



Food & Beverage: Design



Food & Beverage: Impact



Timing is everything

Sluggishness

Inebriation

Attention Span



Considerations: Budget



- By market
- By item
- By service
- By staffing



Considerations: Program



- Program First : Menu Follows
- Format
- Length
- Style
- Agenda



Considerations: Demographics



Gender

Age

Worldliness

Fitness

Home



Considerations: Restrictions



Allergies

Sensitivities

Cross Contamination

Lifestyle



Considerations: Availability



Seasonality

Availability

Sustainability



Considerations: Religion



Many religions carry guidance on diet

Always ask

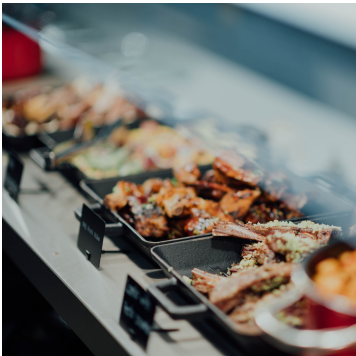
Ingredients and also timing

Offer options

Expert preparers (Kosher, Halal)



Guest Empowerment



Poll guests

Label all items

Be flexible on site (options)



Food & Beverage: Menus



Menu Planning

1. Weekly

- Note event-related meals
- Consider healthy and variety

2. Daily

- Portion sizes
- Timing
- Avoid repetition

3. Meal

- Variety within
- Timing (what is possible)
- Style



Terms: Day Time

Continental Breakfast

Full Breakfast

Beverages

AM / PM Break



Terms: Evening

a la carte

Hors D'oeuvre

Canapé

Courses



Terms: Dining Courses

North America

World

Appetizer

Entree

Entree

Main

Dessert

Dessert



Banquet Event Order

Banquet Event Order						
Event:	Event Date: Saturday, July 26, 2014					
Age:	Contact:					
Event Name:	On-Site:					
Event Type:	Catering Src:					
Time	Room	Function	Setup	EXP	OTD	Se
Friday, July 26, 2014	6:45 PM - 12:00 AM	Amabelle Ballrooms	WEDD	SPEC	87	87
Menu						
7:00pm - Guests begin taking their seats						
7:20pm - Emcee Announces Bridal Party						
Guests dine off buffet at their assigned tables in 40 guests to know go to buffet when they would like)						
PRESET SALADS, BREAD & BUTTER						
person Organic Lettuce, Baby Tomatoes, Cured Red Onions & Lemon Olive Oil @ \$9.00 each (Please specify on the order)						
...						
7:15-8:30pm Buffet & Carving Stations Open, set up in PFL						
person ROCKY MOUNTAIN TACO BARS @ \$28.00 per person						
Build Your Own						
BBQ Quail, Venison & Seafood						
on Tortillas, Tomato Salsa, Pico de Gallo, Guacamole, Limes, Salsa Verde, Costa Cheese, Cilantro Sour Cream						
60 person Pasta Bar @ \$15.00 per person						
Four Cheese Ravioli, Mushrooms, Tomatoes & Pesto Cream						
dishes with Pancetta, Broccoli, Toasted Pine Nuts & Sun-Dried Tomatoes, Raguera Cream						
Catering Station						
Beverage						
Room: Amabelle Ballrooms						
Hosted Premium Bar, based on consumption						
Assorted Sotides @ \$13.00						
Cornwall Beer @ \$5.00 each						
Imported & Microbrew Beer @ \$6.00 each						
William Hill Chardonnay @ \$48.00 per bottle						
Ken Chardonnay Sauvignon Blanc @ \$42.00 per bottle						
La Crema Pinot Noir @ \$57.00 per bottle						
William Hill Cabernet Sauvignon @ \$65.00 per bottle						
Great Sparkling Wine @ \$44.00 per bottle						
Premium Cocktails						
Glenlivet Single Malt Scotch, Crown Royal, Bombay Sapphire Gin, Maker's 124 Vodka, Bacardí Herradura, Florida Mango Martini, Bourbon, Ten Cents Rum, Crown Royal Whisky @ \$9.00 each						
Bridal Signature Cocktail, Great Sparkling Wine served with a pomogranate juice flavored sugar cube @ \$10.00 each						
Marguerite @ \$10.00 each						
Groom Signature Cocktail: Crown Royal & Diet Coke @ \$10.00 each						
wine service with dinner						
Setup						

BEO

Event Specification Guide, Event Resume

Menu, quantities, room set, timing, pricing

Simplistic



Food & Beverage: Service



Terms: Staff

Server / Wait Staff

Bartender / Pourer

Sommelier

Busser / Bar back

Banquet Captain
Maitre D'

Chef / Sous Chef

Food Prep / Cooks



Service Types: Reception



Butler Pass

Display

Station



Service Types: Seated Meal



Buffet

Family Style

Plated



Plated Types

Pre-set Course

American

English

Russian

French

Service Types: Bars



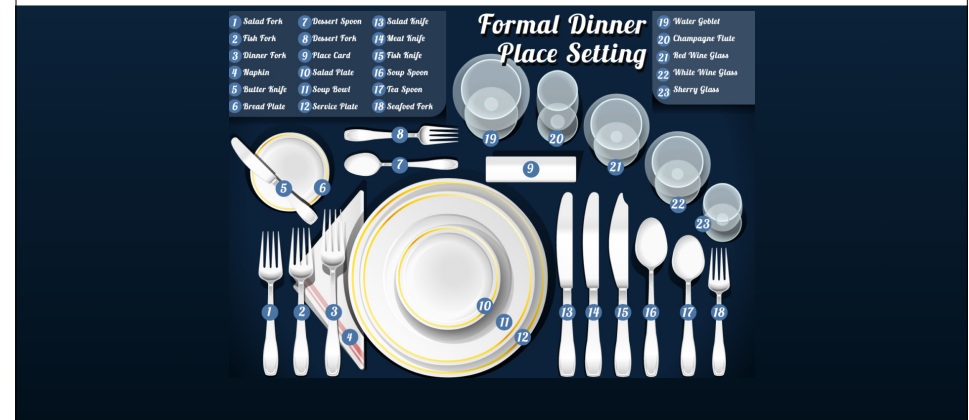
Open | Hosted

Cash

Corkage Fees

Per person v. On consumption

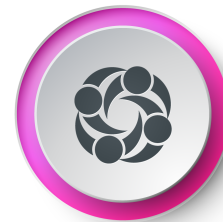
Table Settings





Off-Premise Catering

- Delivery
- Set Up Window
- Rental Items
- Kitchen Needs
- Waste Systems



Food & Beverage: Billing



Terms: Billing

Guarantee

Minimum

Covers

Tax

Service Charge

Gratuity



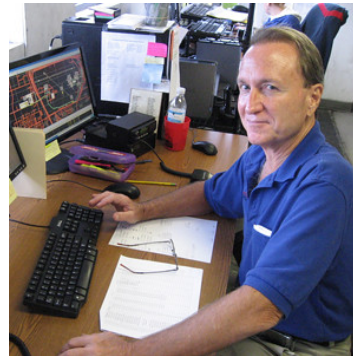
Transportation



The safe movement of people from
one location to the next.



Transportation Considerations



Staff: port, vehicle, end points

Communication: guest, client

Changes: client, children, medical, delay



Transportation: Air



Service Level: performance, perception

Changes: guest, weather

Access: vehicle, frequency, distance, train



Air: Guest Experience Options



Private Charter

Group Check In

Dispatch Team

Meet & Greet Staff

Luggage Assistance



Transportation: Ground



Service Level: performance, perception

Safety: guest, vehicle

Access: vehicle size, venue layout



Ground Transfers



One way v. Round Trip v. Shuttle

As directed v. Point to point

Individual v. Group



Vehicle Considerations

Individual

- More expensive
- VIP
- Personal
- Best access
- More Custom
- Less green



Group

- Cost effective
- More efficient
- Slower
- Greener
- Messaging
- Staff needed
- Luggage vehicle



Terms: Transportation

Itinerary

Manifest

Meet & Greet

Dispatch

Escorted



Safety & Security



Physical Deterrence

Passes/wristbands

ID badges

Locks and chains

Cameras

Signage



Human Deterrence



- Property
- Event
- Persons



Security Force Levels



- Hourly: deterrence
- Trained: deterrence / reaction
- Police | Government Detail: enforcement



Security Integration

Venue

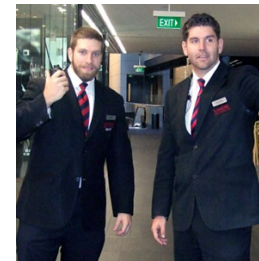
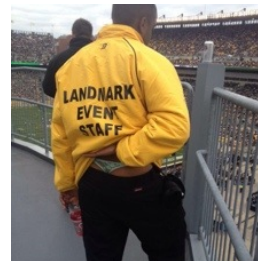
Jurisdictional

Corporate

Event Provided (you)



Outward Appearance





Be Prepared



Hospitals, ERs, Walk-in Clinics
Special Needs of Guests



Safety Staff



Ambulance | Emergency Medical Techs
Company Doctor
Fire Marshalls



Hospitality



Welcome



First Impressions

Personal Greeting

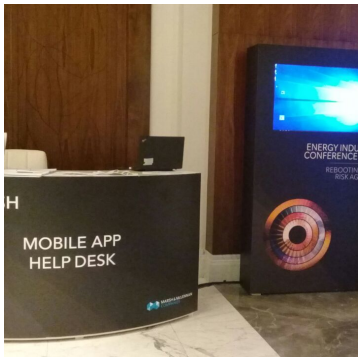
Familiar Face

Settling In

Next Steps



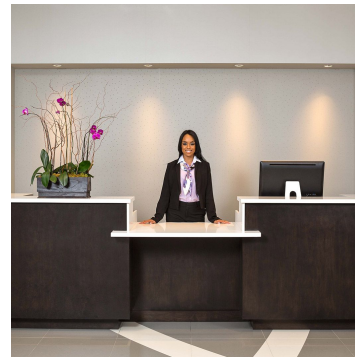
Information



- Directional
- How To
- Local Access
- Acclimation



Concierge



- High Level Service
- Local Happenings
- Book Tickets | Reservations
- Transportation Arrangement
- Gifts



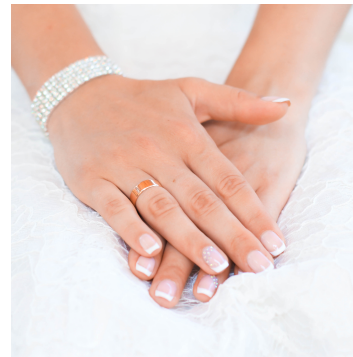
VIP



- Highest Level Service
- Luxury
- Transportation Ready
- Private
- Upgrades
- Gifts



Comfort / Pamper



- Relaxation
- Grooming
- Guilty Pleasures
- Gifts



Religious Services



Religious Services

Local directory of houses

Space on site

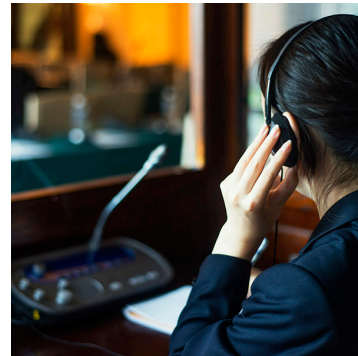
Your Programming

Private Services

Materials on Hand



Language Services



Open Communication

Language Interpretation

Signing

Subtitles | Transcripts

Language Translation



Family Integration



Ways to Accommodate

- Room Types Available
- Restroom Facilities
- Activities Provided
- Program Scheduling
- Child | Senior Care
- Spouse Programs
- Menu Design