

# Mastering Food & Beverage Management: A 5-Day Intensive

Health & Safety  
Casablanca (Morocco)  
21 - 25 Jul 2025

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## Mastering Food & Beverage Management: A 5-Day Intensive

**Ref:** 321697\_144182 **Date:** 21 - 25 Jul 2025 **Location:** Casablanca (Morocco) **Fees:** 3300 Euro

### Course Description

This comprehensive 5-day course provides a deep dive into the principles and practices of food and beverage management. Participants will gain expertise in operations management, control systems, menu engineering, marketing strategies, and financial management specific to the F&B industry. The course combines theoretical knowledge with practical applications to prepare managers for success in various F&B settings.

### Learning Objectives

- Develop proficiency in F&B operations management and control systems
- Master menu engineering and pricing strategies
- Understand and apply effective marketing techniques for F&B businesses
- Gain skills in financial management and budgeting for F&B operations
- Learn best practices in customer service and quality assurance

### Course Modules

#### Day 1: F&B Operations Management

- Introduction to F&B industry segments
- Organizational structures in F&B operations
- Operational procedures and workflow optimization
- Health, safety, and hygiene regulations

#### Day 2: Control Systems and Inventory Management

- Implementing effective control systems
- Inventory management techniques
- Cost control strategies
- Technology applications in F&B management

#### Day 3: Menu Engineering and Pricing

- Menu design principles
- Menu engineering techniques
- Pricing strategies and methodologies
- Food cost analysis and management

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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## Day 4: Marketing and Customer Service

- F&B marketing strategies
- Brand development and positioning
- Customer service excellence
- Managing online presence and reviews

## Day 5: Financial Management and Performance Metrics

- Budgeting for F&B operations
- Financial statement analysis
- Key performance indicators KPIs for F&B businesses
- Forecasting and business planning

## Practical Wins for Participants

- Ability to implement effective control systems to improve profitability
- Skills to create and analyze menus for maximum profitability
- Strategies to enhance customer service and increase customer loyalty
- Techniques to analyze financial performance and make data-driven decisions

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

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