



WHAT IS HOSPITALITY?

Hospitality provides food, drink, accommodation and leisure services to customers away from their home.

It is about making customers feel welcome and giving them a positive experience.



WHAT IS CATERING?

Catering is the preparation, cooking and serving of food and drink in a variety of settings.

Catering can be provided in places such as schools, hospitals, workplaces, events and transport.



TYPES OF HOSPITALITY ESTABLISHMENTS



Hotel

Rooms, food and drink, leisure facilities



Restaurant

Sit-down meals, varied menu



Café

Light meals, coffee, snacks



School

Meals for students and staff



Hospital

Meals for patients, visitors and staff



Events

Food and drink for special occasions

FRONT OF HOUSE (FOH) vs BACK OF HOUSE (BOH)

Front of House (FOH)

Customer-facing roles. They look after the customer and make sure they have a positive experience.

- Waiter/Waitress
- Receptionist
- Host/Hostess
- Bar staff
- Manager

FOH create a welcoming atmosphere and give good customer service.



BACK OF HOUSE



Back of House (BOH)

Roles that are not seen by customers. They prepare, cook and support the smooth running of the business.

- Chef
- Kitchen assistant
- Porter
- Cleaner
- Manager

BOH make sure the food is prepared safely, is good quality and is ready on time.

WHY IS FOOD SAFETY IMPORTANT?

If food is not prepared, cooked or stored safely it can lead to:



Food poisoning



Allergic reactions



Business closure



Fines



Bad reputation

Food safety keeps customers safe, protects the business and builds trust.

HACCP – A SYSTEM FOR FOOD SAFETY

HACCP helps businesses to identify, control and monitor food safety risks.

1. HAZARD

What could make the food unsafe?



Harmful bacteria (such as Salmonella)

2. CONTROL

How can we stop it?



Cook to at least 75°C (core temperature).

3. CHECK

How do we know it's safe?



Use a temperature probe to check.

THE ENVIRONMENTAL HEALTH OFFICER (EHO)

An EHO visits food businesses to check they are following food safety laws. They help to keep customers safe.

If serious problems are found, an EHO can give warnings, issue fines or close the business.



What do they check?



Cleanliness



Food storage



Staff hygiene



Pests



Temperatures



Paperwork (e.g. HACCP records)

FOOD HYGIENE RATING

The EHO gives a food hygiene rating after an inspection. It shows how well the business follows food safety rules.

0

Urgent improvement needed

1

2

Generally satisfactory

3

4

5

Very good

CAN YOU REMEMBER?



- 1 What is the difference between hospitality and catering?
- 2 Give two examples of hospitality establishments.
- 3 Name two front of house jobs and two back of house jobs.
- 4 What does HACCP stand for and what are the three stages?
- 5 What does a food hygiene rating show?

*Safe food
Happy customers
Successful businesses!*



WHAT IS MENU PLANNING?

Menu planning is deciding which dishes will be offered to customers while considering the needs of the customer and the hospitality business.

A good menu balances customer needs, business goals and available resources.



FACTORS AFFECTING MENU PLANNING

Hospitality businesses need to consider...



WHO ARE YOU COOKING FOR?

A target customer is the person or group that a product or service is designed to appeal to.

Consider their:

- age
- lifestyle
- dietary needs
- preferences
- budget
- occasion



Children
(e.g. school)



Teenagers
(e.g. café)



Families
(e.g. restaurant)



Adults
(e.g. workplace)



Elderly
(e.g. care home)



Special diets
(e.g. vegan, gluten free)

ADAPTING RECIPES

To adapt a recipe means to change part of the recipe to make it more suitable for a particular purpose or customer.

Recipes can be adapted by changing:

- ✓ ingredients
- ✓ flavours
- ✓ toppings
- ✓ portion size
- ✓ presentation
- ✓ cooking / preparation method

Example:
Cheesecake adaptations



Vegan



- Use plant-based cream cheese
- Dairy-free alternatives
- Same great flavour!

Smaller portion



- Use a smaller tin/mould
- Adjust ingredient quantities
- Suitable for a light dessert

Celebration version



- Add decorations
- Use chocolate or fruit toppings
- Present creatively

DIETARY REQUIREMENTS

Customers may have different dietary needs or choices. Hospitality businesses must consider these when planning menus.



It is important to check ingredients and avoid cross-contamination when preparing food for customers with allergies.

SEASONALITY

Using seasonal ingredients means foods are available at their best quality, taste and price.

Examples of seasonal foods:

- Spring** – asparagus, peas, rhubarb
- Summer** – strawberries, tomatoes, courgettes
- Autumn** – apples, pumpkin, carrots
- Winter** – Brussels sprouts, leeks, root vegetables

Seasonal food is often fresher, cheaper and better for the environment.

SENSORY QUALITIES

When planning a menu, it is important to consider how the food will look, smell, taste and feel.



Appearance

What does it look like?
Colour, shape, presentation.



Aroma

What does it smell like?
Sweet, fruity, chocolatey, fresh.



Taste

What does it taste like?
Sweet, sharp, creamy, rich, fruity.



Texture

What does it feel like?
Smooth, crunchy, creamy, light, firm.



COST AND PROFIT

Menus must be profitable. Businesses need to:



The cost of ingredients, portion size and waste all affect profit.

EQUIPMENT AND SKILLS

The menu must be realistic for the business.



CAN YOU REMEMBER?



- 1 What is menu planning?
- 2 Name four factors that affect menu planning.
- 3 Give two examples of dietary requirements.
- 4 Why is it important to consider seasonality?
- 5 Give two ways a recipe could be adapted.
- 6 What does a target customer mean?
- 7 Why do businesses need to consider cost?

Plan delicious food, happy customers, successful businesses!





WHAT IS CUSTOMER SERVICE?

Customer service is the help, support and experience a business provides to its customers before, during and after receiving a product or service.

Good customer service helps create a positive experience, encourages repeat visits and builds a good reputation.



A happy customer is more likely to return!

FEATURES OF GOOD CUSTOMER SERVICE



Friendly and polite

A warm welcome and positive attitude.



Active listening

Shows you value the customer's needs.



Good communication

Clear and simple language.



Prompt and efficient

Minimise waiting times.



Helpful and knowledgeable

Able to answer questions.



Professional behaviour

Remain calm and respectful.



Teamwork

Front of house and back of house work together.



Go the extra mile

Small touches make a big difference!

WHY IS CUSTOMER SERVICE IMPORTANT?



Increases customer satisfaction



Encourages repeat business



Helps the business make more profit



Builds a positive reputation



Customers are more likely to recommend the business

Good customer service can turn a first-time visitor into a loyal customer!!

WHAT IS EVALUATION?

To evaluate means to make a judgement about how successful something is, using evidence to support your opinion.

An evaluation is more than just saying if you liked it – it is **specific**, uses sensory vocabulary, gives evidence and suggests improvements.



Think...

- What went well?
- What could be improved?
- Why?

THE FOUR SENSORY QUALITIES



Appearance

What does it look like?

e.g. colourful, well presented



Aroma

What does it smell like?

e.g. sweet, fruity, fresh



Taste

What does it taste like?

e.g. sweet, sharp, creamy, rich



Texture

What does it feel like when eaten?

e.g. smooth, crunchy, light, firm



HOW TO WRITE A GOOD EVALUATION

Use the JEIR structure:

- | | |
|----------------------|--|
| J Judgement | What was successful or unsuccessful? |
| E Evidence | What proves this? Use sensory vocabulary. |
| I Improvement | What would you change next time? |
| R Reason | Explain why your improvement would make it better. |

Use sensory vocabulary and be specific!

EXAMPLE EVALUATION



My cheesecake was successful because the filling was smooth and creamy, which contrasted well with the crunchy biscuit base. The fresh strawberries added a sweet and fruity flavour and made it look attractive. However, my base was slightly too thick, so next time I would use a thinner layer of biscuit so the flavours are more balanced.

IT'S A TEAM EFFORT!

Both front of house (FOH) and back of house (BOH) staff play a role in customer service.

Everyone contributes to the customer experience!



CAN YOU REMEMBER?



- What is customer service?
- Give three features of good customer service.
- Why is customer service important to a hospitality business?
- What are the four sensory qualities?
- What does JEIR stand for?
- Write one sentence to evaluate a food product.
- How do front of house and back of house staff work together?

Happy customers build successful businesses!





WHAT IS FOOD WASTE?

Food waste is food that is produced or prepared for people to eat but is thrown away or not eaten.

Food waste costs money, harms the environment and wastes valuable resources.



TYPES OF FOOD WASTE

Avoidable food waste

Food that could have been eaten.



- Unused ingredients
- Food past its use by date
- Plate waste
- Food prepared but not served

Unavoidable food waste

Parts of food that cannot be eaten.



- Fruit and vegetable peelings
- Bones
- Tea bags
- Egg shells

Recyclable waste

Packaging and materials that can be recycled.



- Cardboard
- Glass
- Plastic
- Tins and cans

WHY IS FOOD WASTE A PROBLEM?



Harms the environment
More food in landfill produces greenhouse gases (methane).



Wastes money
Businesses lose money when food is wasted.



Uses up valuable resources
Water, land, energy and labour are wasted.



Could help feed people
Food that is wasted could have been eaten.

WAYS TO REDUCE FOOD WASTE



Plan menus carefully



Buy the right amounts



Store food correctly



Use portion control



Use leftovers creatively



Train staff and raise awareness



Recycle or compost waste

Small changes make a big difference!



PORTION CONTROL

Serving a consistent and appropriate amount of food.

Benefits of portion control:

- ✓ Reduces plate waste
- ✓ Controls costs
- ✓ Provides consistency
- ✓ Helps predict how much food to order
- ✓ Meets customer needs



WHAT DOES SUSTAINABILITY MEAN?

Using resources responsibly so that we meet our needs now without damaging the ability of future generations to meet their needs.



A more sustainable food system is better for people, animals and the planet.

SUSTAINABLE CHOICES



Use seasonal ingredients



Choose local produce



Reduce, reuse and recycle



Save energy and water



Use less single-use packaging



Support renewable energy



Buy responsibly sourced ingredients

FOOD PROVENANCE

Food provenance means knowing where food comes from and how it has been produced.

It's the story behind our food!



WHERE?

HOW?

WHO?

WHY?

WHY DOES PROVENANCE MATTER?



Meets customer expectations

Many customers want to know where their food comes from.



Supports local farmers

Helps local businesses and the local economy.



Can be more environmentally friendly

May reduce food miles and support sustainable farming.



Improves animal welfare

Allows you to choose higher welfare products.



Links to ethical choices

Helps you make fair and responsible decisions.

ETHICAL FOOD PRODUCTION

Ethical means making choices based on what is considered fair and responsible.



Animal welfare
Animals are treated well and have a good quality of life.



Fair treatment
Workers are paid fairly and work in safe conditions.



Environmental impact
Farming protects natural resources and habitats.

The cheapest option is not always the best option!

ORGANIC FOOD

Organic food must meet specific production standards.

Myth or Fact?

"Organic food contains no chemicals."



Myth

"Organic automatically means local."



Myth

"Organic food has to meet standards governing how it is produced."



Fact



Look for the organic logo on packaging.

CAN YOU REMEMBER?



- 1 What is food waste?
- 2 Give two examples of avoidable food waste.
- 3 What does sustainability mean?
- 4 Give two ways a business could reduce food waste.
- 5 What does food provenance mean?
- 6 Why might a business choose to buy local ingredients?
- 7 What does organic mean? Give one fact about organic food.
- 8 Give two reasons why ethical food production is important.

Think sustainable, choose responsibly, make a difference!

