-hour period (both at the point and service wells).

3. Storage

- Always store garnishes refrigerated, covered, and labeled.
- Do not store old garnishes on top of new garnishes.
- When storing citrus garnishes, which have been stocked, rinse them with soda or water, and drain before coverage and refrigerating.
- Cherries, olives, and cocktail onions should be stocked and stored in their own juice.
- Cut celery should be stored in water to retain crispiness, and stocked on the station in ice water.



4. Waste / Quality Control

- The most effective way to control garnish waste is to use accurate pars. Manager should establish par levels for each garnishes depend on business volume and demonstrate where pars are recorded and how to use them.
- Quality control is everyone's responsibility. Garnish quality must be judged each time a garnish is stocked, stored, or used.

5. 24-Hour Garnish Cycle

Using a 24-hour garnish cycle ensures garnish freshness. To begin this cycle, assume that when the bartender begins to cut garnishes, no fruit is left from the previous days.

**Self-Check 4****Written Test**

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

Part I Fill the black space

1. What is the importance of garnish in serving wine/beverage? (5%)

2. Write the 5 quality control considerations (5%)

Note: Satisfactory rating 5 and 10 points Unsatisfactory below 5 and 10 points

You can ask your teacher for the copy of the correct answers.

Score = _____

Rating: _____

Answer Sheet

Name: _____

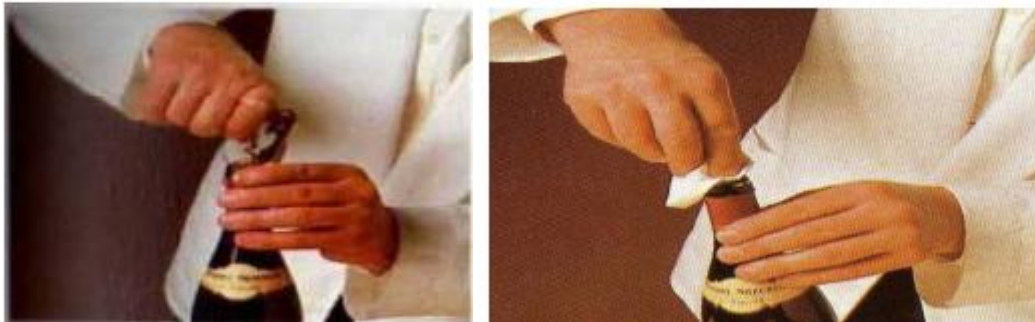
Date: _____



Information Sheet 5: Opening and serving beverages

5.1. Opening Wine

- Using a blade of wine opener cut the foil at the edge of the bottle. Peel off the foil using the blade of the wine opener.
- Once the foil is removed, the spiral of the corkscrew is placed in the center of the cork and crewed in. Do not let the spiral penetrate the cork completely.
- Clean the mouth of the bottle using clean towel.
- The bottle is not to be corked again.
- Before serving
- Allow the wine to breathe, as soon as you open the bottle.



- Wine will feed the air on the small amount of air trapped inside the bottle between the wine and the cork, and on the oxygen naturally absorbed by the wine itself.
- Allowing a wine to breathe is, in effect, creating a rapid, but less sophisticated, maturation.
- Wine Service The wine is served with label facing to the guest so that the guest can see the bottle at any time.
- Only vintage red wines are served in wine basket. It should pour to the glass slowly.



5.2. Opening Sparkling Wine



- Place the bottle in the ice bucket until chilled.
- Remove and wrap it with a napkin.
- Remove the foil with your right hand.
- Do not shake the bottle.
- Point the bottle away from the guest.
- Turn the cork with your right until it loosens.
- The napkin prevents the cork from popping





Self-Check 5	Written Test
---------------------	---------------------

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

Part I. Fill the black space

1 what are the first things to do when opening wine to serve? (5%)

2. What is the difference between sparkling wine and other on opening and serving (5%)

Answer the following question!

Note: Satisfactory rating 5 and 10 points

Unsatisfactory below 5 and 10 points

You can ask you teacher for the copy of the correct answers.

Score = _____
Rating: _____

Answer Sheet

Name: _____

Date: _____



Information Sheet 6: Pouring beverages

6.1. Procedures for pouring

When pouring the wine someone should follow the following steps.

- Open the bottle of wine in front of the guest.
- Pour a small amount of wine for the person who ordered the wine to sample and confirm satisfaction.
- Continue serving other guests, ladies first.
- Red wine must be served at room temperature.
- White wine must be kept on ice after serving in bucket, by tying a napkin around upper part of bottle.
- Top off the glass as required.
- Handle glassware by stem at all times.
- Offer additional glasses or bottle when finished.



**Self-Check 6****Written Test**

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

Part I. Fill the black space

1. List down the wine pouring procedures! **(10%)**

Answer the following question!

Note: Satisfactory rating 5 and 10 points Unsatisfactory below 5 and 10 points

You can ask you teacher for the copy of the correct answers.

Score = _____

Rating: _____

Answer Sheet

Name: _____

Date: _____



Information Sheet 7. Verifying customer's complaints

7.1. How to analyze customer complaints?

Complaint analysis is used to track, categorize and handle customer complaints.

When a customer makes a complaint, he or she is voicing a concern in relation to your product or service. However, not all complaints are to be treated equally and there are several questions to ask yourself before you take action, including:

- Has this happened before?
- Have the complaints been recorded?
- How often does the same complaint arise?
- Is there a pattern to this complaint in how it was received?
- Has the same customer reported this previously?

By answering these questions, you can take the necessary steps required to prevent them from happening again.

For example, if several customers complain about a specific issue, you can use their feedback to improve your product or service. Or, if you are currently working on a solution, yet you still receive complaints from your customer base, you can create an email template for support that explains, in detail, how you are going to solve it.

7.2. Issues for complaint

Customer complaints are opportunities to collect information about a customer's needs, opinions, attitudes, and beliefs.

In most cases, upset customers are looking for help and clarity, not trouble, and are simply responding to common issues such as:

- Product or service quality
- Safety concerns
- Timing
- Color and sizing
- Overpricing
- Accidental charges
- Shipping errors
- Broken promises
- Misleading advertising

**Self-Check 7****Written Test**

Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page:

I. Fill the black space

1. Common issues in customer complaints are _____

.(5points)

2. How we analyze the customer's complaints? (5points)

Note: Satisfactory rating 5 and 10 points Unsatisfactory below 5 and 10 points

You can ask you teacher for the copy of the correct answers.

Score = _____

Rating: _____

Answer Sheet

Name: _____

Date: _____



Information Sheet 8. Refilling glasses

8.1. Refilling



8.2. Taste of wine

Usually, a wine will taste better when it has been aerated for a few minutes, because this releases the wine's complex aromatics. This is why many sommeliers recommend decanting your best wines before you drink them. However, if a wine is exposed to too much oxygen, it can start to oxidize. Most wine glasses are designed to find the right balance of wine and oxygen for different types of varietals. White wine glasses are usually narrower than red wine glasses because delicate white wines need far less oxygen to release their aromatics than heavier reds.



8.3. Limit to fill

How high you fill a wine glass matters because you need to have plenty of space in your glass to swirl the wine and help release its aromatics. If you fill the glass all the way to the top, the wine will taste closed-off and tight, and you won't be able to swirl it without spilling.

Alternatively, if you don't fill the glass high enough, you could expose the wine to too much oxygen (and your guests likely won't appreciate such a small pour). When in doubt, fill any wine glass no more than halfway to the top.

**Self-Check 8****Written Test**

Directions: Answer all the questions

Part II Fill the black space

1. Why refilling is important? Two reasons. (10%)

Note: Satisfactory rating 5 and 10 points Unsatisfactory below 5 and 10points

You can ask you teacher for the copy of the correct answers.

Score = _____

Rating: _____

Answer Sheet

Name: _____

Date: _____



Information Sheet 9

Removing used and unused glassware from tables

9.1. Procedures to take away used materials

It is important to clear the table between two dining sessions by the following this procedure:

- Clear the table first time when the guests finish main course.
- Clear it for the second time just before the guests leave the table.
- While clearing, remove used and unused pieces of flatware and chinaware except table linen and center piece. Let the dessert flatware remain if it is first clearing.
- Let the wine glasses remain even after the main course.
- When same wine is offered in consecutive courses, serve it in the same wine glass. Else replace soiled glass with the fresh one.
- While clearing, pickup one plate and place on the tray at a time. If it is a formal dining, slide a fresh plate in place of the removed plate so that the table cover of the guest is never empty.
- Do not overload the tray with pile of used plates. Make extra rounds to the table if needed.

9.2. Removing used items in a timely manner & safely

When everyone at the table has finished eating remove all the solid dishes flat wares & condiments except the water glass & coffee cups which should be refilled & to be removed only when the quests have left the table Brush the tables with a clean moist side towels when every necessary.

Take care not to spill crumbs on the lap of the customer use small plate to catch the crumbs. When removing used dishes ask permission from the guest say excuse me sir may I take your plate now? Or may I clear the table now? As a general rule bus (clear) soiled dishes from the right side of the guest.



Self-Check 9	Written Test
---------------------	---------------------

Directions: Answer all the questions

Part II Fill the black space

1. What are the things to be removed after service for guests? (10 %)

Note: Satisfactory rating 5 and 10 points Unsatisfactory below 5 and 10points

You can ask you teacher for the copy of the correct answers.

Score = _____

Rating: _____

Answer Sheet

Name: _____

Date: _____



Operation title: -Presenting and serving guests a red wine

Purpose	To acquire the trainees how to serve wine properly
Equipment ,tools and materials	<p>Supplies and equipment needed or useful for serving wine include these:</p> <ul style="list-style-type: none"> • The ordered wine bottle • A wine bottle opener • Red wine glasses • A quarter plate • A waiter's cloth • An ashtray (vii) • A wine salver (14' diameter)
Conditions or situations for the operations	<ul style="list-style-type: none"> • All tools, equipment's and materials should be available on time when required. • Appropriate table set up, service area/ workshop to deliver wine service
Procedures	<p>Server must :</p> <ul style="list-style-type: none"> • Present wine to the guest with label forward to ensure it is what they ordered. • Open the bottle of wine in front of the guest. • Pour a small amount of wine for the person who ordered the wine to sample and confirm satisfaction. • Continue serving other guests, ladies first. • Red wine must be served at room temperature. • White wine must be kept on ice after serving in bucket, by tying a napkin around upper part of bottle. • Top off the glass as required. • Handle glassware by stem at all times. • Offer additional glasses or bottle when finished.
Precautions	<ul style="list-style-type: none"> • Care should be taken while connecting with electric power, assembling, fitting and adjusting the machine • Preparing materials, tools and equipment are according to instructor command.
Quality criteria	<ul style="list-style-type: none"> • Did all the code of conducts fulfilled to serve the wine for guests • Did trainees understood how to serve wine for the guests • The wines presented are use by date



PRESENTING AND SERVING RED WINE FOR GUESTS

LAP Test	Practical Demonstration
----------	-------------------------

Name: _____ Date: _____

Time started: _____ Time finished: _____

Instructions:

1. You are required to perform any of the following:
 - 1.1. Presenting and serving red wine for guests with the proper procedures.
 - 1.2. Remove the materials from guest table which has been used for service.
2. Request your teacher for evaluation and feedback



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