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ENGLISH FOR FOOD AND BEVERAGE SERVICE





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PREFACE

This book will cover technical terms related to food and beverage, practices of cooking, making an advertisement, responding inquiry, making sales reports, taking orders, and handling complaints.

We hope that this book will improve the student's skills in cooking, planning, and running a small-scale business, especially related to food and beverage.

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TOPIC 1 | UNDERSTANDING FOOD AND BEVERAGE

Objective:

By the end of the lesson it is expected that students understand what is meant by food and beverage.

Food and Beverage

Definitions of food

1. Food is any substance consumed to provide nutritional support for an organism. Food is usually of plant, animal or fungal in origin, and contains essential nutrients, such as carbohydrates, fats, proteins, vitamins, or minerals.
2. Food is substance consisting essentially of protein, carbohydrate, fat, and other nutrients used in the body of an organism to sustain growth and vital processes and to furnish energy.

The absorption and utilization of food by the body is fundamental to nutrition and is facilitated by digestion. Plants, which convert solar energy to food by photosynthesis, are the primary food source. Animals that feed on plants often serve as sources of food for other animals. To learn more about the sequence of transfers of matter and energy in the form of food from organism to organism, see food chain.

TOPIC

2

GENERAL TERMS OF FOOD

Objective:

By the end of the lesson students are able to identify and mention names of food and beverage

Terms of food

Vegetables

One type of food that nearly everyone eats every day is the food group called vegetables. Some vegetables grow underground, including root vegetables like potatoes, yams, carrots, turnips and beetroot as well as bulbs like onion and garlic.

Green vegetables or greens include leaf vegetables like spinach and cabbage as well as certain legumes like peas and string beans. Many vegetables have seeds inside, and the best-known of these include pumpkin, squash, eggplant and the many kinds of pepper like the green pepper, chilli pepper and the bell pepper or capsicum. Salad vegetables such as lettuce and cucumber are eaten raw while other vegetables, including cauliflower, mushrooms and stem vegetables like asparagus and celery, can be eaten either raw or cooked.

TOPIC 3

GENERAL TERMS OF BEVERAGE

Objective:

By the end of the lesson it is expected that students understand terms of beverage and able to explain them.

Bartending Terminology

A lot of the terms and phrases listed below are standard throughout the industry. A good bartender will know his profession inside out, and the ability to understand various words related to bartending is a must.

Box

Pour into and out of a shaker, usually only once. Gives the drink a quick mixing without shaking.

Call Drink

A liquor and mixer, of which the liquor is a defined brand. (ie. Tanqueray and Tonic, Bacardi and Coke)

Cobbler

A tall drink of any liquor served in a collins or highball glass with shaved or crushed ice and garnished with fresh fruit and mint sprigs.

Chaser

A mixer that is consumed immediately after a straight shot of liquor to create a different taste.

TOPIC 4

TECHNICAL TERMS OF COOKING

Objective:

By the end of the lesson it is expected that students understand and be able to explain terms of cooking

General Terms of Cooking

Understand how these word work and check your dictionary how to pronounce them correctly.

A

acidulate/ə'sɪdʒələt/ /ə'sɪdjələt/ -

To make a dish slightly sour or acidic in order to bring out other flavours, or to make the dish more tender. Usually done by adding a small amount of lemon juice or vinegar.

al dente/al 'denteɪ/

/al 'denteɪ/ -

Pasta that has been cooked tender but slightly firm, but not hard. Italian for 'to the tooth'.

B

bake/beɪk: To cook food in an oven, surrounded with dry heat; called roasting when applied to meat or poultry.

Baking powder: A combination of baking soda, an acid such as cream of tartar, and a starch or flour (moisture absorber). Most

TOPIC

5

DINING ETIQUETTE FOR WAITER/TRESS

Objective:

By the end of the lesson it is expected that students understand dining etiquette at restaurant

Fine Dining Etiquette for Servers

Fine dining restaurants are known for delivering a higher level of customer service than casual restaurants. Guests expect elegant ambiance, upscale table settings, and a menu with higher price points. In addition to these defining factors, they also expect their servers to uphold fine dining etiquette. We've made a guide of fine dining etiquette tips to help new servers provide their guests with the most professional service possible.

Types of Table

Depending on the event or meal being served, the type of table service will vary. Formal dining at restaurants will be different than at a buffet or catered wedding reception, but all service types aim to serve patrons quickly, efficiently, and with great care.

American

The most common style of restaurant service; Customers first choose options from a menu, and entrees are then cooked and plated in the kitchen before being served. Servers should use descriptive

TOPIC 6

COOKING PRACTICE 1

Objective:

By the end of the lesson it is expected that students understand and be able to practice cooking.

CRÈME BRULÉE DONUT RECIPE

Ingredients

Doughnuts:

- 250 gr flour
- 110 ml of milk
- 1 tbsp of milk powder
- 1 tsp instant yeast
- ½ tsp vanilla powder
- 2 tbsp butter
- ½ teaspoon salt
- 1 egg
- oil for frying

Filling:

- 350 ml milk
- 1 egg yolk
- 40 gr sugar
- 25 gr corn starch
- ½ tsp vanilla powder



Caramel sauce:

- 150 gr sugar
- 25 ml of water

TOPIC

7

COOKING PRACTICE 2

Objective:

By the end of the lesson it is expected that students understand and be able to practice cooking.

Ingredients and Equipments Preparation CHICKEN MENTAI (Maincourse)

**BEST
MENTAI
RICE**

Lets try our mentai ❤️

PRICE :
LARGE 20K
SMALL 10K

You can order on this contact

WA : 081353863728

TOPIC

8

AT BAR

Objective:

By the end of the lesson it is expected that students understand terms at bar and able to handle order of beverage.

Bartending Terminology

A lot of the terms and phrases listed below are standard throughout the industry. A good bartender will know his profession inside out, and the ability to understand various words related to bartending is a must.

Box

Pour into and out of a shaker, usually only once. Gives the drink a quick mixing without shaking.

Call Drink

A liquor and mixer, of which the liquor is a defined brand. (ie. Tanqueray and Tonic, Bacardi and Coke)

Cobbler

A tall drink of any liquor served in a collins or highball glass with shaved or crushed ice and garnished with fresh fruit and mint sprigs.

Chaser

A mixer that is consumed immediately after a straight shot of liquor to create a different taste.

TOPIC 9

MAKING FLYER OF FOOD AND BEVERAGE

Objective:

By the end of the lesson it is expected that students understand steps and be able to practice how to make Flyer for Food and Beverage

Things to be remembered when you make flyer for food and beverage

Though flyer marketing is relatively inexpensive and quite easy to do, marketing costs can build up over time. Small businesses are especially vulnerable to these costs. Thus, making an effective business flyer the first time around ensures that your invested resources hit the return on investment you need.

So how can you create effective business flyers? Here are some tips to print awesome business flyers.

1. Keep your content brief.

Taking into account the design and the size of your flyer, the area where you could write content is limited. Don't overwhelm your reader by squeezing in a lot of information. Write your content in a concise way. Leave only the essentials.

2. Divide your copy into digestible sections.

The appearance of your text can affect your reader's interest. At first glance, long paragraphs look like giant walls of text that could turn off your reader. White space, that is the area around a certain design element, helps alleviate this strain. For

TOPIC

10

MAKING ADVERTISEMENT FOR FOOD AND BEVERAGE

OBJECTIVE

By the end of the lesson it is expected that the students understand and able to practice how to make advertisement on line

Ten Steps to Create Effective Ads

There are no rules to creating outstanding advertising but there are some steps that seem to work.

1. Make your ads easily recognizable.
Make your ads distinctively different in appearance than those of your competitors. Keep your ads' appearance consistent.
2. Use a simple layout.
The layout should carry the reader's eye through the ad message easily from headline, to illustration, to explanatory copy, to price, to the store's name.
3. Use a dominant element.
A large picture or headline ensures quick visibility – photos of people win more visibility.
4. Use a prominent benefit headline.
The first question a reader has is, "What's in it for me?" Make sure you tell them.
5. Let white space work for the ad.
White space focuses the reader's attention on the ad and will make the headline and illustration stand out.

TOPIC | HANDLING 11 | RESERVATION AT RESTAURANT

Objective:

By the end of the lesson it is expected that students understand and able to handle table reservation

How to Take Reservations

While it seems like taking reservations is an easy task — you just have to pencil in customers at the correct time — it's actually much more complicated than that.

The first thing you need to know is how many tables you have, and what your average dining time per table is. Do your research before you begin. You then know how far apart to space your reservations. Don't guess at this. Too much time and you'll have tables empty for too long; too short and your guests will either feel rushed while dining or be forced to wait for their table. Neither of these is a desirable situation.

Next, you need a way to deal with the aforementioned no-shows, because you will have them. The easiest way is to build in a 10-15 minute window, after which you will simply give the table to another guest. A much more extreme option is to take credit cards when making the reservation, with the understanding that if you don't show up, you will be charged a fee. While this option may be okay for highly desirable restaurants, it can definitely be a turn off. Think carefully before using this option.

TOPIC 12

WELCOMING GUEST AT A RESTAURANT

Objective:

By the end of the lesson students are able to greet and seat the guest perfectly

Steps of Greeting and Seating the Guest

A guest always comes in the restaurant with an expectation to be cordially welcomed by the restaurant staffs. All the hotel or restaurants staffs should be well trained in welcoming the guests with proper etiquette and manner. In some properties host or hostess generally welcome the guest, but sometimes the servers are also responsible to greet the guests. A waiter could precede the greeting procedures in the following ways:

- Welcome your guest with a welcoming phrase.
- Make first contact pleasant so that it can contribute in the long term relationship.
- Greet the guest according to the time.
- Make guest comfortable with the atmosphere.

After welcoming the guests the server should make guest seated. Though some restaurants do not demand waiters to seat guests, but in most cases especially in some fine-dining restaurants require the waiters for guest seating. The server always must take certain actions for seating a guest. For example:

- First ask the guest whether he/she has reservation or not.

TOPIC 13 | TAKING GUEST'S ORDER

Objective:

By the end of the lesson it is expected that students understand what is meant by food and beverage.

How to Take Food Order in Restaurant (SOP)

Many of my readers requested to write a tutorial on how to take order in hotel or restaurant. I hope this tutorial will help them all and let them know what are the basic procedures to take food order successfully in restaurant.

As you know Order taking is a skillful art for any waiter. After proper greeting and seating a waiter needs to wait for the guest to take order. Today, we will learn how to take food order in restaurant through step by step instruction.

Step-1: Observe your guest:

- Be observant and use proper timing.
- Smile, make eye contact and try to anticipate when the guest is ready to order e.g. when a guest closed the menu or look around, that is an indication that he/she is ready to order.

Step-2: Approach to the table:

- Approach the guest table with a smile and maintain eye contact by saying: Excuse me Mr./Mrs./Ms... or Sir/Madam, may I take your order please.

TOPIC

14

SERVING FOOD AT THE GUEST'S TABLE AND CLEAR UP

Objective:

By the end of the lesson it is expected that students understand and be able to practice delivering food and clear up

Procedures of Serving Food at Hotel or Restaurant

1. Pick up the Food from the Kitchen

- After all the food orders have been taken and placed in the kitchen properly, the server in charge of the table should ensure that all required cutlery has been set up and placed on the table properly.
- Pick up food from the kitchen and bring it to the guest table. Pick up hot dishes from the hot kitchen and cold dishes and dessert from the cold kitchen pantry.
- Check to ensure correct orders have been picked up from the kitchen as per order chit and ensure the following:
 - a. Correct table number are arranged.
 - b. Correct garnishes and condiment are prepared.
 - c. Correct and clean crockery are served.
 - d. Clean service cloth has been served.
 - e. Food covers are placed properly over the hot food.

TOPIC 15 | HANDLING COMPLAINT

Objective:

By the end of the lesson it is expected that students understand and able to handle complaint.

Steps How to Handle Complaints

Learn How to Handle Difficult Guests in Hotel & Restaurants

In a hotel or restaurant everyday hundreds or thousands of guests come and go. All are different. They come from different countries, possess different levels of education and most importantly each carries different personalities. It is you, as a server or hotelier, have to handle all types of guests.

In service industry like hotel, complaints go side by side. Whenever you would try to sell any product or service, you will find some people who may not become satisfied. In hotel arena, people get angry or not fill happy for various reasons. Some common reasons are like not getting proper service by staffs, bad quality of food in restaurants etc. The basic golden rule is don't be panic or offensive while guests complain to you. Try to professionally deal all sorts of complaints.

TOPIC 16

HANDLING BILL

Objective:

By the end of the lesson it is expected that students understand the steps and able to handle billing.

Handling Bill

There are steps that a waiter/cashier should do when they handle billing.

Basic Steps:

1. Guest calls for bill
2. Waiter goes to the cashier and instructs him to total the check by the table number.
3. Cashier calculate and totals the guest check including service charge and hands the check to the waiter.
4. Waiter double checks the bill and places it in the check folder.
5. Waiter approaches the table and stands straight to the right of the guest and presents the bill in the folder.
6. Waiter waits for the guest to examine the guest check.

When Guest Pay in Cash:

Verify the cash tendered by the guest.

1. Waiter takes bill and cash to the cashier.
2. Cashier returns any change due (to the guest) with the receipt to the waiter.

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BIOGRAPHY



Budi Susanto lahir 25 September 1960, alumni Fakultas Sastra Universitas Jember (S1) dan Kajian Pariwisata Universitas Udayana (S2). Berpewataman mengajar bahasa Inggris sejak 1987 di Politeknik Negeri Bali dan beberapa sekolah swasta lainnya. Di lain kesempatan juga mengajar bahasa Indonesia untuk para expatriat yang ada di Bali. Pengalaman industri sebagai pendiri Bafa Tour and Transport dan menangani seminar, pelatihan dan juga tour di Jawa dan Bali. Juga mengelola pemasaran beberapa restoran di Bali. Situsnya bisa diakses www.jimbarancafe.net.



Ida Ayu Ketut Sumawidari, S.E.,M.Ag lahir di Kerambitan Tabanan tanggal 7 Mei 1972. Menamatkan S2 tahun 2013 di Universitas Udayana Jurusan Manajemen Agribisnis, sedangkan S1 nya di ekonomi Jurusan Manajemen pada Universitas yang sama tahun 2000. Penulis aktif mengajar dan melakukan penelitian sebagai dosen di Politeknik Negeri Bali dari tahun 2005 sampai sekarang mengampu mata kuliah Customer Relation Sales, Operasional Hotel dan Restoran, juga sebelumnya pernah mengampu mata kuliah Hygiene Sanitasi, Tata Hidangan 1, 2, dan 3, Service Restoran serta Room Service dan Banquet.



Nyoman Mastiani Nadra lahir di Singaraja pada tahun 1962, Sarjana Ekonomi Manajemen dari Universitas Udayana serta Master Kajian Pariwisata konsentrasi bidang Perencanaan Pariwisata dari Universitas Udayana. Sebagai dosen Jurusan Pariwisata Politeknik Negeri Bali pada Program Studi Manajemen Bisnis Pariwisata, aktif mengajar Food and Beverage Service, Manajemen Food and Beverage, Operasional Hotel dan Restaurant serta FB Cost Control. Selain Pendidikan formal, juga memiliki sertifikat bidang Food and Beverage Director dan aktif sebagai asesor dibidang Food and Beverage untuk mahasiswa jurusan pariwisata Politeknik Negeri Bali. Beberapa pelatihan yang pernah diikuti adalah Kursus Ticketing Standard dan Advance yang diselenggarakan oleh IATA/UFTAA yang berlokasi di Geneva, Pelatihan Pemahaman Standar ISO 17021 dan DPLS 8 serta Pelatihan dan Sertifikasi Pengembangan SDM bidang Hospitality oleh PT Sakti Indonesia yang berlokasi di Surabaya, Tinggal di Denpasar dan bisa dihubungi melalui e-mail mastianinadra@pnb.ac.id.



REPUBLIK INDONESIA
KEMENTERIAN HUKUM DAN HAK ASASI MANUSIA

SURAT PENCATATAN CIPTAAN

Dalam rangka perlindungan ciptaan di bidang ilmu pengetahuan, seni dan sastra berdasarkan Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta, dengan ini menerangkan:

Nomor dan tanggal permohonan : EC00202301161, 4 Januari 2023

Pencipta

Nama : Budi Susanto, Ida Ayu Ketut Sumawidari, S.E., M.Agb. dkk

Alamat : Jalan Tukad Buaji Gang XXVII Perumahan Ruchira No 14
Kelurahan Panjer, Kec. Denpasar Selatan, Kota Denpasar Bali
Kode Pos 80225, Denpasar, BALI, 80225

Kewarganegaraan : Indonesia

Pemegang Hak Cipta

Nama : Budi Susanto, Ida Ayu Ketut Sumawidari, S.E., M.Agb. dkk

Alamat : Jalan Tukad Buaji Gang XXVII Perumahan Ruchira No 14
Kelurahan Panjer, Kec. Denpasar Selatan, Kota Denpasar Bali
Kode Pos 80225, Denpasar, BALI, 80225

Kewarganegaraan : Indonesia

Jenis Ciptaan : Buku

Judul Ciptaan : English For Food And Beverage Service

Tanggal dan tempat diumumkan untuk pertama kali di wilayah Indonesia atau di luar wilayah Indonesia : 11 Desember 2022, di Purbalingga

Jangka waktu perlindungan : Berlaku selama hidup Pencipta dan terus berlangsung selama 70 (tujuh puluh) tahun setelah Pencipta meninggal dunia, terhitung mulai tanggal 1 Januari tahun berikutnya.

Nomor pencatatan : 000434083

adalah benar berdasarkan keterangan yang diberikan oleh Pemohon.

Surat Pencatatan Hak Cipta atau produk Hak terkait ini sesuai dengan Pasal 72 Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta.



a.n Menteri Hukum dan Hak Asasi Manusia
Direktur Jenderal Kekayaan Intelektual
u.b.
Direktur Hak Cipta dan Desain Industri

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