

AUT

A FUTURE IN **FOOD & BEVERAGE**



The background image shows a warm, dimly lit restaurant interior. In the foreground, two elegant, empty wine glasses with long stems are placed on a dark wooden table. The glasses are slightly out of focus, with the one in front being sharper. In the background, blurred figures of people are seated at tables, creating a sense of a busy, social environment. The lighting is soft and golden, suggesting an evening setting.

WHAT IS INVOLVED IN FOOD & BEVERAGE CAREERS?

The last decade has seen a transformation in the hospitality sector in New Zealand and globally, with the choice and variety available to patrons increasing at a meteoric rate. Alongside this abundance of options, quality has also improved dramatically, and the need for skilled food and beverage professionals is at an all-time high.

The sector's horizons are vast and extend far beyond bars and restaurants. New Zealand has seen huge expansion in its wine and tourism industries, and catering and event management business opportunities continue to expand. Furthermore, superyachts, airlines and cruise liners provide extensive travel possibilities for skilled food and beverage professionals.

Along with such growth comes an increased expectation of excellent customer service. This requires an expansive skill set and a very well-rounded character. Professionals in this industry must also be proficient managers, innovators, and marketers. Their understanding of developments in the culinary and beverage sectors needs to be strong, and they need high levels of interpersonal skills.

Do you love creating experiences for people? Can you bring your passion for people and your ability to anticipate their needs to work every day? Would you like to design extraordinary dining and drinking experiences? If so, a career in food and beverage could be for you.

OUTLOOK AND TRENDS

Growth in New Zealand's hospitality sector

- Nationwide sales increased by 6.3 per cent to \$7.6 billion in 2014
- Café and restaurant sales experienced strong growth, up by nearly 10 per cent in 2014
- Sales for 2015 are forecast to reach \$7.9 billion, up 4.1 per cent
- New Zealand's food and beverage industry is on track to double in value in next 15 years to US\$40 billion.

Source – Hospitality NZ report 2014

Shortage of skilled managers in hospitality – there are not enough experienced and skilled managers to meet demand. A 2014 Hospitality NZ survey of members has indicated that 92% of members felt that there is a significant shortage of managers, and 79% have tried to recruit a manager in the past 12 months, with 44% taking four months or longer to find a suitable applicant.

Source – Hospitality NZ

International trends in eating out – for the first time since the U.S. Department of Commerce started keeping track of the numbers in 1992, Americans are spending more at restaurants and bars than at grocery stores, and New Zealand can be expected to follow suit.

In the month of March 2015, people eating out spent more than \$52 billion, compared to the \$49 billion spent on groceries. The American Restaurant Association believes that this is because millennials see eating as a social event, and online delivery services are making it easier and quicker to order food.

Legislation – the Food Act 2014 provides for a flexible, risk-based food safety system that intends to meet the needs of consumers as well as the diversity of businesses that deal with food. The new Act will improve food safety in three ways; knowledge and food handling practices, monitoring and data collection, and enforcement.

Food businesses that are higher risk from a food safety point of view will operate under more stringent food safety requirements and checks than lower risk food businesses. The new law recognises that each business is different and it gives food businesses the tools they need to manage food safety in a way that is most effective for them.



WORK SETTINGS

Locations – work in restaurants, bars, hotels, convention centres, wineries, cruise ships, super yachts, airlines and sports arenas. Could also work in offices if running a business.

Can involve travel to visit suppliers, other restaurants and local regulatory bodies such as city councils.

Often work long hours, including evenings and weekends, and may also do shift work.

CAREER ROLE EXAMPLES

Hospitality entrepreneur – this could include setting up a specialist catering business, consulting to airlines or hotels, or running an event management company.

Food and beverage manager – oversees all food and beverage operations for a hotel, convention centre, airline or other outlet, which could include managing staff.

Restaurant manager – leads the daily activities at a restaurant, which could include menu preparation, staff management, stock and cash control and marketing.

Sommelier – responsible for engaging and educating customers about wine. Involves wine promotion and training and development for other staff. Can also involve stock management.

SKILLS AND KNOWLEDGE

- Excellent communication skills, particularly in customer service
- Strong leadership and team management skills, including hiring, training, and supervising staff
- Specialised knowledge of food and beverage systems and processes
- Cross-cultural awareness
- Ability to multitask
- Familiarity with Point of Sale (POS) systems
- Knowledgeable about organising supply purchases, and keeping stock records
- Competent in creating budgets and rosters
- Knowledge of health, safety and liquor licensing regulations
- Adaptable and well-organised
- Knowledge of food and drink preparation and presentation
- Ability to plan and organise catering for functions such as weddings or conferences
- Ability to set up a menu and beverage list
- Awareness of marketing and promotion as well as competitors' prices and services, and market trends

PERSONAL QUALITIES

- Approachable, patient and helpful
- Interested in leading and motivating people
- Passion for food and drink
- Enjoy creating experiences for people

SALARY GUIDE

	Salary
Bar manager	\$42,000 average rate
Restaurant manager	\$50,000 average rate
Food and beverage manager	\$68,000 average rate
Function manager	\$49,000 average rate

Source – 2014 Hospitality report, Restaurant Association of New Zealand

Salary range is indicative of the New Zealand job market at the time of publication (2015) and should only be used as a guideline.

CERTIFICATIONS

Relevant certifications in this industry include Hygiene Certificates and Licence Controller Certificates. Both are offered at AUT and take two days to complete.

THE AUT APPROACH

Students complete a co-operative education (co-op) one semester placement, gaining practical application of learning in an industry environment. This supervised work placement is related to the student's major(s) and takes place in an organisation of their choice. Placements can be done either in New Zealand or overseas.

Students have the opportunity to work at AUT's two fully operational food and beverage outlets, either during their degree or for their co-op placement. The general public frequent these outlets.

FURTHER STUDY OPTIONS

Food and beverage is an excellent choice as a double major and works well with human resource management, event management, culinary arts and accommodation.

The following programmes are offered at postgraduate level: Postgraduate Diploma in International Hospitality Management, Postgraduate Certificate in International Hospitality Management, Master of Gastronomy, Master of International Hospitality Management, and Doctor of Philosophy programmes.

Research areas include hospitality education, luxury hotel experiences, the interface between vocational education and employability in hospitality, sustainability issues of New Zealand hospitality and industry perceptions of success in hospitality.





ROY ASSADI

Food and Beverage Manager

Intercontinental Hotel, Wellington

Bachelor of International Hospitality Management in Food and Beverage

"I was initially studying the Diploma in Hospitality at AUT, and working part-time as a concierge at the Quadrant. I then moved to the Westin Auckland, where I worked as a food and beverage management trainee. I worked with a very well-known chef called Mark Gregory, who had come back from London to head up the restaurant there. He inspired me, and working there convinced me that I really liked food and beverage, and I started studying that after completing the diploma at AUT.

I then became a sommelier and restaurant manager at Westin Auckland, and I learned so much there, including studying towards and being accepted into the Certified Guild of Sommeliers. I have managed a number of restaurants and bars in Auckland and my last job there was Food and Beverage Manager for Rendezvous Hotel, a 453 room hotel with large food and beverage department.

I've just changed jobs and cities, moving to Wellington to become Food and Beverage Manager at the Intercontinental, the capital's premier hotel. The role involves working alongside the hospitality team and checking that everything is running smoothly in the restaurants, lobby bar, banquet room and club lounge, as well as delegating responsibilities and assisting where I can. I work about 60 hours a week, which is tough, but I love the leadership aspect and the fulfilment of seeing junior staff progress from customer service to supervisory responsibilities.

I travel for a month a year staying in hotels and eating in restaurants around the world, in order to get ideas and expand my knowledge of innovation in hospitality. Research is key – you have to stay up with the competition in order to enhance the service that your hotel offers.

I love the shared passion my team has for things like bread, coffee and wine, we learn so much from each other, and it's a great company to work for. In the future I would like to move into a Director role in food and beverage, or become a hotel manager."

EMPLOYER COMMENT

"Food and beverage managers must have an in-depth knowledge of food and beverage operations, above all else they need to influence the customer service and product experience which ultimately ensures that the business is making its revenue targets. In order to do this, they need to have expertise with budgeting, controlling wage costs, motivating staff and negotiating with suppliers.

Roy ticks all these boxes, but what really sets him apart is his passion. Food and beverage is a way of life for him. He is an inspirational leader and enjoys mentoring and developing his team members. He does so much outside his day-to-day work, such as judging the Metro Wine Awards and assisting industry colleagues. On his holidays he stays and dines in world class hotels and restaurants taking notes and photos so that he can implement and share ideas when he gets back."

Paul Gallop

Area Hotel General Manager, TFE Hotels, New Zealand

USEFUL WEBSITES

Service IQ

www.serviceiq.org.nz

Hospitality NZ

<https://hospitality.org.nz>

Restaurant NZ

www.restaurantnz.co.nz


FURTHER INFORMATION

For the most up-to-date information on Food and Beverage study and the Bachelor of International Hospitality Management please visit our website: www.aut.ac.nz/food-beverage

FUTURE STUDENTS

Contact the Future Student Advisory team for more information: www.aut.ac.nz/enquire

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The information contained in this career sheet is correct at time of printing, August 2019.

