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COURSE BROCHURE

Food and Beverage Profit and Outlet Management Training Course

11 – 22 October 2027
Casablanca

Food and Beverage Profit and Outlet Management Training Course

Ref: 330_11257 **Date:** 11 – 22 October 2027 **Location:** Casablanca **Fees:** 8500 GBP

Food and Beverage Profit and Outlet Management is a 2-week training course for F&B directors, outlet managers, restaurant managers and banqueting managers who answer for covers, average spend and departmental profit, and each participant builds an F&B profit improvement plan. Rising ingredient prices, wage pressure and changing dining habits squeeze margins in hotel restaurants, bars and catering alike. Jupiter Prime Training delivers this course for leaders who run food and beverage outlets.

Why Food and Beverage Profit and Outlet Management Matters Now

Three pressures shape food and beverage results today: ingredient and energy prices that move faster than menu prices, diners who split spending between hotel outlets, independent restaurants and delivery platforms, and owners who expect F&B to contribute profit rather than simply support room sales. An operation that engineers its menus, controls purchasing and fills banqueting space protects margin; one that relies on habit loses money on every cover. The course reads departmental results through the Uniform System of Accounts for the Lodging Industry USALI and builds food safety control on Hazard Analysis and Critical Control Points HACCP principles.

Who Gains Most from Food and Beverage Profit and Outlet Management

- F&B leaders who own departmental budgets, outlet mix and profit targets for hotels or restaurant groups
- Outlet managers who run restaurants, lounges, bars and room service day to day
- Banqueting and catering heads who sell, plan and serve conferences, weddings and functions
- Purchasing and cost controllers who manage suppliers, stores and stocktakes
- Culinary leaders who share responsibility for food cost, menus and kitchen productivity

A hotel F&B division gains most when its director, banqueting head and cost controller attend together and leave with one set of profit targets.

Food and Beverage Profit and Outlet Management Capabilities

Participants trace every cover from menu design and purchasing through service to the departmental profit line.

- Apply menu engineering to classify dishes by popularity and contribution — chefs and outlet managers
- Calculate food and beverage cost percentages and variances — cost controllers and owners
- Design purchasing specifications, par levels and stock controls — purchasing teams
- Assess outlet concepts against market demand and space productivity — investment decisions

- Build banqueting packages and function sheets that protect margin — sales and event clients
- Specify HACCP-based food safety controls across outlets and functions — food safety leads

Key Food and Beverage Profit and Outlet Management Terms

- Menu engineering — a method that ranks menu items by popularity and contribution margin to decide which to promote, reprice or remove.
- Food cost percentage — the cost of ingredients used divided by food revenue, tracked weekly or monthly against target.
- Average spend per cover — total outlet revenue divided by the number of guests served in a period.
- Par level — the minimum stock of an item kept on hand to cover use until the next delivery.
- Function sheet — the internal document that sets out every detail of a banquet, from menu and set-up to timings.
- RevPASH — revenue per available seat hour, measuring how well a restaurant uses its seats across trading hours.

Food and Beverage Profit and Outlet Management Day by Day

Day 1: F&B Market and Profit Drivers

- Hotel F&B Versus Independent Restaurant Economics — Outlet Role Decisions
- Dining Trends, Delivery Platforms and Guest Spending — Concept Relevance
- Owner Expectations of F&B Contribution — Profit Targets
- USALI F&B Department Schedule Reading — Departmental Accountability
- Revenue Drivers of Covers, Spend and Seat Turns — Growth Levers

Day 2: Outlet Concept and Positioning

- Concept Development From Market Gap to Menu — Outlet Repositioning
- Competitive Set Mapping for Restaurants and Bars — Price Positioning
- Space Planning and Seat Productivity — Floor Layout Choices
- Branding and Storytelling for Outlets — Guest Recall
- Operating Hours and Daypart Planning — Labour and Revenue Fit

Day 3: Menu Engineering and Pricing

- Menu Engineering Matrix of Stars, Plowhorses, Puzzles and Dogs — Menu Changes
- Contribution Margin and Price Elasticity — Repricing Decisions
- Menu Design, Layout and Descriptions — Guest Choice Steering
- Beverage List Engineering and Pour Costs — Bar Profit
- Seasonal and Promotional Menus — Demand Smoothing

Day 4: Food and Beverage Cost Control

- Standard Recipes and Portion Specifications — Cost Consistency
- Food Cost and Beverage Cost Calculations — Variance Investigation
- Waste Tracking and Production Planning — Margin Protection
- Bar Control Systems and Stock Reconciliation — Loss Prevention
- Weekly Cost Reports and Flash Results — Corrective Action

Day 5: Purchasing, Receiving and Inventory

- Supplier Selection, Tendering and Contracts — Price and Quality Balance
- Purchase Specifications and Par Levels — Order Accuracy
- Receiving, Storage and Issuing Procedures — Stock Integrity
- Stocktaking and Inventory Turnover Ratios — Cash Tied in Stock
- Central Purchasing for Hotel Groups — Scale Benefits

Day 6: Service Operations and Revenue per Seat

- Service Sequences and Table Turn Management — Seat Productivity
- RevPASH Analysis by Daypart — Capacity Decisions
- Upselling and Suggestive Selling Training — Average Spend Growth
- Room Service and Lounge Profitability — Outlet Rationalisation
- Point-of-Sale and Reservation Data Use — Trading Insight

Day 7: Banqueting and Catering Operations

- Banquet Sales Packages and Pricing — Function Margin
- Function Sheets and Event Orders — Operational Accuracy
- Banquet Labour Scheduling and Casual Staffing — Payroll Control
- Off-Site Catering Logistics — Capacity Extension
- Meeting and Wedding Market Segments — Sales Focus

Day 8: Food Safety and Quality Systems

- HACCP Plans for Outlets and Banquets — Critical Control Points
- Allergen Management and Menu Labelling — Guest Protection
- Hygiene Audits and Corrective Actions — Inspection Readiness
- Supplier Food Safety Approval — Upstream Risk
- Quality Standards and Guest Feedback Loops — Consistency

Day 9: People, Budgets and Performance

- F&B Departmental Budget Building — Annual Targets
- Labour Cost Percentage and Productivity Measures — Staffing Levels
- Outlet KPI Dashboards — Weekly Performance Meetings
- Incentive Schemes for Outlet Teams — Sales Behaviour
- Sustainability in F&B Sourcing and Waste — Cost and Reputation

Day 10: Practising the F&B Profit Improvement Plan

- Concept and Menu Engineering Applied to Selected Outlets — Menu Actions
- Cost Control and Purchasing Applied to the Operation — Savings Targets
- Banqueting and Service Levers Applied to the Operation — Revenue Targets
- Budget and KPI Targets Applied to the Operation — Performance Tracking
- F&B Profit Improvement Plan Completed and Presented — Director Approval

Applying Food and Beverage Profit and Outlet Management After the Course

- Run a menu engineering analysis on one outlet using the last quarter of sales data and propose three repricing, repositioning or removal decisions
- Rebuild par levels and purchase specifications for the twenty highest-cost ingredients and agree them with the head chef and purchasing

Food and Beverage Profit and Outlet Management Questions FAQ

What is Food and Beverage Profit and Outlet Management and why does it matter now?

Food and Beverage Profit and Outlet Management is the practice of engineering menus, controlling costs and running outlets and banqueting for profit. It matters now because ingredient prices, wages and changing dining habits squeeze margins in every hotel and restaurant group.

Which roles gain most from Food and Beverage Profit and Outlet Management?

F&B directors, outlet and restaurant managers, banqueting heads, cost controllers and culinary leaders gain most. Each of them influences covers, average spend or cost of sales, so a shared profit method improves results.

How does Food and Beverage Profit and Outlet Management differ from a culinary techniques course?

A culinary techniques course builds cooking skills in the kitchen. This subject focuses on the business of food and beverage, covering concepts, menu engineering, purchasing, cost control, banqueting sales and departmental budgets.

What do you bring back from Food and Beverage Profit and Outlet Management?

You bring back an F&B profit improvement plan for your hotel or restaurant group, with menu actions, cost and purchasing targets, banqueting levers and KPI tracking ready for your director or owner.

Food and Beverage Profit and Outlet Management: The Way Forward

The F&B profit improvement plan first informs which menus, outlets and banqueting packages change in the next trading period. F&B directors, outlet managers and cost controllers use it in weekly performance meetings. After its first use, the outlet concept assumptions deserve a second look, because a concept that no longer fits its market limits every cost saving made behind it.