



INTERNATIONAL
HOTEL SCHOOL
SHORT COURSES

Managing Service in Food and Beverage Operations



ADMISSION REQUIREMENTS

You must be 16 years or older.



DURATION

5-10 hours per week,
10 weeks



Exclusive Licensee

CERTIFICATION

AHLEI short course
certificate

Introduction

This course covers beverage service and the management thereof, aimed at enhancing profitability with a focus on marketing. Legal issues related to responsible alcohol service are dealt with. Other topics include control systems, hiring and training, and essential information on a wide range of local and international beverage products. The importance of product knowledge is emphasised throughout.

What will I learn?

- Food and beverage trends affecting bars.
- The process involved in beverage service.
- Types of beverage establishments and the major types of beverages they serve.
- Beverage staff positions, duties of a beverage server and a bartender.
- Rituals and procedures associated with the service of coffee, tea, beer, wine, and champagne.
- Signs of intoxication and explain how a “traffic light” system is used to monitor consumption.
- Leadership practices and skills essential to being an effective leader.
- Control points of a bar operation.
- Marketing and sales of beer, wine, and spirits.
- The beer making process, storage, and handling.
- Mixology basics, including standard recipes and methods of mixing drinks.
- Types of wines and explain the wine-making process, from the pressing of grapes to the storage of bottled wine.
- Procedures for tasting and judging wines.
- Explain the classification and labelling systems for wine in South Africa and other countries such as France, Italy, Germany, Spain, Portugal, and the United States.

This course may carry credits towards the Higher Certificate in Hospitality Management (SAQA ID 88062, NQF Level 5) if certain conditions are met.