

# FOOD AND BEVERAGE MANUAL



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## 1 What is the purpose of this Manual?

This manual is a reference tool that serves for the following functions:

- Inform and train the F&B employees by explaining the processes, resources, and tools of guest service and the preparation of tasks which will help optimize the management of the functions to be carried out by the F&B departments.
- Resolve doubts by including important information which is easy to locate and available.
- Introduce good environmental practices that allow us to perform our daily activities in a sustainable manner and committed to the environment.

At NH Hoteles, we strive to pursue the maximum guest satisfaction by providing excellent service, an aspiration that all the employees of the group must share. In order to do this we must:

- Offer our guests products and services that are in accordance with the quality in relation to the price always based on our service standards and management as well as offer a prompt and professional response to their needs.
- Continuously improve our entrepreneurial spirit and business processes.
- Promote the development and innovation of attractive products and services using the technology and resources available to maximize profitability.
- Maintain a solid partnership with all those collaborators involved in the organization (companies, agencies, suppliers, etc.)

We consider processes as a key element for the company strategy which guarantees obtaining the unique model of management.

The Hotel Manager will know the guidelines gathered along the procedures and he/she will be the responsible of ensuring its proper implementation.

*Hospitality is probably the most diverse but specialized industry in the world. It is certain one of the largest, employing millions of people in a bewildering array of jobs around the globe. Sectors range from the glamorous five-star resorts to the less fashionable, but arguably more specialized, institutional areas such as hospitals, industrial outfits, schools and colleges. Of these many different sectors, catering has to be most challenging. Whatever the size of the catering operation, the variety of opportunities available is endless.*

***“The sky is the limit with catering”***

## 2 Customer care characteristics

### 2.1 What values the client

The hotel chain image influences the client's decision of the hotel he will choose. He will select the hotel that can give him the products and services that he requires to the best possible price.

The client values comfort, attention and safety. A good service given by the front office staff will cover the client's requirements.

## 2.2 Client loyalty

The client satisfaction will bring the client loyalty. A satisfied customer will become loyal client. It is very probable that satisfied customers will come back to a hotel or a restaurant of the chain, and he will eventually attract new clients.

An unsatisfied customer will share his bad experience to more people than a satisfied client. This gives us the idea that is harder to recover an unsatisfied customer than to keep a loyal client.

There are many aspects that condition the image that a client has of our chain; small details and the staff care give NH Hoteles the human warmth that influences the customer's satisfaction. The client is the person that comes to us for a service that covers his needs and his expectations. Covering or not his expectations will determine if he comes back to our hotel. So the key is not only to cover his needs but also to exceed his expectations.

## 2.3 Quality F&B

There is a direct link between a satisfied guest with an F&B experience and an unsatisfied guest with an F&B experience which did not match his expectations.

Our aim is to provide each guest within the categorization of hotel a high standard of quality, an experience in regards to quality that will match his expectations and to define quality measurements which are comparable with the market and demand.

Quality has a direct influence in our performance, on a personal level, on a financial level and on a company level.

The higher and more effective quality is the better is the financial output. Increasing our selling prices is directly connected with quality. Quality is and will ever be the decisive criteria for our guests.

For new openings and F&B hardware renovation, please do refer to corporate purchasing agreements in the following link:

[http://employeeportal.nh-hotels.com/portal/page/portal/EmployeePortal/COUNTRY\\_CORPORATIVE/DPT\\_CORPORATIVE\\_PURCHASE/COR\\_PUR\\_DOCS](http://employeeportal.nh-hotels.com/portal/page/portal/EmployeePortal/COUNTRY_CORPORATIVE/DPT_CORPORATIVE_PURCHASE/COR_PUR_DOCS)

## 3 Basic conduct rules

### 3.1 The image of the F&B Department

Our image as well as the image we want to project in our work areas conveys a lot of information about the quality of our service. It is important to pay special attention to this aspect which determines the perception of the guest about us and the image of the company we represent.

To adopt the correct body language helps at the moment that a person approaches the F&B points of sale.

#### The uniform:


- Wear all shift long the certified uniform clean and ironed.
- The uniform should always be buttoned up.
- We will always have an extra clean uniform at the hotel.

- We will not add personal decorations to the uniform.
- We will inform our superiors when we think that our uniform has to be replaced.
- Wear slip-resistant shoes, dark shoes or those shoes provided by hotel (if apply)

**The ID tag:**

- All the NH Employees included the intern employees have to wear their certified ID tag.
- The ID tag has to be in the upper left side of the jacket with the name (if the person has more than one first name one of them will be shorten) and the first last name in full.
- All the hotels will have a DYMO marker machine to make the stickers for the tags. The ribbon has to be transparent or silver.
- The color of the letters will be black; the kind of font will be the Avenir 12. The first initial will be written in capital letters and the rest will be lower case letters.
- Use the flags corresponding to the languages the person speaks fluently.
- There are special tags for the intern staff.

**Appearance:**

	Discreet make up
	Clean and combed hair
	No piercing shown on visible body parts
	Neutral hair color, not eye-catching
	Women with long hair should tie it up, and men should always have short hair
	We can only wear a discreet watch and/or ring (no necklace or wristbands for security reasons)
	Men should shave off their beard and or keep their beard or moustache well trimmed

**Hygiene:**

- It is very important to take care of our daily personal hygiene and to use deodorant.
- Avoid using strongly perfums.

**Personal goods:**

- It is not permitted to use personal mobile phones or other electronic devices during working hours.
- All the personal items should be left in the lockers.

**Order and cleanliness:**

These linguistic terms are known worldwide without a doubt and they are also powerful tool which transmit our corporate image and our willingness to care for the details. Cleanliness is a responsibility shared by all.

**3.2 Basic politeness rules**

The basic politeness rules warranty a professional attention:



- When the guest approaches you, stand in an upright position, looking up, contact with the guest with a friendly “Good Morning/Afternoon” and smile, avoid using rude words, disparaging movements and out of place comments.
- Refer to the client as Sir or Madam or the last name if we know it.
- Do not be on first-name terms with the guest even if he/she is a regular guest unless this is requested by the guest. Even if the guest has previously requested for us to be on first-name terms, we will never do so in front of others.
- Be friendly, polite and efficient with the client.
- Keep your voice audible to the client we are referring to but not for the rest of the persons around.
- Have a close relation with the client but without abusing his trust.
- Be discreet and never tell any details of a client that is, will be or has been in the hotel to another client. Under no circumstances we will never mention or criticize a client even if another client does it.
- Use a polite vocabulary.
- Do not use rude language.
- Do not gesticulate too much.
- Do not make unpleasant comments.
- Avoid maintaining conversations of internal or personal matters in the presence of client or in public areas.
- Always look into the eyes to the client when he speaks to us, and as much as we can when we speak to them.
- Always thank heartily and sincerely the clients after any conversation with them.
- Always use “please” for every question or petition we make to the client.
- Take care of the nonverbal communication. Remember we are all shift long in a play.
- Do not chew gum, do not eat or drink in the areas reserved for the guests.
- Keep your cellular phones all shift off. If there is any major reason and exceptionally we can keep it on in silence mode.
- Do not use our professional slang with the client (For example: party ID, check out, etc.)

### 3.3 Safety measures

The security is an important aspect which needs to be looked after as it directly affects the quality of our service and the image we convey at NH Hoteles for the well-being of our guests. We will define the basic security rules that have to be meticulously observed:

- In any case we will give information to anyone about our clients.
- Keep your voice audible to the client we are referring to but not for the rest of the persons around. Nobody cares about a conversation we maintain with a client or a colleague.

- Pay attention to any strange object that you may find in the F&B areas.
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- We will make sure that all emergency exits are clearly indicated and that they are free of obstructions.
- If we detect any suspicious person we will notify it immediately.

Our relation with the client is based on the trust. We have to give the client the warranty that we deserve that trust. That is why we promise to follow our security protocol.

## 4 Manual structure

All along the documents we will find icons that will help to situate the procedure for each case.

