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© ASEAN 2013 Assessor Manual Develop and maintain food & beverage product knowledge 3 Not Yet Competent (NYC) If the participant is unable to answer or demonstrate competency to the desired standard, they will be deemed to be "Not Yet Competent" (NYC). This does not mean the participant will need to complete all the assessment tasks again.

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Importance of Product Knowledge Product knowledge is the most important tool for closing sales. It instills faith, trust, and respect in the customer, which creates a positive customer experience. The importance of product knowledge represents itself the most in these situations:

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Additionally, Every staff member shall have a basic knowledge of wines regarding the most common origins and appellations as trained by the Food & Beverage Management Team and according to the Hotel's sales mix. Below are some of the basic menu knowledge skills which the hotel F&B service staff should possess.

~~Must Have Menu Knowledge for Food and Beverage (F&B ...~~

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Knowledge of appropriate F&B systems to support operational processes[table reservation and management system, Micros Symphony (or relevant POS) and Quinyx Demonstrates a thirst for knowledge with an understanding on critical issues and potential technology and trends in hotel food and beverage

"Accessibly written and thoughtfully edited, making it essential reading for those studying hospitality and embarking on a career in the industry." - Peter Lugosi, Oxford School of Hospitality Management
"This text is a fascinating read... Roy Wood has spent 25 years teaching, researching and writing on the hospitality industry - much of that learning is here in this book." - Erwin Losekoot, Auckland University of Technology
"All different aspects of the hospitality industry are elaborated on... All in all a wonderful course book for for our students!" - Claudia Rothwangl, ITM College
This book covers the major concepts students are likely to encounter throughout their study within the hospitality management, giving a comprehensive and up-to-date overview as well as providing engaging everyday examples from around the world. A leading figure in the field, Roy Wood has successfully gathered international contributors with direct experience of hospitality management and the hospitality industry as a whole, ensuring the academic, geographical and practical integrity of the book. Key Concepts in Hospitality Management is written for undergraduate students and those studying short postgraduate or executive education courses in hospitality management, events management, tourism management and leisure management.

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Foodservice industry operators today must concern themselves with the evolution of food preparation and service and attempt to anticipate demands and related industry changes such as the supply chain and resource acquisition to not only meet patrons' demands but also to keep their competitive advantage. From a marketing standpoint, the trend toward a more demanding and sophisticated patron will continue to grow through various factors including the promotion of diverse food preparation through celebrity chefs, mass media, and the effect of globalization. From an operational standpoint, managing and controlling the business continues to serve as a critical success factor. Maintaining an appropriate balance between food costs and labor costs, managing employee turnover, and focusing on food/service quality and consistency are fundamental elements of restaurant management and are necessary but not necessarily sufficient elements of success. This increasing demand in all areas will challenge foodservice operators to adapt to new technologies, to new business communication and delivery systems, and to new management systems to stay ahead of the changes. *Strategic International Restaurant Development: From Concept to Production* explains the world of the food and beverage service industry as well as industry definitions, history, and the status quo with a look towards current challenges and future solutions that can be undertaken when developing strategic plans for restaurants. It highlights trends and explains the logistics of management and its operation. It introduces the basic principles for strategies and competitive advantage in the international context. It discusses the food and beverage management philosophy and introduces the concept of food and beverage service entrepreneurship, restaurant viability, and critical success factors involved in a foodservice business venture. Finally, it touches on the much-discussed topic of the food and beverage service industry and sustainable development. This book is ideal for restaurateurs, managers, entrepreneurs, executives, practitioners, stakeholders, researchers, academicians, and students interested in the methods, tools, and techniques to successfully manage, develop, and run a restaurant in the modern international restaurant industry.

This book provides students with a series of critical reviews of issues in food and beverage management addressing a variety of managerial dilemmas of a more complex nature such as how important is the meal experience and is food an art form? These are accompanied by discussion points, questions, and case studies to aid application, critical thinking and analysis. Written by leading hospitality academic, this short critical yet accessible text will be value for all future hospitality managers

This introductory textbook provides a thorough guide to the management of food and beverage outlets, from their day-to-day running through to the wider concerns of the hospitality industry. It explores the broad range of subject areas that encompass the food and beverage market and its five main sectors – fast food and popular catering, hotels and quality restaurants and functional, industrial, and welfare catering. New to this edition are case studies covering the latest industry developments, and coverage of contemporary environmental concerns, such as sourcing, sustainability and responsible farming. It is illustrated in full colour and contains end-of-chapter summaries and revision questions to test your knowledge as you progress. Written by authors with many years of industry practice and teaching experience, this book is the ideal guide to the subject for hospitality students and industry practitioners alike.

A comprehensive training guide and authoritative resource essential for all students, bartenders, sommeliers, mixologists, waiters and food and beverage practitioners the world over. It provides an in-depth knowledge of the products, plus the technical skills, practices and latest developments in the bar and beverage area.

Foodservice managers need a firm understanding and mastery of the principles of cost control in order to run a successful operation. With *Food and Beverage Cost Control, Fifth Edition*, Dopson and Hayes have created a comprehensive resource for both students and managers. Written in a user-friendly style, this text provides the necessary foundation in accounting, marketing, and legal issues, as well as

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foodservice, production, and sanitation. It also offers practical pedagogical tools, including chapter overviews, outlines, highlights, feature boxes, problems, Web links, technology tools, and key terms and concepts.

Fifth edition of the best-selling textbook updated and revised to take account of current trends such as the experience economy, CSR, connectivity and smart controls, and allergen and data protection laws.

A comprehensive text and resource book designed to explain the latest developments in and new complexities of managing modern bars- be they stand alone or part of larger institutions such as hotels and resorts.

The bar and drinks business is hugely competitive. The key to success or failure between the many beverages and services offered in any bar is the employees who make, sell and serve them. Customer expectation and demand is constantly increasing and so it's crucial for all staff to have comprehensive product knowledge and superior specialized service skills. The Principles and Practices of Bar and Beverage Management - The Drinks Handbook is a comprehensive training guide and authoritative resource essential for all students, bartenders, sommeliers, mixologists, waiters and food and beverage practitioners the world over. Packed with facts, explanatory illustrations and case studies it provides an in-depth knowledge of the products, plus the technical skills, practices and latest developments in the bar and beverage area. Its 13 chapters are divided into two sections as follows: * Theory: a complete guide to beers, wines, spirit, liqueurs, teas and coffee and soft drinks - where they're from, how they're made, how to serve and how to achieve maximum profits. * Reference: a compilation of facts including 'beers of the world' and an indispensable listing of over 90 cocktail recipes. Its companion textbook, Principles and Practices of Bar and Beverage Management concentrates on the complexities of managing modern bars. Together the two books create a must-have toolkit for all students and industry professionals in the fields of food and beverage management. Online resources in the form of PowerPoint slides will accompany this handbook.

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