



BRAND STANDARDS & OPERATING GUIDE

November 2023*

V1.0**

*These standards are valid from time of release, until subsequent changes

**Please do not amend or create site specific versions of this documents.

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ABOUT BEEFEATER

GRILLED GREAT FOOD SINCE 1974

The combination of great grills, friendly service and relaxed surroundings first made Beefeater a big hit in Britain in the 70's, 80's and 90's, and today is no different... our customers continue to tell us it's the quality of the food we serve and our smiling team members that make them return time after time.

Serving over 16 million customers every year, we continue to hold a place in British hearts, serving up great tasting, quality steaks and burgers, plus a broad range of other dishes. From juicy chicken and succulent ribs to fantastic fish and veggie dishes, not to mention our British classics and indulgent puddings, there really is something for everyone.

DID YOU KNOW?

All our steaks are carefully sourced from British and Irish farms that meet rigorous welfare standards, then aged for 30 days to ensure every plateful is deliciously tender and packed with flavour.

We know their journey every step of the way and when they get to our kitchens, our expert Academy trained chefs treat every cut with the attention to quality it deserves - lightly seasoning and searing on our smoking hot chargrill for the perfect BBQ flavour.

At Beefeater, we believe in celebrating the things in life that really matter - good food and good company. Nothing brings people together like the classic flavours, signature smells and shared anticipation of a great grill.

INTRODUCING THE '74 RANGE

Our '74 range offers you the very best of Beefeater. An irresistible selection of iconic recipes and signature flavours, perfected thanks to the passion & craft of our Grill Masters. But what makes our dishes unmistakable? It's not just the unique recipes and our love for all things grilled. It's the quality ingredients that go into them. From burgers, ribs and double crunch chicken to fish, veg and steaks, we use ingredients and techniques that excite the senses and fire up the soul

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BEEFEATER VALUES & BEHAVIOURS

VALUES AND BEHAVIOURS

As brand ambassadors, every member of our team must consistently demonstrate the four brand values in everything we do. Applying these values all day, every day will enable us to deliver great experiences to every guest:

1. PASSIONATE ABOUT FOOD & DRINK

- We're menu experts and know how to deliver a great experience for our guests.
- We've tasted everything on our menus and can make genuine recommendations.
- We show expertise in steak by recommending the perfect cut based on guest preference.
- We're proud to serve our food and drink, any item served to our guests is to specification.

2. GUEST FOCUSED & INCLUSIVE

- We welcome everyone with the same genuine, friendly tone.
- We're approachable and know how to make guests feel at ease.
- We know it's that little extra touch or even simply a smile that delights our guests.
- We're consistent: we mean what we say, and act professionally at all times.



VALUES AND BEHAVIOURS (cont.)

3. CONFIDENT, CAPABLE & CREDIBLE

- We welcome everyone with the same genuine, friendly tone.
- We're approachable and know how to make guests feel at ease.
- We know it's that little extra touch or even simply a smile that delights our guests.

4. WE ARE ONE TEAM

- We take shared responsibility for every guest experience.
- We're part of a team.
- We take pride in our restaurant.
- We know that every one of us has a big part to play in smashing our targets.



THE BEEFEATER TEAM

OUR TEAM ROLE

Beefeater teams are a cut above. We're always professional, approachable, warm and genuine. We strive to 'Wow' guests with great food and attentive service.

BUT TO BE TRULY GUEST FOCUSED WE ALSO NEED TO BE:

- Living and breathing the Brand Standards to ensure every guest receives consistently high service.
- Knowledgeable about the menu and our '74 range.
- Empowered to challenge any food which has not been cooked/served to specification .
- Efficient.



BEEFEATER

Fundamentals to Service Excellence

The Magic 10

Fundamentals to Service Excellence

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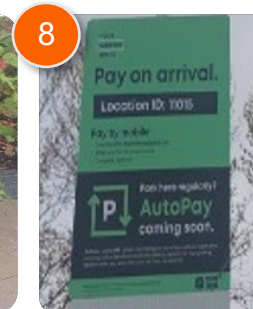
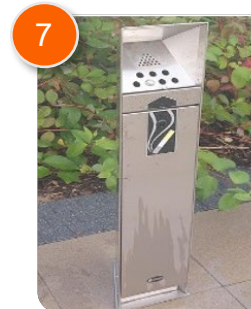
Dress for Success Guide

ARRIVING AT BEEFETER

OUTSIDE

1. Lights are illuminated from dusk until close, with all lights as bright as expected. Sets of lights have the same brightness levels. Any bulbs not working need to be replaced immediately.
2. Signage/building clean and undamaged. Any electrical issues that cannot be fixed on site need to be raised on Ostara.
3. Guttering, canopy, doors and woodwork are clean and undamaged.
4. Plants and brand barrier are tidy and don't obstruct the footpath. Live plants are well maintained.
5. Car park is clean.
6. Litter bins are lined, undamaged, never overflowing, checked frequently.
7. Ash bins are clean and never overflowing in the designated smoking area.
8. Parking notices are clearly visible and clean.
9. All outdoor areas are clean and clear. In Winter, the standards as outlined in the Winter handbook are followed.
10. Outdoor Tables are clean, undamaged and clear. An allocation of tables, away from the entrance is equipped with a flowerpot ashtray in the centre of the table. All furniture is sourced from an approved Whitbread Supplier.
11. External banners and Correx must be displayed as per current Managers Brief and checked daily to ensure they're securely fastened and undamaged.
12. Disabled parking bays are clearly marked in the car park.
13. Only Assistance Dogs are allowed in Garden Areas, unless site has an approved OD exemption.

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[Useful links](#)

[Managers Brief](#)

THE ENTRANCE

1. External doors are propped open on the latch. In extreme weather conditions, they should be closed.
2. Internal doors are closed. In extreme warm weather conditions, they can be propped open.
3. All glass is clean and smear free.
4. The Top Employer and Hidden Disability Sunflower POS is on the external doors facing outwards. There should be no other POS unless outlined in the current Managers Brief.
5. There are no handmade signs displayed.
6. External menu holder is clean and displays the full current menu.
7. Entrance mats are undamaged and clean.
8. A-Boards are clean, undamaged and contains current POS as outlined in the current Managers Brief.
9. Hand Sanitiser is available at the entrance to the Restaurant, this can either be a sanitising stand or a hand pump sanitiser positioned in a prominent place on entry.

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[Useful links](#)

[Managers Brief](#)

TEAM STATIONS

HOST STATION

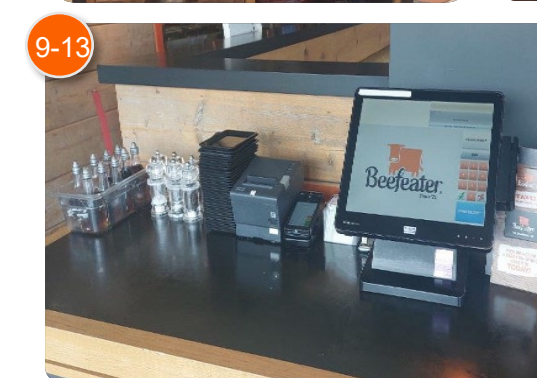
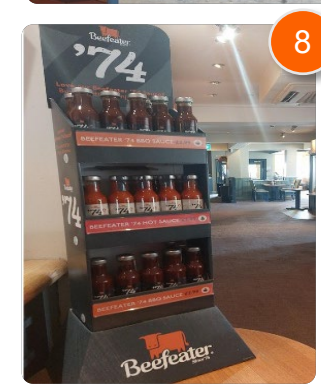
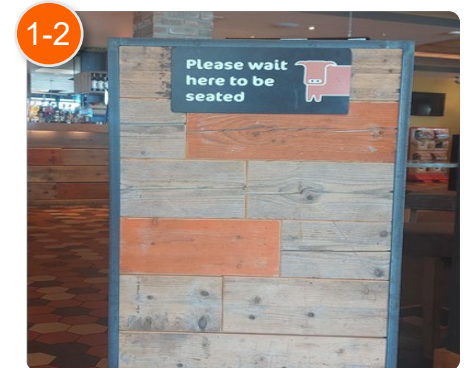
1. The Host station is clean, tidy and presentable from all angles. We want to give our guests a great first impression.
2. The brand approved seating sign is clearly visible on/next to the host station.
3. Children's activity sheets and crayons are stored in the cupboard and offered to children on arrival (where appropriate)
4. A sufficient number of menus, NGCI, Braille, Large Print, Allergy Data sheets are stored in the host stand.
5. The booking system is used for live bookings and to manage capacity.
6. A phone is on the host station and charged nightly.
7. Where applicable, the car park tablet is clean, undamaged and visible, but not obstructive.
8. The Beefeater '74 Sauce stand is positioned in a prominent place, near the host station. It does not block walkthroughs, fire exits, or fire routes. It is stocked with both Hot Sauce and BBQ Sauce and all bottles have labels facing forward.

DUMBWAITER

9. Dumbwaiters are always clean and tidy.
10. Vinegar is kept on Dumb waiters
11. Where a till is present, it is clean, there is a sufficient amount of till roll for the printer.
12. Tip Trays/Payment Wallets are available
13. PDQ Machines are charged and in good working order

Confidential Internal Only.

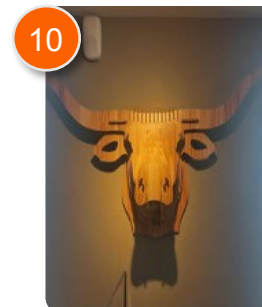
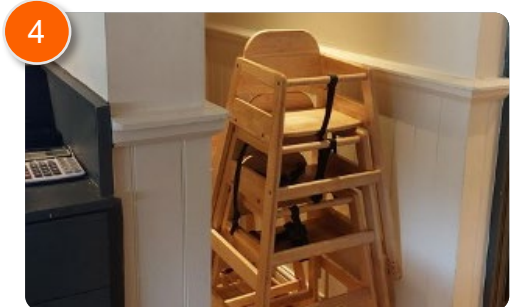
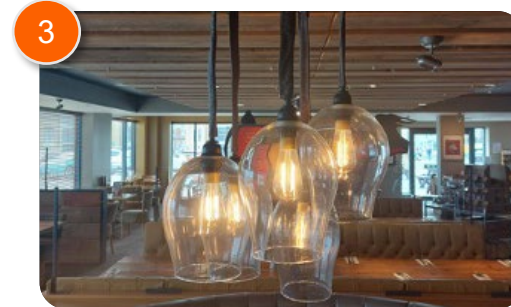
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BEEFEATER ENVIRONMENT

RESTAURANT AND BAR

1. Cleaning team must complete all cleaning in line with the World Class Cleaning Operating standards.
2. The temperature is set between 20 and 22 degrees.
3. All light bulbs and shades are clean, with all bulbs working and switched-on during service. Light fittings are cleaned weekly as a minimum. Dimmer system lights are set to an appropriate level, depending on time of day.
 - **Breakfast: lighting set to brightest**
 - **Lunch: lighting set to mid brightness**
 - **Dinner: lighting set to dim**
4. Highchairs are always clean. They are stacked neatly and positioned in the designated area, not blocking any guest routes or fire exit/routes. Highchairs are removed from use if damaged. The
5. Tables and chairs are clean and undamaged. Tables have a number on the corner.
6. Chairs around the tables are the same height and similar design.
7. All furniture, fixtures and fittings are sourced from Whitbread approved suppliers. Where required items should be logged for repair on Ostara.
8. Area around and under the table is clean.
9. Anything not in use is stored BOH.
10. Wall Art, Pictures, ornaments and plastic plants are cleaned weekly as a minimum.



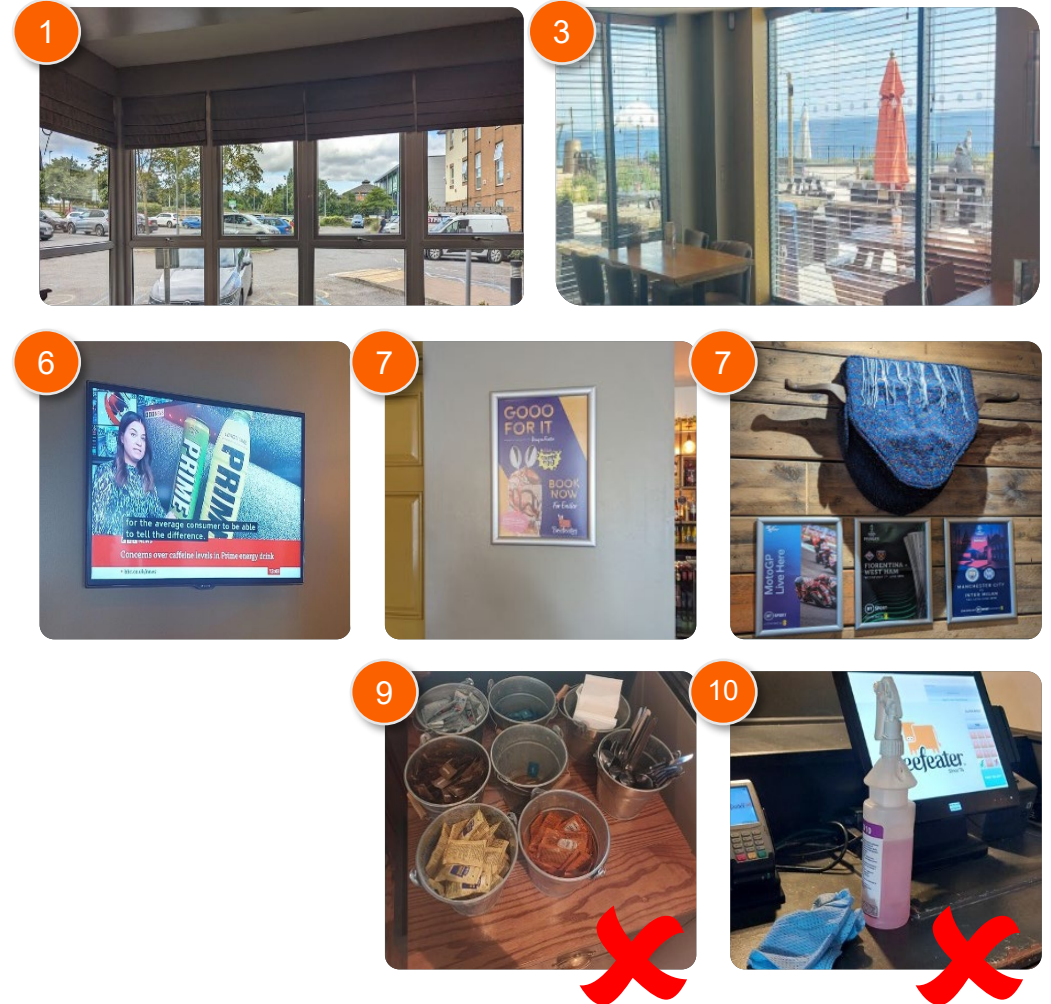
[Useful links](#)

World Class Cleaning

RESTAURANT AND BAR ENVIRONMENT

1. Roman Blinds where present are clean, undamaged and open 2/3.
2. Curtains where present are neatly tied back, and the top must be attached to all hooks. They're cleaned every 6 months as a minimum.
3. Venetian Blinds where present are cleaned, fully extended and open during the day, fully extended and closed for evening service. All slats are neatly horizontal.
4. Music system is set so guests can talk without raising their voices. All areas of the restaurant must be walked daily to check the volume. Music level can be increased slightly during busy service to reflect the ambience
5. Current brand approved Mood Media CDs only. Radio is not to be used.
6. TVs are always on during service. They are set to BBC News, on mute with subtitles. Key sporting events can be shown.
7. POS is displayed 'as new' and as per current Managers Brief, if damaged, replace. Don't display handmade signs. Chalkboards are not to be used.
8. One GOSH collection tin is secured to the bar as a permanent feature.
9. Self-service sauce, cutlery and napkin 'help yourself' stations are not permitted.
10. No chemicals are left unattended in the restaurant/bar.
11. All of the team are aware and trained on Natasha's law. Under no circumstances do we repackage food items to 'sell' or give to guests or team. This is a serious health and safety breach.

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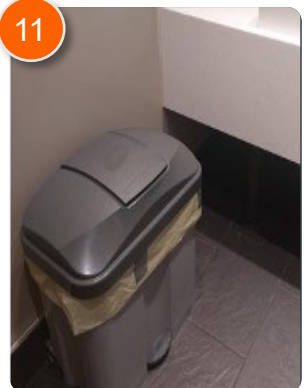
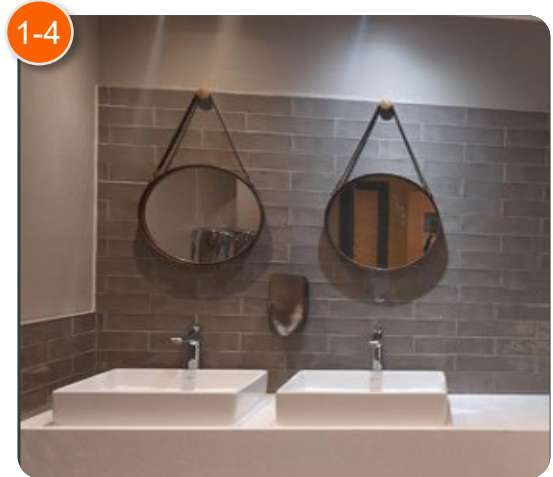
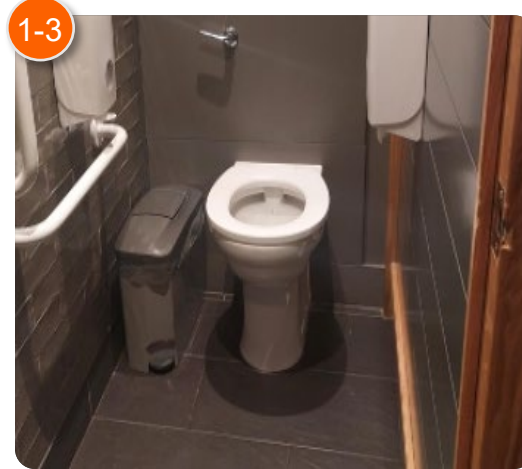
Useful links

Manager Brief

TOILETS

1. Toilets, sinks, vanity units, mirrors and floors are thoroughly cleaned daily in line with the World Class Cleaning Standards.
2. Refresh cleaning is completed as detailed in World Class Cleaning SOP's.
3. Management teams ensure all cleaning is complete to standard.
4. Paper towels, toilet tissue and soap dispensers are always clean and fully stocked.
5. Hand dryers are turned on at the wall, clean and operational.
6. The toilet check sheet is displayed on the inside of the door and signed off after each check is complete.
7. Baby changing facilities are cleaned and stocked at the same time as toilets. Where applicable, the unit straps are present and operational.
8. POS posters are in frames on the inside of each cubicle door and reflects the current Managers Brief.
9. When required, the correct out of order poster is used.
10. Repairs and Maintenance issues that impact the guest experience are actioned promptly via Ostara.
11. When sanitary bins are full, the supplier provided on Ostara is contacted.
12. Where facilities are out of order, they are logged on Ostara for repair.
13. Toilets are not out of order longer than 24 hours.

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World Class Cleaning

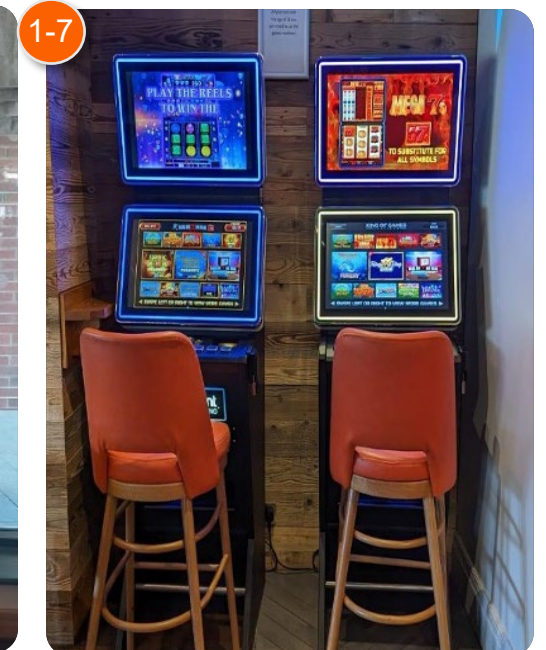
Useful links

Managers Brief

MACHINES AND GAMING

1. All machines are switched on by 9am and turned off as part of standard close down procedures.
2. Management teams follow the company refill process for AWP's daily by 10.30am.
3. Any out of service machines will have the correct POS as outlined in the current Manager Brief. All AWP Machines are on a 4 hour call out agreement. The details required for raising jobs can be located on the machine sticker.
4. Machines are cleaned following guidance outlined in the World Class Cleaning SOP.
Machines are always positioned in view from the bar area*. They are not moved from their position. *Except for Children's machines which are not placed in view of the bar.
6. The correct legislation must be clearly displayed on machines. Under 18's must never use the machines.
7. A stool is placed directly in front of the over 18's machine/s.

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[Useful links](#)

[Manager Brief](#)

BAR SET UP

1. Current drinks legislation and official documentation is displayed in a frame.
2. All team members are trained and serving in line with legal requirements.
3. Bar surface is clean.
4. Perfect serve guide is available and always located behind the bar.
5. Back bar is set up as per current Managers Brief, and all POS is up to date.
6. Fridges are set as per planogram, full of products with brand logos facing forward. They're restocked twice a day.
7. All fridges are working (below 8°C) with lights on.
8. All T Bar and Bar fonts have the correct badge, are clean, polished and facing the guest. They are lit where applicable.
9. Beer nozzles are clean and fitted to the correct font.
10. Drip trays are in place, clean and never overflowing.
11. Ice bucket is on the back bar, at least 2/3's full. Metal or plastic scoop is kept out of the ice, stored on a side plate/in a glass. Ice bucket lids are available.
12. Correct glassware as per 'Perfect Serve' is available, buffed, regularly replenished, and cleaned once per week as a minimum.
13. Glassware is stored by type/use, upside down on plastic shelf matting. If cupboards have doors, they're closed.
14. Glassware shelving/storage is clearly labelled for each type/use.
15. Glass washer is on, clean and filled with relevant brand approved chemicals.
16. Ice machine is on, clean and managed in line with the Ice handling guide.

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3



4



6



7



8



12-14



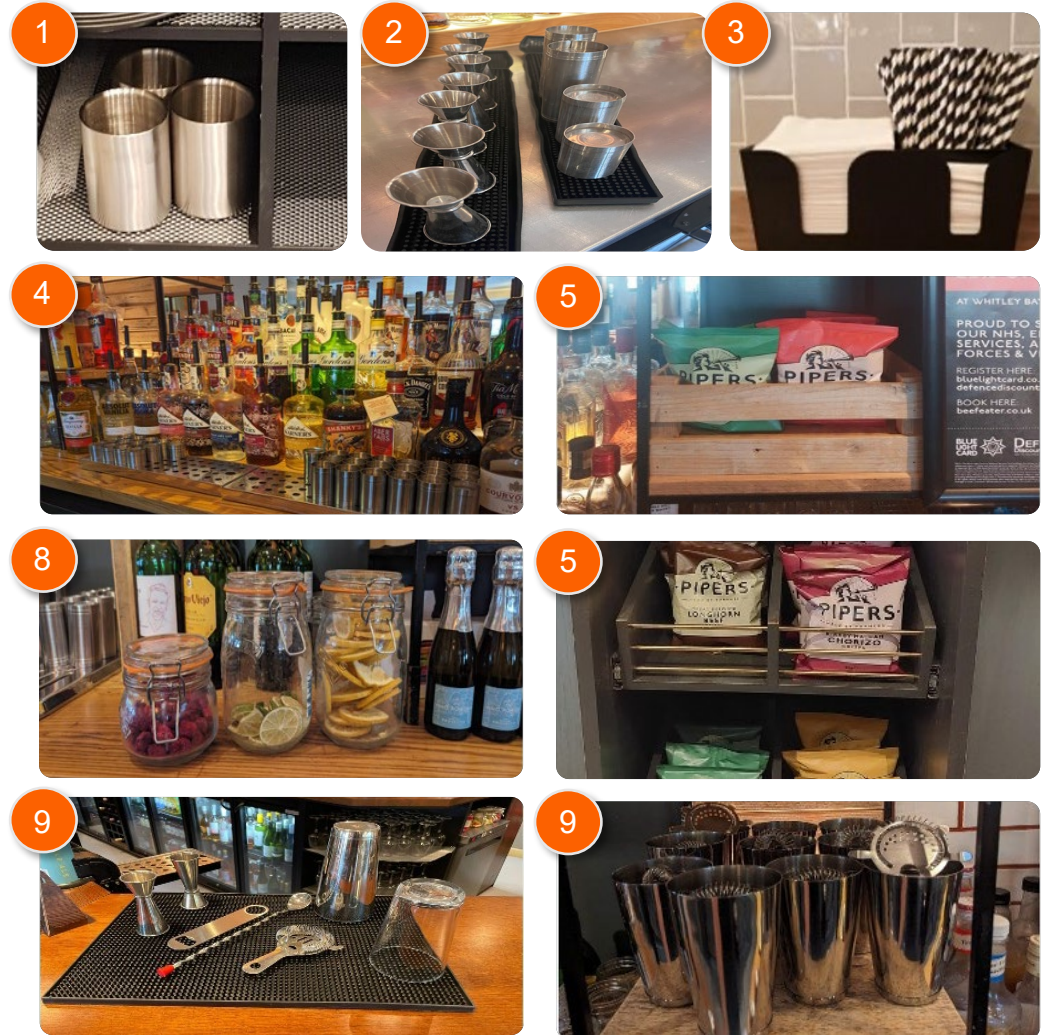
Useful links

Managers Brief

Drink Support Tools

BAR SET UP (cont.)

1. Wine coolers are available. There's no need to add ice or water.
2. Wine/spirit jiggers/waiters' friends are available for free pour products. These stand on the back bar on a rubber drip mat or drainer.
3. Straws and napkins are stored behind the bar and are available to guests on request.
4. Optics are full, with no gaps. Where optics aren't used, high volume spirits are fully stocked on the back bar and fitted with pouring spouts.
5. Bar snack and crisps are displayed on shelving/ in brand supplied containers. Displays are fully stocked with products in line with stocking policy. Snack labels face forwards and are grouped by flavour. Display containers are always positioned on the back bar, visible to guests.
6. One GOSH collection tin is secured to the bar as a permanent feature.
7. All garnishes are prepared ready for service. Where required store fresh fruit in fridges.
8. Freeze dried fruit is available at the start of service, stored in a sealed container or packet.
9. Drink Stations are set up with all equipment required for serves and cocktails.
10. Till stations have additional till roll.



BAR SET UP(Cont.): HOT DRINK SET UP

1. Coffee Machine and Water Boiler (where applicable) are switched on.
2. Coffee machines and milk systems are cleaned daily, at an appropriate time, in line with machine instructions.
3. Where present the Hot Water boiler is clean and undamaged.
4. Any equipment repair issues are reported via Ostara as a reactive call.
5. Crockery, teaspoons as outlined in the Drinks Specifications, are available.
6. The Hopper/s are sufficiently stocked with beans. A 1kg bag will provide 70 cups of coffee.
7. Coffee beans are removed at the end of service. When the machines aren't being used beans are stored in an airtight container/bag in a cool/dry place.
8. Cold semi-skimmed milk is always topped up in the coffee machines.
9. A selection of tea and sugar/sweetener, as outlined in the Hot Drink Specifications are available in a brand approved stand and positioned next to the coffee machine/water boiler.
10. A Hot Drink Stencil and Chocolate shaker is available and clean.
11. The Coffee Machine POS is displayed in the appropriate areas as outlined in the Coffee Excellence Managers Brief

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Useful links

Coffee Machine SOP's

Drink Specifications

Coffee Excellence Managers Brief

INTERNAL SET UP: LICENCING LEGISLATION

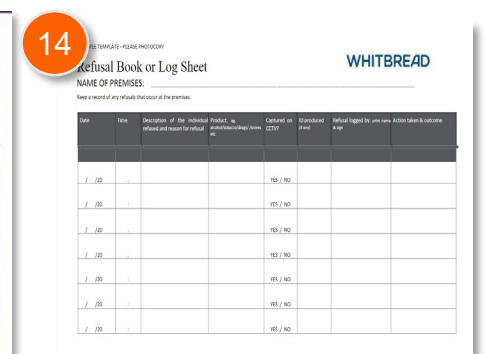
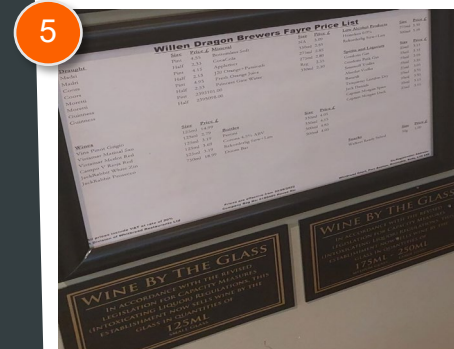
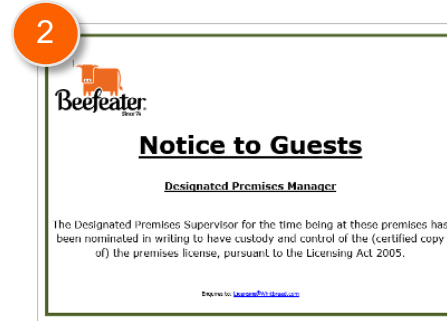
TO COMPLY WITH LICENCING LAW (LICENCING ACT 2003) THE FOLLOWING SIGNS ARE PROMINENTLY DISPLAYED BY THE BAR:

1. Original or certified copy of the Premises License Summary.
2. Notice specifying that person nominated by the premises licence holder to be in custody and control of the premises licence document - these are available on SharePoint.
3. No Smoking Signs - in England at least one legible sign must be displayed. In Wales, signs must be at points of entry/exit.
4. A notice informing guests when they're in areas that CCTV is being used.
5. A notice informing guests of the availability of measures required under the mandatory conditions on the premise licence, and their cost.
6. Evidence a proof of age scheme is in place.
7. Employers Liability Insurance.
8. In Scotland only, a notice indicating whether children and young persons are admitted to the premises, and if so which part.
9. In Scotland only, a Section 110 Notice that states it is an offence for anyone under 18 to buy alcohol or attempt to buy.

The following items must be available for production at site:

10. Full Licence (and operating schedule in Scotland)
11. Personal Licence holder ID cards
12. LPMGMP or notification for 2 machines on the premises
13. Sign for the DPS/DPM to sign off team members given consent to sell/serve alcohol
14. Refusal Log
15. All Covid Legislation is removed.

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Useful links

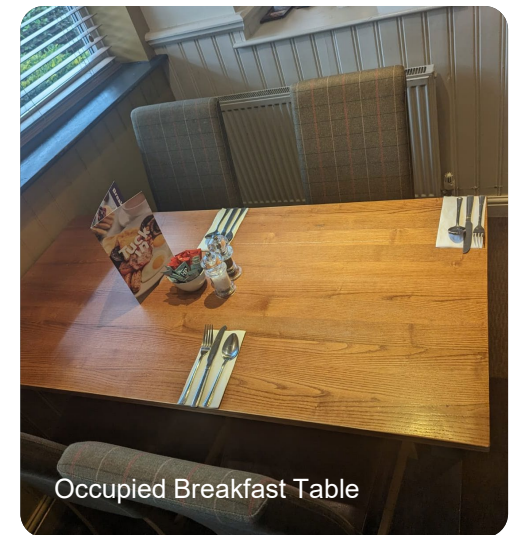
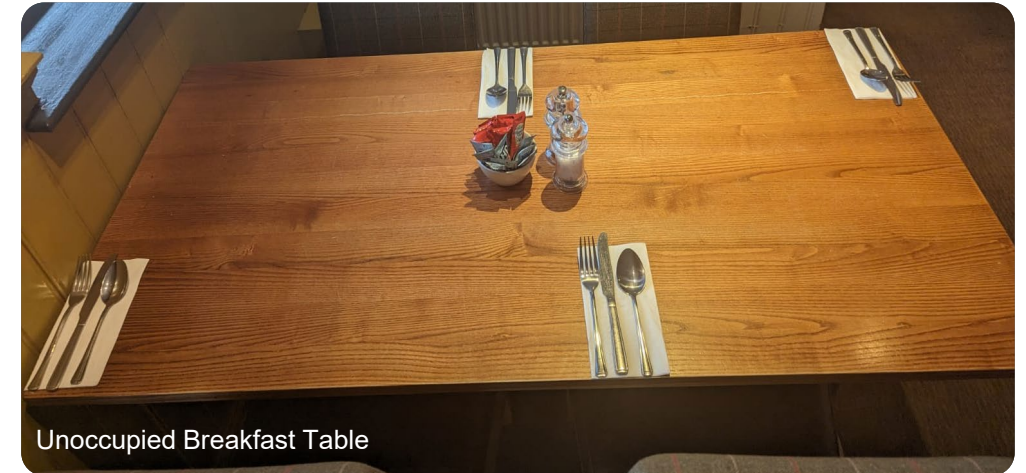
Licensing

BEEFEATER TABLE SET UP

BREAKFAST TABLE LAYOUT

- One napkin is positioned to the left of each place setting. The bottom of the napkin is aligned to the table edge.
- On each napkin a fork is placed to the left, with a dinner knife next to it, then a spoon. The bottom edge of the cutlery is in line with the horizontal edge of the napkin.
- The Salt and Pepper mills are placed in the centre of the table and at least 25% full.
- The Salt and Peppers pot are always clean, and in good repair, they are wiped after each guest.
- Ketchup and HP sauce sachets are in a condiment bowl in the centre of the table. At least two sachets of each are available per cover.
- Breakfast menus are handed to guests as they're seated. They are not on the table as part of set up.
- Where taking orders for plated breakfast, one menu may be left on the table to indicate it's occupied.

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LUNCH/DINNER TABLE LAYOUT

Restaurant Tables

- One napkin is positioned to the left of each place setting. The bottom of the napkin is aligned to the table edge.
- On each napkin a fork is placed to the left, with a dinner knife next to it. The bottom edge of the cutlery is in line with the horizontal edge of the napkin
- Clean Salt and Pepper Mills are positioned in the centre of the table and are at least 25% full
- The Salt and Peppers mills are always clean, they are wiped after each guest.
- A drinks menu is positioned upright in the centre of the table at the far side, facing the guest on arrival.
- Food menus are handed to guests as they're seated.
- All sauces are delivered with the food as requested in a ramekin on a side plate with a teaspoon.
- Vinegar is given out on request.

Bar Tables

- Tables are clean.
- Menu stack is on the table, housing menus as outlined in the most current Managers Brief

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Restaurant



Bar

[Useful links](#)

[Managers Brief](#)

BEEFEATER SERVICE

BOOKING AND ZONING

- Minimum Breakfast operating hours are 6.30-10.30am (Mon-Fri) 7-11am (Sat/Sun/Bank Hols).
- Lunch/Dinner operating hours are 12:00pm-10:00pm (Every day)
- Bar operating hours are 11:30am-11pm (Mon-Sat) 12pm-10:30pm (Sunday)
- Guests can pre-book. Walk in guests are accommodated where possible or advised of the next availability.
- All Team Members are trained on the Tables Reservation System. Table reservations can be made online or in person if required.
- We find out the purpose of the visit is to see if there's an opportunity for a Whitbread WOW (Birthday/Anniversary/Celebration).
- Breakfast times can be extended locally to accommodate all bookings but must meet operational minimum requirements.
- If there's a long wait, we offer 'take to room' as an alternative for our Premier Inn Guests. We never turn guests away!
- When guests ask to order food in the bar, we ask if they'd prefer to dine in the restaurant (explaining the differences in service styles).



TABLE SERVICE

Arriving and Settling in

ON ARRIVAL

I warmly welcome guests immediately, with eye contact and a smile.

If they have a booking, I check for special requests, WOW's or prepaid Meal Deals. I make every effort to accommodate walk in guests.

I ask if there are any allergies in the group and follow the **allergy order process (SOP25)**

I offer a highchair if required and provide children's colouring sheets and crayons (where appropriate)

I collect menus and if needed, NGCI, Allergen, Braille Menus from the host stand and take over to the table.

Before taking the order, I confirm if there are any allergies in the group and follow the **allergy order process (SOP25)**

ORDERING

I deliver the drinks whilst asking if they are ready to order.

3 mins

I hand out the menus, recommending dishes and upsells, whilst informing guests of any unavailable items. I offer a welcome drink

Once my guests are seated, I introduce myself and let them know I will be looking after them

SETTLING IN

I take the order systematically, always starting with children. I never miss an opportunity to upsell starters and sides.

I read the order back to the guest, asking if children's meals should be served with starters or mains (where applicable).

Useful links

SOP25

TABLE SERVICE

Serving Food and Drink

FOOD AND DRINK

I deliver starters, naming each dish. I ask if guests have everything they need.
I only serve food that is up to spec.

10
mins

I check back on the food within 5 minutes. I check if any further drinks are needed.

5
mins

Once all guests have finished with starters plates, I remove all plates. I ask if any further drinks are needed. I relay the cutlery/napkin.

I serve mains and ask if guests have everything they need, or if they'd like another drink (20 mins if no starter).

15
mins

Once all food is delivered, I ask if any sauces are required. If they are, I deliver them in a ramekin on a side plate with a teaspoon. I say: 'enjoy your meal/s'.

I return to the table to take the order within 5 minutes. If no desserts are wanted, I tempt with hot drinks. I process the order immediately.

5
mins

I bring over the dessert menus, asking if they'd like to view the desserts.

Once all guests have finished eating, I remove the plates and clear the table of all used items. I check if any further drinks are needed.

Sunday Plated Roast:
During check back, I offer more Roast Potatoes, Gravy and Yorkies

I check back on the food within 5 minutes. I always ask children if they're enjoying their meal too.

5
mins

I deliver desserts along with required cutlery and/or drinks to the table (**10 mins, or 3 mins if straight to drinks**).

10
mins

Once all desserts are finished, I clear the plates, asking if any further orders are required. If not, I offer to bring over the bill.

WRAPPING UP

[Useful links](#)

SOP25

TABLE SERVICE

Wrapping Up

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WRAPPING UP

I ask the guest if they have a loyalty card

If they don't, I upsell, explaining the benefits and ask if they'd like to sign up.

The bill is delivered immediately along with any bounce back POS as per current Managers Guide. When delivering the bill, I put it on the table on a side plate or tip tray.

I enter the amount and ask the guest to check it before swiping/tapping their card. **I always highlight the service charge screen**

CARD PAYMENT

I ask how they'd like to pay.

I take the PED with me when I deliver the bill, in case the guest is ready to pay.

When the transaction is complete, I tear off the receipt and place it on the side plate/tip tray.

I put the merchant copy in my apron pouch before storing securely.

CASH PAYMENT

I ask the guest to put the cash on the side plate/tip tray when they're ready.

I remind all guests of our feedback forums such as Trip Advisor and Google Reviews.

I seek every opportunity to gain feedback, asking every guest if they've enjoyed their visit.

FOND FAREWELL

If change is required, I immediately deliver it back in the same way.

I make sure every guest gets a genuine goodbye. I tell the guest about anything coming up such as Festive Bookings and if they'd like to make a reservation.

Useful links

Managers Brief

SAUCES & CONDIMENTS



Breakfast

All condiments **in sachets**.
Salt and pepper **in Mills**.

- Use condiment bowls to set up for success.
- Ketchup and HP sauce sachets are in a condiment bowl positioned in the centre of the table.
- A minimum of 2 sachets of each per cover is available.



Lunch & dinner

Bulk sauces **in dipper pots**.
Salt and pepper **in Mills**

- Sauce requests must be taken at the time of delivering food.
- Sauces must be decanted into dipper pots.
- **Dipper pots** served on a clean side plate with a teaspoon.
- Vinegar to be given on request in a shaker.



Garden & takeaway

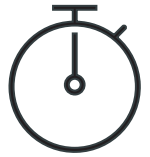
All condiments **in sachets**.

- All condiments in sachets.
- Sauces, vinegar, salt and pepper to be served on request.
- All sauces, cutlery and napkins should be available in a dumb waiter/cupboard near the garden entrance.
- They should be delivered to the garden tables on a tray by the Team Member. They're not for self-serve.

TIMING IS EVERYTHING – 6 STEPS TO SUCCESS

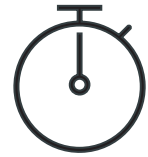
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I immediately acknowledge guests on their arrival and give a warm and friendly welcome at the host stand.



3 mins

Within **3 minutes** of order, I serve the first drinks and introduce myself as their server. I ask if they are ready to order food or if they'd like more time.



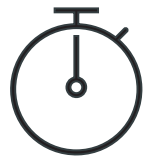
10 mins

I check starters are to spec and deliver them to the table within **10 minutes** of ordering.



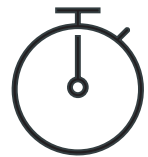
5 mins

I check back on starters within **5 minutes**.



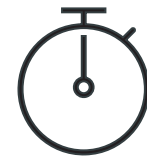
15 mins

I check specs of mains & deliver along with sides & sauces within **15 minutes** of ordering. (If no starters, 20 minutes).



5 mins

I check back on main courses within **5 minutes**.



10 mins

I deliver desserts within **10 minutes** of ordering. (If no desserts, hot drinks 3 minutes).

GENUINE CHECKBACK

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Perfect Timing

Check back within 5mins on both starters and mains.

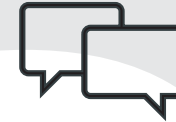
Ensure you use open questions, adding a personal touch, referring back to recommendations and menu knowledge.
“How’s your steak? Is it grilled to your liking?”



Enhance with extras

Use every opportunity to offer further drinks.

Tailor your approach by looking to see if any drinks are half empty. By targeting people who require a drink and naming their choice, you’re more likely to secure the sale.



Trouble shooting

We can turn a situation around with satisfactory resolution.

In the case of delayed, inaccurate or missing products, we are empowered to do right by our guests. Always make the Duty Manager aware of any resolutions or escalate issues when support is required.

- We genuinely care that every guest enjoys their visit.
- Our guests know exactly what to expect and we never let them down, doing things right is a habit, not an exception!
- Checkback is our way of making sure guests receive perfectly cooked food, presented to spec.

SERVICE: FOOD SERVICE

1. Every dish must match specification.
2. Hot food is always served at the correct temperature, on a hot plate. Cold food is always served on a cold plate.
3. All food is delivered to the guest as per their order. Always check the screen or ticket before the food leaves the pass for sides, accompaniments, special prep.
4. A steak knife is added to the plate under steak prior to it leaving the pass
5. All team members challenge kitchen team if food isn't to specification.
6. Inform guests of any delays.
7. Starters arrive within 10 minutes of ordering.
8. Main courses arrive within 20 minutes of ordering if no starters are ordered. Or within 15 minutes from the point of clearing starters.
9. One person is responsible for food delivery communications. They loop the host in to understand impact on ticket times.
10. Children's meals are delivered as per guest request .
11. Every team member is responsible for delivering food. Dishes that are ready shouldn't be on the pass longer than one minute.



ROCK THE ROAST

What better way to celebrate brands built on tradition than a Sunday Roast; the perfect opportunity for family and friends to get together and round off the week with a delicious meal. It's our role to make sure the experience is as good as a home cooked roast but even better with unlimited potatoes, gravy and yorkies! Preparation is absolutely key to a smooth, successful Sunday roast service. Communication between Management, Front of House and Kitchen teams must be seamless throughout service to understand the bookings and flow of guests, in order to meet demand.



OUR KITCHEN STANDARDS

1. Opening and Closing checks are completed every day. Actions to resolve any issues are followed up in a timely manner.
2. Kitchen cleanliness is to our company standards. We operate a “clean as you go” policy.
3. Open kitchens, Breakfast buffet and Carvery areas are clean and presentable at all times.
4. Kitchens are set up to safety and service standards.
5. We handle food in line with safety and quality standards and report quality issues using NSF connect.
6. Cookbook specifications are always followed including plate presentation and correct crockery/consumables. Never create your own dishes.
7. Allergen SOPs are always followed. All team members are aware of SOP 25 and 25a before preparing and cooking any food for an allergy sufferer.
8. Local sourcing policy is always followed.
9. Oil quality is to company standard. The oil cascade process is understood by our teams to ensure we serve the best quality products.
10. Relevant F&B communications are shared with all kitchen teams.
11. Items that do not belong in the kitchen are not present.

Our food and drink is fantastic, and when its served to a high standard, we know our guests will keep coming back for more. It's why we're proud of our kitchens.

We have a range of resources and tools to support you and your teams. Click on the links below to view:

- **F&B Sharepoint**
- **Food Safety**
- **F&B Regional Operations Chefs Hub**
- **F&B Skills Academy**
- **NSF connect sharepoint page**

BAR SERVICE

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ORDERING

I acknowledge every guest in a warm and friendly way.

I make sure I serve guests in order of arrival.

I always serve in line with legal requirements and obligations.

I serve all drinks in the correct glass, with the correct garnish and ice (unless guest specifies otherwise). Where more than 2 drinks are ordered, a tray is provided.

I handle the glassware correctly using the 50/50 rule, handling only the bottom 50% of the glass.

I upsell a better or 'best' wine/focus or premium drinks if guest doesn't specify.

I offer current promotions with a smile, making genuine recommendations

If a guest orders a drink we don't sell, I make them aware of similar alternatives (where applicable).

PAYMENT

I ask the guest if they have a loyalty card and if they do I swipe before taking payment.

If they don't have a loyalty card, I upsell, explaining the benefits and ask if they would like to sign up.

I offer additional drinks to the guest if they remain in the bar area.

I remember orders where possible. If they order again, I ask if they'd like the same.

RELAX & ENJOY

I take payment as the guest is served, unless they ask to open a tab. I offer a receipt.

If guests ask for a drink at the table in the bar, I add to the tab or return with the bill and PED.

GREAT GOODBYE

I make sure every guest gets a genuine goodbye. I tell the guest about what's coming next and ask if they'd like to make a reservation.

SERVICE: SERVING DRINKS

1. Bar dispense is set up and ready for service as per Bar Set Up Standards.
2. All tickets are read carefully in case of special preps and removed as soon as drinks are dispensed.
3. Ice scoops are used and never left inside the ice/container. They're stored on a plate/in a glass.
4. All drinks should be served to perfect serve specification as provided in the Perfect Serve Guide.
5. Glassware should be handled with the 50/50 rule. Only the bottom 50% of the glass is handled.
6. All glassware is clean, dry and cool when serving drinks. The correct branded glass should be used, with the label facing the guest.
7. Bottles of white wine, rose, and fizz must be delivered to the table in a wine bucket/cooler along with the required number of glasses.
8. Bottles of white wine, rose and fizz ordered at the bar are opened at the bar and given to the guest in a wine bucket/cooler along with the required number of glasses.
9. Red Wine is opened and served to the guest at either the bar or the table. The wine must be delivered to tables on a tray with the required number of glasses.
10. Bottled drinks should be served to standard as per perfect serve specifications. They're part poured 2/3 with the label facing to the guest. Gin mixers are fully poured into the glass.
11. Guests ordering hot drinks are provided with the correct crockery as per perfect serve guide and brought to their table on a tray.

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[Useful links](#)

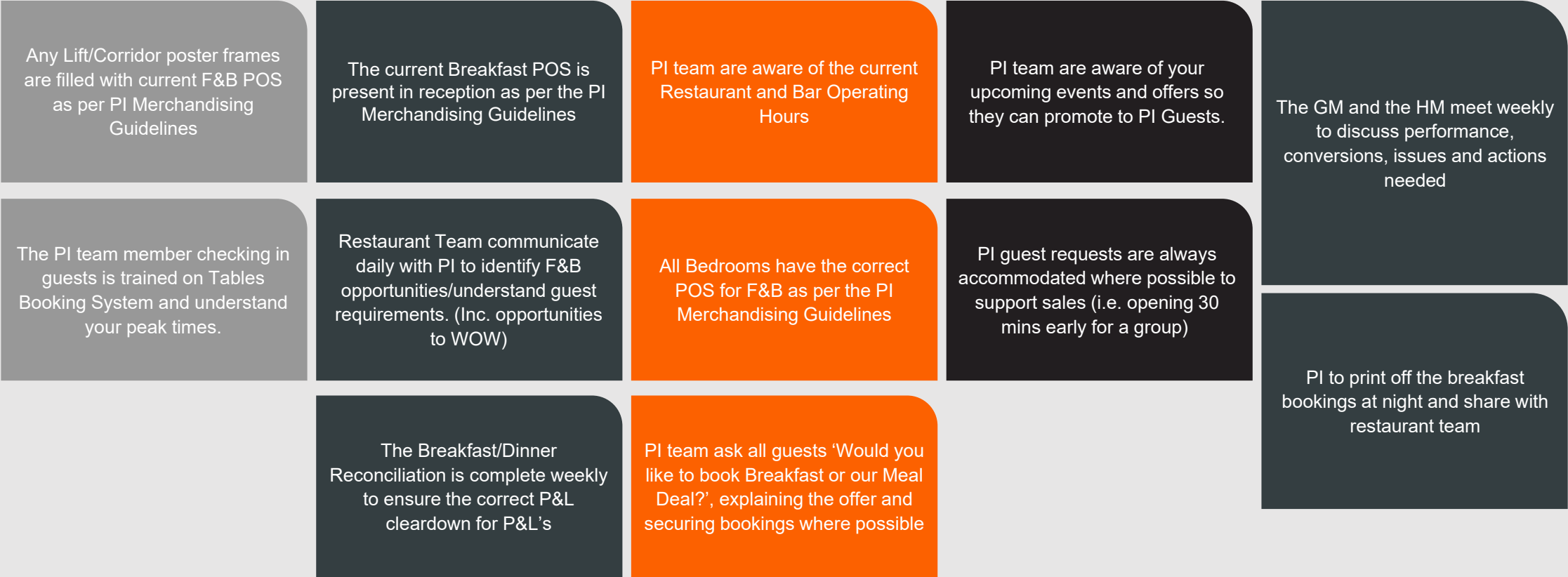
F&B Support Tools

Ice Handling

PREMIER INN GUEST JOURNEY

PREMIER INN F&B GUEST JOURNEY

The relationship between the Premier Inn and your pub is key! A strong relationship, where both teams work together, will create a seamless guest journey, increasing Commercial output and Guest Satisfaction.



BEEFEATER TAKE TO ROOM

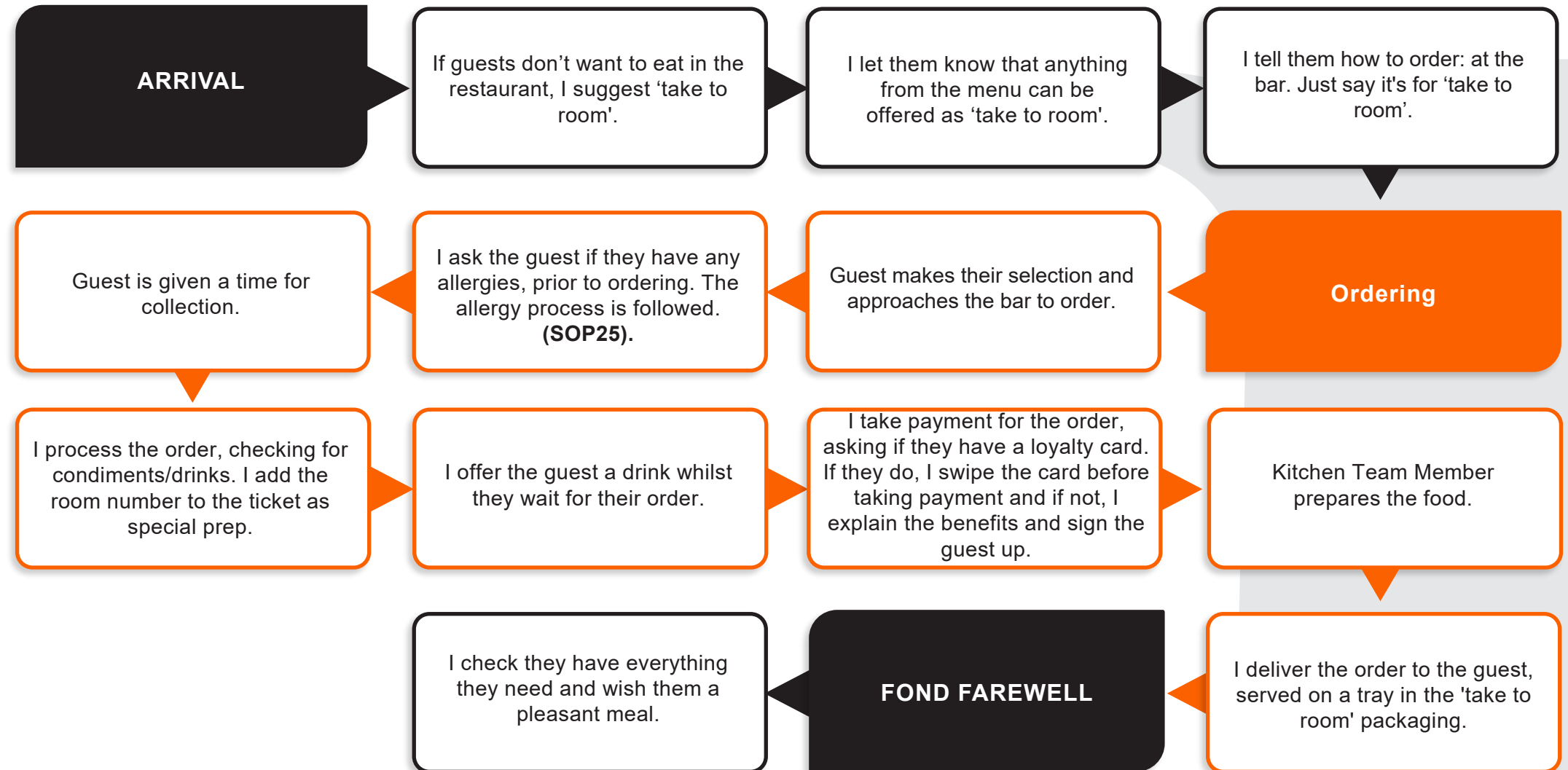
TAKE TO ROOM

To offer our Premier Inn Guests the ultimate flexibility, we offer a take to room service, where the full menu can be enjoyed in the comfort of their bedroom. When guests hesitate to book a table with us, It's your mission to make them aware of this as an alternative to dine in.

Food to room can also be a great way to 'save the day' when demand is high and guests don't want to wait for a table. Although presented differently, the quality of our food should be the same as a 'sit down meal'.



TAKE TO ROOM



THANK
YOU
