

# 1 The Catering Industry

## CATERING IN THEORY

### Catering: a general overview

#### The world of hospitality

"Hospitality" is a word used in travel and tourism to describe the services a customer receives.

Hospitality includes restaurants, pubs, bars, clubs, hotels, sport and leisure facilities.

Catering is associated to food and drink services.

Accommodation is the place we stay when we are travelling, when we are on holiday and when we visit a place for work or for study.

#### Commercial versus non-profit catering

Catering is the provision of food and drink and it is divided into two basic sectors: **commercial businesses** (to make a profit) and **non-commercial businesses** (to provide a non-profit-making social service).

#### Commercial catering:

- open to a general market
- competes with other catering outlets
- needs to balance food production costs, product quality and customer satisfaction
- hotels, restaurants, pubs, bars, cafés
- stations, airports or motorway service stations
- trains, ships, airplanes
- wedding receptions, rock concerts, football matches

#### Welfare catering:

- open to a limited market
- contracts outside suppliers
- provides good catering at reduced prices
- factory or office block canteens
- hospitals, schools, prisons.

## Bars and restaurants

### Types of bars

A bar is a place where you go to buy and drink alcoholic or soft beverages. There are many different kinds of bars.

Types of bars	Characteristics
<b>pub (public house)</b>	specialises in beer and often serves food too, more informal than other types of bars, often open in the day and always open at night
<b>cocktail bar</b>	specialises in cocktails and drinks, usually open at the same times as pubs, more sophisticated and expensive
<b>coffee bar</b>	serves coffees, non-alcoholic drinks and refreshments (sandwiches and cakes), usually open during the day, not very expensive, friendly atmosphere
<b>snack bar</b>	informal, inexpensive restaurant that serves non-alcoholic drinks and sandwiches or snacks, usually open only during the daytime
<b>lounge bar or saloon bar</b>	public room in a hotel or restaurant which serves alcoholic drinks, more luxurious than other bars, more expensive drinks, open later than pubs
<b>wine bars</b>	specialise in selling different types of wine, but you can often order a meal, more sophisticated and expensive than pubs, always open at night
<b>nightclubs</b>	you can dance, drink alcohol and enjoy entertainment such as live music

### Types of restaurants

Restaurants are places where meals are prepared and served to customers sitting at tables.

Different forms	Characteristics
<b>ethnic restaurants</b>	serve food from different countries like India, China or Mexico
<b>hotel restaurants</b>	may be used mostly by hotel guests or may be separate entities like Claridge's Restaurant in London
<b>specialty restaurants</b>	serve particular types of food (vegetarian, seafood, steaks) or use particular cooking techniques (barbecue or smokehouse)
<b>brasseries or bistros</b>	French-style restaurants, similar to an Italian trattoria, limited menu of food at reasonable prices
<b>gastropubs</b>	popular and cheap places to eat in the UK, restaurants in pubs, offering simple tasty meals
<b>cafés, cafeterias,</b>	usually open only during the day, serve hot and

<b>delis or coffee houses</b>	cold snacks and drinks, cakes and pastries
<b>fast-food restaurants, family-style dining, celebrity chef chains</b>	franchise or chain restaurants where you can eat similar dishes in different restaurants across the country or across the world (e.g. McDonald's)
<b>pop-up restaurants or supper clubs</b>	temporary restaurants at outdoor venues (music festivals or sporting events), in pubs or restaurants or in people's homes.

### Bars and restaurants: services and facilities

There is a wide range of catering **services** and **facilities**.

- At **fine dining restaurants**: full service and more comfortable facilities (seating area with tables and chairs, toilet or cloakroom facilities).
- In **casual dining** or **fast-food outlets**: more limited service or entirely self-service and more basic facilities.
- In **bars**: combination of self-service and waiter-service at tables, facilities can vary (performance areas for live music, karaoke, stand-up comedy and sport areas, dining facilities, free wi-fi service).

### Typical bars and restaurants in the UK

**Inns**: established in Roman Britain, they offered travelers food, drink and accommodation, stables and feed for their horses.

**Taverns**: opened by the Romans, they served food and wine.

**Alehouses**: opened by the Britons, who produced and served ale in their own homes.

By the 16<sup>th</sup> century alehouses, inns and taverns all became known as **public houses** and then as **pubs**.

### Typical bars and restaurants in the US

**American diners**: originally prefabricated structures used to prepare and serve food to the public (the first diner was opened in the 19<sup>th</sup> century). Fast-food chains like McDonald's and Kentucky Fried Chicken evolved from diners.

**Saloon bars**: symbolize America's past. They opened as the American pioneers went West (the earliest saloon was established for traders in 1822).

### Famous food outlet chains

Fast-food restaurants are often part of a **chain** or **franchise**:

- McDonald's, Burger King, KFC (Kentucky Fried Chicken), Nando's (famous spicy sauce called "Peri-Peri")
- Pizza Hut, Pizza Express, Ask
- Hard Rock Café (a famous **theme restaurant**)
- **Bubba Gump Shrimp Co. Restaurant** (a chain inspired by the film *Forrest Gump*).

## Management and promotion

### Restaurant and bar staff positions

Apart from the **food and beverage manager** who runs the restaurant, other members of staff work either in the kitchen, or front-of-house or in the bar.

Kitchen brigade	Front-of-house staff	Bar area
head chef	head waiter	bar manager
sous-chef	captain or chef de rang	bartender
chefs de partie	waiters and waitresses	barista
commis	host or hostess	cocktail server
apprentices and dishwashers		sommelier cellar man

### Managing a catering business

Professional skills and qualifications	Personal qualities	Duties and responsibilities
food hygiene	communication	inventories and orders
cooking skills	attention to detail	staff management
nutrition	flexibility and creativity	budgets and pricing
catering	multitask	menus
business and marketing	leadership skills	customer care
		hiring, training and developing staff, organizing the duty rota.

### Marketing strategies

- website
- local TV or radio stations
- local newspapers or magazines
- word of mouth
- leaflets, flyers or business cards
- social media

## CASE STUDY

### Starbucks and Pret A Manger

The first STARBUCKS opened in Seattle (USA) in 1971. The company took the name of the chief mate in the book *Moby Dick*: Starbuck.

The first PRET A MANGER, from the French for "ready to eat", opened in London in 1986.