Mastering Food & Beverage Management: A 1-Week Intensive

11 – 15 April 2027
Istanbul (Turkey)



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Why This Course

Success in the food and beverage F&B industry requires more than passion—it demands strong operational, financial, and marketing expertise. This intensive 1-week program equips participants with the knowledge and practical skills to manage F&B operations effectively, optimize profitability, and deliver exceptional customer experiences. Combining theory with hands-on applications, the course prepares managers to excel in restaurants, hotels, and other F&B businesses.

What You'll Learn and Practice

By attending this course, you will be able to:

- Implement efficient F&B operations and control systems.
- Apply menu engineering and pricing strategies to maximize profitability.
- Develop marketing approaches tailored to the F&B industry.
- Manage financial performance, budgeting, and business planning.
- Deliver superior customer service and ensure quality standards.

The Program Flow

Day 1: F&B Operations Management

- Overview of 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

- Principles of menu design
- Menu engineering techniques
- Pricing strategies and methodologies
- Food cost analysis and management

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

Individual Impact

Participants will leave this program with:

- The ability to implement control systems that enhance operational efficiency and profitability.
- Skills to design and analyze menus for maximum financial impact.
- Knowledge to improve customer service and strengthen customer loyalty.
- Competence in evaluating financial performance and making informed, data-driven decisions.

Organizational Impact

Organizations will benefit from:

- Streamlined F&B operations with reduced waste and improved efficiency.
- Optimized menu offerings and pricing strategies for higher profitability.
- Enhanced brand reputation through superior service and marketing practices.
- Stronger financial planning and performance tracking capabilities.



Training Methodology

- Interactive lectures and practical exercises
- Real-world case studies and scenario-based learning
- Group discussions and peer collaboration
- Hands-on application of F&B management tools and techniques

Beyond the Course

By the end of this 1-week program, participants will be ready to:

- Manage F&B operations with confidence and efficiency.
- Apply menu engineering, pricing, and marketing strategies to maximize results.
- Analyze financial performance and make strategic decisions.
- Deliver consistent, high-quality customer experiences that drive loyalty and growth.

