

VICTORIA UNIVERSITY
OF BANGLADESH

FOOD AND BEVERAGE SERVICE

HM 508

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MID TERM TEST

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Question No: 01

Define F&B industry. Discuss the sector of the F&B industry.

Answer to the question no 01

F&B INDUSTRY:

The food service industry engages itself in the provision of food and beverages, mainly to people who are away from their homes for different reasons.

Such people need accommodation with food and beverages if they are away for more than a day and only food and beverages if they are away for a short duration of time.

The basic needs of customers for food and beverages are met by the foodservice industry, which has been associated with lodging ever since people started traveling. People who move out of their houses for various reasons, such as jobs, education, business, leisure, medical treatment, sports, religion, and so on, depend completely on the foodservice industry for their meals.

Foodservice operations may vary in size, style, location, and the market they are catering to. From a wayside tea stall to an exclusive fine dining restaurant of a deluxe hotel, and from mid-day meal services for school children to meals for industrial workers, all come under the fold of the F&B sector.

It is necessary to classify all the F&B sectors for a better understanding of their operation. The Food and beverage sector can broadly be classified into the following two groups according to the priority given to the provision of food and beverages.

1. SECONDARY CATERING SECTORS

Examples are food service outlets in the accommodation sector, various types of restaurants, and takeaways. The establishments in which the provision of food and beverages is not the main activity but a secondary or support activity are called secondary catering sectors.

The primary activity of these units is not the provision of food and beverages to the clients but the activity for which it is set up.

2. COMMERCIAL SECTORS

Commercial sectors operate mainly to make a profit or to earn an adequate return on investment through their products and services.

Food and beverage facilities of hotels, resorts, motels, clubs, stand-alone restaurants, popular restaurants, takeaway outlets, pubs and bars, coffee shops, fast food outlets, transport catering, contract catering of industries, and so on, are examples of commercial catering.

Examples of types of foodservice operation

Types of operation	Description
Restaurant - - - -	Term used to cover a wide variety of operation. Price level and types Service. décor, styles, cuisine and degree of choice varies enormously across the range of types of operation. Service ranges from full table service to assisted service such as in carvery style operations.
Bistro - -	Often a smaller establishment, with check tablecloths, bentwood chairs, cluttered décor and friendly informal staff. Tends to offer honest, basic and robust cooking.

Sectors of the food service industry

To help identify the nature of demand being met within each sector, given below table provides a list of industry sectors and identifies the prime purpose of the foodservice operations within them. An historical summary is also given together with an identification of both UK and international terminology.

In order to be seen in more detail, each sector may be analysed by reference to set of variables that exist in the different sectors. These variables represent elements which vary in particular sector and thus provide a basis for examining the operation of outlets within specific sector. they enable a comprehensive picture of industrial sector to be compiled, and also provide for comparison of sectors.

There are a wide variety of sectors such as hotels, independent and chain restaurants, popular catering pubs and wine bars, fast food, leisure attractions and banqueting. There are also sector where food and beverages are provided as part of another business. These include transport catering welfare, clubs, education, industrial feeding and the armed forces.

Industry sector UK terminology	Purpose of the foodservice operation	Historical summary	Industry sector international terminology
Hotels and other tourist accommodation	Provision of food and drink together with accommodation services	Developed from inns. Supported by developments in transport and increases in business and leisure related tourism	Hotel, motel and other tourist accommodation often referred to as the lodging industry
Restaurant including conventional and specialist operation	Provision of food and drink, generally at a high price with high price with high levels of service	Grew out hotel restaurants (which were originally highly formal) through chefs wishing to start their own business	Separate eating and drinking places categories usually defined by reference to three criteria: level of service, e.g. quick service to full service or fine dining, extent of menu ,e.g. limited of full
Fast food including McDonalds and Burger king	Provision of food and drink in highly specialized environment, characterized by high investment, high labor costs and vast customer throughput	Grew from combination of popular catering and take away, heavily influenced by USA concepts,	Separate eating and drinking places categories usually defined by reference to three criteria: level of service, e.g. quick service to full service or fine dining, extent of menu. e.g. limited of full
Retail store	provision of food and drink as an adjunct to retail provision	Developed originally from prestigious store wishing to provide food and drink as part of the retailing experience	Retail market
Banqueting/ conferencing	Previous of large scale food and drink alongside service such as conferencing	Originally associated with hotels but has now become major sector in its own right	Leisure and special event market
Welfare catering	Provision of food and drink to people in colleges, universities and the forces and to people through established social need	Regulated and given substantial boost in the UK by the creation of the welfare state in 1948	Social caterer / foodservice
Transport catering including railways, airlines and marine	Provision of food and drink to people on the move	Grew out of the need to meet the demands of traveling public.	Transportation market

Two further issues come out of the identification of sector. First, some sectors are providing food and drink for profit, whereas others are working within the constraints of a given budget, often called cost provision (e.g. welfare and industrial) . second, some sectors provide services to the general public whereas others provide them for restricted groups of people.

Variables in foodservice sectors

- Historical background
- Reasons for customer demand
- Size of sector:
 - In terms of outlets
 - In terms of turnover
- Policies
- Financial
- Marketing
- Catering
- Influences
- State of sector development
- Primary / secondary activity

SUMMARY OF SECTORS IN THE FOODSERVICE INDUSTRY

Profit orientated Public or private ownership (catering, main or secondary activity)		Cost provision
Restricted Market -Transport catering -clubs -industrial -Private welfare	General Market -Hotels / restaurants -popular catering -first food -retail stores -banqueting -leisure attraction	Restricted Market -institutional catering -school -universities and colleges -Hospitals -the forces -prison

Question No: 02

Write down the food and beverage service sequence.

Answer to the question no 02

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

- **On Premise:** Food is delivered where it is prepared. The customer visits the premise to avail the food service. The premises are kept well-equipped and well-finished to attract customers to avail F&B service. For example, restaurants, pubs, etc.
- **Off Premise or Outdoor Catering:** This kind of service includes partial cooking, preparation, and service at customer's premises. It is provided away from the F&B Services provider's base on the occasion of major events which call for a large number of customers.

Types of F&B Services Operations There are two broad types of F&B Services operations:

- **Commercial:** In this case, F&B Services is the primary business. The most known commercial catering establishments are — hotels, all kinds of restaurants, lounges, cafeterias, pubs, clubs, and bars.
- **Non-Commercial:** Non-commercial operations are secondary businesses in alliance with the main business. These F&B services mainly cater to their consumers with limited choice of food and beverages. These establishments often run under contracts. For example, food and beverage services provided at hospitals, hostels, and prisons.

The service sequence which is primarily concerned with the delivery of the food and beverages to the customer. The service sequence is essentially the bridge between the production system, beverage provision and the customer process (or experience). The service sequence consists of eleven or more stages. This is summarized in the below table.

FOOD AND BEVERAGES SERVICE SEQUENCE

- Preparation for service
- Taking bookings
- Greeting and seating / directing
- Taking food and beverage orders
- Serving of food
- Serving beverages
- Clearing during service
- Billing
- Dealing with payments

- Dishwashing
- Clearing following service

Question No: 03

Briefly explain the F&B industry's present conditions in Bangladesh.

Answer to the question no 03

The growth of the food processing industry has seen a boom in recent times. This growth was inevitable as almost all big corporate houses invested in this particular segment. It happened mainly because of the rapid urbanization coupled with the rising disposable income of the people.

But the growth of the industry is yet to reach its optimum level, although some food processing brands have even gone beyond borders and are very popular in the international markets.

The industry could yield much better results by seizing the advantage of the country's rapid urbanization that changed the lifestyle creating growing demand for such types of foods. But a number of challenges have hindered its onward march. They lack raw materials, sophisticated machinery and manpower, especially nutritionists. The tax environment is also not friendly for further growth of the industry. The industry bears a heavy burden of indirect tax.

Another environment-related constituent that forms a part of the present challenges of food and beverage industry is the issue of waste management. Undeniably, the food industry generates a considerable amount of waste, right from sourcing the raw material to food retailing and distribution.

At present, there are 486 agro-processing manufacturers in the country. Of them, 241 are exporters and 235 cater to the need in the domestic market. The main export items are frozen fish, shrimp and other frozen food products, tea, spices, fruits including dry fruits, and some other processed agricultural products. The major export destinations include the European Union (EU), the US, the Middle East and the Gulf.

The last economic census in 2011 revealed that the food processing industry was employing 19 per cent of the industrial manufacturing workforce in Bangladesh, equivalent to 8.0 per cent of the total manufacturing labor force. The food industry employed 2.45 per cent of the country's total labor force and its share in the gross domestic product (GDP) was 2.01 per cent in 2010.

However, industry insiders said they were mostly using local agricultural products, but they were not getting adequate supplies. They needed to import such raw materials in a bid to continue their production. The agriculture system was still at a subsistence level where the farmers were producing foods for their own consumption. It needed to be upgraded and commercialized for the sake of more value addition. However, some big argon brands went for contract farming to ensure an uninterrupted supply of raw materials.

The dominant players in the market consist of a few dozen. Most of them are small and medium-sized, which produce same products by using old machinery. The big brands, however, are using modern machinery, mainly imported from Germany.

The research and development also remain a far cry in the local food processing industry. There are very few brands that have appointed nutritionists and other food experts.

Industry insiders said the country was lagging far behind in modernization as the small and medium enterprises (SMEs) were using old machinery.

The government was supporting the sector by giving some tax benefits. Entrepreneurs said that the sector should be patronized more considering its role in food security.

Bangladesh produces numerous surplus crops every year. After domestic consumption, much of the crops rot or are left without any value-addition. For example, the pineapple output in the Chattogram Hill Tracts (CHT) is adequate. But there is no big argon processing industry there. Some basic products have been there in the market for decades. The enterprises are not coming up with new products or concepts that can encourage value-addition and food processing.

There is the issue of agricultural by-products. For example, there is cashew nut farming in the CHT. The farmers use only the nut portion. They do not use cashew nut peels. It can be used for producing more products. Farmers need to be trained on the use of appropriate technology and funding for this purpose.

The domestic market is huge. Inauguration of the Padma bridge has widened the scope further. There is every reason to promote foreign investments, particularly, in agriculture, food-processing and packaging, to cope with the demand in a competitive environment. There is an ample opportunity of job creation.

Bangladesh exports more than 700 items including 63 basic argon-processed products, to more than 140 countries. Most of them are cereal grains, frozen fish, processed meat, tea, vegetables, tobacco, cut flower, fruits, spices, dry food and other processed agricultural products.

According to the Bangladesh Investment Development Authority (BIDA), the domestic market size of packaged food was worth about Tk 5.2 billion in 2018. It is forecast to reach Tk 7.3 billion in 2023. In the packaged food market, edible oils, dairy products and snacks dominate the sales in terms of value. These products are expected to see a growth in sales steadily by around 6.0 per cent per annum till 2023, according to the BIDA. In the fiscal year (FY) 2018-19, the agro sector fetched export earnings worth \$ 1.41 billion.

Foreign investors either solely or in partnership with local firms should be offered financial support including tax incentives for setting up industrial units for food processing and packaging. It should happen alongside technology transfer. The RJSC (Registrar of Joint Stock Companies and Firms) now registers one-person company as it has amended the Companies Act. There are many one-person big names in the food processing industry in the world.

Commercial-scale food processing using modern technology, especially for wheat and rice milling, mustard seed crushing and very limited bread and cookie manufacturing appeared during the

1960s. The growth of this sector did not gain momentum in terms of operation and quality until 1980s.

Recently there have been diverse products to meet the changing demand from the people. The major food processing sub-sectors in Bangladesh include dairy, edible oil, sugar, rice, wheat, fruit and vegetable, tea, poultry/beef, chips, ready-to-eat paratha, singara, pulses and spices, and fish processing industries.

There is huge demand for additional consumption with the rising number of working people. The demographic dividend Bangladesh may gain up to 2040, so the food processing sector is set to witness further expansion in the coming years.

The quality of Bangladeshi food products need to be upgraded to attain international standards. Still, there are huge food imports from neighboring India and some other southeast Asian countries including Malaysia. Bangladesh is now perfectly placed to produce enough to meet the deficit. For this, technology and skilled manpower are needed most.

To gain an edge over competitors, both domestic and international companies are focusing on innovating better food and beverage processing equipment by the way of ensuring innovative technologies, extended equipment life and lesser maintenance cost. Many big players are now investing in the sector to ensure better use of raw materials and economy of scale. Such initiatives will help offset high labor and energy costs.

Consumers now prefer taste, nutrients and flavors. The innovative technologies can handle multiple ingredients and perform various functions across the processing line as required. The technologically advanced equipment has multiple applications.

Some big players in the country may use modern machinery to create a cartel and dictate the market prices. The government may think of ensuring a level-playing field for all in this sector as it is linked to food security, employment and value addition.

The Bangladesh Securities and Exchange Commission (BSEC) and Dhaka Stock Exchange are now promoting SMEs by launching a new platform. To solve the funding crisis in the sector, the platform may be used. For this reason, the BSEC and the DSE as well as the CSE can encourage more food processing industry players to go public in consideration of their growth prospects.

Question No: 04

Defined dispense bar. What kinds of equipment should have available in the bar? Explain.

Answer to the question no 04

Dispense Bar

The term 'Dispense bar' refers to any bar situated within a food and beverage service area that dispenses wine or other alcoholic drinks which are to be served to a customer consuming a meal or using a lounge area. However, in many establishments, because of the planning and layout, wine and other alcoholic drinks for consumption with a meal are sometimes dispensed from bars situated outside the food and beverage service area itself in other words, from one of the public bars. All alcoholic drinks are usually served by the member of the service team often known as a sommelier or wine butler, unless it is the custom for the food service waiters to serve their own customers with the wine and drinks they require.

It will not be a fancy bar like display bar. The space available will be only to the extent that stock is kept and minimum space for the bartender to make and dispense the drink. There will be no sitting space available as the guest does not have the direct contact with this kind of bar.

EQUIPMENT

In order to carry out efficiently the service of all forms of wine and drink requested, the bar should have available all the necessary equipment for making cocktails, decanting wine, serving wine correctly, making fruit cups and so on. The equipment should include the following items.

Main Items

1. Cocktail shaker: the ideal utensil for mixing ingredients that will not normally blend together well by stirring. A three-part utensil.
2. Boston shaker: consists of two cones, one of which overlaps the other to seal in the 'mix' made of stainless, glass or plated silver
3. Mixing glass: like a glass jug without a handle, but has lip. Used for mixing clear drinks which do not contain juices or cream.
4. Stainer: there are many types, the most popular being the Hawthorn. This is a flat spoon shaped utensil with a spring coiled round its edge.
5. Bar spoon: for use with the mixing glass when stirring cocktails. The flat 'muddler' end is used for crushing sugar and mint in certain drinks.
6. Bar liquidizer or blender: used for making drinks that require pureed fruit.
7. Drink mixer: used for drinks that do not need liquidizing, especially those containing cream or ice cream. If ice required, use only crushed ice.



Other items

Examples include:

- Assorted glasses
- Ice buckets and stands
- Wine baskets
- Water jugs
- Assorted bitters: peach, orange
- Cutting board and knife
- Soda syphons
- Ice pic
- Bin
- Wine and cocktail list
- Muslin and funnel
- Service salvers
- Carafes
- Ice making machine
- Glass cloths, napkins and service cloths

Food items

Example include:

- Olives
- Worcestershire sauce
- Salt and paper
- Cinnamon

- Nutmeg
- Angostura bitters
- Caster sugar
- Cube sugar
- Maraschino cherries
- Eggs
- Lime
- Cream
- Mint
- Coconut cream
- Orange
- Cucumber

Glassware

The choice of the right glass is a vital element if the cocktail is to be invitingly presented. Well-designed glassware combines elegance, strength and stability, and should be fine rimmed and of clear glass. All glassware should be clean and well polished.

Planning of the bar

There are certain essentials necessary in the planning of every bar. They are factors that should be given prime consideration when planning for a fixed bar or when setting up a temporary bar for a particular function as follows:

Siting

A major factor is the siting of the bar. The position should be chosen so that the bar achieves the greatest possible number of sales.

Area

The bar staff must be given sufficient area or space in which to work and move about. There should be a minimum of 1 m from the back of the bar counter to the storage shelves and display cabinets at the rear of the bar.

Layout

Very careful consideration must be given, in the initial planning, to the layout of the bar. Adequate storage must be provided, in the form of shelves, cupboards and racks, for all the stock required and equipment listed.

Plumbing and power

It is essential to have hot and cold running water for glass washing. Power is necessary for the cooling trays, refrigerators and ice-making machines.

Safety and hygiene

Grate care must be observed to ensure that the materials use in the make-up of the bar are hygienic and safe. Flooring must be non-slip.

Question No: 05

Explain the table d'hote menu and A la carte menu.

Answer to the question no 05

Classes of menu

Menus may be divided into two classes, traditionally called a la carte (from the card) and table d'hote (table of the host). The key difference between these two is that the a la carte menu has dishes separately priced, whereas the table d'hote menu has an inclusive price either for the whole meal or for a specified number of courses, for example any two or any four courses. There are, however, usually choices within each course.

Sometimes the term 'menu du jour' is used instead of the term 'table d'hote menu'. Another menu term used is 'carte du jour' (literally 'card of the day'), or menu of the day', which is usually a fixed meal with one or more courses for set price. A 'prix fixe' (fixed price) menu is similar. A 'tasting menu' (menu degustation) is a set meal with a range of course (often between 6 and 10). These tasting menus are offered in restaurants where the chef provides a sample of the range of dishes available on the main menu. These tasting menus can also be offered with a flight (selection) of wines (sometimes this can be different wine for each course). For all classes of the menu the price of the meal may also include wine or other drinks.

The table d'hote menu

The key characteristics of the table d'hote menu are:

- the menu has fixed number of course
- there is a limited choice within each course
- the selling price is fixed
- the food is usually available at a set time.



Fig: Example of a table d'hôte menu

The a la carte menu

- the choice is generally more extensive.
- each dish is priced separately
- there may be longer waiting times as some dishes are cooked or finished to order.



Fig: Example of an a la carte menu

