

# How to make the difference with Food & Beverage

## General

- What style shall the food represent at an event, what perception should be created, what are the guest's expectations and what budget should be allocated to F&B.
- Consider countries of origin of participants/guests and adapt the F&B choice and service style accordingly → inform all suppliers about background
- Consider food trends / seasonal specialties/venue's specialization
- Don't force a certain food style/menu if venue is not capable or equipped to deliver it
- You need to know what you want and set clear expectations
- Prepare a detailed F&B briefing including type of event, seniority level and nationalities of guests, service expected, etc.
- Always ask for staff ratio (kitchen & service)
- Check and consider dietary requirements
- Always provide some gluten and lactose free dishes

## Ideal hotel F&B for several meeting days



- Permanent coffee station (EU: coffee machines, US: filter coffee)
- Ideally freshly pressed juices for breaks
- AM coffee break: 1-2 sweet and 1 salty item, fresh fruit, brain food (unsalted nuts, dried fruits, natural yoghurt etc.)
- Lunch: minimum 1x meat, 1x fish, 1x vegetarian dish
- PM coffee break: 1-2 sweet and 1 salty item, fresh fruits, brain food (unsalted nuts, dried fruits, natural yoghurt etc.)
- No repetition of food items – daily change, good variety
- No drink packages for meetings → choose wines & charge on consumption (drink packages are mostly of poor quality and appropriate for good-drinking groups and special events but not for business meetings; might be appropriate for farewell evenings)
- Ask the hotel's/restaurant's sommelier to make a wine proposal with the selected menu
- Ask for the wine list (banquet list & regular wine list), so that you can also choose the wines yourself → if you pick wines of the regular wine list, check with the venue if that wine (including the mentioned year) is available in larger quantity

## Off-site events

- Detailed briefing: including type of event, seniority level and nationalities of guests, service expected, guest flow & timing etc.
  - Check where will be done what (experience flow): bus drop-off, arrival venue (wardrobe), welcome drink/cocktail (terrace, separate room, etc.), dinner, after dinner drinks, pick-up bus
  - Check F&B: what is served how, what is on the tables (e.g. water, bread, etc.)
  - Always ask for staff ratio (kitchen & service)
- Test eating: for large or VIP events, do a test eating at site inspection
  - Check with venue beforehand what their specialty is for groups
  - Instead of a room rental ask for minimum consumption/turnover
  - Check background music
  - Check menu cards beforehand
  - Check wardrobe: enough space, numbers yes/no, who handles it (service staff/hostesses), check number of hangers & wardrobe numbers
- Define table decoration: what is done via venue/what via external florist
  - Check handling dietary requirements
  - Check smoking area
  - Check restrooms: where are they and are they clean?
  - Check drop-off spot for busses (plus where can they park)
  - At the end:
  - Count wine bottles (if charged on consumption)
  - Check bill & sign → tip yes/no

### About VMP

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