

Exploring the Brief History and Styles of Food and Beverage Services

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Abstract: *Food and beverage services have a long history, dating back to the days of community cooking in early social gatherings and evolving into the modern restaurant. Rome, which served hot food and drinks, set the standard for modern eating. After the Roman Empire collapsed, travelers could find food and drink in mansions and castles, and early inns served bread and drinks. European royal family brought new foods and sophisticated accoutrements to dining. London's Castle and Lloyds developed into a well-known venue for merchant meetings. Light dishes were offered in Paris in the seventeenth century, and in 1834, Delmonicos opened its doors in New York. The first hamburgers were served at the St. Louis World's Fair in 1904.*

The five different types of food and beverage service—Table Service, Assisted Service, Self-Service, Single Point Service, and Specialised Service each presenting a distinctive take on dining service are explored in this secondary study

Keywords: Service styles, Table service, Self-service, Assisted service, Single point service, Special service, Ordinaries

I. INTRODUCTION

There is ample evidence from early history indicating that some social groupings cooked in large groups and that the early inns served simple food. Rome gave rise to the starting point for the contemporary restaurant that served hot meals and beverages. Many people were fed by the manors and castles following the fall of the Roman Empire. Travelers were given bread and drink by the early inns. The roadside tavern, novel delicacies like turkey and potatoes, crystal glasses, table linens, and cutlery were all introduced by the European royal families. The dinner was referred to as "ordinary," and the dining areas as "ordinaries."

The most well-known regular spot in London was the Castle and Lloyds, where ship owners and merchants gather to conduct business. Light dishes were served in dining rooms in Paris throughout the seventeenth century. The renowned Delmonicos first opened its doors in New York in 1834. At the St. Louis World's Fair in 1904, hamburgers were initially offered. (Studocu, n.d.)

When it comes to serving food and beverages to customers, there are several service styles that must be adhered to. Broadly we can categorise the service methods into five types:

- Table Service
- Assisted service
- Self-service
- Single point service
- Specialised or special service

Table Service

During this kind of service, customers move inside the dining room and take a seat. The waiter brings them a menu card and some water. After that, the guests give the waiter their orders. This service includes covering the table. It falls under the following categories.

Family Service

In this case, the host actively participates in the service. The host is shown the food on platters by the waiter, who then places it on the tables after receiving approval. Either the host prepares food amounts and serves the visitors, or they let

the waiter take care of serving. The waiter brings the platters around to either serve or allow customers to replenish their plates. In specialty restaurants where customers stay longer, this is a typical family service.



Figure 1 English or Family Service (Google, n.d.)

American or Plated Service

Guests are given predetermined portions of food to eat on their plates. In the kitchen, decisions are made regarding the food's presentation, colour, and accompaniments. The guest is then served the food dishes. This service is frequently utilized in coffee shops where quick service is required.



Figure 2 American or Plate service (Google, n.d.)

French Service

The service is highly customized and confidential. The food is brought in on platters and casseroles and placed close to the guests' plates on the table. After that, the guests help themselves. In fine dining establishments, this extensive and costly service is standard. Two versions exist for this service.

Cart French Service: The cuisine is assembled and prepared right at the table. While seated at their tables, the guests choose their food from the cart; later, they are served from the right. It is available to VIPs in small groups.

French banquet service: The food is made in the kitchen. From the left side of each guest's plate, the servers place food on it. The servers leave the food platters in front of the patrons so they can be replenished.



Figure 3 Cart French Service (Google, n.d.)



Figure 4 French banquet service (Google, n.d.)

Gueridon Service

Under this service, half cooked food is brought from the kitchen to the Gueridon Trolley, where it is finished cooking. This partial cooking is done next to the guest table to create a certain look and scent for the food as well as to demonstrate showmanship. It also provides a thorough picture of the meal. The waiter must be skilled and capable of doing some cooking duties.



Figure 5 Gueridon Service (Google, n.d.)

Silver Service

Also known as English Service, the meal is served at this service on casseroles and silver dishes. There is sterling silverware on the table. In the kitchen itself, portions of the cuisine are placed onto silver platters. The platters are set up with hot plates or burners on the sideboard. Using a service spoon and fork, the waiter serves each guest by taking the platter off the hot plate and presenting it to the host for approval.

Russian Service

With the exception of the servers placing the food on the platters and serving it from the left side, it is exactly like the Cart French service.

Assisted Service

At this point, visitors enter the dining room, gather their plates, and proceed to the buffet stations to assist themselves. It is possible for the guests to receive partial table service or to restock their own plates.

Buffet Service

Under this kind of arrangement, patrons take plates from the pile and proceed to the buffet area, where food is stored in huge casseroles and platters equipped with burners. The visitors have two options for serving: they can ask the waitress behind the buffet table to serve them. At sit-down buffet restaurants, visitors can sit at tables furnished with silverware and cutlery, eat, and then restock their plates.

Self Service

During this kind of service, customers enter the dining room and make their meal selections. They purchase the corresponding food item vouchers. To get the selected food, they head to the food counter and present their coupons. It is essential of the visitors to bring their own plates to the table and eat.

Cafeteria Service

Hostels, cafeterias, and industrial canteens all offer this service. Customers are given the cutlery; the menu and available space are restricted. There is no cover for the tables. High chairs are occasionally offered so that people can eat at small tables. The service is prompt.

Single Point Service

With this kind of service, the customer places his order, pays for it, and receives service all at once. There might not be a dining room or chairs. Various Single Point Service techniques are listed below.

Food Court

Customers can order, purchase, or eat from a variety of independent counters at this array of autonomous counters, then dine in the nearby dining area.

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Kiosks

Once the consumer physically inputs their selection and payment amount, the system precisely provides what they requested.

Take Away

A single counter is used by customers to order and obtain food and beverages, which they then consume off-site.

Vending

Automated machines are used to serve food and beverages to customers. Industrial canteens, shopping centers, hospitals, railway stations, and airports are where the vending machines are located.

Special Service/ In-situ

Because it serves food and beverages in locations not intended for such service, it is known as special service. The various special service delivery techniques are as follows.

Grill room service

Various meats and veggies are arranged for easier viewing and selection in this kind of service. The guest can choose their preferred meat or vegetable from the beautifully arranged station. After taking a seat, the visitor is given cooked cuisine and sides.

Tray service

Method of service of whole or part of meal on tray to customer in situ, such as hospitals, aircraft, or railway catering.

Trolley/Gueridon Service

A movable cart is used to cook, finish, or serve food to guests at a table. For instance, food supplied to office workers in trollies or on trains and airplanes.

Home delivery

Food is brought to a client's residence or place of employment. For instance, Meals on Wheels or pizza delivered to your house.

Lounge service

Serving a range of snacks and drinks in a hotel lobby or other private location.

In-room Dining

In hotels, meals are served to guests in their designated rooms. Trays are used to serve small orders. Large dinners are brought to the room via carts. The room service order taker takes the guest's order.

After receiving the order, the waiter sends it along to the kitchen. He gets his tray ready, or trolley, in the meanwhile. After that, he approaches the cashier to get ready and get the bill. He then hands the guests the bill and meal order so they may sign it or pay for it. Usually, it takes an hour or thirty minutes to remove the dirty dishes from the room. But as soon as the visitor is done eating, he can call Room Service to get the clearance.(Tutorialspoint, n.d.)(blogspot, n.d.)(Tips, n.d.)(Setupmyhotel, n.d.)

Objective:

To Explore brief history of Food and Beverage Services

To understand the various types and styles of Food and Beverage Services.

II. REVIEW OF LITERATURE

The study's conclusions identified the most crucial food service procedures in Indian hotels, including "it is a good idea to suggest a complimentary dish if a guest is not satisfied with the service offered by you," "serving the guest within the estimated time given to the guest makes the guest delighted," "the way the food is presented and served in the tray to the guest creates an impact on the guest mind," "quality holds more importance than quantity," and "training of employees should be carried out for serving complicated dishes."(Kapoor, 2014)

The food and beverage service department of a hotel manages the restaurant's layout, personnel training, control, serving, menu planning, and hygiene, among other things. These have helped hotels manage their food and beverage service procedures better, according to research. These can enable a hotel outperform its rivals and turn a sizable profit. Thus, the purpose of this study is to reveal the various elements influencing the food and beverage service practices in Indian hotels that were selected for the study. (Malik, 2018)

Regression research revealed that the best predictor of customer happiness was service quality. Therefore, university food service operators should keep training their staff to be attentive and cheerful, to welcome customers politely, and to become more knowledgeable about the food items served. It has been demonstrated that genuine and meaningful connections between the host and the visitor can function in a business setting by maintaining the quality of their service, which guarantees that they can continue to meet or surpass customer expectations. (Serhan, 2019)

The findings imply that self-service technology from non-face-to-face service interactions should start to replace traditional services in hotels. The results also show that the factors that influence each step differ slightly, with task features seeming to have an impact on the implementation stage but not adoption decisions. Customers' acceptance of SSTs is also influenced by their specific needs and the purpose of their travels. (Chun Liu, 2019)

III. CONCLUSION

Food and beverage services have a fascinating history that has changed throughout time according to social, cultural, and gastronomic factors. Dining experiences have evolved from community cooking and small inns to what they are today: refined dining. Rome's contributions signaled a sea change and laid the groundwork for contemporary dining establishments. Dining rooms and signature dishes were introduced to the culinary world, and monuments such as the Castle and Lloyds in London and Delmonicos in New York played a crucial role in this development. A summary of the several food and beverage service philosophies was also included in the beginning, emphasizing how diverse and flexible this industry is to meet the demands and preferences of its customers. The rich history of food and beverage services has been highlighted by this study, highlighting everything from the sophistication of table service to the ease of self-service.

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