

# Types of Catering Establishments and Service

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## Types of catering establishments and service

- Hotels and Restaurants ( including class rating)
- Franchising
- Industrial Catering
- Mobile kitchens and outside/event catering
- Contract caterers and private chefs
- Chef service agencies
- Job opportunities



## Catering establishments

- A catering establishment is defined as one that provides food and drink (Beverage).
- There are a lot of different types of commercial businesses that operate in the catering industry, but there are also non-commercial businesses in the industry.





## Types of establishments

- **Residential** establishments
- **Non-residential** establishments
- **Non-commercial** residential establishments

Can you mention some examples ?



# Types of establishments

## Residential

- Hotels
- Guest Houses
- Holiday Parks
- Farmhouses
- Public Houses
- Bed and Breakfast





## Non-residential

- Restaurants
- Cafes
- Fast-food outlets
- Wine bars
- Delicatessen and Salad bars
- Take away outlets
- School meals
- Transport catering
- Food trucks
- Pizzerias
- Outside catering





## Non-Commercial residential

- Hospitals
- Residential homes
- Prisons
- Armed Services





## Hotel ratings

- Hotel ratings are often used to classify hotels according to their quality. From the initial purpose of informing travellers on basic facilities that can be expected, the objectives of hotel rating have expanded into a focus on the hotel experience as a whole.
- Today the terms 'grading', 'rating', and 'classification' are used to generally refer to the same concept, that is to categorize hotels.





## Hotels star rating

Star rating	Overview of criteria according to Star Ratings
*	Properties that offer budget facilities without compromising cleanliness or guest security. Guests may access fee-based services or facilities upon request.
**	Properties that focus on the needs of price conscious travellers. Services and guest facilities are typically limited to keep room rates affordable and competitive but may be available upon request or fee-based.
***	Properties that deliver a broad range of amenities that exceed above-average accommodation needs. Good quality service, design and physical attributes are typically fit for purpose to match guest expectations.
****	Properties which achieve a deluxe guest experience. A wide range of facilities and superior design qualities are typically complemented by service standards that reflect the varied and discerning needs of the guest.
*****	Properties that typify luxury across all areas of operation. Guests will enjoy an extensive range of facilities and comprehensive or highly personalised services. Properties at this level will display excellent design quality and attention to detail.



# What the 'MICHELIN' guide's symbols mean



## MICHELIN STAR

### ดาวมิชลิน

Coveted by many chefs, but bestowed upon only to an excellent few.

Getting a star (or three) could change the fate of a restaurant.

ดาวมิชลินเป็นรางวัลที่เชฟทั้งหลายต่างปรารถนา แต่ร้านอาหารที่มีความโดดเด่นมากที่สุดเท่านั้นจึงจะมีโอกาสได้รับรางวัลนี้ไปครอบครอง การได้รับรางวัล 1 ดาวมิชลิน หรือ 3 ดาวมิชลิน จึงสามารถพลิกชะตาของร้านอาหารนั้นได้เลยทีเดียว



High quality cooking,  
Worth a stop!

ร้านอาหารคุณภาพสูง  
ที่ควรค่าแก่การหยุดแวะชิม



Excellent cooking,  
worth a detour!

ร้านอาหารยอดเยี่ยม  
ที่ควรค่าแก่การขับรถออกนอกเส้นทาง  
เพื่อแวะชิม



Exceptional cuisine,  
worth a special journey!

สุดยอดร้านอาหาร  
ที่ควรค่าแก่การเดินทางไกล  
เพื่อไปชิมสักครั้ง



# COMFORT AND QUALITY

(RESTAURANTS)

## ความสะดวกสบายและคุณภาพ

(ร้านอาหาร)



Quite  
comfortable  
ค่อนข้างสะดวกสบาย



Comfortable  
สะดวกสบาย



Very  
comfortable  
สะดวกสบายมาก



Top class  
comfort  
สะดวกสบายใน  
ระดับท็อปคลาส



Luxury  
สะดวกสบายและหรูหรา  
ขั้นสูงสุด



## MICHELIN BIB GOURMAND

Since 1955, the guide has also highlighted restaurants offering exceptionally good food at moderate prices, a feature now called Bib Gourmand. The restaurants must offer menu items priced below a maximum determined by local standards.

### บิบ กูร์มองด์

ตั้งแต่ปี ค.ศ. 1955 มิชลิน ไกด์ได้รวบรวมรายชื่อร้านอาหารโดดเด่นที่เสิร์ฟอาหารคุณภาพยอดเยี่ยมในราคาที่ย่อมเยา หรือในปัจจุบันเราเรียกว่า บิบ กูร์มองด์ (Bib Gourmand) โดยร้านอาหารที่ได้รับรางวัลนี้จะต้องมีราคาอาหารไม่เกินราคามาตรฐานของท้องถิ่นนั้นๆ



## THE PLATE MICHELIN

### มิชลินเพลท

Fresh ingredients, carefully prepared: a good meal.

ร้านอาหารคุณภาพดีที่ใช้วัตถุดิบสดใหม่ และปรุงอย่างพิถีพิถัน



### NOTABLE WINE LIST

รายการไวน์ที่น่าสนใจ



### INTERESTING COCKTAIL LIST

รายการค็อกเทลที่น่าสนใจ



### INTERESTING BEER LIST

รายการเบียร์ที่น่าสนใจ

Given to restaurants celebrated for their excellent drinks and beverages.

มอบให้ร้านอาหารเพื่อเป็นเกียรติสำหรับการสร้างสรรค์เครื่องดื่มอันยอดเยี่ยม



## MICHELIN Guide Restaurant Inspectors

Food trends, cooking techniques and dining scenes come and go, but over a century, the MICHELIN Guide has held firm on its founding mission to foster a culture of travel and eating out and it's this promise of helping people that puts the MICHELIN Guide above all other restaurant guides.

### **Michelin Inspector's 5 Restaurant Rating Criteria:**

- Quality of products
- Mastery of flavour and cooking techniques
- The personality of the chef represented in the dining experience
- Harmony of flavours
- Consistency between inspectors' visits



## MICHELIN Guide Inspector's Core values:

- **Anonymity:** Although inspectors are employees of Michelin, they're above all customers first - just like you. Testing restaurants in complete anonymity in order to ensure that they do not receive any special treatment is essential to the credibility of the MICHELIN Guide.
- **Independence:** Michelin Inspectors are employees of the Michelin Group only and are not linked to any other organisations. Inspectors always pay for their meals in full to ensure independence.
- **Expertise:** Our inspectors are experts in food, dining and hotel sectors with many years of experience working in the hospitality industry.





- **Reliability:** The different categories awarded by the guide are never the result of one inspector's assessment. Michelin Stars are given by a collective of inspectors who visit the establishment multiple times.
- **Passion:** What would be the point of so much work and such a strict approach if our inspectors weren't passionate about food? Most Michelin Inspectors have either worked in the hospitality business or cooked in kitchens themselves – rest assured our reviews are written with passion, integrity and knowledge.
- **Quality:** Any restaurant can be reviewed for our guides as long as the establishment is deemed high quality based off Michelin's 5 restaurant rating criteria.



## QUALITY ASSURED SEAL FOR RESTAURANTS

- The Quality Assured Seal is designed to give due recognition to restaurants that offer high quality standards in service, hospitality, food and general environment.
- The QA Seal is a guideline for potential customers to assist them in making an informed decision about the best places to eat on the Maltese Islands.
- The QA Seal makes no attempt to enforce restrictive criteria that promotes a formal dining experience or style.



- Different styles of restaurants having different average spends are eligible for the scheme.
- Assessment of quality takes into account the standards and expectations appropriate to that style of restaurant. It is only natural that these expectations will be very different.
- For example, the expectations of a restaurant in a 5-star hotel will not be the same as when visiting a bistro-style restaurant.



## Franchising

- A franchise (or franchising) is a method of distributing products or services involving a franchisor, who establishes the brand's trademark or trade name and a business system, and a franchisee, who pays a royalty and often an initial fee for the right to do business under the franchisor's name and system.
- Fast food restaurants are good examples of this type of franchise. Prominent examples include McDonalds, Burger King, and Pizza Hut.



## Industrial catering

- A business or service that provide food to remote places such as industries, hotels, people gatherings and other various locations.
- Industrial catering and on-premise catering both refer to the providing of meals at the physical location of a business.
- Whether it be on a daily basis or only for special events, choosing this caterer is not a decision to be taken lightly.
- People expect to feel relaxed and comfortable as they partake of a meal. Hiring a caterer with an exceptional track record for on-time delivery, high quality food, and organizational excellence is of the utmost importance.



## Mobile kitchens

- Food trucks are the preferred choice of most vendors in the mobile food industry because of their range in sizes and their mobility. By definition, a food truck is a licensed, motorized vehicle or mobile food unit that's used for selling food items to the general public.
- Food trailers or mobile kitchens have made a name for themselves in the food and beverage industry in recent years. People prefer them due to their popular demand, the convenience they provide to customers, and being affordable.
- Mobile food vendors are considered retail food businesses as they sell food to the public and need to comply with a range of requirements. Mobile food vendors are those vehicles used for on-site food preparation.



- The kitchens in these trucks are fully functioning kitchens that are regulated just as any other commercial kitchen, with additional inspection requirements to make sure all this equipment is safe to travel with in between uses.





## Outside / event catering

- Outdoor catering means supply, by way of or as part of any service, of goods, being food or any other article for human consumption or any drink, at Exhibition Halls, Events, Conferences, Marriage Halls and other outdoor or indoor functions that are event based and occasional in nature.
- Outdoor catering takes place at a remote place far from the restaurants or convention centres. On the other hand, outdoor catering may require special equipment to keep food at required temperatures until they arrive at the location of the event.





- The planning of food and drink at an event is an important process; the events success can rise or fall on the catering,
- Understand who the guests are and then cater for the preferences and needs of the guests is of vital importance.





## Contract caterers

- A contract caterer is a company that provides catering services to a business or organisation (its client) for a specific length of time.
- In some cases, services are paid for by the client, such as an education authority or a company, for the benefit of their students or employees.
- Other types of contract mean the caterer is hired to provide specific services to the public at a certain business. They might be hired to run the café and restaurant at a museum, or the snack kiosk at a football ground.



- Examples of places where contract caterers work include schools; college and university canteens or snack bars; hospitals; workplace canteens; event venues; sports grounds; railway stations and airports.
- For the organisation or business using a contract caterer, the advantage is that they can hand this area over to specialists and focus on their own area of expertise, while caterers who sign contracts with clients have guaranteed business.



## Private chef

- A private chef is employed on a full-time basis for one client in their private residence - be it a home, hotel or yacht. They are tasked with preparing all fresh meals and snacks for daily consumption by members of the household and in addition, to cook for private functions.
- As they are required to be 'on-call', most live in the residence where they work and some even travel with their employers on holidays or business trips. Many report their clients are like family to them as they are privy to many aspects of their private life. As such, private chefs need to be able to hold confidences, be willing to accede to strange food requests and demands, and work odd hours.



## Personal chef

- A personal chef is usually self-employed, running their own professional culinary business. They choose their own clients and pre-prepared meals in clients' homes on a weekly or monthly basis, leaving them ready to be consumed on the day, while others are refrigerated and reheated for the remaining days.
- Their clientele is mixed - families with children; busy couples; retired individuals; those on special diets, or simply people who enjoy (and can afford) fine dining in the comfort of their own homes.



- A personal chef sets their own work schedule, selecting clients accordingly. Some may continue to work in professional kitchens and cook for one or two private clients to supplement their income, while others run their business full-time, juggling multiple clients and their corresponding culinary needs.
- Many personal chefs work solo but depending on the nature of each job, might employ an assistant or two.



## Chef service agencies

- Chef service agencies are essentially the middle guys (and girls!) who sit between you (the candidate) and their clients (the employers). Their business objective is to find candidates to match the needs of their clients and they generate their revenue through successful matches.
- To be able to do this they employ recruitment chef consultants who find, interview and assess candidates for a particular position / vacancy.
- These consultants will then liaise with the employer and forward on the candidates they feel match their customer needs.



- Many companies use chef service agencies because they do not have the resources (time or money), to sit and read through the scores of CVs they receive for roles.
- Whilst the agency will charge a fee for sourcing a successful candidate, it is often far less compared to the advertising costs and the time taken to review hundreds of applications.





## Job opportunities

- You know that food has the power to create communities and conversations, to surprise, delight, and even inspire. And if you're willing to put in the time and hard work to get the culinary training and education you need, there are many ways for you to turn this passion into a career.
- Employment of chefs at various levels is projected to grow, faster than the average for all occupations. Income growth will result in greater demand for high-quality trained qualified professionals.

