

CHAPTER 8

Food and Beverage

There is no love sincerer than the love of food.

—GEORGE BERNARD SHAW

LEARNING OBJECTIVES

After you have read this chapter, you should be able to:

1. Explain how travel and other events in history have influenced the growth and acceptance of different foods and beverages.
2. Discuss the impact of science and technology on foods and beverages.
3. Explain the importance of rhythm, timing, and flow in foodservice operations.
4. Discuss the importance of a menu and its impact on production and service delivery.
5. Identify the important operational and financial concerns faced by foodservice managers.
6. Describe how foods and beverages can add value to other tourism services.

CHAPTER OUTLINE

Sometimes It's More Difficult Than It Seems Introduction

Major Influences on the Development of Food and Beverage Services

Travel and Discovery
Science and Technology

Building a Culinary Heritage

The Beginnings of Modern Foodservice Practices
Planning to Meet Guest Expectations
It All Comes Down to Rhythm, Timing, and Flow
Adding Value to Food and Beverage Experiences
From Ten to Ten Thousand

Building Profitable Operations

Balancing Payroll Costs with Productivity
Food Quality and Food Costs Are the Results of
Effective Purchasing

An Ounce of Prevention Is Worth a Pound of Cure

Beverages

Beverage Operations
Keeping Spirits Under Control
Coffee, Tea, Or?

Summary

You Decide

Net Tour

Discussion Questions

Applying the Concepts

Glossary

References