

Tour Guiding

Level – II

Based on October, 2021 Curriculum version-I



Module Title: - Interpreting aspects of Ethiopian food and beverages

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Introduction to the Module

This module describes the performance outcomes, skills and knowledge required to interpret Ethiopian food and beverage required in food and beverage themes for customers. It requires knowledge of Ethiopia national and local food and beverages to interpret for customers.

This module covers the units: -

- general information on Ethiopian food and beverages
- interpretive content on Ethiopian food and beverages

Learning Objective of the Module

- Researching general information on Ethiopian food and beverages
- Develop interpretive content on Ethiopian food and beverages.

Module Instruction

For effective use these modules trainees are expected to follow the following module instruction:

1. Read the information written in each unit
2. Accomplish the Self-checks at the end of each unit
3. Perform Operation Sheets which were provided at the end of units
4. Read the identified reference book for Examples and exercise

Unit one : Research general information on Ethiopian food and beverages

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

- introduction to food & beverage
- sources of information on Ethiopian food and beverages
- current knowledge of Ethiopian food and beverages

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:

- Explain the meaning of food & beverage
- Select sources of information on Ethiopian food and beverages
- Identify current knowledge of Ethiopian food and beverages

1.1 Introduction to food & beverage

Food is the basic necessity of every organism. Food is a substance that we consume in order to derive energy to run our body and nutrition to grow. All living organisms must have food to survive. It provides nourishment to our body system and makes sure that it works smoothly. It aids many biological processes inside the body and helps us grow. As much as it is important to have food, it is more important to have healthy food. Healthy food is the one, which provides a well-balanced diet. It gives us complete nutrition. It consists of food varieties that have maximum nutrients essential for the body. It also intends to provide the right quantity of every nutrient which is required by the body.

The food we eat comes either from plants or animals. Plants are our primary food source of food and the producers in the food chain. Plants make their own food (except for some carnivorous plants). And all other organisms are directly or indirectly dependent on plants for food. Herbivore animals only depend on plants for food. Carnivorous animals hunt other animals for food and omnivores like human beings can have plants as well as animals' sources for food. There are other sets of organisms like bacteria that depend on dead and decaying organic matter for food. These organisms are called decomposers.

Beverages means all carbonated and non-carbonated nonalcoholic beverages including, but not limited to, carbonated soft drinks; mixers; flavored and unflavored packaged waters; fruit juices; fruit juice-containing or flavored drinks; fruit punch and ades; isotonic energy and fluid replacement drinks (sometimes referred to as "sport drinks"); tea drinks; and all drink or beverage bases, whether in the form of syrups, powders, crystals, concentrates or otherwise, from which such drinks and beverages are made, but shall not mean or include beverages sold in eight (8) ounce containers such as orange juice, grape juice, milk or similar beverages, principally served in the cafeterias at such Facilities.

However, if, in the opinion of the Food Service Supervisor for GFPSD, the prices are competitive, beverages are available and sales of such beverages do not violate the rules and regulations of the United States Department of Agriculture and the National School Lunch Program as currently existing and as may be amended during the term of this Agreement, 8 oz. packages for use in the cafeterias at the Facilities may be purchased from Bottler. Beverages do not include fresh brewed coffee and teas made in the faculty lounges.

1.2 sources of information on Ethiopian food and beverages

1.2.1. Local chefs, cooks and other food service personnel

Chef vs Cook

The difference between a chef and a cook is that a chef takes on more of a managerial role with their responsibilities. They will also usually have more specialized tasks, such as coming up with an entire menu or monitoring food costs and food orders. A cook is in charge of just that: cooking. Their main task is turning ingredients into beautifully plated works of edible art. If you're interested in pursuing a career in the food service or hospitality industries, apply to Web saturant Store's scholarship so we can help you meet your goals

Working in a commercial kitchen can be fast-paced in terms of daily tasks and upward mobility. Various chef and cook positions are needed to keep a restaurant running smoothly and the hierarchy can look very different from kitchen to kitchen. There are even more restaurant positions and jobs than listed above for the whole establishment to succeed. It is important to keep in mind that becoming a chef requires years of training. Work your way from the bottom up through the different jobs available, find an area you can specialize in, and pursue it with gusto.

Types of Chefs

Chefs will generally hold higher-ranked positions in a kitchen. Additionally, a restaurant will usually have managerial chefs and specialized chefs. Each type of chef can cover a variety of different tasks, from organization and training to menu development and recipe creation. Becoming a chef requires years of education and experience, climbing from entry-level positions to the ultimate goal of executive chef.

- **Managerial Chefs**

In managerial chef positions, there is an established hierarchy because these chefs have the most responsibility in the kitchen to ensure the restaurant's overall success. The following roles are listed in descending order.

- **Chef-Owner (Group Chef)**

A chef-owner is a chef that starts their own restaurant.

- Primary Task: Business management
- Number Per Kitchen: One per kitchen
- Other Duties: Running the establishment and engineering a menu

- **Executive Chef (Chef de Cuisine, Head Chef)**

An executive chef oversees all aspects of the kitchen.

- Primary Task: Kitchen management
- Number Per Kitchen: One per kitchen
- Other Duties: Oversee daily operations, kitchen costs, food preparation, menu planning , and create most of the recipes and dishes for the menu

- **Sous Chef (Second Chef, Under Chef)**

A sous chef is the second in command and will run the kitchen in the executive chef's absence.

- Primary Task: Team management
- Number Per Kitchen: Can be more than one in a kitchen depending on the size of the establishment
- Other Duties: Train newly hired chefs and cooks and oversee each dish's details

- **Senior Chef (Chef de Partie, Station Chef)**

A senior chef is assigned one specialty on the menu that they excel in.

- Primary Task: Station management
- Number Per Kitchen: Can have more than one
- Other Duties: Specialists on a certain portion of the menu and will ensure that high-quality food leaves their station

Specialized Chefs

A hierarchy generally does not exist between specialized chefs. Each of them is an expert in their specific field.

Pastry Chef (Pâtissier)



The pastry chef is either the only person or the most senior person in the pastry department.

- Primary Task: Prepare pastries, breads, and desserts
- Number Per Kitchen: Can have just one for a small dessert menu, but there is normally an entire pastry team
- Other Duties: May be in charge of creating the whole dessert menu
- **Sauce Chef (Saucier, Saute Chef)**

A sauce chef is the cook that prepares the sauces. This is mainly a position found in locations that serve French cuisine.

- Primary Task: Choose and prepare sauces and gravies for all meal types
- Number Per Kitchen: Normally one per kitchen
- Other Duties: May also prepare soups and stews
- **Fish Chef (Poissonier)**

The fish chef is in charge of finding responsibly-raised seafood for the menu.

- Primary Task: Prepare and cook seafood
- Number Per Kitchen: Usually one per kitchen
- Other Duties: May also be responsible for sourcing and acquiring the seafood used in an establishment from a local market or non-local vendor
- Vegetable Chef (Entremetier)



Handles all vegetables that are included in the various dishes on the menu.

- Primary Task: Prepare and cook vegetables and starches
- Number Per Kitchen: At least two per kitchen
- Other Duties: May also be responsible for some soup and egg dishes

Meat Chef (Rotisseur, Roast Chef)

Ensures all meats on the menu are properly sourced and cooked to meet the restaurant's standards.

- Primary Task: Prepare and cook meats by roasting, braising, broiling, or other methods
- Number Per Kitchen: Depending on menu size, normally just one is needed
- Other Duties: May also be in charge of obtaining the meat from local suppliers and retailers

Pantry Chef (Garde Manger)

The pantry chef, commonly known as garde manger or "garmo", creates decorative culinary centerpieces or buffet presentations.

- Primary Task: Preparing cold food items like salads, cold cuts, hors d'oeuvres, and dressings
- Number Per Kitchen: 1-2 depending on restaurant size
- Other Duties: Responsible for setting up buffet lines and adding centerpieces for an upscale presentation that may include carved and molded ice or fruits

Fry Chef (Friturier)

A fry chef handles any food that involves a fryolator, mainly needed in fast food establishments.

- Primary Task: Ensures foods are perfectly breaded and fried
- Number Per Kitchen: One if the menu is diverse, many more if the menu focuses on fried foods
- Other Duties: Clean out fryers and consult with butcher and vegetable chefs if need be

Grill Chef (Grillardin)

The grill chef will generally grill meats and sometimes vegetables.

- Primary Task: Grill meat, seafood, and vegetables
- Number Per Kitchen: Usually one grill cook
- Other Duties: Consult with butcher and vegetable chefs if need be

Butcher Chef (Boucher)

A butcher chef breaks down and prepares meat for other stations to use. They are mainly needed in larger establishments to keep up with the demand

- Primary Task: Prepare cuts of meat for other station chefs to cook
- Number Per Kitchen: One butcher is needed for restaurant kitchens
- Other Duties: Consult with fry and grill cooks, source and supply meats

Types of Cooks

Cooks will usually occupy entry-level positions in a kitchen and experience training from specialized chefs. They are more likely to cook by following recipes given to them and flow between the different cook positions as needed.

Line Cook (Commis)



A line cook is usually getting experience through the position. They will learn different cooking styles from the specialized chefs in the kitchen

- Primary Task: Cooking where needed and completing an assortment of kitchen tasks
- Number Per Kitchen: Rarely there will be just one in each kitchen, but it is size-dependent
- Other Duties: May be required to do miscellaneous tasks like plating dishes, taking orders, or cutting vegetables

Prep Cook (Kitchen Porter, Kitchen Hand, Kitchen Assistant)

A prep cook's responsibilities revolve around kitchen basics like chopping ingredients, finishing their prep lists, properly labeling containers in storage, and cleaning countertops.

- Primary Task: Daily food prep and kitchen tasks
- Number Per Kitchen: At least one per kitchen, but usually a whole team
- Other Duties: Perform other cooking duties as needed

Relief Cook (Chef de Tour ant, Rounds man, Swing Cook)

A relief cook will assist chefs that may be overwhelmed at their stations.

- Primary Task: Fills in wherever needed
- Number Per Kitchen: Normally one relief cook
- Other Duties: Keeps work areas clean and tidy

Short Order Cook

A short order cook is responsible for quickly clearing as many order tickets as possible without sacrificing the quality of the meal

- Primary Task: Prepare quick and simple meals, mainly focusing on making foods like sandwiches and salads
- Number Per Kitchen: Usually 1-2 depending on menu and number of tables
- Other Duties: Manage food quality standards

1.2.2 General and trade media, including print and electronic

The trade media can be a totally different beast from consumer and regional news titles. These are the magazines, journals and websites aimed at specific industries and the people who work in them. For instance, there are several publications about the hospitality sector which go into great detail about the industry and the hot topics which would be read by those working in that field, as well as businesses which supply to the industry such as linen hire companies, but are unlikely to be of interest to the general public.

In addition to the sensory aspects, print media is widely considered more credible than digital media. People who subscribe to magazines and newspapers do so for a reason — they believe the information contained in the publication is accurate, credible and provides them with some

benefit. Advertising in these mediums increases your brand's public perception, because they associate your brand's name with the publication's name. There's a reason businesspeople want to be on Forbes magazine so much: It's an incredibly prestigious magazine. The same things apply to Entrepreneur magazine or the Wall Street Journal.

1.2.3 Ethiopian food and beverage reference books

The Ethiopian Beverages Manufacturing Industries Association was legally established on April 03, 2018, with founding members from the sector.

EBMIA has got its license from FDRE Ministry of Trade & Industry as per Proclamation 341/2003 part 5(23) that allow the foundation of Sectorial Associations. Currently, the Association members are increased to 79.

The bottled water industry is a strong supporter of our environment and our natural resources. Bottled water companies manage resources responsibly by investing in technology and practices that improve water quality and conservation.

1.2.4 Recipes and menus

Is a list of food and beverages offered to customers and the prices? A menu may be à la carte – which presents a list of options from which customers choose – or table d'hôte, in which case a pre-established sequence of courses is offered. Menus may be printed on paper sheets provided to the diners, put on a large poster or display board inside the establishment, displayed outside the restaurant, or put on a digital screen. Since the late 1990s, some restaurants have put their menus online.

1.2.5 Internet

Using the Internet has many benefits, including having the access to information. In addition, the Internet allows people to communicate quickly and easily.

As we said, the most important advantage of using the Internet is the ability to access the global source of information. Users are able to search for resources and extract valid results from current and old sources in various languages and even through their mobile phones. The Internet has made it easy and fast to access. Compared to using a variety of print sources, users save a lot of time searching through the Internet

1.2.6 Trade shows and exhibitions

Event supplies, food, or beverages should be associated with a specific event.⁴ Travel Expenses Incurred as Part of the Hospitality Event Not Properly Approved We found that in three instances,

travel expenses during a hospitality event were incurred, and the travel authorization form was not completed and approved.

1.2.7 Food and cooking demonstrations

On-site cooking demonstrations are a great way to show off easy and delicious recipes featuring foods from your food shelf. Demos are a good way to promote ingredients that clients may be unfamiliar with or to highlight a less common preparation method. Demos can be as simple as you choose. Simple taste-tests of prepared foods, such as boxed soups, can also be a helpful way of introducing clients to a product they may not have tried before.

1.3 current knowledge of Ethiopian food and beverages

1.3.1 Current market trends

Ethiopia food and beverage market size is poised to report strong growth rate over the forecast period due to increasing population, rising disposable incomes, coupled with changing trends and product innovations. On the other hand, intense government regulations, raw material price fluctuations can negatively impact the growth of the market.

The increasing number of restaurants, fast-food chains, and food delivery apps such as grub hub, caviar, and others enhance the availability to consumers, resulting in strong growth in the food and beverage industry. Besides, rising demand for organic, natural and fresh foods among consumers due to rising health awareness is the major factor expected to enhance the demand for the food and beverage market.

The food and beverage industry is one of the most essential components of several economies across the world. The 2020 global food and beverage market size is estimated to be \$7 trillion. Changing consumer lifestyles and consumer preferences, growing demand for organic food products, and evolving consumption and selling patterns are the key trends in the global market. Streamlined manufacturing processes and enhanced cold chain facilities are further supporting the market growth.

Constantly shifting trends among the consumers is the primary factor shaping the strategies of Ethiopia Food and Drinks companies. Change in lifestyles, growing demand for processed and ready to eat foods has increased among the consumers, which is boosting Ethiopia's food and beverages market growth.

The “Food and Beverages Market, Size, Share, Outlook and Growth Opportunities 2020-2026” research identifies that the competition continues to intensify year-on-year with emerging applications and widening product portfolio. This report covers the 2019 scenario and growth prospects of the Food and Beverages market for 2016-2026. To calculate the market size, revenue from the market sales of food and beverage products to retailers, wholesalers, and institutional buyers is considered.

It also presents a comprehensive analysis of the country’s food and beverage market. Key trends and critical insights into Food and Beverages markets along with key drivers, restraints, and growth opportunities are presented in the report. Ethiopia Food, Ethiopia Bread, Ethiopia Pasta, Ethiopia Baked goods, Ethiopia Meat, Ethiopia Poultry, Ethiopia Fish, Ethiopia Dairy, Ethiopia Oils and Fats, Ethiopia Fruits and Vegetables, Ethiopia Sugar markets are analyzed and forecast to 2026.

The food and Beverages market is compared against five of its competitive markets in the region to analyze the role of Ethiopia on the regional front and benchmark its operations. Global Food and Beverages, Asia Pacific, Europe, Middle East Africa, North America, and Latin America food and beverages market outlook is also presented in the report to provide a global perspective of the industry.

Ethiopia population and economic outlook are also presented in the report to provide insights and forecasts of macroeconomic factors shaping the future of Food and Beverages markets. Further, business and SWOT profiles of three of the leading food and beverage companies in Ethiopia detailed in the report along with recent developments and their impact on overall market growth.

1.3.2 Traditional foods and local beverages of the local area

With more than 85 ethnic groups, Ethiopia has a diverse cousin. Most ethnic groups have their own unique dishes or share them with each other. Sometimes it is not easy to know which foods and drinks belong to which tribes. For example, the so-called Ethiopian national dish Doro is usually a festive dish from the northern part of the country. Now it is more common in the south and center of the country. Similarly, the kitfo is associated with the Gurage tribes. Now Kitfo is one of the most famous foods in Ethiopia.

Religion played an important role in the evolution of Ethiopian dishes in their uniqueness. During the Lenten season, Orthodox Ethiopians follow strict religious rules to abstain from foods

containing meat, poultry, milk, cheese, eggs, fish, etc., only vegan foods such as vegetables, grains, beans, fruits, and oilseeds are allowed. Without fancy cutlery and sophisticated tableware, Ethiopian food looks unique and beautiful. There are dozens of spices in Ethiopian food. Perhaps being spicy is the defining feature of Ethiopian cuisine. But there is also a non-spicy version called Alcha (ALCHA). Most Ethiopian cuisines served with a flatbread called Injera. Eating Injera by hand is part of an authentic experience.

1.3.3 Seasonal produce

According to the fasting rules for the Ethiopian Orthodox Christians, the food on fasting days should not include any food of animal origin, with the exception of fish. The main ingredient in the wot or allichha must thus be of vegetable origin and the sauce must be based on legumes, potatoes, kale or pumpkin. As already indicated, fish is difficult to transport and easily goes bad and is therefore too expensive for most people. The wot or allichha prepared on fasting days are adaptations of regular dishes to the fasting rules. Special traditional fasting dishes, such as elbet and seljo, may be prepared.

Another common fasting dish is oilseed sauce, prepared in the same way as wot or allichha. To make this, oilseeds — niger, lax or safflower — are toasted, crushed and mixed with hot water. This mixture is spiced and served in the traditional way with enjera or mixed with the enjera as fit-fit. In part of the Ethiopian Highlands the wot made of flax seed is the staple food during the entire year. Beverages made of flax, safflower or fenugreek is also used during fasting periods.

The international organizations are aware of the magnitude of the problem of malnutrition and are working on different lines. Everywhere experiences has shown that, in building up an applied nutrition programme, the food habits, traditions and taboos in the country should be taken into consideration. More knowledge of every detail of social organization and the significance of good habits is therefore an essential pre-requisite for guided change. This type of background information can be made good use of in practical development programmers.

1.3.4 Promotional activities

Highly Effective Marketing Strategies for a Food & Beverage Business

- **Brand Positioning Your Restaurant**

So what is your outlet or restaurant offering exactly? Are you a bakery or a bistro? Do you identify yourself with the people in your area or rather do they identify with your offering.

If you are a Mexican restaurant that offers amazing fish tacos in an area where people love American steaks and burgers, you have two things to establish. Firstly you have to make people aware that tacos are yummy too and secondly you score advantage of being the first one of your kind in that area. You also need to realize whether you want to be a family restaurant offering beverages for the whole family or also wish to offer beer like ‘Chilli’s’ does.

If you are a coffee shop do you want to relate to the executives who are picking up cups of coffee and rushing or the struggling writers sitting with their laptops trying to make magic happen. Hence, you have to be sure about your target audience before you make any move. It is, however, essential to know what you are also expecting off your customers.

- **Packaging Your Product**

Let’s go by the old adage, “A book is judged by its cover” in the same way a product is judged by its packaging. One of the biggest ingredients that marketing professionals concentrate on is the packaging of the product.

This does not only include the literal packaging. Rather, it starts with the basic logo design of your brand to the menu card and how it is presented on the table. Sometimes the logos on your cutlery can have a strong impact on your consumers.

The stirrer offered with your cocktail can also showcase your brand logo, and this will remind people of your bar every time they see it. People hire professionals to make a simple yet effective logo from companies such as Design hill who not only create a logo that is customized to your requirement but also convenient for all the other collaterals of stationery that the logo will appear on, such as business cards, brochure design, menus, advertising materials such as posters or digital ads or Google ads.ng for a Food & Beverage Business Logo Design Need.

- **Make A Statement With Your USP**

Perhaps your angel investor or your partner is investing in your idea because there is potential in it. The biggest potential that most investors see is the USP or the Unique Selling Point, which can be anything from making the best cream cheesecakes in town to using only organic or vegan ingredients in the menu for your food truck.

- **Blogging**

The best place to begin is by having your own blog on your website. You can integrate this with your other social media platforms as well like Facebook, Instagram and Twitter so that each post gets multiplied and creates a good impact.

This is your best communication channel where you can create a huge following for your brand. You can also start partnering with professional food bloggers and ask them to review or write about your business. This way you end up reaching out to more people and can enjoy a more dominant online presence.

- **Email Marketing**

Start an email marketing program and create a monthly/annual schedule so that your posts are relevant and spaced out through a period. E-mailers are quick and easy to send, and all that you need are email listings of potential as well as current customers.

Keep sending mailers about your new product offerings or competitions, exciting events, discount coupons to keep customers engaged

- **Social Media Marketing**

Instagram is one of the biggest platforms where an Food & Beverage business can thrive through social media. People love clicking pictures of food. So not only are you posting pictures of your food and events but people are also posting reviews of your food with pictures.

- **Hosting Events at Your Restaurants**

Events help in brand awareness and spreading the word out. It is undoubtedly an effective marketing solution that drives target customers' attention due to media coverage as well.

- **Listing Your Business in Online Directories or Websites**

There are tons of smartphone apps and websites that allow you to use their platform as a means to sell your product by giving a marginal commission to the platform.

- **Festive and Seasonal Offers**

Even without hosting events you can always procure more customers through offers and discounts based on occasions. For example, if you have coolers in your menu you can highlight and offer them at discounted prices with other food items in summer.

- **Partner Or Associate With Other Brands**

Brands such as Pepsi and Coca-Cola offer the opportunity of a more marketable product by simply making sure that you highlight their product in your marketing campaigns.

Domino's offers Coca-Cola beverages while more posh restaurants will showcase their exclusivity with a particular brand of rice or spices especially an Asian brand. Affiliations always give consumers more confidence to try your product offering.

- **Re-inventing Your Image**

some companies change their logos very often food and beverage joints find it easy to give their products a fresh feel by simply changing the color scheme of their company.

Self-check 1

Part one: say if the statement is correct true and say if the statement is in correct false.

1, food is a substance that we consume in order to drive energy to run our body and nutrition grows.

2, plants are our secondary food source of food and the producer in the food chain.

Part two: marching

Mach the Colum A with Colum B

A,

1, Executive chef

2, Food

3, internet

4, Menu

5, advertising

easily

.

B

A,Is the basic necessity of every organism

B, Kitchen management

C, IS A list of food & beverage offered to customary and the price

D, People to communicate quickly and

E, Increases your brands

Unit two : Develop interpretive content on Ethiopian food & beverages

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

- Types of Ethiopian food
- Types of Ethiopian beverages
- Service styles for different types of food
- Information with local community values and norms.
- special response to customers dietary or cultural requirements

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:

- Interpret different Ethiopian foods
- Interpret different beverages
- Maintain Service styles for different types of food
- Identify information matched with local community values and norms.
- Implement special response to customers dietary or cultural requirements

2.1 Types of Ethiopian food

- **Injera**

Injera is a very popular accompaniment for most meals where people can scoop up their food. Injera is made with teff, a tiny, round grain that flourishes in the highlands of Ethiopia. Teff is very nutritious and contains practically no gluten. Torn off pieces of injera are used to scoop up thick vegetable or meat stews.

- **Chechebsa**

Chechebsa is another very tasty dish served for breakfast. It is prepared from chopped tortilla mixed with butter and berbere. It is usually eaten accompanied with a cup of tea or glass of milk.

- **Kinche (Oatmeal)**

Another breakfast staple is kinche. It is made from kinche (oatmeal) and butter, and, if you like, milk. Most often a glass of milk is served alongside kinche. Besso ferfer is prepared from lightly roasted whole grain mixed with warm water, butter, and mitmita. It is another breakfast favorite served milk or tea. When fasting, butter is not included in the besso. It is also a popular food with toddlers and kids.

- **Besso Ferfer**

Besso ferfer is prepared from lightly roasted whole grain mixed with warm water, butter, and mitmita. It is another breakfast favorite served milk or tea. When fasting, butter is not included in the besso. It is also a popular food with toddlers and kids.

- **Genfo (Porridge)**

Genfo is a simple dish made from dry roasted barley flour mixed with enough boiling water to make a smooth, yet thick consistency. Genfo is commonly eaten for breakfast and served with a mixture of berbere and butter.

- **Shiro**

Ethiopians have a strong tradition of religious fasting: every Wednesday, Friday, and before every religious holiday. On these days, shiro is probably the most popular Ethiopian fasting dish. Shiro is made from spiced chickpeas or bean puree, minced onions, garlic, and berbere, and is served with injera. Shiro is a very tasty dish and can be found just about all over the country. If you are eating shiro on non-fasting days, butter can be added.



Figure 2.1.shero wot

- **Meser Wot (Lentil Stew)**

Meser (red lentils) is a common dish for fasting days. It has a great taste and almost everyone in Ethiopia will choose meser when they need to avoid animal products. It is also a dish served to guests when people get together for celebrations. The dish is prepared with meser (red lentils), onion, berbere, cardamom, garlic, and ginger. The meal is not complete without injera to scoop up the meser.

- **Siga Wat**

Siga wat (or sega wat) is very similar to doro wat except it's made with beef instead of chicken. It's a devilishly spicy stew made with mostly the same ingredients, the most important being the berbere spice blend. Siga wat is known to be spicy but it can be made into a milder version as well, without the berbere seasoning. The spicy version of siga wat is called keye siga wat while the non-spicy version, made without berbere, is referred to as alecha siga wat.

- **Derek Tibs**

Tibs refers to a family of Ethiopian dishes made with sautéed meat, vegetables, and berbere. There are many variations of tibs depending on the recipe and cut of meat used, but most are made with beef, lamb, mutton, or venison. They can be spicy or mild, and made with lots of vegetables or none at all.

Derek tibs (or shekla tibs) is a type of tibs made with lamb, beef, or goat cooked with niter kibbeh, onions, peppers, and spices. It's a drier version of tibs made with meat that's been pan-fried and seared till slightly crispy. Like many of the dishes in this Ethiopian food guide, it's usually served with injera Derek Tibs.



Figure 2.2. shekela tibese

Tibs refers to a family of Ethiopian dishes made with sautéed meat, vegetables, and berbere. There are many variations of tibs depending on the recipe and cut of meat used, but most are made with beef, lamb, mutton, or venison. They can be spicy or mild, and made with lots of vegetables or none at all. Derek tibs (or shekela tibs) is a type of tibs made with lamb, beef, or goat cooked with niter kibbeh, onions, peppers, and spices. It's a drier version of tibs made with meat that's been pan-fried and seared till slightly crispy. Like many of the dishes in this Ethiopian food guide, it's usually served with injera and a side of awaze.

- **Kitfo**

Kitfo, is a dish made from raw minced beef, is one of the most beloved local dishes in the entire country. It's a food that's often eaten on special occasions, with good friends or family. You can either order leb leb, which is very slightly cooked, or the normal kitfo which is completely raw. The minced meat is mixed with mitmita, a blend of spices, and niter kibbeh, the Ethiopian herbed butter, and that's it.



Figure 2.3 ketefo

- **Doro Wot**

Doro is a tasty Ethiopian dish that is mostly served on religious holidays and special occasions and offered as a sign of respect to welcome guests. Doro is prepared from a whole chicken cut into 12 parts and cooked with hot sauce of berbere, Onion, cardamom, and butter. After it's cooked, boiled eggs are added and it is served with injera.

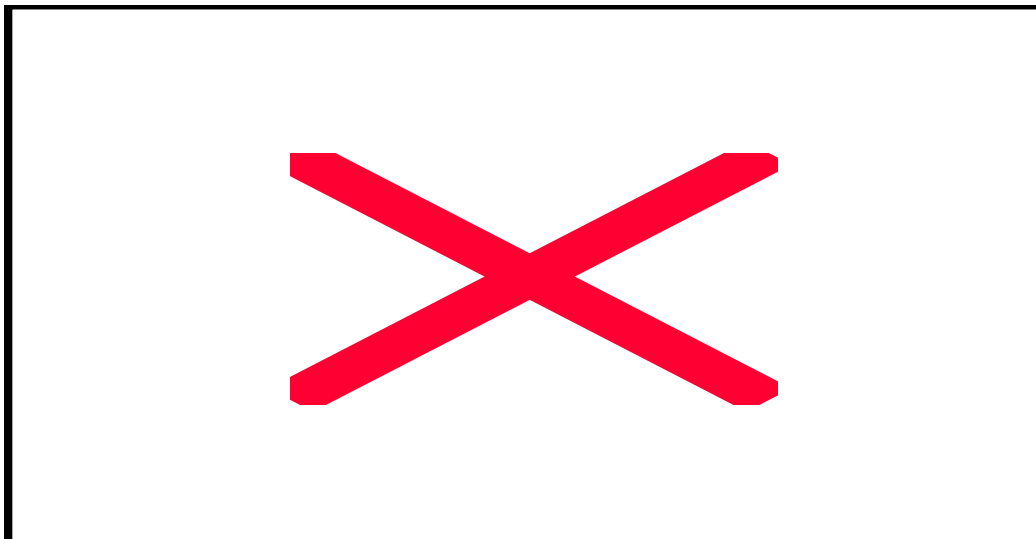


Figure 2.4 doro wot

- **Kekel**

Kekel is a non-fasting food that is usually eaten during holidays. It's made from the bones of an ox or a sheep and onion, mitmita, butter, and other spices that gives the kekel a good taste.



Figure 2.5 Kikel

- **Dulet**

Dulet is a special non-fasting dish made from ox or sheep kidney, tripe, liver, mitmita, onion, black pepper, cardamom, butter, and chili pepper.

2.2 Types of Ethiopian beverage

Tej

Tej is an Ethiopian wine that uses honey as a substrate and “*gesho*” (*Rhamnus prinoides*) as a source of bitterness. Previously, *Tej* was produced and consumed only for cultural festivities and for the royal families. These days, *Tej* is a popular drink in rural, semi-urban, and urban areas of Ethiopia. It is produced and sold at the household level. The final product usually lacks consistency in quality due to differences in the manner of preparation and the ratio of ingredients used. Ethiopia has the potential to produce 500,000 tons of bee honey annually. However, production has not surpassed 10% of that potential. About 80% of the total honey produced in the country serves as raw material for producing *Tej*. Traditionally, crude honey rather than refined honey is preferred for the production of *Tej* due to the distinct sensorial properties that local consumers prefer.

The *Tej* making process begins by cleaning and drying the traditional fermenting container. Then, honey and water are mixed in a ratio of 1:3 and allowed to ferment for 2 to 3 d. afterwards, leaves and stems of “*gesho*” (*R. prinoides*) are boiled, cooled to room temperature and added to the previously fermented honey and water mixture. This mixture is allowed to ferment for 8 to 10 more days during the hot season or 20 d during the cold season. After the intended period of

fermentation, the product is ready to serve to the consumer in a special glass, locally known as “*Berele*”.



Figure 2.6 tej

The microorganisms involved in the fermentation process originate from the raw materials, equipment and utensils. Because of this, *Tej* fermentation is lengthy, spontaneous, and uncontrolled. Thus, the final product has inconsistent physicochemical properties, microbiological profile, and sensory attributes.

Good quality *Tej* is yellow, sweet, fizzy, and cloudy due to the presence of active yeasts. The flavor of *Tej* is highly dependent on the type of honey used and amount of “gesho” (*R. prinoides*) added. Additionally, the diversity and population of microorganisms also contribute to the.

Ogol

Ogol is another traditional fermented honey wine beverage commonly consumed in the western part of Ethiopia. The preparation process starts by pulverizing the bark of the native tree “*Mange*” (*B. unijungata*). The pulverized bark, wild honey, and water are mixed in a container and the mixture is allowed to ferment for about two weeks. After completing the intended period of fermentation a small amount of water is added and the mixture is allowed to ferment anaerobically in a hot place for additional 12 to 36 h. Finally, it is filtered through a clean cloth and served to consumers as *Ogol*.

Booka

Booka is a low alcoholic traditional beverage that is popular in southern Oromia, Ethiopia. The preparation process is relatively simple and easily adaptable. First the bladder of a cow is carefully removed from a dressed carcass and cleaned properly to remove residue urine. Honey and water are added to the prepared cow bladder in a ratio of 1:4. After 2 to 3 d of fermentation, a small amount of honey is added to the mixture and it is left to ferment anaerobically for an additional. After the fermentation process is completed, the filtrate is ready to be served to

consumers as *Booka*. Good quality *Booka* is yellowish in color, sweet in taste, and attractive in odor

Keribo

Keribo is another alcoholic traditional beverage consumed by many Ethiopians, especially by those who prefer low alcoholic drinks. The production process is relatively less complicated. Abawari reported the raw materials and processing conditions of Keribo. According to the report, making Keribo begins by mixing roasted barley with hot water. Then, the mixture is boiled for about 20 min, after which the solid residue is removed by filtration. Subsequently, sugar and bakery yeast are added into the separated filtrate and left overnight to ferment. Finally, extra sugar is added to the mixture and the beverage is served to the consumer.

Cheka

Cheka is a traditional low alcoholic fermented beverage commonly consumed in the southwestern parts of Ethiopia and particularly in Dirashe and the Konso district. It is a cereal- and vegetable-based fermented low alcoholic beverage. Sorghum (*S. bicolor*), maize (*Z. mays*), finger millet (*E. coracana*), and vegetables such as leaf cabbage (*Brassica* spp.), moringa, (*Moringa stenopetala*), decne (*Leptadenia hastata*), and root of taro (*Colocasia esculenta*) are the main ingredients for Cheka preparation.

Korefe

Korefe is a foamy fermented low alcoholic beverage popular in the northern and northwestern parts of Ethiopia. Similar to other Ethiopian fermented beverages, the fermentation system is natural and spontaneous. Barley, malted barley, “gesho” (*R. prinoides*), and water are the major ingredients used to prepare this indigenous beverage.

The process of making Korefe begins by mixing “gesho” (*R. prinoides*) and water to produce “Tijit” in a traditional container locally known as “Gan” (Figure 2). The blend is left for 72 h to extract flavor, aroma, bitterness and fermenting microorganisms [15]. While that is happening, non-malted barley powder is mixed with water to form dough. The dough is then baked to make unleavened bread locally called “Kitta”. Then, “Tijit”, a small sized “Kitta” and an adequate amount of water are mixed together and left to ferment for about 48 h. The semisolid mixture obtained at this stage is locally called “Tenses”. Subsequently, non-malted roasted

barley powder, locally called “Derekot”, is added to the previously prepared “Tenses”. At this stage the blend is allowed to ferment for an additional 72 h. Finally, water is added to the mixture in a ratio of 1:3. After another 2 to 3 h of further fermentation the Korefe is ready to be served.

Shamita

Shamita is another traditional low alcoholic beverage that is produced and consumed in different parts of Ethiopia. Roasted and ground barley is used as a major substrate during the fermentation stage [49]. This beverage also serves as a meal replacement for low income workers. Like other traditional Ethiopian fermented beverages (Tella and Borde), Shamita production does not require malt for the saccharification process.

To prepare Shamita, barley flour, salt, linseed flour, and a small amount of spice are mixed together with water to form slurry liquid. As a starter culture, 1 to 2 L of previously produced slurry is added to the blend. The mixture is allowed to ferment overnight. Then, a small amount of bird’s eye chili (*C. annuum*) is added and the beverage is ready to serve for consumption [34]. The first full-length article on Shamita was published by Ashenafi and Mehari [34], which focused on the enumeration of microorganisms in samples collected from different vendors. The report found that lactic acid bacteria and yeasts are the dominant microorganisms in Shamita. Four years later, Bacha et al.

Borde

Borde is a cereal-based Ethiopian traditional fermented low alcoholic beverage that uses maize (*Z. mays*), wheat (*T. aestivum*), finger millet (*E. coracana*) and sorghum (*S. bicolor*) interchangeably or sometimes proportionally as the main ingredients. It is commonly produced and consumed in the southern and western part of Ethiopia. The local communities consider Borde as a meal replacement. Particularly, low-income local groups of the population may consume up to 3 L of Borde per day. The nutritional value is high due to the high number of live cells present in freshly produced Borde.

The Borde making process starts with germinating barley grain by following the same procedure described for the Tella malt preparation process. This malt, a source of amylase enzymes, is ground to become malt flour. In parallel, maize grits are mixed with a proportional volume of

water and fermented for about 44 to 48 h. The fermented blend is divided into three portions. Similar to Uganda’s kwete , about 40% of the blend is roasted on a hot pan and a bread locally called “Enkuro” is produced. Then, the prepared “Enkuro” is mixed with malt flour and additional water and allowed to ferment for about 24 h in the same mixing tank. The other 40% of the fermented maize grits are mixed with additional fresh maize flour and water. This mixture is shaped into a ball-like structure and cooked using steam to form “Gafuma”. Subsequently, “Gafuma” is added to previously prepared “Tinsis” to become the thick brown mash called “Difdif”. The remaining 20% of the fermented maize grits are mixed with additional flour and water and boiled to form thick porridge. Then, the prepared porridge, extra malt, and water are mixed into the earlier produced “Difdif”. Finally, the mixture is filtered and a small amount of water is added before serving to consumers as the final product Borde.

Tella

Tella is the most consumed traditional fermented alcoholic beverage in Ethiopia. It is the most popular beverage in the Oromia, Amhara and Tigray regions (Table 1). Barley, wheat, maize, millet, sorghum, “teff” (E. tef) and “gesho” leaves (R. prinoides) along with naturally-present microorganisms are the ingredients used to produce Tella. Even though the volume of production and consumption is high, the fermentation process is still spontaneous, uncontrolled and unpredictable.

The Tella making process and its raw materials vary among ethnic groups and economic and traditional situations. Although there are minor changes in the process in different localities, the basic steps are similar throughout the country. The making of “Tejet”, “Tenses” and “Difdif” are the fundamental steps in the Tella preparation process.



Figure 2.7.tella

The Tella making process starts by soaking the barley in water for about 24 h at room temperature to produce malt, locally called “Bikil”. After 24 h, the moistened grain is covered by using fresh banana leaves and kept in a dry place for an additional three days. Then, the germinated barley grain is sun-dried and ground to produce malt flour. At the same time “gesho” (*R. prinoides*) leaves and stems are sun-dried and ground. Then, “Bikil” flour and “gesho” powder are mixed with an adequate amount of water in a clean and smoked traditional bioreactor known as “Insera”. This mixture is left to ferment for two days to form “Tejet”. Subsequently, millet, sorghum and “teff” (*E. tef*) flours of equal proportion are mixed with water to form a dough. The dough is then baked to produce unleavened bread locally known as “ye Tella kita”, which is sliced into pieces and added to the earlier produced “Tejet”. The mixture is then sealed tightly to ferment anaerobically for 5 to 7 days to turn into “Tenses”.

While the “Tenses” is fermenting, maize grain is soaked in water for about 3 d, and then it is dried, roasted and ground to make dark maize flour called “Asharo”. “Asharo” is the main ingredient that determines the color of Tella. “Asharo” is then added to the previously produced “Tenses” and fermented anaerobically for a period of 10 to 20 days. After this period of fermentation, a thick mixture locally called “Difdif” is formed. Water is added to “Difdif” and left to ferment for an additional 5 to 6 h. Finally, solid residues are removed by filtration and served to consumers as Tella. In order to produce 25 to 28 L of pure Tella, 1 kg of “gesho” (*R. prinoides*) powder, 0.5 kg of “Bikil”, 5 kg of “ye Tella kita”, 10 kg of “Asharo” and 30 L of water are required.

Ingredients and utensils used to prepare Tella are the major source of microorganisms for the fermentation process

Araki

Areki, also known as Katikala, is probably the strongest alcoholic beverage in Ethiopia with an alcohol content of around 45%. It’s made from the leaves of the Gesho plant. Araki is essentially the Ethiopian version of moonshine.

Atmit

Atmit is mostly used as a comfort drink for mothers with newly born babies and, sometimes people with the flu. However, some people who enjoy the taste and smooth texture of the drink also enjoy it once in a while. Atmit is made out of barley and oat flour mixed with water, sugar, and Niter Kibbeh (Ethiopian clarified butter), cooked until it reaches a slightly thick consistency

2.3 Service styles for different types of food

Silver service style

Silver service is a method of serving style; dishes are presented and transferred to the guest's plate using a service spoon and fork from the left-hand side of the guest while beverages are served from the right-hand side. It is regarded as a formal service. This food service method is also called English service. Here server moves counter-clockwise while serving food. This kind of service is implemented in upscale restaurant.

American service style

American Service is a simple and informal form of the service style. It is also termed **Plated service**. In the American style of food service, dishes are neatly plated in the kitchen by the kitchen staff and placed on the guest's cover from the right-hand side. The waiter should be able to carry at least three dished-out full plates to speed up the services

French service style

French Service is also known as Family service. In french this service is found in family pensions and banquets, Where the dish is presented to each guest from the left-hand side to help himself/herself. For a small party of two to three guests dishes ordered by them are placed on the table with service implements and plates for the guests to help themselves.

Russian service Style

Russian service is a very elaborate service and may also be termed a Sideboard service. In these style large joints, roast poultry, whole fish, and so on. In this service elaborate garnish is neatly arranged on a platter presented to the host, taken back to the sideboard, carved, portioned, and served to the guests with a service spoon and fork.

Gueridon service style

This Gueridon service is also named the Trolley service. In this style of service, dishes are prepared, carved, dressed, or flambéed on a trolley in front of the guests and served with a service spoon and fork. It is a very effective tool for merchandising.

Tray service style

Tray service is a type of food service operation where dishes are ordered by guests and neatly portioned and arranged on a tray with necessary cutleries and taken to their rooms/beds/seats by waiters. Special trays are available to retain the temperature of the dishes. This style is practiced in-room service, hospitals, flights, and institutional catering.

Self service

This is the simplest form of service method where members of the service staff do not serve guests. Customers help themselves with the dishes they would like to consume.

Self-service is further classified into the following types:

- Cafeteria service.
- Counter service.
- Vending service.

Cafeteria service

There are two types of cafeteria services are available:

a) Traditional Cafeteria Service

This form of service is widely followed in institutional and industrial catering establishments. It consists of a straight line of counters containing a variety of hot and cold dishes displayed in order. The customer starts from one end of the line, picks up a tray, and moves along the length of the counter as he selects the dishes he wants to have. The cashier who is seated at the end of the counter makes the bill and collects payment. This is not required if the meals are pre-paid. Normally, the service counter is separated from the dining area.

b) Free Flow Cafeteria Service

In the modern free-flow cafeteria system, counters are segregated according to the type of dishes offered – hot or cold, appetizers, soups, bread, sandwiches, entrées, salads, pasta, and so on. Customers can move at will to any service point to select dishes and exit through the payment method. In this system, counters are not arranged in a straight line, but in shapes such as Hollow squares, U-shaped, Echelon or Sawtooth, and so on, depending on the number of dishes on offer and the shape and size of the area available.

By all these methods of food serving styles, food and beverages are served to guests in a hotel room, on a flight, in a hospital, and so on.

2.4 Information with community values and norms

• Valuing diversity

Valuing diversity means accepting and respecting differences between and within cultures. We often presume that a common culture is shared between members of racial, linguistic, and religious groups, but this may not be true. A group might share historical and geographical experiences, but individuals may share only physical appearance, language, or spiritual beliefs.

Our cultural assumptions can lead us to wrong conclusions. As people move to new areas and meld with other cultures it creates a kaleidoscope of subcultures within racial groups. Gender, locale, and socioeconomic status can sometimes be more powerful than racial factors. For example, a Vietnamese couple may immigrate to America, and raise their children in a suburban area. As a result, the children may identify much more with European American popular culture than the Vietnamese culture of their parents. Understanding situations such as this can lead to a better understanding of the complexity of diversity.

- **Conducting cultural self-assessment**

The most important actions to be conscious of are usually the ones we take for granted. For instance, physical distance during social interactions varies by culture. If a staff member of an organization routinely touches the arm of whomever she is talking to, this might be misread in some cultures. Such miscommunication can be avoided if the organization does cultural self-assessment. Each organization has a culture. Surveys and discussion can help members become more aware of the organization's way of doing things and can help it adjust to other cultures. This assessment is a continuing process towards cultural competence.

- **Understanding the dynamics of difference**

Many factors can affect cross-cultural interactions. Bias due to historical cultural experiences can explain some current attitudes. For example, indigenous peoples and Black folk, among other groups, have experienced discrimination and unfair treatment from dominant cultures. Mistrust coming out of these experiences may be passed on to the next generations of these groups, but ignored within the dominant culture. An oppressed group may feel mistrust toward the dominant culture, but members of the dominant culture may be unaware of it or not understand it. Organizations planning to interact with varying cultures need awareness of such a dynamic if they want to be effective. Remember that organizations can be intergenerational. A group that worked with an ineffective, culturally incompetent organization 15 years ago, may not know that the group has the same name but is in a "second life" -- a new staff, a new board, and a new approach to working with the community. This means the organization has some work to do, and must be aware of this dynamic in order to be newly effective. Being proactive rather than reactive about change produces a synergistic organization. Anticipating change is a basic dynamic in the development of synergy. Synergy is more than just teamwork. It's the magic that happens when people are truly working together, understanding one another deeply, and in total

agreement about their beliefs and goals, at least as far as their work goes. Synergy happens only if people treat each other with respect and effectively communicate with each other.

- **Institutionalizing cultural knowledge**

Cultural knowledge should be integrated into every facet of an organization. Staff must be trained and be able to effectively utilize knowledge gained. Policies should be responsive to cultural diversity. Program materials should reflect positive images of all cultures.

Adapting to diversity

Values, behaviors, attitudes, practices, policies, and structures that make it possible for cross-cultural communication guide a culturally competent organization. When you recognize, respect, and value all cultures and integrate those values into the system, culturally competent organizations can meet the needs of diverse groups.

Types of diversity in an organization

There are all types of diversity in an organization. However, some types of diversity have a larger impact on organizations than others because they have historical significance. These types of diversity are associated with a history of inequity and injustice where not every person or group has been treated equally because of them. These types of diversity include:

Marginalized or socially excluded groups

- Nationality
- Ethnicity
- Native language
- Race
- Gender
- Sexual orientation
- Social class
- Spiritual beliefs and practice
- Physical and mental ability

Other types of diversity that should be considered, but tend to be less salient include:

- Age
- Educational status
- Family status

- Health status
- Style
- Skills and talents
- Customs
- Ideas
- Military experience
- National, regional, or other geographical area
- Ownership of property
- Occupational status
- Socioeconomic status

Important of cultural competent

Diversity is reality. We are all connected through the increasing globalization of communications, trade, and labor practices. Changes in one part of the world affect people everywhere. Considering our increasing diversity and interconnected problems, working together seems to be the best strategy for accomplishing our goals. Because social and economic change is coming faster and faster, organizations are understanding the need for cultural competence. We're realizing that if we don't improve our skills, we're asking for organizational and cultural gridlock.

Studies show that new entrants to the workforce and communities increasingly will be people of color, immigrants, and white women because of differential birth rates and immigration patterns. There are many benefits to diversity, such as the rich resource of alternative ideas for how to do things, the opportunity for contact with people from all cultures and nationalities that are living in your community, the aid in strategizing quick response to environmental change, and a source for hope and success in managing our work and survival.

Benefits of building an organization's cultural competence are:

- Increases respect and mutual understanding among those involved.
- Increases creativity in problem-solving through new perspectives, ideas, and strategies.
- Decreases unwanted surprises that might slow progress.
- Increases participation and involvement of other cultural groups.
- Increases trust and cooperation.
- Helps overcome fear of mistakes, competition, or conflict. For instance, by understanding

2.5 special response to customers dietary or cultural requirements

Here are eight recommendations to help plan the process of accommodating delegates' special dietary requirements.

- **Understand guests' needs**

Guests may have dietary needs based on religious restrictions, food allergies or intolerances. Whether guests' requests are critical to their health or simply personal preferences, meeting and exceeding expectations is key. Whatever the reason, it's important that delegates feel confident they can safely consume menu options presented for their needs. It's important to understand the dietary requirements of meeting delegates, especially those with food allergies, intolerances or health- or religious-based restrictions.

- **Review dietary requirements**

Paleo, low sugar, macrobiotic, vegan... it's hard to keep up with all the different diets and ever-evolving wellbeing trends. Food label legislation and rules differ worldwide. Businesses must be fully compliant and planners aware of their venue's policy. Health-related diets include:

- ✓ Gluten free
- ✓ Celiac
- ✓ Diabetes

Common dietary requests include:

- ✓ Dairy free
- ✓ Vegetarian including Ovo (permits eggs), Lacto (permits dairy) and Ovo-Lacto Vegetarian (permits some animal products)
- ✓ Vegan (eats a largely plant-based diet)
- ✓ Pescatarian (eats fish, but not meat)
- ✓ Flexitarian (adopts a largely vegetarian diet, but occasionally eats meat)
- ✓ Ketogenic (low carb, high fat)
- ✓ Paleo

Other dietary requests include:

- ✓ Low sugar
- ✓ LOW GI (limits carbohydrate intake)
- ✓ Calorie-controlled
- ✓ Locally sourced /Organic

- ✓ Whole 30 (avoids all inflammatory foods and beverages)
- ✓ Pregnancy related
- ✓ Religious diets include: Kosher& Halal

- **Prepare in advance**

Planners should allow for advance notice to venues to accommodate special dietary requests. It's vital that both parties discuss and consider dietary needs from the initial planning stage through to the post-event review. Early collaboration between planner and venue is key. Adopting a structured approach to gathering delegates' requests helps to simplify matters and lessens the risk of any last-minute issues, such as menu changes. It also allows the venue time to source substitute ingredients and to adapt dishes.

- **Budget carefully**

Catering for dietary needs and preferences can prove costly. So, it's especially important that planners check which special diets their venue accommodates and whether these will incur additional charges. Venues now have to factor in dietary needs more than ever before. Many venues now design menus with multiple gluten-free, dairy-free and vegetarian choices as standard practice. This helps kitchen teams to operate a smoother service, with fewer last minute changes. Obtaining guests' requirements in the early stages of the registration process allows both parties to see where costs can be reduced. For example, can one dish cater for more than one type of diet? Often people requiring Kosher or Halal cuisine are happy to consume the vegetarian or vegan options. It's not unreasonable to consider charging guests with extreme requests for the cost of their meal. Particularly since specially prepared dishes (with expensive and specially sourced ingredients) often remain uncollected or uneaten.

- **Collaborate on the registration process**

Work collaboratively to devise a menu that caters for all guests. Planner and venue should discuss and agree the following:

- ✓ The special diet menu options available (including snacks/grazing foods)
- ✓ The venue's deadline(s) for receiving menu choices (aim for at least 7 days in advance)
- ✓ How any last-minute requests will be handled
- ✓ How the kitchen and wait staff will be made aware of guests' specific requests (especially allergy related)

- **Plan appealing menu alternatives**

Ensure that, wherever possible, any specially prepared meals are just as nourishing and appealing as the other options on offer. A vegan still requires a protein. Remember that people with special dietary needs are not on a ‘diet’ and ensure their meals don’t lack key nutrients.’’

- **Keep a close check on the day**

Be sure to ask guests if they have any special dietary requirements not covered by the food on offer during the meeting. Ensure that all food (be it plated, buffet style, silver service or snacks) clearly highlights relevant dietary information and any allergen contents. Make sure that wait staff are informed of guests with special dietary needs and briefed about their menu choices.

- **Glean insights for the future**

Ask guests with dietary requirements to provide feedback about how well they felt catered for. This will enable future menus to be more inclusive and appealing to guests with dietary needs. As with any aspect of a meeting, high levels of customer service and satisfaction are key. Guests with dietary needs who feel listened to and well catered for are far more likely to provide positive feedback and become repeat customers.

Self-check 2

Part one: say if the statement is correct true and say if the statement is in correct false.

- 1, valuing diversity means accepting and respecting differences between and within cultures.
- 2, Guerdon service is also named the trolley service

Mach the Colum A with Colum B

A

- 1, American service style
- 2, French service style
- 3, atmit
- 4, it is made from gesho
- 5, Gueridon service style

B

- A, family service
- B, Plated service
- C, araik
- D, Comfort drink for mothers
- E, Trolley service

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