

# Food and Beverage Service Academy

## Course overview

This interactive day course provides the perfect opportunity for attendees to increase their awareness of all aspects of the front and back of house restaurant operation including room service, breakfast, lounge and bar service and to improve their understanding of the criteria by which the AA assesses food and beverage service.

This course features a range of modules which demonstrate and provide advice on a host of topics including industry best practice, increasing your revenue, menu review and terminology, seasonality, locality and flavour.

## About the course

- Find out what creates a good customer experience in the restaurant?
- What do your staff really know about cheese and wine, the relationship between the two and how to serve them.
- What do they really know about coffee and tea?
- The course also includes the whys, how's and wherefores of breads, the importance of seasonality and locality, what makes customers happy and how to handle complaints, and the latest trends and customer types.



\* Delegates will receive an attendance certificate after the course

## Who should attend the course

This course is ideal for:

- Food and beverage managers
- Waiting team
- General managers
- Supervisors
- Chefs



## We talk, discuss and test delegates' knowledge on...

- |  |                                     |  |                             |
|--|-------------------------------------|--|-----------------------------|
| 1. Industry Awareness                    | 6. Is it Service... or Hospitality? | 10. Specific Food and Beverage Areas of Inspection | 11. Customer Types          |
| 2. Latest Trends                         | 7. The Importance of Cleanliness    | 11. Lounge/Afternoon Tea                           | 12. AA Rosettes             |
| 3. The AA Inspection Process             | 8. Tea and Coffee                   | 12. Bar/Drinks from the Bar                        | 13. Menu Critique           |
| 4. What is Quality and how is it Judged? | 9. Restaurant Ambience              | 13. Room Service                                   | 14. Cheese                  |
| 5. Quality tastings                      |                                     | 14. Breakfast                                      | 15. Wine                    |
|  |                                     | 15. Dinner   | 16. Matching Food with Wine |
|  |                                     |  | 17. SWOT Analysis           |

\*The course content is subject to change

## Find out about...

- How the AA assesses food and beverage service and how to enhance all aspects of the front and back of house hotel food and beverage operation
- Quality and its place in your business
- Service & Hospitality - Key differentiators
- What is Quality - identifying
- Menu critique



The course features a range of interesting modules, including tasting sessions and covers industry best practice, how to improve revenue opportunities and to discuss what the AA and your customers look for.

## Testimonial

'We found the AA restaurant academy to be superb in re-invigorating both our Chefs and Front of House teams, the content is designed to cover an array of topics from tastings to product knowledge and service and hospitality. It has assisted us in improving the industry awareness in our teams and is a fantastic tool to use to promote the drive on standards of service, enabling us to build on our current AA Rosette status. A thoroughly enjoyable, fun and enlightening course.'

**Ken Younie - Catering Executive, Warner Leisure Hotels**

## Who will be carrying out the course?

The AA Food and Beverage Service Academy will be led by one of the AA's experienced and professional inspectorate team.

**In association with the Academy of Food & Wine**



**BOOK NOW!**

To book call **01256 844455** or email **HotelServices@theAA.com**

**This course is also available for private bookings for individual hotel and restaurant groups  
View [www.AAhotels.com](http://www.AAhotels.com) for information on our full range of training and consultancy services.**