

Preface to the fourth edition

Since the publication of the third edition of *Food and Beverage Management* nearly ten years ago, the Hotel and Catering industry has seen many changes and developments, not the least of which is a change of name to the Hospitality Industry.

Particular changes over this period have been in:

- New technology
- Health and environmental awareness
- Consolidation and the growth of brands
- Customer expectations of our products and services
- The growth in the value of the industry to the economy at the local, regional and global level

This edition also sees some major changes to the presentation of the content of the book without, we hope, affecting the quality and the comprehensiveness of the coverage we have

- Reorganised and condensed the sector chapters to a standard format in the second and third chapters whilst extending the number of sectors covered.
- Added new chapters in developing a food and beverage concept and trends and issues in the industry.
- Added learning activities and mini case examples to every chapter.
- Updated the content to reflect recent changes in this fast moving industry.

This has only been possible by welcoming two new experienced teachers onto the authoring team. Peter Alcott who following a long career in the hospitality industry has found teaching and developing our new young managers of the future a truly rewarding second career and Ioannis Pantelidis who following a successful career in the management of restaurants and hotels discovered his muse in teaching and consulting.

Acknowledgements

The first acknowledgement here must go to Bernard Davis. It was Bernard who wrote the first edition of this text and who led its development over the second and third editions. Although taking a deserved back seat in the detailed development of the fourth edition, he has always been there with detailed comments and criticisms encouraging us to improve the book wherever possible and picking us up when his high standards have not been reached. It is a cliché, but true none the less, that this book would not have been possible without him. He has made such a significant contribution to hospitality education and to the development of food and beverage managers around the world. Heartfelt thanks go to him from all his previous students all over the world for his energy, his determination and his professionalism. Thank you.

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*Andrew Lockwood
Peter Alcott
Ioannis S Pantelidis
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Preface to the third edition

Since the publication of the first edition of *Food and Beverage Management* in 1985 and the second edition in 1991, the Hotel and Catering industry has seen many changes and developments, these being a result of natural progression within the industry, research and development and as a result of outside pressures and government legislation.

Some general trends that were identifiable during the past twelve years, and are continuing, include:

- A continuing increase in food, beverage and energy costs.
- A continuing increase in labour costs and a difficulty in obtaining an adequate number of highly skilled staff.
- An increasingly more knowledgeable customer, demanding more exciting menus, a wide range of 'healthy eating' dishes, a clean smoke-free environment and a high standard of hygiene practices from the industry.
- A continuing concern by the EC and UK Government about all aspects of food hygiene, this being evident with new legislation.
- A much wider acceptance of the use of computers throughout the industry.
- An increasing awareness of the importance of managing quality in all areas of food and beverage operations.

This third edition offers the reader two new chapters, together with a total update of the remaining chapters, with many being enlarged. Over forty new menus are included, together with numerous new tables and figures. This edition is particularly strengthened with the addition of Andrew Lockwood as a co-author of many publications.

Food and Beverage Management continues to be an established source of reading and reference material, not only to students, but to practicing food and beverage managers, controllers and their assistants. The book has been widely accepted by universities and colleges for their degree courses in the UK and overseas, by the HCIMA as a standard

textbook for the Professional Certificate, Diploma and Distant Learning, and for the Higher National Diploma. In addition, the book has been found to be a good reference source for advanced GNVQ courses.

Acknowledgements to the many colleagues and organizations who kindly contributed to the first and second editions, and to those who have given their time and assistance to the third edition. In particular, we would like to thank.

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Central Statistical Office
Cerco Health Services
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Conran Restaurants
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Dorchester Hotel
Electrolux Ltd
FDS Ltd
Gallup Organization
Girovend Holdings Ltd
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Keynote Publications
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Langham Hilton
Leith's Events and Parties
Leith's Management
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*Bernard Davis,
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Preface to the second edition

Since the publication of the first edition of *Food and Beverage Management*, the hotel and catering industry has come to the end of the 1980s and has already begun its progress through the 1990s. In such a relatively short period of time changes have occurred within the industry, both through its own natural progression, research and development and as a result of outside pressures and government legislation.

Some general trends that were identifiable during the past decade and are continuing include:

- A continuing increase in food, beverage and energy costs.
- A continuing increase in labour costs, a decline in the young labour force available for the industry and an increase in the number of part-time employees.
- An increasing interest in healthy eating by the general public with more prominence of vegetarian dishes and menus. Also a requirement by the public for non-smoking areas to be a standard for all types of catering outlets.
- An increasing demand and awareness by the general public for higher hygiene standards for all catering outlets. This demand being as a result of the general awareness through the media of new food legislation and of the out-breaks of food poisoning in the UK. The continuing monitoring of the above will have significant importance to the success of any catering operation in the 1990s.

This second edition offers the reader six new chapters and a total update of all previous chapters with many being enlarged, reflecting the growing importance of their subject areas. The new chapters are *The meal experience*; *The marketing of food and beverages*; *Advertising, public relations, merchandising and sales promotion*; *Financial aspects*; *Food and beverage management in school catering*; and *Food and beverage management in hospital catering*.

Food and Beverage Management continues to be a source of reading material and reference to many practicing catering managers, food and

beverage managers, controllers and their assistants both within the UK and overseas. This edition sets out to also cover the new examination requirements for the various degree courses in hotel and catering management, the diploma and certificates of the Business and Technical Education Council and for the Hotel and Catering Institutional Management Association.

In addition, the book has been selected by the English Language Book Society since 1988 for inclusion in its hotel catering and tourism list. The English Language Book Society is funded by the Overseas Development Administration of the British Government to make available significant textbooks of British publishers to students in developing countries throughout the world.

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Bernard Davis and Sally Stone
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Preface to the first edition

This book has been written to explain the complexities of managing food and beverage outlets. The purpose is to examine the wide range of subject areas that come within the orbit of operational food and beverage management and to relate these to the applications applied within five broad sections of the catering industry (i.e. fast-food and popular catering, hotels and quality restaurants, function catering, industrial catering and welfare catering).

The book has been planned to cover the examination requirements for the various degree courses in Hotel and Catering Administration and Management; the Hotel and Catering Institutional Management Association; and diplomas and certificates of the Business and Technician Education Council.

In addition, the book has written for practicing catering managers, food and beverage managers, food and beverage controllers and all their assistants who may wish to formalize and update their knowledge, in order to improve the profitability and productivity of their operations and to enhance their customers' satisfaction.

This book is based on our own practical experiences and from first-hand information obtained from practitioners, within both large and small companies and units, in the many segments of the industry, who so generously gave up their time to answer and discuss many of our questions while undertaking research for the book. We are also grateful to the many companies who kindly gave permission for samples of their menus to be reproduced within the book.

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