

# Master Course: Foundations of Food & Beverage Management

This comprehensive course equips you with essential knowledge and skills to excel in the dynamic world of food and beverage management. Dive into menu engineering, cost control, service operations, and leadership - all crafted to elevate your expertise.



by Lord Sealand



# Module 1: Introduction to F&B Management



# Module 2: Menu Planning & Engineering

## Lesson 2.1

Design a menu: concept, cuisine, and target audience.

## Lesson 2.2

Menu item selection and pricing strategies.

## Lesson 2.3

Beverage programs: pairing and profitability.

## Lesson 2.4

Seasonal menus and specials to keep things fresh.

## Lesson 2.5

Menu engineering techniques for maximum profitability.

## Lesson 2.6

Hands-on menu planning exercise.

# Module 3: Cost Control & Financial Management

1

## Lesson 3.1

Understand F&B costs: food, labor, overhead.

2

## Lesson 3.2

Inventory management: ordering, receiving, storage.

3

## Lesson 3.3

Sales forecasting and budgeting techniques.

4

## Lesson 3.4

Pricing strategies: cost-plus, competitive, value-based.

# Module 3 Continued



## Financial Reporting

Analyze financial reports for data-driven decisions.



## Cost Analysis

Conduct cost analyses to identify areas for optimization.



## Profit Maximization

Implement strategies to maximize profitability.

# Module 4: Service Operations & Guest Experience

1

Lesson 4.1

Service styles: fine dining, casual, buffet, etc.

2

Lesson 4.2

Guest satisfaction: expectations and exceeding them.

3

Lesson 4.3

Table service: steps, etiquette, upselling.

4

Lesson 4.4

Beverage service: wine, cocktails, non-alcoholic.

5

Lesson 4.5

Handling complaints and difficult situations.

# Module 5: Leadership & Team Management

## Lesson 5.1

Building a high-performing F&B team.

## Lesson 5.2

Motivation, training, and development strategies.

## Lesson 5.3

Conflict resolution and effective communication.

## Lesson 5.4

Leadership styles and best practices.

## Lesson 5.5

Performance evaluation and feedback techniques.

# Case Study: Menu Engineering

Put your menu planning skills to the test with this interactive case study. You'll design a menu for a new restaurant concept, considering target audience, cuisine, pricing, and profitability.

Concept	Upscale farm-to-table restaurant
Cuisine	Contemporary American with global influences
Target Market	Affluent foodies, ages 25-45
Location	Downtown urban area



# Beverage Program Development

In this lesson, you'll learn how to create a profitable and innovative beverage program that complements your menu offerings and enhances the guest experience.

## Wine List

- Food pairings
- Pricing strategies
- Staff training

## Cocktail Menu

- Seasonal offerings
- Signature drinks
- Responsible service

## Non-Alcoholic

- Mocktails
- Craft sodas
- Specialty coffees

# Financial Management Fundamentals

Effective financial management is crucial for the success of any F&B operation. In this module, you'll learn how to analyze costs, forecast sales, and implement pricing strategies.



## Budgeting

Develop accurate budgets for operational costs.



## Sales Forecasting

Forecast sales based on historical data and trends.



## Pricing Strategies

Implement pricing strategies to maximize profitability.

# Inventory Management Essentials

1

Ordering

Optimize inventory levels through accurate ordering.

2

Receiving

Implement proper receiving procedures to ensure quality.

3

Storage

Follow food safety guidelines for proper storage.

4

Rotation

Practice FIFO (First In, First Out) rotation.

# Service Styles and Guest Satisfaction

1

## Fine Dining

Upscale, formal service with attention to detail.

2

## Casual Dining

Relaxed atmosphere with efficient, friendly service.

3

## Buffet

Self-service style with a variety of offerings.

4

## Guest Satisfaction

Exceed expectations through personalized service.

# Building a High-Performing F&B Team

A strong team is the foundation of any successful F&B operation. This lesson covers strategies for recruiting, training, and retaining top talent.

## Recruitment

- Job descriptions
- Sourcing channels
- Interviewing

## Training

- Onboarding
- Ongoing development
- Cross-training

## Retention

- Compensation
- Benefits
- Career growth



# Leadership and Communication

Effective leadership and communication are essential for managing F&B teams and operations. This lesson covers leadership styles, conflict resolution, and communication best practices.

## Leadership Styles

Understand different leadership approaches and when to apply them.

## Conflict Resolution

Strategies for resolving conflicts and fostering a positive work environment.

## Communication

Best practices for clear and effective communication with staff and guests.



# Case Study: Service Recovery

In this interactive case study, you'll learn how to handle a challenging situation involving an unsatisfied guest and improve the overall service experience.

1

## Scenario

A guest complains about slow service and an undercooked entree.

2

## Steps

Respond with empathy, offer a resolution, and follow up.

3

## Outcome

Resolve the issue, regain the guest's trust, and prevent negative reviews.

# Legal and Regulatory Compliance

This lesson covers essential legal and regulatory requirements for F&B operations, including food safety, alcohol service, and employment laws.



## Food Safety

Understand food handling and sanitation regulations.



## Alcohol Service

Comply with liquor laws and responsible service practices.



## Employment Laws

Follow labor laws and regulations for your jurisdiction.



# Trends and Innovations

Stay ahead of the curve by exploring the latest trends and innovations in the F&B industry, from sustainable practices to cutting-edge technology.

## Sustainability

- Farm-to-table
- Reducing waste
- Eco-friendly practices

## Technology

- Online ordering
- Tabletop tablets
- Kitchen automation

## Dietary Trends

- Plant-based options
- Gluten-free
- Allergen awareness