



Examining The Future Need Of Food And Beverage Management

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ABSTRACT

Children and teenagers have emerged as a significant market force in the food and beverage business in the United States in recent years. The upshot is that children and adolescents are now the focus of intensive and specialized food marketing and promotion campaigns. Teenagers as customers are of particular interest to food marketers because of their spending power, buying influence, and potential to become adult consumers in the future. Staff in the Food and Beverage service department are the focus of the study. Because they act as the intermediary between the chef and the customer, they are under a great deal of strain during service operations, and their stress levels are quite high. If they are encountering difficulties while serving, they must find a way to fix the matter as quickly as possible. In this case, it is the job of management to ensure that the activities are supported by enough infrastructure.

Keywords: Food and beverage, Hospitality, Management, Food industry.

INTRODUCTION

It is estimated that the supply of food and drinks away from home accounts for a significant portion of the operations of the hospitality business and, indeed, of the whole economy. Food and beverage businesses, like the sector in which they are a prominent player, are distinguished by their wide range of offerings. They include commercial and public sector enterprises that vary from tiny independently owned and run businesses to massive multinational organizations that manage worldwide brands, as well as everything in between, such as prisons and some of the world's most prestigious hotels. In the hospitality industry and in food and beverage operations, getting hold of consistent statistics is extremely difficult because no one single definition exists for where the boundaries between different industry sectors and subsectors are and, as a result, there is no consensus on what should and should not be included in the various statistics collected.

Cost management is becoming more important in all sectors as the level of competition continues to rise. This is necessary to secure the long-term viability of any business unit. Unless a firm generates a sufficient amount of profit in comparison to its capital, it will not be able to exist in the long term. It is essential that it be an extension of the financial and catering strategies that have been established by the senior management. Prior to developing a practical plan for food and beverage management, it is necessary to establish acceptable cost and profit targets for all divisions

within a company. A food and beverage management system will not, by itself, be able to treat or prevent issues from happening. Correct and up-to-date policies and operational procedures are essential components of a successful system. However, the system should be able to spot issues and patterns in the company. A food & Beverage control system will require management action to analyse the information supplied and to act upon it.

LITERATURE REVIEW

Wood, R. (2017), This article presents an overview of the current status of food and beverage management research and some suggestions for the future growth of the area. As a starting point, it is said that building such an overview requires a thorough understanding of the current state of hospitality research and the implications of this for food and beverage research more broadly. Second, understanding food and beverage research is inextricably linked to a knowledge of the nature and purpose of food and beverage education more broadly within the hospitality profession, as shown in the previous section. The major idea that has emerged as a result of this is that food and beverage management research is a Cinderella topic, even within the hospitality industry, which has more generally struggled to gain legitimacy inside the university. The absurdity of this issue resides in the fact that food and beverage management is one of the fundamental disciplines that possibly defines hospitality management. The near-utopian prescriptions for the future of food and beverage management research centre on establishing connections with other food-related research and, consequently, with hospitality, while eschewing much of what is currently considered hospitality management research in an effort to rebuild the subject field around the industry's core issues.

Dr. Suvrna Sathe, Ms. Rajeshree S Pol (2019), A research was conducted to better understand the operational problems that F&B service staff at five-star hotels in Pune and Mumbai are dealing with. Staff in the Food and Beverage service department are the focus of the study. Because they act as the intermediary between the chef and the customer, they are under a great deal of strain during service operations, and their stress levels are quite high. If they are encountering difficulties while serving, they must find a way to fix the matter as quickly as possible. In this case, it is the job of management to ensure that the activities are supported by enough infrastructure. Additionally, the operational personnel should be encouraged to actively engage and assist management in overcoming difficult circumstances in the event that anything occurs. The research is revealing that the department employees of star category hotels do experience issues and have answered that operational training would aid staff in coping with the challenges.

Roy C. Wood (2007) This article summarises recent food and beverage management research and makes some recommendations for the field's future development. Prerequisites for developing an overview include a grasp of hospitality research and its effect on food and beverage research. We must first comprehend food and beverage education in order to understand food and beverage research. Even in the hotel sector, food and beverage management research is a Cinderella storey that has failed to acquire a strong academic reputation. The irony of the situation is that food and beverage management could be a foundational component of hospitality management. In an effort to establish connections with other food-related fields of study and the hospitality industry as a

whole, researchers in the field of food and beverage management are redesigning their research to concentrate on the sector's core concerns rather than the traditional suspects.

Prasad khulge (2019) Changes in Pune's food and beverage industry have been noticeable over the past few years. Rather than imitating, the sector has turned its priority to invention. The use of bio hacked meals, which disintegrate and then reassemble using artificial intelligence, is on the increase as a consequence of technological advancements (AI). There is also a molecular level study of F&B components. Quantum computing, as it is often referred as, streamlines and accelerates business processes. Businesses have an advantage over their rivals because of the availability of fresh supply sources that are continually replenished throughout time. The rising tide of veganism's acceptance has spurred a flurry of activity in the food industry. As individuals become more health-conscious, veganism is rising in popularity among those who are not vegans. When developing new products for the flexitarian (or semi-vegan) market, manufacturers must bear in mind the importance of flavour.

Mireille Serhan (2019) An essential purpose of this study's was to discover which characteristics of a rural university cafeteria's lunch service are most relevant to its customers' satisfaction in general. Over the course of five weeks, a random sample of 676 cafeteria patrons was used to choose students, educators, and staff. They answered open-ended questions on the quality of the food and beverages, the level of service, and their overall satisfaction with the dining experience in an anonymous survey. Pearson correlation coefficients were employed to examine the data in order to identify the existence and degree of significant correlations between the different research variables. The scores' medians and standard deviations were calculated. There was a broad variety of service attributes that customers regarded to be satisfactory. All parts of the service had a substantial impact on overall satisfaction. More nutritious food was one of the most regularly requested adjustments to the cafeteria's menu by customers, with 62.9 percent stating they would continue to eat there. Understanding the various food service qualities can help the university administration better meet the needs and expectations of its professors, employees, and students.

METHODOLOGY

The Methodology of food and beverage control may broadly be envisaged under there phases:-

Phase 1 : Planning phase

Phase 2 : Operational Phase

Phase 3 : Post –Operational Phase (Management Control after the events)

An organization's food and beverage activities are represented by the catering cycle, which offers the owner of catering companies with guidance on how to run their businesses in accordance with industry standards.

The establishment's financial, marketing, and catering practises are the focus of the planning phase of the cost control cycle. To ensure that the catering institution is providing the best service, quality

control, and profitability possible, policies are established by senior management in accordance with the establishment's aims. The budget, for example, is within the purview of financial policy, which encompasses all financial choices. The budget has been linked to a road map, which provides travellers with a precise route to follow. Target consumers' requirements and desires are defined in the Marketing policy, which then generates a marketing mix to meet their needs and wants. It outlines the following:-

- Determine the targeted audience for the activity.
- Determine which market segments should be targeted in order to get the required share of the overall market.
- Create a product, price, location, and promotion marketing mix that meet the demands and requirements of your target audience.
- Promotional mix (advertising, merchandising, public relations and direct marketing) is designed to facilitate marketing communications.
- enhancing the company's reputation by exceeding the needs and expectations of its clients

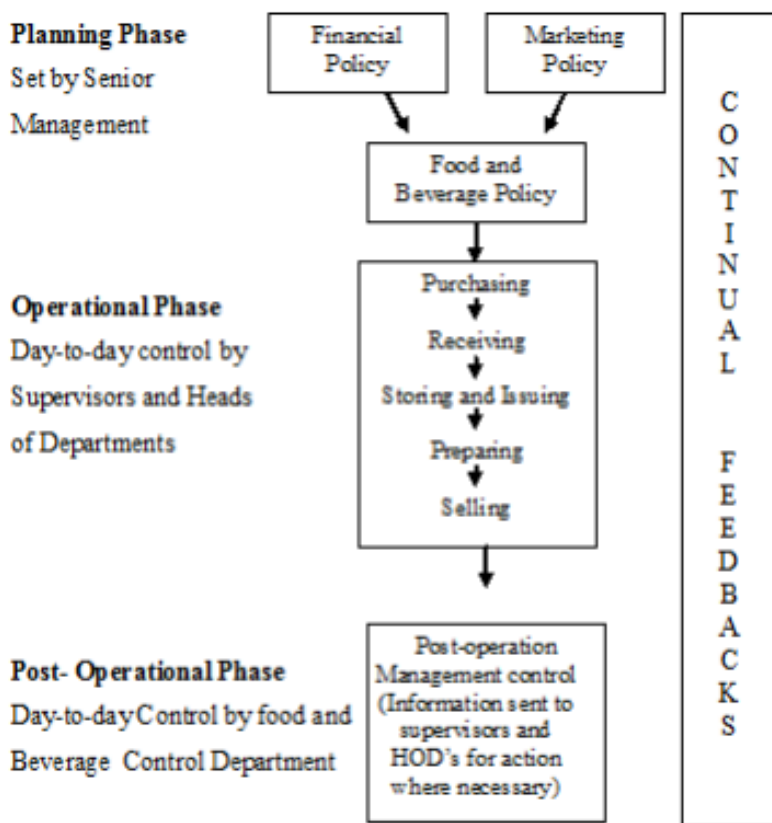


Figure 1: Methodology of food and beverage control

What do managers do?

Over the years, there has been a lot of interest in the nature and definition of manager's work. Figure 2 depicts a model, built for the hotel sector, that synthesises much of this work.

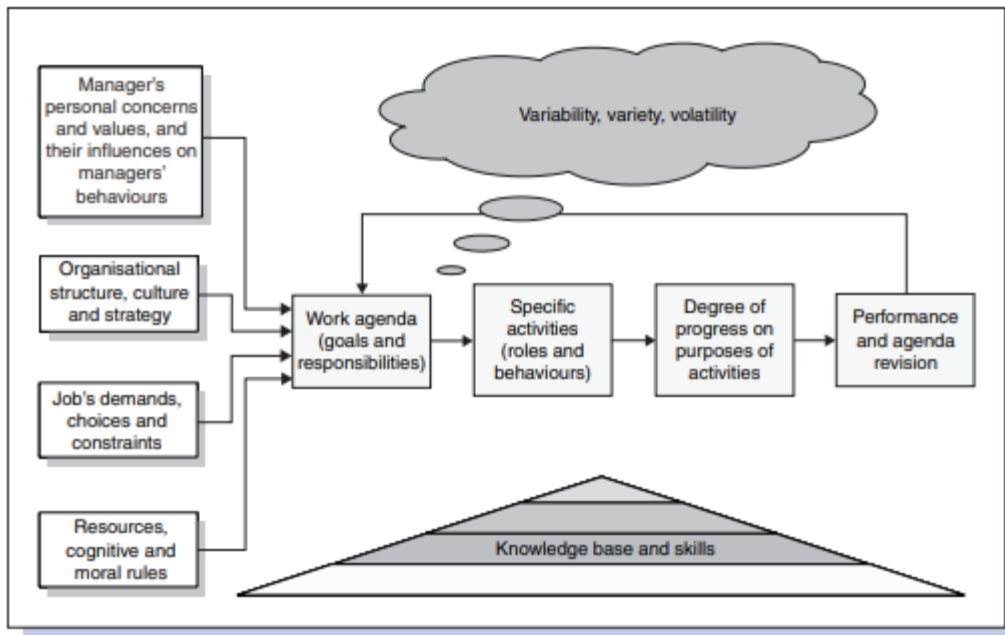


Figure 2: Exploring the manager's work in the hospitality industry

Managers in the hospitality industry have both explicit and implicit goals and responsibilities aimed at ensuring the success and survival of the company as a whole, as well as advancing their own professional interests. Management in hospitality businesses must focus on three primary sorts of goals: making guests feel welcome, making sure the facilities operate well for guests, and ensuring the business can continue to offer service while earning a profit (Powers and Barrows, 2003). For example, an organization's structure and culture, economy, country's cultural norms, and available resources are all elements that influence the objectives that are established. Because of the particular nature of the services provided, managers in the hospitality business confront a more unpredictable and complicated working environment than their counterparts in many other sectors. This intricacy is further compounded by the cultural and personal values of the managers in the various corporate contexts and climates.

Hospitality managers carry out a variety of tasks and activities to achieve the goals that have been set, covering the standard managerial roles such as POC or planning and organising. It's very uncommon for them to operate in a seemingly haphazard manner, continuously adapting to the changing surroundings. While managers execute a multitude of management tasks, what they do and / or what they choose to do are, to some degree, unexpected and variable. The manner in which managers carry out their duties is also not always constant. Consequently, the hotel manager's job is defined by the informality of the profession, which is characterised by its diversity, variety, and volatility.

As a result, each managerial action is generally linked to a certain management function. Managerial behaviour may be connected to one of management's most important roles. For example, a restaurant manager may opt to talk to the customers to find out how they regard the service supplied. S/he will then be able to report on client satisfaction. Management may identify service issues and provide relevant training programmes for employees. In order

for managers, particularly those in the hospitality business, to be successful, they must also perform certain functional roles.. The formality of the job of a hospitality manager is shown by this.

The HCIMA (now the Institute of Hospitality) commissioned research from the University of Surrey (Gamble et al., 1994) to identify the types of management activities that can be seen to be typical of different sectors of the hospitality industry across Europe. This model provides the framework for understanding what managers should be doing in the field of hospitality.. Study participants were asked to recall instances in which they believed the skills and knowledge of their managers had a positive impact on a situation, as well as instances in which they believed these skills and knowledge had a negative impact. The study employed a critical incident methodology to collect data on these types of experiences. Manage operations, manage the company, manage people, and manage your own talents were then grouped into four categories. Categories were then created for each of these areas. To be a successful manager in the hospitality sector, you need to have these 15 abilities and expertise. Figure 3 depicts the many categories and subcategories.

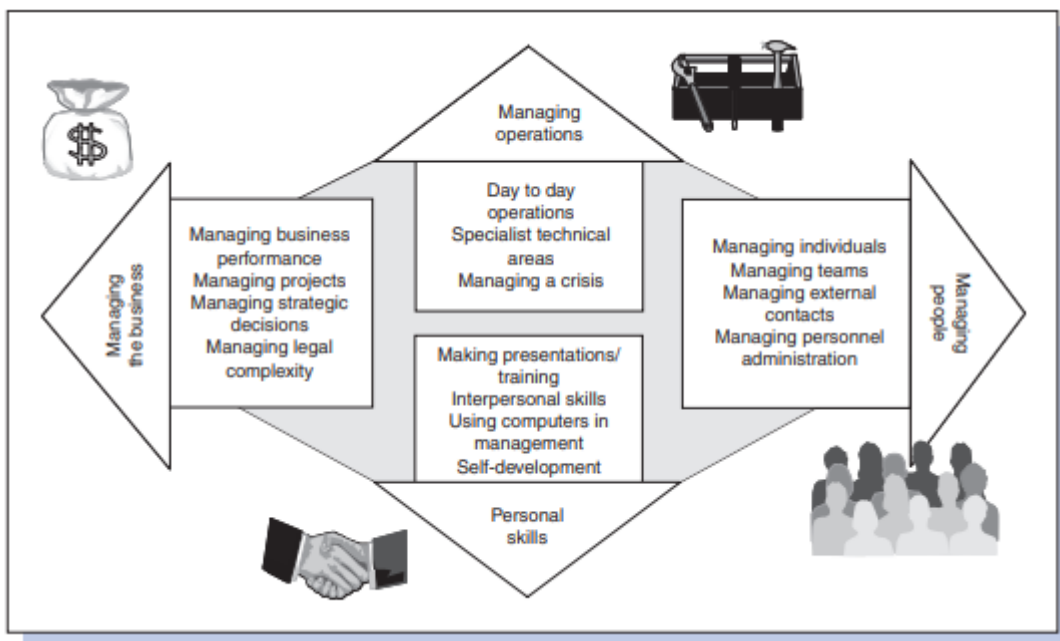


Figure 3: Main areas of management activity

Table 1 shows the results of analysing occurrences against the key categories by degree of management. There were a number of management levels employed to account for industry-specific changes in job titles and roles:

Table 1: Cross tabulation of main category areas by management level

Column %	Junior	Unit	General	Area	Director	Owner	Total %
Managing operations	40.3	30.2	20.9	13.4	17.8	29.3	29.0
Managing the business	11.8	23.0	32.6	41.2	41.1	32.0	25.2
Managing people	10.7	16.4	15.9	19.6	12.3	9.5	14.4
Personal skills	37.2	30.4	30.6	25.8	28.8	29.3	31.5
Total %	23.2	36.5	19.6	6.3	4.8	9.6	100.0

- **Department head/Junior management:** Taking charge of a part of an operational unit. In a hotel, this would be the equivalent of being the coffee shop manager or the deputy manager.
- **Unit manager/Section manager:** Having overall responsibility for a unit or a sector of a unit. Catering manager, executive chef, or food and beverage manager of a small hotel are all examples of this position.
- **General manager:** Overseeing a big group of smaller units, or a collection of smaller groups. Food and beverage manager of a big hotel with substantial restaurant, conference, and banqueting facilities, or the manager of a few catering contracts, might fit this description.
- **Area manager:** Having overall control over a vast number of smaller units or regions.
- **Director:** responsible for running and managing a whole company.
- **Owner/proprietor/partner.**

Incidents relating to daily operations, specialist/technical areas and crisis management were the second most common across all three subcategories. Table 1.3's analysis by management level reveals a strong focus on this topic among junior managers. When faced with a crisis, however, junior managers were more inclined to turn to their unit or general manager for assistance. Owners are also highly engaged in resolving any corporate difficulties that may arise. Hotels and restaurants put the most emphasis on operations management, whereas employee catering had the lowest.

Aspects of managing the company's performance, initiatives, strategic choices, and legal intricacy were all covered in this category. Personal abilities and managing operations were ranked first and second in this category, respectively, across the whole sample. Managerial level examination finds significant variances in the results. Despite the fact that senior managers, regional managers, and directors are more likely to have incidents in this area, junior managers and unit managers are less likely to focus on it. When managers achieve a certain level of seniority within a company, they may begin to become more business-minded. Comparisons across the industrial sectors reflect this focus, with hotels, restaurants, and popular catering—sectors with high concentrations of young managers—showing a poor emphasis on this area, while other sectors, particularly contract catering and local authority services, feature well.

There were sections on managing individuals, teams, external relations, and personnel administration included in the section on managing people. There were surprisingly few recorded

occurrences in this region, considering the labour intensity of several areas of the business and the ecological value of this area. This discrepancy may be explained by the fact that the interpersonal abilities required to manage people are not included here but rather under the heading of more general personal talents. The highest-ranking managers are found to be those at the unit level, whereas the lowest-ranking managers and owners are found.

Responsibilities of food and beverage management

All managers have a role to play in these activities, however the food and beverage manager isn't specifically included in this study. Food and beverage sales may have a significant impact on overall sales, but food and beverage expenditures can also have a significant impact on sales. For this reason, a comprehensive control system for the food and beverage industry is required. It all starts with the establishment of the financial, marketing, and catering strategies that have already been discussed in this article. As a result of working within these three broad guidelines, the food and beverage division is in a position to define its own goals.

There are many various ways to explain management, but there is a general consensus concerning the roles and responsibilities that managers do.

Setting goals and making judgments on where to go in the organization's future is the first step in establishing policies. Managers also determine how and by whom these goals will be accomplished. Analyzing tasks and delegating them to individuals or groups is part of this process. It is the responsibility of managers to motivate their employees in a manner that helps them to reach their stated goals, which is why they are engaged in the process. For the fourth time, managers have a responsibility to keep an eye on actual results and, if required, take action to remedy any deviations from the goals set out in the original planning stage. Accounting records and reports, as well as collected statistical data, may be used for controlling.

Planning, organising, motivating, and regulating are all aspects of management that may be used to the job of a food and beverage manager. Financial, marketing, and catering policies are all part of a food and beverage department's planning process, which includes defining the market to be served, determining the main objectives of operating the facilities, and determining the methods by which those objectives are to be achieved. Such decisions would be made at the highest levels of management. People who are responsible for accomplishing these goals should be given detailed job descriptions outlining their duties, as well as who they are accountable to. Managers of food and beverage establishments collaborate with those in charge of human resources to create job descriptions and assign on-the-job trainers.

Constraints on food and beverage management

The administration of food and beverage departments in the hotel sector has been considered as the most technical and difficult. Particular external and internal pressures are to blame for the specific variables that make food and beverage management more difficult.

External factors

The food and beverage function is frequently seen as a serious issue due to external causes. Although proactive management may assist lessen their impact, they originate outside the company and hence cannot be effectively dealt with by inside action. The following are some of the most significant external influences on the food and beverage function.

Government/political

- Government legislation, for example, fire regulations, smoking regulations, health and safety legislation, EU regulations.
- Changes in the fiscal structure of the country, for example, regulations affecting business expense allowances.
- Specific government taxes, for example, VAT.
- Government policy on training and employment, economic development, regional development, etc.

Economic

- Rising costs – foods and beverages, labour, fuel, rates and insurance.
- Sales instability – peaks and troughs of activity occur on a daily, weekly and seasonal basis.
- Changes in expenditure patterns and people's disposable incomes.
- Expansion and retraction of credit facilities.
- Interest rates on borrowed capital.

MANAGING THE MEAL EXPERIENCE

Service sectors, such as restaurants and bars, are distinct from manufacturing in a number of ways. Both manufacturing and service are carried out in front of the consumer at the same time. Customers are not present throughout the production process in manufacturing. There is little or no time delay between production and service when it comes to food and beverage operations, where customers are engaged in the development of the service they consume. For manufactured goods, customers are not engaged in the manufacturing process, which might lead to delays in service. Services are very perishable and cannot be kept, which complicates the quality control of service items; unlike manufacturing, commodities may be manufactured in ahead of demand and stored, providing for greater time for quality control processes. Because of this, it has historically been more difficult to define and assess services than produced items, which have a bigger intangible component. Therefore, client experience and what occurs while they are in the process are quite important.

'Meal experience' may be defined as a set of events that a client encounters when dining out. The beginning and finish of a dining experience are difficult to pinpoint, despite the widespread belief

that a customer's dining experience begins when they walk into a restaurant and concludes when they depart. However, guests' sentiments when they come and leave the restaurant should also be taken into consideration and incorporated in the whole dinner experience.

CONCLUSION

There has always been a lot of innovation in the food and beverage sector, but the challenges raised above show that the rate of change will continue to increase and test the inventiveness, flexibility, and perspicacity of food and beverage managers all over the globe. We wish them the best of luck in their future endeavours. An operation's food and beverage controls are referred to as "controls" when they include all of the methods and processes that are employed to keep the operation running smoothly. Profitability at a catering outlet may be improved by following a well-defined routine for acquiring, receiving, stocking, and selling food. The Food and Beverage Manager must keep an eye out for areas that might lead to losses, since no control system can really claim to be 100% safe and secure. Refrigerators and deep freezers must be locked at all times in order to implement a control strategy. When it comes to portion control, accuracy is key. To maintain tabs on how things are going on a daily basis, an accounting system is required.

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