

Unit 1

The Hospitality and Catering industry

WJEC LEVEL 1 / 2 AWARD in HOSPITALITY AND CATERING A

LO1

Understand the environment in which hospitality and catering providers operate

Exam June

90 mins

40% overall grade

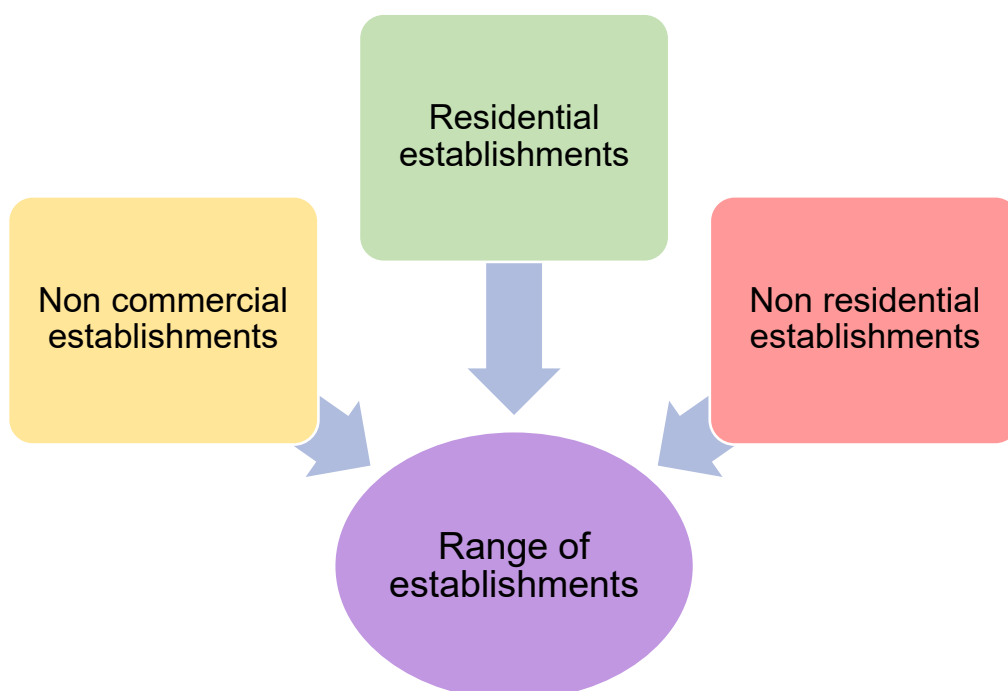




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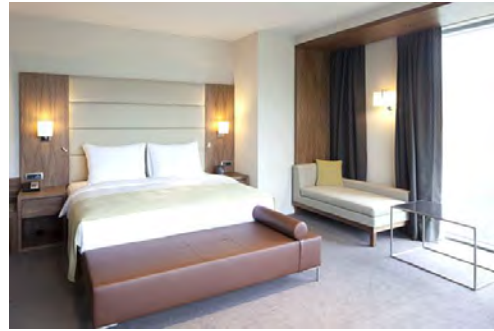
The structure of the hospitality and catering industry

- The **Hospitality and Catering** sector includes: pubs, bars and nightclubs; restaurants; self-catering accommodation, holiday centres travel and tourist services; visitor attractions and hotels. Hospitals, prisons, schools armed forces and social care .
- It has grown over the last 20 years and, despite recession, is predicted to continue to grow .The sector as a whole currently employs almost 2 million people.



Residential establishments

- Hotels
- Guest houses
- Bed and breakfasts
- Farmhouses
- Motels
- Holiday parks
- Some public houses



Hotels

The style of food provided will depend on the standard of the hotel

Hotel may provide

- No food provision
- Room service
- Hotel owned restaurants
- Franchise restaurants
- Breakfast provision only



Bed & breakfasts, Guesthouses



Often showcase local themes or produce.
May be breakfast, Half board or full board, family run

Motels

Lower standard than hotels, food is usually buffet style breakfast.
Corporate or independent



Holiday parks



Purpose built holiday complexes which can have attractions, entertainment, pool, can be self catering or all inclusive or a combination

Non residential establishments

Restaurants

Variety of styles and food types, may be specialist eg italian, or gourmet or fine dining
Styles of service vary with types of food and cost
See styles of service section for more...



Cafes

Can vary from independent “greasy” spoon, Tea rooms or coffee shops.
Serve snacks and full meals.



Fast food



Chains eg KFC, Dominos or independent businesses
Limited menu, low cost, eat in or take away
Disposable packaging

Take aways

Dedicated take away or restaurant attached or may be just take away,

most food is cooked to order.



Public houses

Can serve “basket” meals sandwiches or full table service. Some chain pubs have a fixed menu eg Wetherspoons.



Bars



more cosmopolitan menu than pubs , often themed to the type of establishment. Table service or eat at the bar

Non commercial establishments

Hospitals
Prisons
Meals on wheels
Residential care homes
Armed services

Hospitals

Patients may need reduced fat, sugar, protein diets depending on health
Soft meals, Vegetarian, vegan, religious, childrens meals
Budget for food controlled by NHS



School meals

School employed or outside company .Strict guidelines on what can be served to U16, oily fish 1x week, chips max 2x week

Armed services



Mass catering, Camps on active service, Canteens at bases.High energy, balanced nutritionally

Prisons



Food is prepared in by prison inmates to ensure that tight budgets for food are met

Meals on wheels



Social meal service provided by volunteers, to people unable to prepare their own food .

Care homes



food depends on the needs of the clients, some may need special meals. Some may need help eating and drinking

Styles of food service

Food can be served in many ways. The type of service depends on the following factors:

- The type of establishment or where it is
- The type of food or menu being served
- The cost of the meal or food
- The time available for the meal
- The type of customer
- The number of customers expected
- The availability of skilled serving staff



Table service

Method	Description	Comments
Plate	Pre-plated meals from the kitchen Can be a basic plated meal or a decorated nouveau cuisine style	From café's to luxury restaurants Good portion control methods Consistent presentation of food Relies more on skilled kitchen staff than the skill of serving staff Time consuming for the kitchen
Family	Dishes are put on the table where spoons are provided and the customers serve themselves. Suited to ethnic restaurants such as Indian, Chinese	Sociable Less portion control Easy and quick to serve Suits families with young children Needs big tables to fit all of the dishes on
Silver	Food is served by the staff using spoon and fork	A more personal customer experience Can be slow service Portion control may fluctuate Staff costs are high as it needs more staff
Gueridon	Food is served from a side table or a trolley using a spoon and fork Sometimes dishes are assembled or cooked in front of the customer	Very specialist, skilled service Individual attention Very high staff and menu costs Time consuming



Counter service

Method	Description	Comments
Cafeteria (free flow)	A single long display counter but can sometimes be multiple counters	Queuing is often required It can be fast so can produce a high turnover A simple, basic experience for customers There can be impulse buying from displays Low skill of serving staff
Buffet	Set up in a room usually along one long table. It can be self service or staff can serve customers. Carvery service is where joints of meat are carved in front of customers and plated	Creates a more informal function than plated or silver service meals It can be fast and simple Poor portion control Needs efficient clearing away of crockery
Fast Food	Takeaway with eat-in areas where customers collect food from one small counter	A quick and simple method of service Can be a very high turnover of food Often a limited choice of menu Use of disposable packaging and utensils because of the type of food and service



Personal service

Method	Description	Comments
Tray or Trolley	An assembled meal provided or a choice of food and drink from a trolley	Available where needed
Vending	Sold from a machine	24 hour service if required
Meal delivery	Ordered meals are delivered by the establishment	Drinks, snacks and meals can be offered including hot meals



Hospitality at non catering venues



Workplace catering

Catering companies provide meals and service in workplaces such as factories and offices. They may be employed directly by the workplace or could be a separate company working under contract.

Outside catering

food for functions such as weddings, banquets and parties in private houses. prepare and cook food and deliver it to the venue, or cook it on site. They may also provide staff to serve the food, if required.

Board meeting menu

- Sandwiches or Rolls
- Crisps
- Savoury Croissants
- Mini Chicken Kebabs
- Vegetable Samosas
- Cheese Lattice
- Assorted Cakes
- Plates/Napkins

£6.75 per head



Hot lunch menu

- Chilli Con Carne
- Wild Rice
- Green Salad
- French Bread and Butter
-
- £7.50 per head



Wedding menu

- Lemon and mint salmon skewers with lime crème fraiche
- Rosemary and blue cheese scones topped with red onion marmalade
- Rare roasted beef with horseradish crème fraiche on a watercress salad
- Pesto marinated chargrilled chicken breast with baby leaf salad
- Puff pastry case of fine ratatouille and cheddar cheese
- Fine coleslaw salad
- Mixed leaf with cherry tomatoes and diced cucumber
- Basket of locally baked breads
- Glazed passion fruit tart

£45 head



Planning menus

- **Who** is the event for ? Eg mixed ages, children, teenagers
- **How** is it going to be served? Eg hot buffet, plate service, finger food, sit down meal
- **What** are the special requirements? Eg vegetarians, non spicy food, traditional meal
- **What** foods are appropriate for the event? Eg wedding, Christmas meal, seasonal foods
- **How much** is the price per head? Eg cheap and cheerful, full gourmet experience, buffet

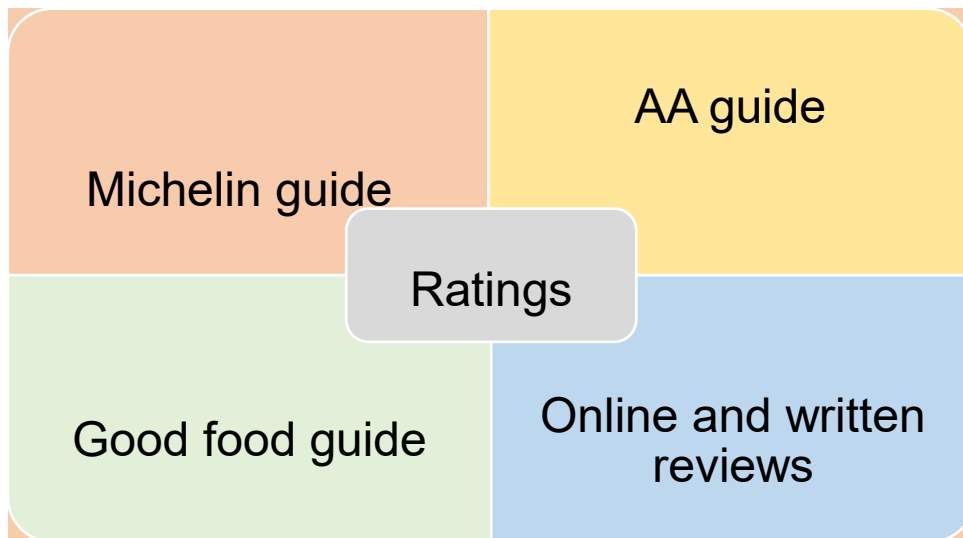
Standards and ratings

Benefits of ratings?

- A good establishment could see an increase in business from people wanting to try the food.
- It generates publicity for the establishment.
- Customers might come from further away to dine.
- Customers can identify less good establishments.



Food hygiene ratings is a different topic altogether.

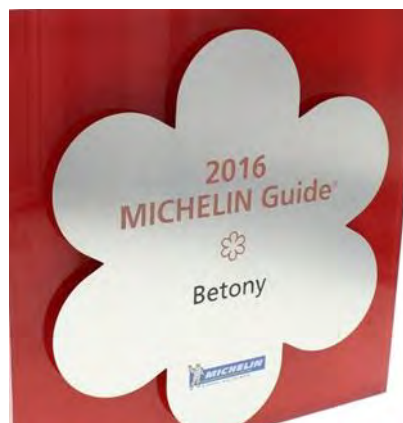


Michelin stars

Anonymous inspectors visit establishments and have a meal and write a review of the establishment can award stars for excellence.

Out of 3,600 establishments inspected in Great Britain and Ireland they awarded:

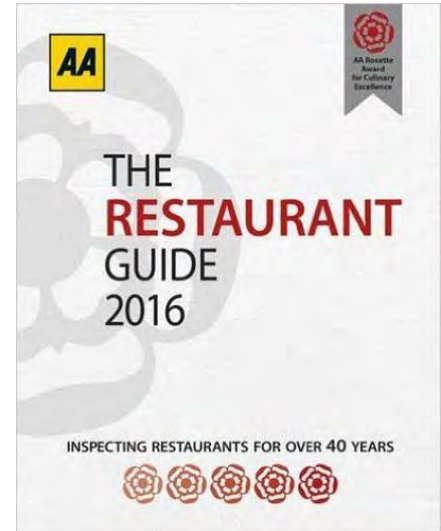
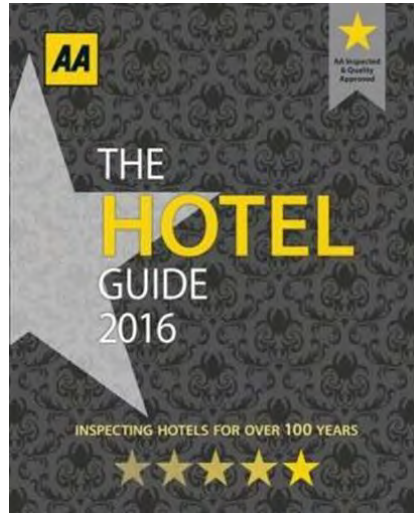
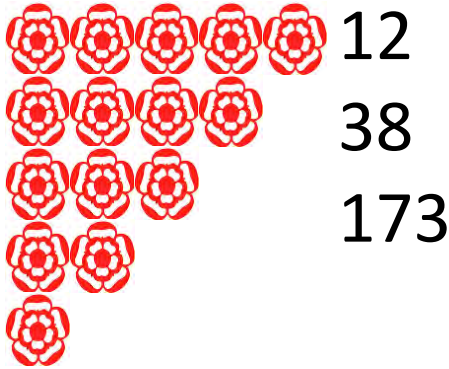
3 ✿✿✿
23 ✿✿
143 ✿



AA Rosettes & Stars



Inspectors visit restaurants or hotels and write a review of the establishment - award rosettes for restaurants, stars for hotels.

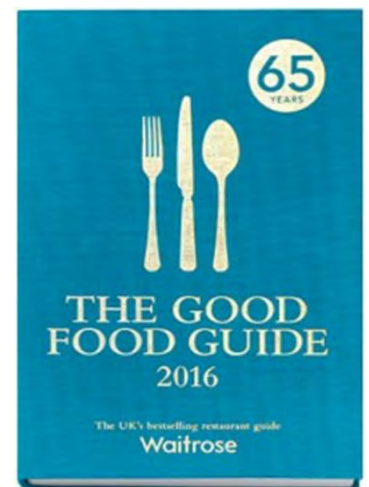


Good Food Guide



Members of the general public who have visited the establishment fill in a review which is compiled into a guide. Award points for excellence .

The Good Food Guide scores explained	
Score	Explanation
1	Capable cooking, with simple food combinations and clear flavours, but some inconsistencies.
2	Decent cooking, displaying good basic technical skills and interesting combinations and flavours. Occasional inconsistencies.
3	Good cooking, showing sound technical skills and using quality ingredients.
4	Dedicated, focused approach to cooking; good classical skills and high-quality ingredients.
5	Exact cooking techniques and a degree of ambition; showing balance and depth of flavour in dishes.
6	Exemplary cooking skills, innovative ideas, impeccable ingredients and an element of excitement.
7	High level of ambition and individuality, attention to the smallest detail, accurate and vibrant dishes.
8	A kitchen cooking close to or at the top of its game – highly individual with impressive artistry. There is little room for disappointment here.
9	Cooking that has reached a pinnacle of achievement, making it a hugely memorable experience for the diner.
10	Just perfect dishes, showing faultless technique at every service; extremely rare, and the highest accolade the Guide can give.








Score 10 – 2
Score 9 – 4
Score 8 – 13
Score 7 - 23

Le Gavroche- Michel Roux Jr

Michelin 
 AA 
 Good food guide 8



But.....

“Far from two Michelin stars”     
 Review of Le Gavroche



Le Gavroche

43 Upper Brook St | Marble Arch, London W
 (Mayfair) ☎ 020 7409 0881 🌐 Website 📄
 🗒 Improve this listing

Online review sites

- There are a number of online review sites where anyone can post their reviews of an establishment.
- with a large number of reviews, a restaurant’s average score is likely to be reasonably accurate.
- There are guidelines to clamp down on establishments that give away freebies for a good review or give themselves good reviews!





Poor reviews

- What could this do for their reputation?
- How could they address these?

“An amuse bouche bring as stodgy croquette, the size and colour of a cat’s turd on a thick tomato puree full of metallic tang”

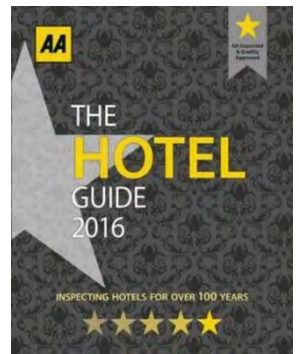
“Nicoise salad seemed to have been assembled by a cook who hates salad”



Scheme	Rating	Who rates it	Advantages	disadvantages
Michelin stars	1-3 	Anonymous inspector- do not identify themselves	Inspector is restaurant expert or food critic	Only 1 persons opinion on one occasion
AA rosettes		Inspectors are anonymous and not known by the restaurant	Inspectors are experts in food and have visited many establishments	Only the opinion of one person on one occasion- could be an off day.
Good food guide	1-10	Anyone who eats at the restaurant can contribute a review	Gives a large number of reviews from people who have eaten there so it balances out	People have differing views and preferences for food
Online review sites	Usually stars or graphs	Some sites check bookings but anyone can review them even if they haven't eaten there	A very large number of reviews gives an accurate average	Some reviewers may leave bad reviews if they haven't been there. Friends could leave extra good reviews

	Restaurant	Chef	Michelin stars	Good food guide	AA rosettes
1	Fat Duck, Berkshire	Heston Blumenthal	3	10	5
2	Gorden Ramsay, London	Gordon Ramsay	3	10	4
3	L'Ecncleme Cumbria	Simon Rogan	2	10	5
4	Sat Bains, Nottingham	Sat Bains	2	9	5
5	Hibiscus, London	Claude Bossi	2	9	5
6	Dorchester , London	Alain Ducasse	3	7	4
7	Waterside in, Berkshire	Alain Roux	3	7	4
8	Nathan Outlaw, Cornwall	Nathan Outlaw	2	9	4
9	Le Manoir , Oxford	Raymond Blanc	2	8	5
10	Midsummer house, Cambridge	Daniel Clifford	2	8	5
11	Le Champignon sauvage, Cheltenham	David Everett	2	8	4
12	Le Gavroche, London	Michel Roux	2	8	4

AA standards for hotels



- minimum of five bedrooms.
- All bedrooms with en suite or private facilities.
- guests have access to the hotel at all times.
- Proprietor and/or staff on site all day and on call at night.
- A dining room, restaurant serving a cooked or continental breakfast seven days a week.
- A dining room, restaurant serving evening meals at least five days a week
- A bar or sitting area with a Liquor (alcohol) Licence.
- Hotel open seven days a week during its operating season
- Proprietor and or staff available during the day and evening to receive guests and provide information
- A clearly designated reception facility



- All areas meet the Three Star level of quality for cleanliness, maintenance and hospitality
- Residents have access at all times during the day and evening Dinner served a minimum of six evenings a week with bar snack or equivalent available on seventh
- Room service as a minimum of hot and cold drinks and light snacks (e.g. sandwiches) during daytime and evening.
- All bedrooms with en suite bathrooms.
- Internal or direct dial telephone system required
- Wi-Fi available in public areas.



- higher quality of service levels in all departments; as well as a serious approach and clear focus to the food and beverage offering.
- All areas of operation should meet the Four Star level of quality for cleanliness, maintenance and hospitality, residents should have 24 hour access, by on-duty staff.
- 24 hour room service, including cooked breakfast and full dinner during restaurant hours
- services offered, e.g. afternoon tea, meals at lunchtime
- At least one restaurant, for breakfast and dinner seven days a week.
- All bedrooms with en suite bathrooms showers.
- Wi-Fi or internet connection provided in bedrooms.



- Excellent staffing levels with dedicated teams with management levels.
- Exceptional levels of proactive service and customer care.
- All areas of operation should meet the Five Star level of quality for cleanliness, maintenance, hospitality,
- Hotel open seven days a week all year.
- Enhanced services e.g. valet parking, escort to bedrooms, '24-hour reception, 24-hour room service, full afternoon tea.
- At least one restaurant, open to residents and non-residents for all meals 7 days a week.
- Minimum 80% bedrooms with en suite bathroom with WC, bath and shower facilities e.g. secondary dining, leisure, business centre, spa,
- At least one permanent luxury suite available, bedroom, lounge and bathroom).

Suppliers to Hospitality and Catering



Specialist markets



Large wholesale markets such as Billingsgate for fish and Smithfields for Meat. Chefs and caterers visit the market in the morning to buy for the day ahead



Advantages	Disadvantages
<ul style="list-style-type: none"> • Large choice of commodities • Several suppliers at the market means costs are kept down by competition • Supplies are always at their freshest • New supplies in every day 	<ul style="list-style-type: none"> • May not be easy to get to eg London • Work through the night and close early in the morning • Costs of transport back may be expensive • Purchaser has to judge quality for themselves before they buy

Local suppliers

Specialist suppliers can deliver

Independent shops may supply some establishments as well as local trade suppliers.



Advantages	Disadvantages
<ul style="list-style-type: none"> Local deliveries, less environmental impact May use local farms and companies for commodities Smaller firms, personal business relationship May be able to change order at short notice 	<ul style="list-style-type: none"> May not have a wide selection Smaller companies buy in smaller quantities so costs more May not be able to supply large orders

Large Wholesalers

Frozen foods suppliers



Supply frozen ingredients as well as pre made and pre portioned food

BOOKER

Our offer for caterers...



Our Catering Product Range

We provide a wide range of branded products complimented by Booker exclusive labels such as Chef's Essentials, Chef's Larder, Lichfields and Farm Fresh, and backed up by our excellent in-

Advantages	Disadvantages
<ul style="list-style-type: none"> Very large range of commodities and sundries Can have in house butchery department Pre made and pre portioned food Large bulk packaging of ingredients 	<ul style="list-style-type: none"> May be expensive for pre made foods Have to order well in advance Set delivery days Have to order large quantities to get a discount

Catering equipment

Specialist large scale catering and kitchen equipment from specialist companies



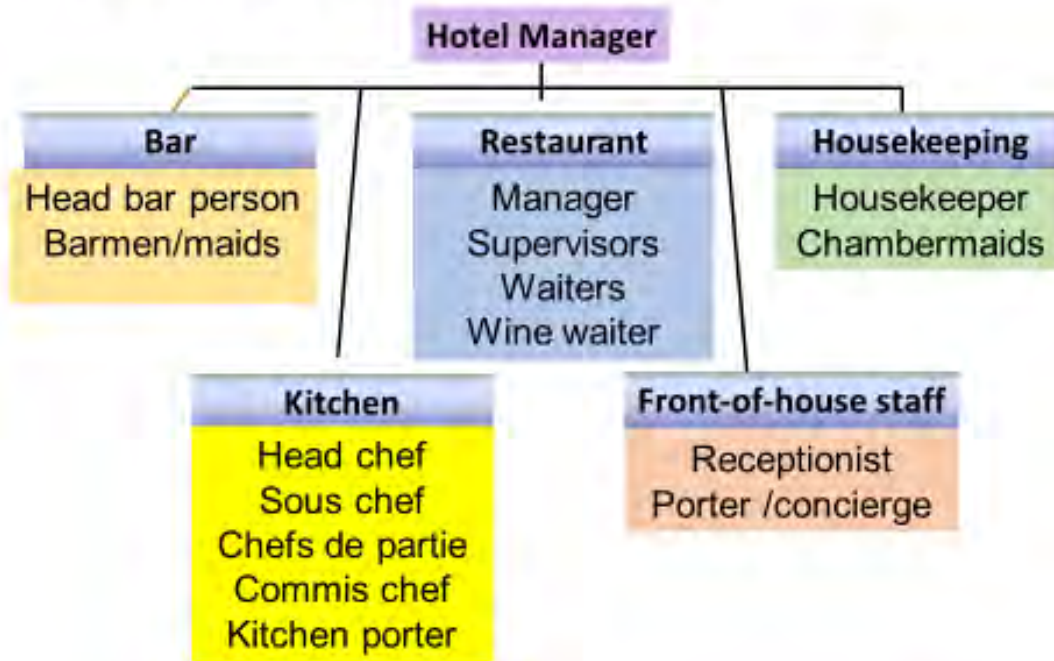
Restaurant supplies



Wholesaler goods are usually priced without VAT because it can be offset by the establishment once they make a certain amount of profit .VAT is currently 20% so goods appear cheaper than the price actually paid.

AC 1.2 Job roles in the Hospitality and Catering industry

Staff structure in a hotel



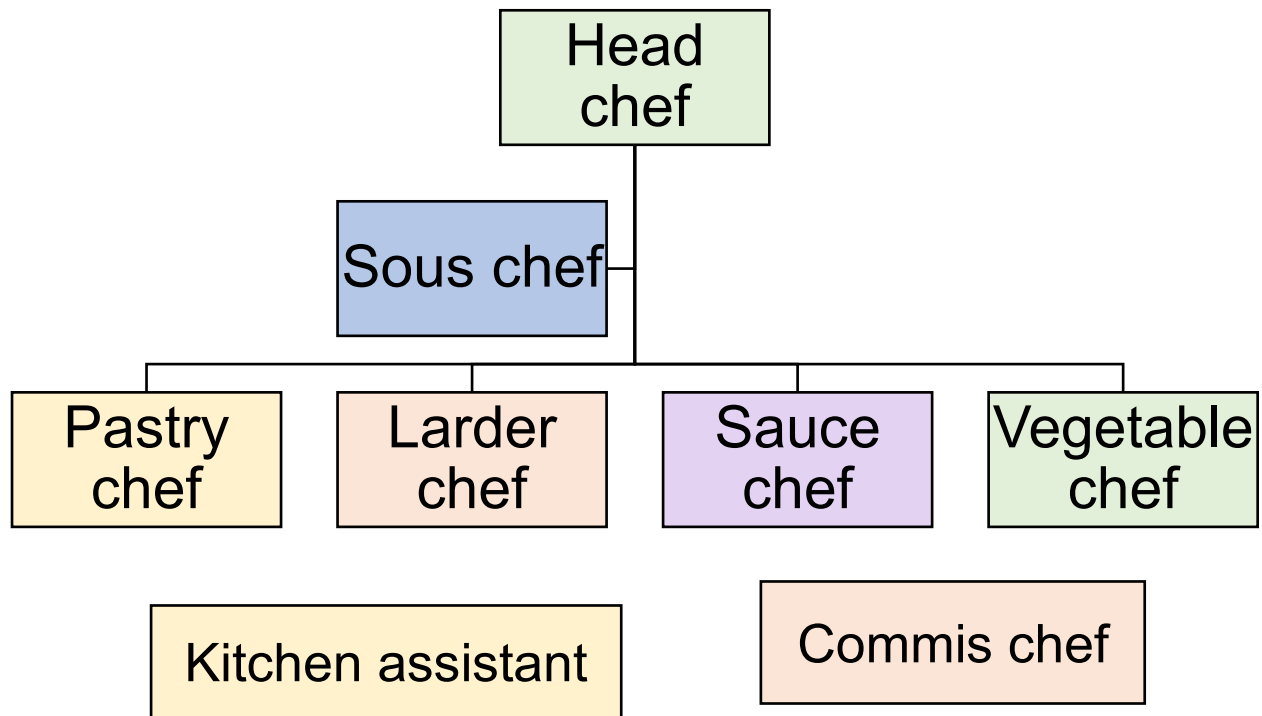
Management

Managers responsibilities

Depending on the size of the establishment, management responsibilities may include the following

- Dealing with complaints
 - Setting budgets and monitoring spending
 - Ensuring that wages are paid
 - Complying with legislation
 - Setting staff rotas
 - Interviewing applicants for jobs
 - Setting standards of service
-
- A smaller establishment may have one manager in overall control of the day to day running.
 - A larger establishment may have several managers each responsible for a different area of the business. Eg
 - Food services manager
 - Head chef
 - Bar manager
 - Office manager
 - Maintenance/housekeeping manager

The kitchen brigade



Head chef

The head chef (Executive chef) is a management level position
The head chef is responsible for

- Menu planning
- Food production
- Costing and purchasing
- Staff work rotas and training
- Hygiene of the kitchen and staff
- Stock control

How to become a head chef

- A head chef is likely to have spent many years in a kitchen and have qualifications up to level 4 (GCSEs are level 2) .
- They will have worked their way up a career chain having started at or near the bottom as an assistant or Commis chef.
- Practical training in kitchens and formal training in college either by a full time course or as day release
- Specialisation in one or more sections for several years to gain experience
- Working as a sous chef to get experience of supervising a kitchen

Sous chef

- The Sous chef (sous=under in french) is directly in charge of food production, the minute by minute supervision of the kitchen staff, and food production
- A sous chef will also have many years experience in all stations of the kitchen and level 4 qualifications gained over years of study.
- this role is more kitchen based than the head chef which may have office based duties as well

Pastry chef

Le Pâtissier

The pastry chef is responsible for the preparation of baked goods such as pastries, cakes, biscuits, macarons, chocolates, breads and desserts ,special occasion cakes. In larger establishments, the pastry chef often has team in their own kitchen



Larder chef



Le garde manger

Responsible for preparing cold foods, including salads, cold appetisers, pates and buffet items

Sauce chef

Le Saucier

Prepares sauces, stews and hot hors d'oeuvres and sautes food to order,

After the head chef and the sous chef the sauce chef is the next in line



Vegetable chef



L'entremetier

Prepares hot appetisers and often prepares the soups, vegetables, pastas and starches, side dishes

Sometimes split into soup (le potager) and vegetable (le legumier) chefs

Other areas- Chefs de partie

Poisonnier- fish
Legumier- vegetable accompaniments
Potager – soups
Boulangier – bread and baked goods
Boucher – prepares meat and charcuterie
Glacier – chilled and frozen desserts
Friturier – fry chef
Grillardin – grill chef



Commis chef *le commis*

Chef in training, helps in all areas of the kitchen to gain experience, and complete training, answers to the chefs de partie for the section they are working on



Kitchen assistants

Kitchen assistants carry out a range of jobs including washing up, fetching and carrying, preparation of vegetables and ingredients. They could be training to be a commis chef

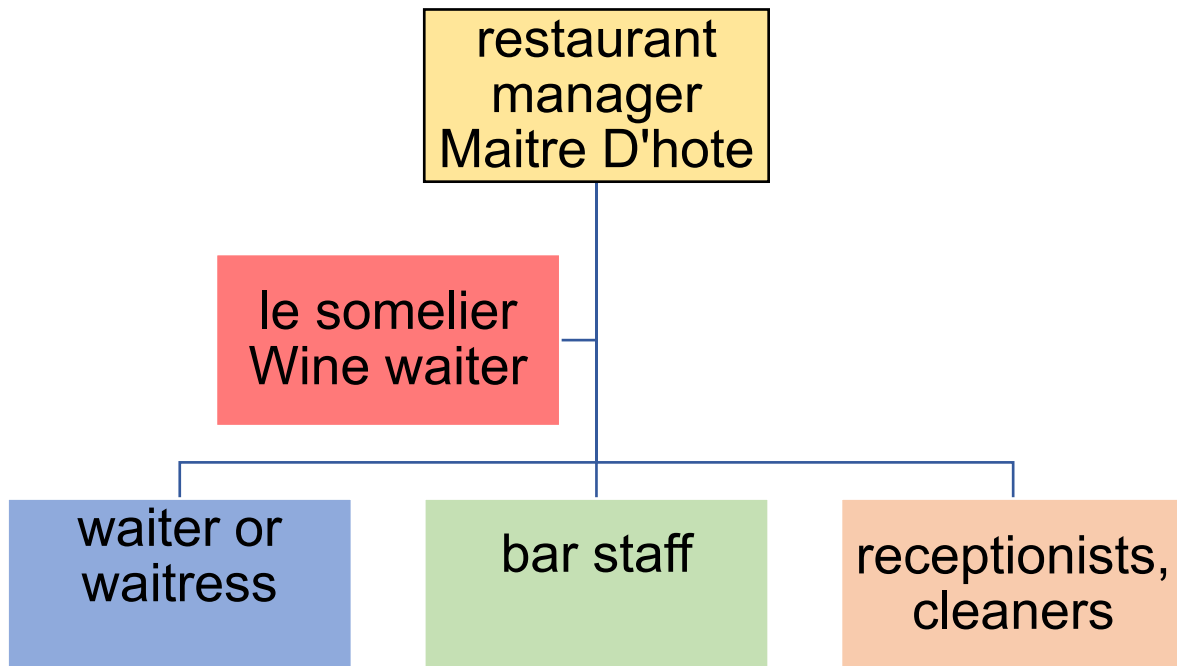


Front of house

Front of house is the name given to the serving and eating areas of a restaurant or other establishment, the name front of house is also used in theatres to describe their staff.

Front of house staff carry out a range of duties from greeting and seating the customers to taking orders and serving the food. Food and drink service are front of house roles which require dealing with customers .

Staff in these areas prepare the dining room, lay tables, fold napkins, fill condiments,



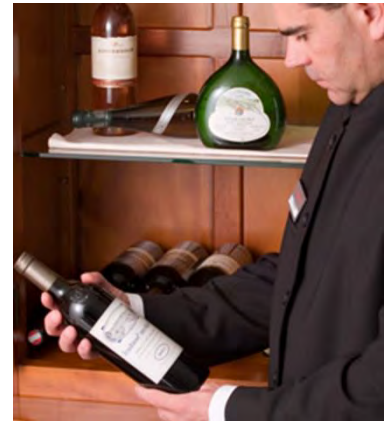
Restaurant manager Maitre D'hote



- The restaurant manager is in overall charge of the restaurant,
- Takes bookings, relays information to the head chef, completes staff rotas, ensures the smooth running of the restaurant
- Coordinates with the kitchen brigade to make sure customers dietary needs are catered for and that items have not sold out.

Wine waiter *le somelier*

- Specialises in all areas of wine and matching food, advises customers on their choices of wine,
- Wine waiters serve the wine to the customer and can advise customers on their choices as well



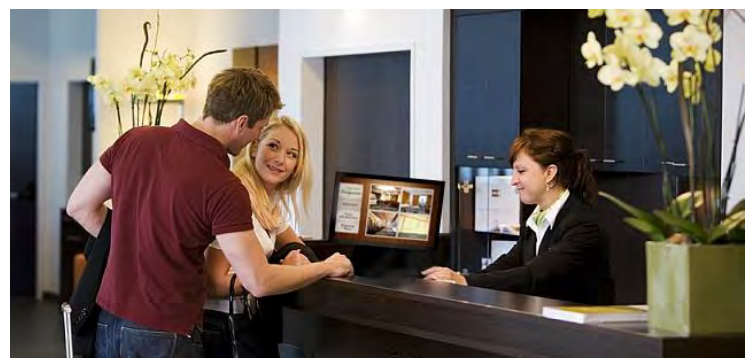
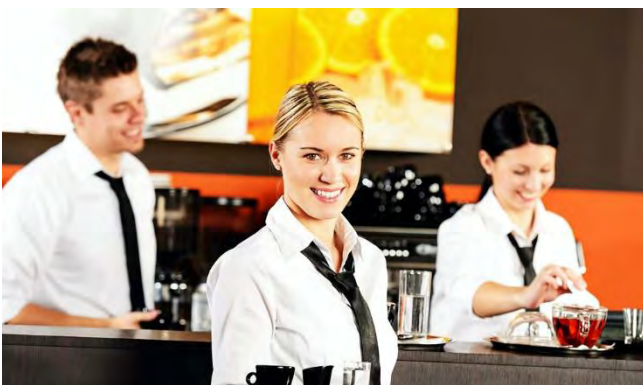
Waiting staff

- Serve customers, clear and lay tables, check the customers are satisfied with the food and service.
- May give advice on choices from the menu and special order foods

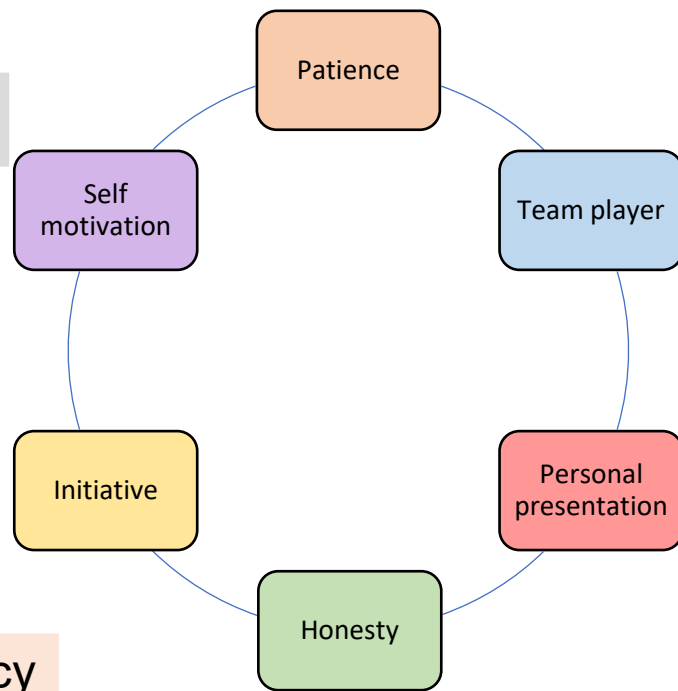


Other staff

A variety of other staff may work front of house, from receptionists, order takers, cleaners. All having a role that is important. The restaurant manager oversees the front of house and creates job descriptions, staff rotas and working areas for the staff.



Personal attributes



Patience, tact and diplomacy

You need to be sensitive when dealing with others who have difficult issues, when solving problems or dealing with complaints. Always answer politely and make sure the customer is happy. Eg if they ordered a steak medium and then say it is undercooked even if it is medium

Team player

Hospitality jobs need people to be team players and communicate effectively and correctly with their co workers to ensure the smooth running of the establishment.

Personal presentation

Workers must have good standards of personal hygiene, tidy appearance and good posture . Smart dress, tidy hair and non visible tattoos give a good impression of the establishment

Honesty

When dealing with serving drinks and taking payments as well as other working situations you must be honest and transparent with your job. Telling the truth if something happens and being honest with money are essential

Initiative

Being able to work on your own initiative is a very important quality, anticipating customer needs and solving problems, if something spills , clear it up without having to be told, if a customer is looking unhappy with their food ask if everything is ok

Self motivation

Being self motivated means trying to do your best, not having to be constantly asked to do things, being at work on time, making sure things are done even if it was not your duty

AC 1.3

working conditions across the hospitality and catering industry

Employers want to employ most workers when they have busy times



Busy times of year:

- Christmas
- Tourist season
- School holidays
- Mothers day
- valentines

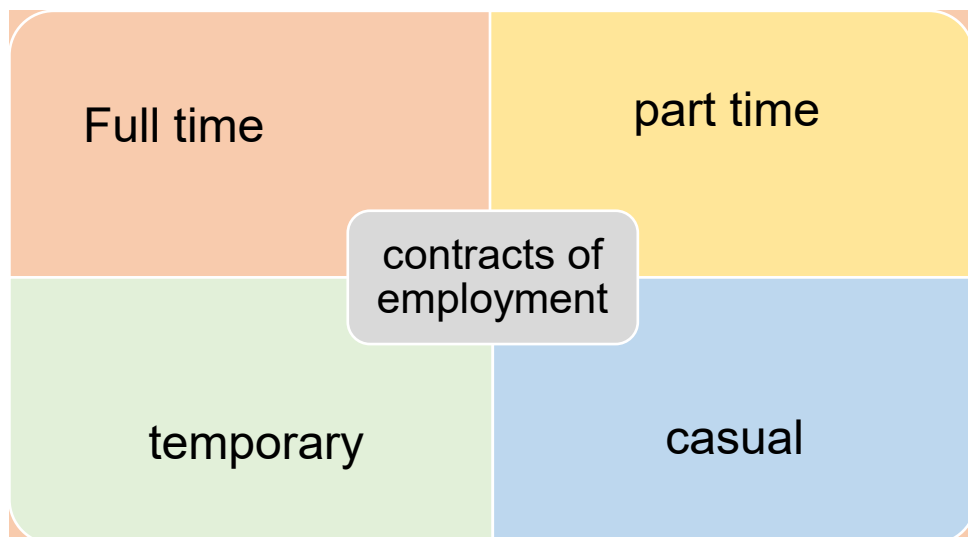
Days of the week

- Friday
- Saturday
- Sunday
- Pay day

Time of day

- Lunchtime
- Afternoon
- Dinner time
- (breakfast)

- Hospitality and Catering jobs tend to be long hours, early starts for breakfast in a hotel to late nights for dinner in a restaurant.
- Staff will still get 2 days off a week but it will be quieter days instead of the weekend
- Shifts could be 6-3. 11-6. 3-11 or other hours.
- Monthly salaried staff may not have set hours eg Head Chef who might work from early morning to late night every day



Both full time and part time workers have a **permanent** contract of employment and are entitled to the same rights.

Part time work and temporary work are **not** the same thing

Full time and part time describes the number of hours that are worked

Permanent and temporary describes the length of the contract

Full-time

Full-time staff = over 36hrs a week

- Have permanent jobs and work all year.
- Contract explaining the terms of their employment.
- They may work set shifts or have shifts that change daily/weekly/ monthly.
- They will work a set amount of days over a 7 day week, including weekends.
- Entitled to sick pay and holiday pay
- Entitled to maternity pay



Part-time

Part-time staff = 4- 16hrs a week

- Have permanent jobs and work all year.
- Contract explaining the terms of their employment.
- They may work set shifts or have shifts that change daily/weekly/ monthly.
- They will work mostly at the busiest times of the day/week including weekends.
- Entitled to sick pay and holiday pay (in proportion)
- Entitled to maternity pay

**PART TIME
BAR STAFF
REQUIRED**

Temporary

Temporary staff

- Employed for a specific length of time such as the summer tourist season or the month of December.
- Temporary staff have the same rights as permanent staff for the duration of their contract.
- Temporary staff employed for longer than 2 years become permanent by law

Casual

FORTE
*Reliable Catering
Staff Agency*

Casual staff / Agency staff

work for specific functions and can be employed through an agency.

They do not have a contract or set hours of work.

They are needed at busier times of the year e.g. At Christmas or for weddings, New years eve.

Full-time and part-time employees must have



1. a written statement of employment or contract setting out their duties, rights and responsibilities
2. the statutory minimum level of paid holiday 28 days for full time workers
3. a pay slip showing all deductions, eg National insurance, tax . Earning above £155 a week
4. the statutory minimum length of rest breaks- one 20 min break for 6 hrs worked
5. Statutory Sick Pay (SSP) £88.45 pw for 26 weeks (some may get full wages for a limited amount of time)
6. Maternity, paternity and adoption pay and leave-90% of earnings for 6 weeks then £139.58 for next 33 weeks

Pay

Role	Yearly pay (gross)
Hotel manager	£40,187
Restaurant manager	£33,940
Head chef	£33,521
Bar manager	£28,163
Sous chef	£26,278
Pastry chef	£24,464
Duty manager	£22,215
Waiting staff	£21,974
Bar staff	£21,236
Chef de partie	£21,106
Commis chef	£16,276

Tips

Most establishments divide between the workers, don't count towards minimum wages but you should pay tax on them

Other remuneration

- Meals
- Accommodation
- Uniform
- Bonuses



Monthly salaried staff

Work fixed hours or shifts eg; managers, receptionists, housekeepers

Hourly paid staff

Hours of work vary day to day ,paid for the actual hours they work either at the end of a shift or weekly eg; waiters, kitchen assistants

Conditions for workers

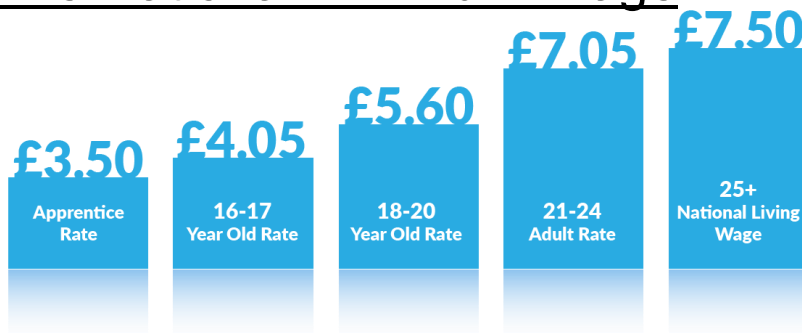
- Provision of uniform
- Optional overtime
- Working hours
- Meal allowance
- Pension
- Minimum wage
- Training adequate to job
- Equal opportunities – recruit, promote, train
- Health and safety – a right and a responsibility

Legislation protecting workers

- Disabled Discrimination Act 1995
- Equal Pay Regulations 1970
- Health and Safety At Work 1974
- National minimum wage
- Working Times Regulations 1998
- Part-time workers Regulations 2000



The National Minimum Wage



Paid annual leave

- All workers are entitled to 28 days paid leave annually
- **no** legal right for employees to be given Bank and Public Holidays. Most hospitality staff would work these days
 - To calculate holiday entitlement,

Multiply the full-time entitlement (28 days) by the number of days worked and divide by the number of days full-time staff work

Entitlement for 3 days a week: $28 \times \frac{3}{5} = 16.8$ days



Compulsory rest breaks

- Adult workers are entitled to 24 hours off in each 7 day period and young workers (15-18) are entitled to 2 days in 7.
- Adult workers are entitled to at least 20 minutes uninterrupted rest if their working day is longer than 6 hours.
- Young workers are entitled to 30 minutes rest if their working day is over 4.5 hours long.



Type of staff	Benefits for employer	Benefits for employees	Disadvantages for employer	Disadvantages for the employees
Full-time	Reliable Permanent staff Staff have a good knowledge of services provided	Regular income Job security Permanent contract with holiday benefits. Regular hours of work Will receive sick pay	Bound by contract terms Has to pay sick pay, maternity leave and holidays. Expensive to employ Require lunch breaks unlike part time staff	Usually have to work shifts Less flexibility
Part-time	Can be employed at busier times of the day such as lunch or dinner service	Can be more cost effective with less wages needed	Will need to pay for training of more staff rather than small amount of full time staff	Need to work basic requirement of hours before they are entitled to holidays and sick pay
Casual and temporary	Can be employed for functions or busy times of the year	Can choose when they want to work	Can be unreliable Have to pay agency fees Don't know the routines Casual staff haven't been trained Unfamiliar with services provided	Called at short notice to work Not a regular income No sick pay Often don't know where they will be working until the week before

AC 1.4

Factors that affect the success of Hospitality and Catering providers

Gordon Ramsay Has Opened 49 Restaurants in His Career — and Seen 23 Close

By Clint Rainey and Hugh Merwin

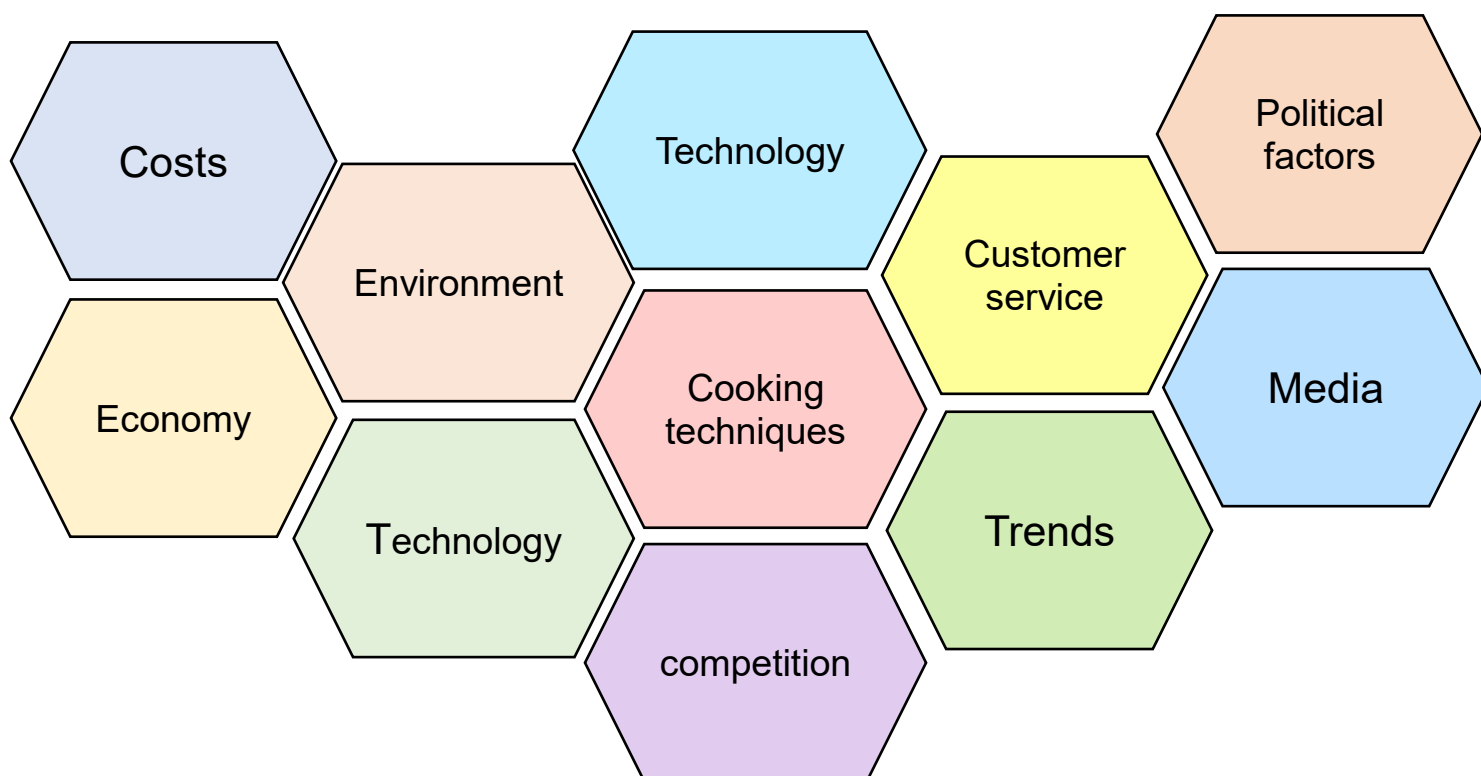


Establishments can close due to a range of economic and other factors.

Reasons for failure

1. **A saturated market** – there is a fine line between competition & too many for the number of customers
2. **General business incompetence** – 46% of business fail due to lack of business knowledge
3. **Lack of capital** – not enough money to get through the first few months
4. **Location** – either not enough people walk past (foot-fall) live & work nearby
5. **Quality of life** - most restaurateurs work 60 hours a week – not the glamorous life they thought
6. **Lack of industry experience** – most successful restaurateurs tend to have previous industry experience
7. **Failure to create a good enough brand** – They did not incorporate the 12 Ps of restaurant branding, (Place, Product, Price, People, Promotion, Promise, Principles, Props, Production, Performance, Positioning and Press)
8. **Name of the restaurant is too long.**
9. A restaurant with a name that is brief, descriptive and attractive is more likely to succeed.
10. **Lack of differentiation** -the brand is not different enough
11. **Poor financial controls** – Main costs – labour and food exceeded 60% of sales

Factors affecting success



Costs - need to make a profit. Consider cost of everything you buy and selling price.

Material - Anything involved in making product

Labour - Costs of staff

Overheads - Anything not connected with making products

Economy - when the economy slows down, business have lower sales as consumers eat out less because they have less disposable income

Environment – 3 R's, packaging, food waste, global warming, carbon footprint, clean eating

Technology - Using technology to improve service, delivery and stock control – touch screen customer ordering, EPOS systems, stock management, apps for delivery services

Emerging and innovative cooking techniques – sous vide, clean eating, steaming, new restaurants,

Customer demographics and lifestyle

– delivery services Facebook Twitter

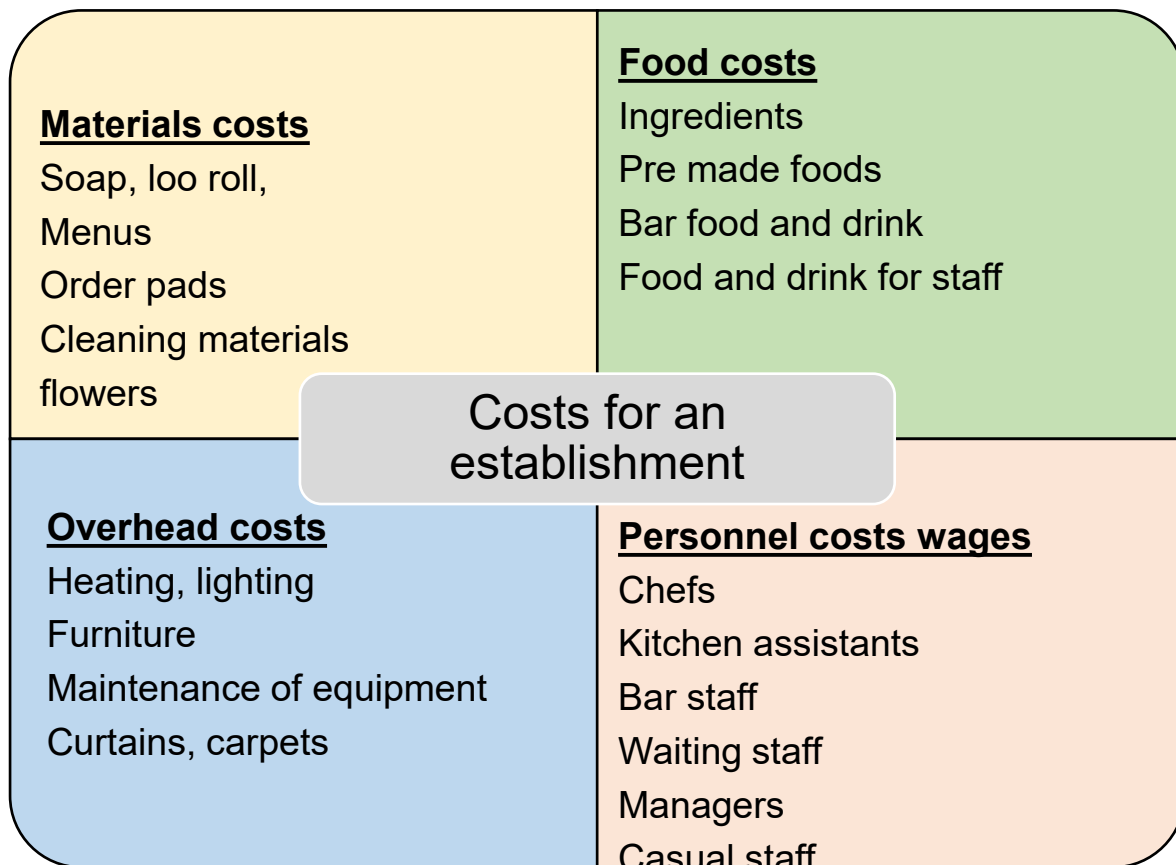
Customer service–customer satisfaction – free WiFi, order online

Competition - Low cost food (£1 menu, coffee McDs espresso v Starbucks)

Trends healthy food options, pop-up bars, cafes and restaurants, cronut, clean eating, low carb, good fats,

Political factors - Increasing regulations – from government due to health issues, Brexit, use of migrant labour, migrants – ethnic foods

Media - Strong global brand, Good community reputation – children's charities / Ronald McDonald House, celebrity chefs, celebrity endorsements, Masterchef,



Costing recipes

In order to calculate selling price and profit for dishes you need to calculate the recipe cost

$$\text{Ingredient cost} = \frac{\text{Pack cost}}{\text{Pack weight}} \times \text{weight used}$$

Divide by the number of portions made for the portion cost

Selling price

$$\text{Selling price} = \frac{\text{Portion cost}}{30} \times 100$$

- Keeps the food costs down
- Keep losses in food preparation and serving to a minimum

What is portion control?

- Portion control is the amount of each menu item that is served to the customer.
- It depends on the type of customer, the type of food served,
- some foods are served in very small portions due to the high cost of the item eg caviar is served by the teaspoon



Benefits of portion control

- Offer a consistent portion to customers
- Minimise waste eg leftovers
- To make a profit which is constant



Controlling portion size



Scoops for ice cream, potatoes



Ladles for soups, sauces, gravies



Individual portion sizes

Size of serving bowl etc



Slices of a food

Pre marked for portions



Pre portioned



AO1 THE ENVIRONMENT IN WHICH HOSPITALITY AND CATERING OPERATES

1.1.1 the scope of the hospitality and catering industry

1	Give 5 sectors of the Hospitality and catering industry
2	Name 5 residential establishments
3	Name 5 non residential establishments
4	Name 5 non commercial establishments
5	Give the features of hotels
6	Give the features of bed and breakfasts
7	Give the features of fast food establishments
8	Give the features of restaurants
9	Give the features of take aways
10	What are the features of hospital catering ?
11	What are the features of care home meals ?
12	What are the features of prison meals ?
13	What would you expect in a 4 star hotel?
14	What would you expect in a 2 star hotel?
15	What are the overheads for non commercial establishments ?

1.1.2 styles of service

1	What does the style of service depend on?
2	Name 5 types of counter service
3	Name 4 types pf table service
4	Name 3 types of personal service
5	What is cafeteria service?
6	What is fast food/take away service?
7	What is buffet/carvery service ?
8	What is plated service?
9	What is family service?
10	What is silver service?
11	What is gueridon service?
12	What is airline food (transported meal) service?
13	What is tray service?
14	What is vending service?
15	What is delivered meal service?

1.1.3 non catering venues

1	Give 3 non catering venues
2	Give 3 occasions contract caterers could provide for
3	Give 5 styles of contract catering service
4	Name 5 dietary needs that might have to be considered
5	What foods would be appropriate for a summer tea party?
6	What foods would be appropriate for a Christmas dinner party?
7	Give 2 types of work environment that could use contract catering

1.1.4 standards and ratings

1	Name 4 ways of rating restaurants and hotels
2	Who rates restaurants for the Michelin organisation?
3	What is the highest number of Michelin stars a restaurant may be awarded?
4	Who rates restaurants for the AA ?
5	What is the highest number of AA rosettes that can be awarded?
6	Who rates restaurants for the Good food guide?
7	How are the restaurants scored?
8	Name 3 online review sites
9	Do you have to eat at a restaurant to review it online?
10	What are the advantages and disadvantages of the Michelin and AA ratings
11	What are the advantages of online review sites?
12	What could be the consequences of poor reviews on an online site?
13	What could a restaurant do to repair its reputation ?
14	Give 3 features of 3 star hotels
15	Give 3 features of 5 star hotels

1.15 Suppliers to hospitality and catering

1	Name 5 different types of suppliers to the hospitality and catering industry
2	What are the advantages of specialist markets?
3	What are the disadvantage of specialist markets?
4	Give the advantages of local suppliers
5	Give the disadvantages of local suppliers
6	What are the advantages of large wholesalers?
7	What are the disadvantages of large wholesalers?
8	Why do establishments need to buy large sizes of commodities?
9	Where might a restaurant buy equipment ?
10	Where could a restaurant buy frozen foods?

1.2 job roles	
1	What is the title of the person in overall control of the kitchen?
2	Give 5 of their responsibilities
3	What are the responsibilities of a sous chef?
4	What is a chef de partie?
5	What is the pastry chef responsible for ?
6	What is the sauce chef responsible for?
7	What is the vegetable chef responsible for?
8	What does le poisonier do ?
9	What does le boucher do ?
10	What does le boulanger do?
11	What is the role of the commis chef?
12	What is the role of the kitchen assistants?
13	What does front of house mean?
14	What are the responsibilities of the maitre d'hote?
15	What are the responsibilities of the head waiter?
16	What is Le sommelier responsible for ?
17	Give 5 personal attributes for front of house staff
18	Why must the staff have good presentation?
19	What does patience, tact and diplomacy mean?
20	Why is it important to be honest?

1.3 working conditions	
1	Give 4 types of contract of employment
2	Describe full time contracts
3	Describe part time contracts
4	Describe temporary contracts
5	Describe casual employment
6	Give 6 things that full and part time employees are entitled to
7	Give 3 examples of remuneration
8	Name 4 pieces of legislation to protect workers
9	What is the national minimum wage at 16-17 years old?
10	What is the national minimum wage at 25 years old?
11	How much annual leave are workers entitled to ?
12	How much annual leave would a worker working 2 days a week have ?
13	How many days compulsory break should you have in 7 days?
14	How many days if under 18?
15	How many minutes should a worker have off in 6 hours?

1.4 factors affecting success	
1	List 5 reasons that an establishment might fail
2	How does costs contribute to the success of an establishment ?
3	How does the economy contribute to the success of an establishment?
4	How does environmental policies contribute to the success of an establishment
5	How does the use of technology contribute to the success of an establishment
6	What emerging cooking methods contribute to the success of an establishment
7	How could customer demographics contribute to success?
8	How does good customer service contribute to the success?
9	What is the influence of competition on success of an establishment?
10	How could political factors affect success?
11	How could the media influence the success of an establishment?
12	What are the costs other than food for an establishment ?
13	What are the benefits of portion control?
14	Give 5 methods of portion control ?
15	What is SWOT analysis used for ?

The learner can:	Assessment Criteria	Content unit 1
LO1 Understand the environment in which hospitality and catering providers operate	AC1.1 Describe the structure of the hospitality and catering industry	Hospitality and catering industry <ul style="list-style-type: none"> • Types of provider • Types of service • Commercial/<u>non commercial</u> establishment • Services provided • Suppliers • Where hospitality is provided at non-catering venues • Standards and ratings • Job roles within the industry
	AC1.2 Analyse job requirements within <u>the hospitality</u> and Catering industry	Requirements <ul style="list-style-type: none"> • Supply and demand • Jobs for specific needs • Rates of pay • Qualifications and experience, training • Personal attributes
	AC1.3 Describe working conditions of different job roles across the hospitality and catering industry	Working conditions <ul style="list-style-type: none"> • Different types of contract • Working hours • Rates of pay • Holiday entitlement, remuneration
	AC1.4 Explain factors affecting the success of hospitality and catering providers	Factors <ul style="list-style-type: none"> • Costs profit Economy • Environment • Emerging cooking techniques technology • Customer demographics/lifestyle and expectations • Customer service • Competition • Trends media, political factors