

HRIM-381 Module 12
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- Today's Topic: Service Methods

Defining Service

- How we present the meal to the guests...
- Type of service is usually determined by several factors such as: **Menu, Skill & Training Levels, Ambience, & MARKET**

STYLES OF SERVICE:

- American
- French Service
- Gueridon/Voiture
- Butler
- Buffet
- Counter/Bar
- Cafeteria
- ***Note: American, French, Russian and English are main styles

American Style or Plate Service

- Most common style of service
- Production employees portion food onto service plates
- Server taking the order usually is responsible for pickup
- Runner systems or team systems are the exceptions
- What the advantages/disadvantages of team-based systems ?

Basic Feature of American Style Service

- Tables pre-set with B&B plates H20 and wine glasses, napery, flatware, some high-end operations will have a cover plate.
- Products are placed on a tray or arms and carried into dining room, set on tray"jack". Plate covers are often used.
- Service Rules: Solids served from left, liquids from right side. Soiled dishes are cleared from right, along with used flatware.

Advantages of American Style Service

- Presentation quality rests with the chef
- Presentation is more consistent
- Fastest style of service
- Allows operators to utilize service staff with a lower level of skills and training
- Lower capital costs....Why is this ?

Disadvantages of American Style Service

- Dining loses some of the flair and elegance offered by more formal styles
- More difficult to modify portion sizes to meet specific guests needs
- Differentiation must be achieved through service quality v. method
- Customer's perception of value may change in higher-priced operations

French Style or Cart Service

- Meals are prepared tableside by servers using service carts. In France this is known as Russian service !
- Becoming scarce due to high labor costs and lack of skilled staff
- Service style is higher cost due to several factors:
 - Requires more dining room space due to cart size
 - Higher capital costs due to serving and prep equipment requirements
 - Operating costs higher: need more staff, more training, higher wage rates

Russian Style/Platter Service

- Used more frequently in banquets
- In France known as French or silver service !
- Food prepared/pre-cut in kitchen and arranged on silver platters
- Utilizes a team approach, one server carries entrée, another the starch. Food is presented, then plated and served tableside.
- Platters held in left hand as food is transferred to plate by "frenching" with a fork and spoon in right hand

Russian Style/Platter Service :
Considerations

- Faster and less costly than cart service
- Need to ensure each guest receives an adequate portion
- Requires skilled staff, teamwork and coordination play a big role
- increases the overall meal time due to number of steps involved
- Food cost can be higher than meals served with American Style service

Butler Style Service

- Service style same as Russian, except guest serves him/herself from the platter held by the server
- This is an offshoot of private club service and the historical use of servants(butlers) during the first half of the century
- What are the advantages of this ?
- What problems can this style service cause ?

English or Family Style Service

- Food is brought to table on platters or in bowls, host/guest passes food and may even carve meat items
- What kinds of events or types of restaurants would this be appropriate for ?
- What are the advantages of this ?
- What problems can this style of service cause ?

Other Styles Of Service

- Buffets
- Cafeterias
- Counter/Bar Service
- Hybrid Styles

Flow Of Service

- A. Reservations Made
- B. Guests Arrive
- C. Menu Presented
- D. Preliminaries Before Food Ordering
- E. Food Order Taken and Placed
- F. Wine List Introduced
- G. Food Presentation By Courses
- I. Entremets
- J. Check Presentation

Traditional Order of Meal Service

- 1. Greet and Seat
- 2. Cocktail/Aperitif/Beverage
- 3. Menu Presentation/Order Taking
- 4. Wine Presentation/Ordering
- 5. Appetizer Course
- 6. Soup
- 7. Salad
- 8. Entrée and Accompaniments

Traditional Order of Meal Service
(continued)

- 9. Fruit and Cheese
 - 10. Dessert Course
 - 11. Tobacco
 - 12. Check Presentation
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- Study question: Where did this originate from and how/why has it changed over time?
