

CITY & GUILDS

GLOBAL HOSPITALITY CERTIFICATION

HANDBOOK



BEVERAGE
SERVICE PROFESSIONAL



CITY & GUILDS GLOBAL HOSPITALITY CERTIFICATION

BEVERAGE SERVICE PROFESSIONAL



The holder of this badge has a working knowledge and experience of beverage operations. They work as part of a team in a hospitality establishment and are responsible for serving non-alcoholic hot and cold beverages.

THIS DOCUMENT SHOULD BE READ IN CONJUNCTION WITH THE
CITY & GUILDS GLOBAL CERTIFICATION INTRODUCTION HANDBOOK

WHAT THE DIFFERENT COLOURS MEAN

Skills required: Skills required to achieve a badge are shown in black colour.

Examples: For each skill required, a range of examples are provided to illustrate how the relevant skill can be demonstrated. Examples are shown in blue colour.

Examples are a list of activities which are likely to be carried out when undertaking the role the badge relates to. The list of examples is **not** exhaustive. Individuals are **not** required to demonstrate every skill listed and there may be other relevant skills which are not listed, but can be accepted.

Definitions: Key terms, which are used to illustrate the skills required and/or the examples, are explained in light blue colour.

Beverage Service Professional	
	CORE SKILLS
C1	Adhere to professional workplace standards
	Be polite and approachable
	Be punctual
	Keep up to date by reading the staff noticeboard/memos
	Attend staff/department meetings
	Follow appropriate guest etiquette
	Explain the importance of maintaining the privacy and security of guests
	Be professionally presented: clean and ironed uniform for every shift which meets safety and hygiene standards
	Maintain good personal hygiene at all times
	Take pride in their work
	Maintain integrity and honesty
	Guest etiquette refers to the way in which hospitality staff interact with and respond to guests. Appropriate etiquette means that guests are treated with courtesy and respect and are made to feel welcome in the establishment
C2	Work as part of own team
	Show respect for others
	Display and maintain a positive attitude to work
	Cooperate with colleagues to deliver guest experience in line with the requirements of the establishment
	Provide feedback to peers and line manager to improve the quality of the beverage service
	Be able to receive constructive feedback
	Use feedback to improve the quality of beverage service for guests
C3	Communicate with colleagues and guests
	Act in a polite and helpful manner
	Provide information in a clear and timely manner in person, by telephone, in written form or by e-mail
C4	Demonstrate time management and organisational skills
	Plan daily tasks in line with the needs of the beverage service
	Complete tasks to meet deadlines
	Respond and adapt to changing daily requirements
C5	Provide guest service
	Make guests feel welcome
	Anticipate guest needs
	Respond to guest requests

C6	Make decisions and solve problems in own area of responsibility
	Identify any issues or faults with stock, resources and/or equipment required for beverage service and take necessary action
	Deal with guest requests and feedback, including complaints, and escalate them to line manager, if necessary
C7	Demonstrate a basic awareness of costs within the business and the importance of profitability
	Explain the importance of using time, materials and consumables efficiently to help manage the cost of beverage operations
	Explain the importance of maximising revenue generated by the beverage operations
C8	Demonstrate an awareness of sustainable practices within a hospitality establishment
	Have an understanding of how the following practices can contribute to protecting the environment:
	- Reducing waste
	- Recycling waste/packaging
	- Economic use of power and electricity
	- Consideration of carbon footprint: the environmental impact of getting goods to the establishment (eg food miles)

Beverage Service Professional	
	ROLE SPECIFIC
R1	Demonstrate an understanding of own role and its relevance to the establishment
	Explain key activities that are part of own role
	Explain how own department contributes to the effective running of the establishment
R2	Demonstrate an understanding of beverage menu content, any menu changes and promotional activities
	Explain the variety of beverages on the menu
	Describe the content of the beverages on the menu
	Explain the reasons for menu adaptations to suit individuals with special requirements
	Describe the content of the beverages on the menu to suit the needs of individuals with special requirements
	Inform guests of any changes to menu items
	Explain special deals and menu promotions
	Beverage refers to non-alcoholic beverages including water, soft and carbonated drinks, fruit or vegetable juices and hot drinks.
R3	Prepare for the service of beverages
	Check daily requirements including guest numbers and any special requirements
	Check that non-kitchen beverage stock is available to be used
	Check that equipment is available and in good working order
	Make sure that the relevant beverage area is clean and tidy, ready for guests
R4	Provide a beverage service
	Demonstrate an understanding of guest requirements, including special requirements
	Anticipate guest requirements, including special requirements
	Take beverage orders at the bar or at the tables
	Serve guests, including those special requirements
	Keep beverage service area clean and tidy
	Clear tables and prepare them ready for next guests

R5	Complete payment procedures
	Check payment point is working
	Check all materials required to take payments are available
	Prepare bills accurately
	Present the bill to guests
	Take payment including cash and cash equivalent
	Assign payments to the appropriate account, if relevant (eg room service billing)
	Cash equivalent refers to credit card, debit cards and vouchers.
R6	Promote the establishment's offer to guests to help maximise sales
	Describe the product and services which could be promoted to guests
	Identify appropriate opportunities to upsell
	Engage with guests to upsell to help maximise sales
	Generate return visits
R7	Liaise with other departments, as necessary, to meet guests' needs
	Explain which department(s) can help meet guest requests
	Work with colleagues in other departments to deliver guest service
R8	Demonstrate a working knowledge of legislation and health and safety requirements which relate to own area of responsibility
	Work in a way which meets relevant and current industry, legislative and company requirements and regulations
R9	Demonstrate a working knowledge of technology, appropriate for own role
	Use digital communication technology to carry out role, for example emails, handheld device and/or software and social media

Beverage Service Professional	
	PROFESSIONAL DEVELOPMENT
P1	<p>Have a basic understanding of career pathways within the hospitality industry, including progression opportunities for current role</p> <p>Provide a broad overview of the structure of the establishment</p> <p>Identify career opportunities relevant to own role</p> <p>Describe opportunities to progress from current role (ie next steps)</p>
P2	<p>Undertake a range of training or learning activities to acquire new or update existing skills and knowledge</p> <p>Identify training or learning needs specific to own role</p> <p>Participate in training or learning activities</p> <p>Provide evidence of training or learning undertaken</p>
	<p>Training or learning activities refers to on-the-job training, workshops, seminars, conferences, courses, competitions and mentoring.</p> <p>Training or learning needs refers to the development of skills and knowledge related to hospitality which may include:</p> <ul style="list-style-type: none"> - Product knowledge - Understanding of new developments, trends, IT systems and equipment - Changes to legal or industry regulations such as health and safety and food safety - Changes to establishment standards - Development of soft skills such as communication and teamwork.
P3	<p>Apply knowledge/skills acquired from training or learning activities to improve working practice</p> <p>Identify opportunities to apply new knowledge/skills learnt</p> <p>Describe how new knowledge/skills learnt have been put into practice</p>