

Food Service Training Guide



Use the guide below to prompt answers from your staff by asking the questions relevant to your business or posing an example scenario for their ideas on how they would respond in a given situation.

Ensure that your staff know the food offer in your pub and understand the style of service so that they can actively sell to customer needs, delivering great food service.

WHEN TO TRAIN

To ensure your staff have the knowledge of your menus and service style and procedures so that they can deliver great food service and maximise your food sales and profit.

SIGNS OF POOR FOOD SERVICE

When you have a new food offer or would like to increase food sales in your pub. Where a lack of knowledge has been observed and staff are not effectively promoting your food offer and perhaps missing opportunities to sell up and sell more.

SAMPLE QUESTIONS OR 'SCENARIOS' TO USE WITH YOUR STAFF

Questions

- What is the purpose of having a good knowledge of your food offer?
- How can you influence our customers to buy starters/ side orders & desserts?
- How large is a portion of...?
- What is served with...?
- What is the vegetarian option?
- What are the accompaniments to...?
- What are today's specials?
- What will you do to make sure you are up to date with the menu availability every shift?

What would you do/say in the following situations?

- A number of people from a nearby office have come in for lunch
- I'm in a hurry what can you suggest?
- Can I have a Tuna on brown?
- White coffee please
- A family come into the pub at 4pm
- What would you recommend?
- A customer complains that the food is cold

SIGNS OF A GREAT FOOD OFFER

- Staff know the menu so they can offer advice and extra items
- Good sales of desserts and coffees
- When an item has sold out, customers are informed of this before the chance of ordering it
- All meals served within 15 minutes of ordering. If not customers are advised when ordering
- All diners have all the condiments they need
- Staff check that customers are happy with their food
- Before serving food, staff check that it is well presented & as it should be served

IDEAS TO EXCEED CUSTOMER EXPECTATIONS



- ✓ Check at the beginning of every shift of specials for the day, soup of the day
- ✓ Check all menu items are available
- ✓ Ensure food is presented attractively and it is how the customer ordered it e.g. if they ask for a sandwich with no butter, ensure they receive their sandwich with 'no butter'
- ✓ Let customers know if there will be a wait for their food when ordering
- ✓ Sell up extras
- ✓ Make suggestions, offer specials
- ✓ Encourage customers to eat 'grazing food' during the times the menu operates. Be flexible