

# Barista : Knowledge organiser

## Tea Types :



## Roasting :

**Light roasted** coffee is :

- More delicate
- More acid
- More floral



**Dark roasted** coffee is :

- Richer in flavour
- less delicate
- Has more body
- stronger in taste
- More of a coffee flavour



## Harvesting beans :

**Handpicked** cherries allow the unripened crop to stay and ripen and you can pick the best of the beans

**Mechanical** harvesting allows you to pick the beans quicker

**Wet process** -The benefits to tastes of wet processing are :

Cleaner beans ,More delicate notes  
More acidity

**Dry Process** -The benefits of dry processed coffee beans are  
More body ,Harsher taste ,Lower acidity  
Sweeter

## Hot chocolate

Every chocolate has its own unique way it should be made.

Its important to follow the manufacturers guidelines to get the correct milk – powder ratio and keep the taste consistent.

Always keep your chocolate fresh by keeping it sealed and away from strong odours .

Unlike coffee Hot chocolate must be hot and the milk can be poured on hotter than on a cappuccino



## Espresso recipe :

18 - 30 -25

18grms of coffee ☕

30 ml of water

25 seconds = the perfect espresso



## The cocoa bean :

Cocoa is the essential ingredient for our chocolate. It originates from trees. The production of cocoa begins in the tropical regions around the **Equator**, where the hot and humid climate is well suited for growing cocoa trees. the seeds (cocoa beans) of the cocoa fruits (cocoa pods), which grow on cocoa



The roasted cocoa beans have a thin, papery shell around them which needs to be removed, so at this point in the process, the beans are cracked open and the shell is removed in a process called winnowing. The lighter shells are blown away with fans, leaving behind pieces of pure cocoa bean, known as “nibs”. The cocoa nibs are ground with stone rollers until they become a paste known as cocoa mass or cocoa liquor.



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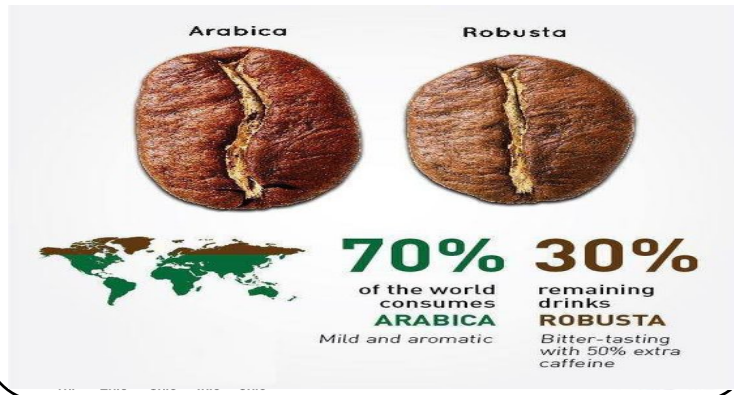


## Coffee beans :

**Arabica** Is typically grown at high altitude between 1000 & 1500 metres above sea level

**Robusta** Is typically grown at lower altitude below 1000 metres above sea level

**Countries where coffee is grown** :Brazil, Ethiopia ,Mexico,Columbia,Kenya,Guatemala,Honduras Hawaii



## The Perfect Cup Of tea

All teas come from a particular plant with a latin name – **CAMELLIA SINENSIS**  
**Black tea** - is generally stronger in flavour and colour

**Green tea** – generally lighter in flavour and colour

**Oolong tea** – can be similar to both green tea and black tea , it can be bitter in taste or fruity depending on how it is fermented

**White tea** has a subtler taste It is smooth and silky in appearance..

Many teas are named after the region they are grown in  
 The three largest areas are  
**Assam**  
**Ceylon (sri lanka)**  
**Darjeeling**

For black tea you must always boil the water – **it must be 98°C or above**  
 The other three types of tea can be made with water at between 80°C - 90°C  
 If you do not boil the water for black tea you will not get the correct flavour and could be left with a **white film on top of the tea.**

## Smoothies :



A smoothie is a **thick and creamy beverage made from pureed raw fruit, vegetables, and sometimes dairy products**

**Ingredients for your smoothie**  
 1Banana  
 80grms of fruit of your choice  
 1 tbs oats  
 1 tbs of honey  
 150 mls of milk  
 1 tsp vanilla extract



## Hot chocolate

- ▶ All coffees start with an espresso
- ▶ Each coffee is built on the espresso
- ▶ Every coffee shop has their own unique way of making their coffees
- ▶ Each shop must stay consistent with their coffees to maintain brand standard



### What factors do businesses consider when setting a price for a new product?

- Income levels of target customers (how much they're able to pay)
- How much target customers are willing to pay for products
- The prices competitors are charging for similar products
- The amount products cost to produce



### Why is it important for businesses to consider these factors before setting a price?

If businesses didn't consider what customers are able/willing to spend, then the price set could be too high – this would mean the business loses out on sales. If the product was priced a lot higher than that of the business's competitors, then it would struggle to compete. If the cost of production is not considered, businesses could end up selling a product at a loss.

### Methods of Advertising to attract and retain customers...

- ✪ **Leaflets** – these are small handouts given to customers in the street or posted to people (not specifically addressed to anyone). Businesses use these because they're cheap to make and can be kept by customers if needed (so they can be referred to for the business's phone number, for example). They are, however, often thrown away before being looked at.
- ✪ **Social Media** – websites/apps such as Facebook, Twitter and Instagram. These are used because they're cheap to advertise and accounts are usually free to create. It is possible to target adverts and specific people. Social Media is not, however, guaranteed to be used by all target customers, particularly older age groups.
- ✪ **Websites** – placing adverts on websites can reach a wide audience (worldwide, even). They can distract or annoy web users though, particularly ones in pop-up style.
- ✪ **Newspapers** – these can be either local (in one area) or national (all around the country). Advertising in newspapers can be expensive but can reach a large audience. Newspapers are less effective when targeting younger customers though and adverts are easily lost with the amount of information on any single page.
- ✪ **Magazines** – magazine advertising can also be expensive but often magazines are based on specific topics or aimed at a specific age group/gender, so this means it's easy for a business to target their advertising.
- ✪ **Radio** – Radio is likely the most expensive method of advertising out of the six methods. Adverts can grab people's attention with sound/music, but customers can't keep any information or might miss parts.

## Cambridge National in Enterprise & Marketing

R064 Learning Outcome 4 Knowledge Organiser

### What is a Pricing Strategy?

A pricing strategy is a specific system used to set prices. There are lots of different pricing strategies that businesses can use, and some businesses use more than one on the same product. There are four you need to know for your exam (below). REVISE THEM!

### Pricing Strategies...

#### Competitive Pricing is...

When a business looks at what competitors are charging when considering what price they are going to charge for their products or services. It doesn't necessarily mean they charge a lower price (though they could in order to be competitive).

#### Psychological Pricing is...

When businesses avoid using round numbers for their prices, instead choosing to end prices with figures like 99p. This gives the psychological impression that the products are not as expensive - £2,999 instead of £3,000, for example, is only £1 off but appears cheaper!

#### Price Skimming is...

When businesses charge a HIGH price for a new product or service because people will be willing to pay for it as it's new and sought after. This price is then lowered over time as competitors release similar products and the product is less in demand. This strategy means businesses earn high revenue initially.

#### Price Penetration is...

When businesses charge a LOW price when a product or service is first launched and then increase the price over time. This encourages people to give the product or service a chance, with the hope that they'll buy it again. Increasing the product's price may, however, put some customers off buying it in future.

### Methods of Promotion...

- ✪ **Discounts** – these are appropriate for all products or services. They help businesses attract customers, who will buy because of a discounted price, and can encourage repeat custom if the price is discounted again at a later date.
- ✪ **Competitions** – competitions are often used by businesses that advertise on social media. They encourage people to interact with the brand, which can attract new customers.
- ✪ **Buy one get one free (BOGOF)** – these are suited more to businesses that sell products, rather than services, and to businesses that sell products that people consume (use a lot of) – like groceries. These offers can be expensive for a business as they have to give away an additional product with each sale of a specific product.
- ✪ **Free gifts/product trials** – where a free gift is given with every purchase or a small 'test' product is offered to encourage customers to try a new product out.
- ✪ **Point of Sale Advertising** – point of sale refers to the place a product is sold; these are usually adverts within stores or at checkouts.
- ✪ **Loyalty Schemes** – this promotion method is used for products that people consume a lot of or buy regularly, like coffee. These schemes are mainly used to retain customers, as their loyalty will be rewarded with discounts/freebies.

### What is customer service?

Customer service is when a business provides assistance, support or advice to the people that are buying their products or services. Good customer service will mean people are happy to return and can also lead to a good reputation, which can help to attract new customers.

### Customer Service Techniques...

- ✪ **Good Product Knowledge** – customers expect businesses to have staff that know the products they're selling inside out! As more and more people buy online, businesses that offer expert knowledge can compete more with online retailers. This can attract customers.
- ✪ **Customer Engagement** – this means that the business's employees interact with customers in a polite way and make them feel special. This can help retain customers – if they're happy with the service, they'll likely return.
- ✪ **After Sales Service** – businesses can offer guarantees on purchases, maintenance and servicing. All of these additional services will help attract customers but will also mean that customers return to the business.

# Knowledge Organiser

## The operation of the kitchen

**Storage area**  
Suitable temperature, humidity & ventilation.  
Cool, dry area to store the fridge and freezers.

**Preparation and cooking area**  
Wet cold area – fish, veg and meat  
Hot area for cooking  
Hand washing sink separate to food sinks

**Serving**  
Where food is presented/plated  
Hot hold to keep food warm – maintained at 63°C

**Dirty/waste**  
Waste bins and pot washing  
Pest control (including bin lids to prevent pests)  
Should be away from storage & prep area

Staff room – an area away from prep area – for changing into uniform etc.

### Kitchen Layout



**Stock control**

- Important for success of business
- Databases are vital for this

**Jobs for stock controller:**

- Stock ledger/inventory - list & quantities
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Stock should be organised using FIFO (first in, first out) to prevent foods at the back going out of date and wasted.

**Perishable** – high risk foods which spoil quickly so need weekly supply.

**Staple** – can be kept at ambient temperature so ordered in advance

**Daily use** – not perishable as such but foods like bread.

**Equipment & materials**

**Large**  
i.e. Ovens, cooking range, walk in freezer/fridges, floor standing mixer, deep fat fryer, blast chillers

**Small and hand held**  
i.e. Jugs, bowls, sieve, knives

**Mechanical (move)**  
i.e. Mincer, processor, mixer

**Food safety equipment**  
Coloured chopping boards, tongs, knives – day of the week stickers



**Dress Code**

A uniform shows customer staff represent company

- Professional, clean, neat and tidy

**Purpose of chef uniform:**  
Protect from burns and splashes  
Comfortable  
Sweat absorbent  
Easy to wash and iron  
Hygienic barrier

Must change into  
Daily change



**Chef uniform**

**Hat /toque** - absorb sweat

**Hair net** for long hair - prevent contamination/fire

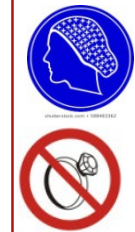
**Long sleeves** - prevent scalds, splashes from pans

**Knee length apron** – protect uniform

**Cotton trousers** – keep cool but protected

**Non slip shoes** with toe protectors – prevent slips and drops onto toes

**No jewellery**, make up, nails or perfume to avoid contamination/odours



**Documentation & admin**

**Staff documentation**  
Training logs  
Sickness & accident log  
Employment log

**Health and safety**  
Building and COSHH risk assessments  
Customer feedback  
Financial documents  
Stock logs/inventories  
Food safety certificates/  
Temperature control logs (i.e. Fridge)

**Safety** – fire, trips, slips, equipment (blender), cuts, burns, heavy items falling



**Materials**

**Cleaning** – cloths, mops, brushes and detergents

**Preparation** – foil, bags

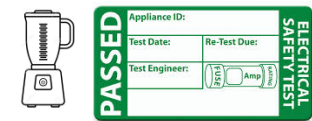
**Waste** – bags, bins

**Maintenance** – filters, bulbs

**Employee welfare** – toilet roll, hand wash, fire extinguisher

**Maintenance of equipment**  
Servicing - Clean - PAT tested

**Factors affecting equipment choice**  
Size – Uses - Noise - Cleaning  
Parts – Warranty -Weight - Energy



**Rules for kitchen layout**  
Ventilated - comfortable to work in  
Extractor fans – remove any smoke etc.  
Air conditioning to keep cool (hot area!)

Non slip floors  
Easy to clean joints on benches (harbour bacteria in cracks!)

Correct storage areas (separating high risk food)  
Adequate water supply available  
Space to move around – especially around hobs/equipment.



**Workflow**

It should be logical! Order of flow:  
Entrance delivery > Storage area > Preparation area > Cooking area > Plate up > Orders to serve > To dining room (meal eaten) > Dirty dishes/leftovers back to kitchen > Waste food disposed > Pot wash and return to equipment area > Waste collection and recycling

## A.C. 2.3 Meeting customer requirements

**Customer Needs** Forms the start of relationship with customer and business. i.e. need a meal, or accommodation

**Customer Expectations** Factors which decide whether or not the customer is satisfied with the service provide. i.e. the customer service, standard of comfort, how the meal is in terms of quality or value for money

**Customer Wants**

The business needs to find out what a customer requires – they can do this by carrying out market research.  
i.e. – surveys - verbal feedback from customers  
- online or paper feedback - - reading about trends



**Trends**

Customer trends need to be identified to ensure success

- Online services – want fast, instant, user friendly technology
- Messaging – through social media
- Online comparison
- Social media advertising/menus
- Availability & delivery service
- Competition - find out what it is
- Personalised service
- Self service now popular with customers, rather than dealing with a person face to face



**Customer service** Important for:

- Satisfaction
- Loyalty and repeat business
- Reputation – more customers
- Employee pride and confidence = job satisfaction
- Few complaints

**Quality of service/experience**

- Ingredients & materials – foods, bedding
- Consistency – of service, foods, accommodation
- Customer service – helpful, polite
- Availability – opening hours suitable, food available
- Environment – comfortable, suitable temperature
- Accessibility – disabled access/toilets

**Dietary requirements**

- Nutritional information should be available
- Allergy & intolerance information must be displayed
- Dietary needs (vegan etc.)

Usually using keys i.e. GF for gluten free

- Staff should be trained on these



**Equality & customer rights**

- **Customer Rights Act** – Ensures products purchased must be of satisfactory quality, fit for purpose and as described. (*protects customer*)
- **Consumer protection act 1987** – prevents unsafe products sold, health & safety messages (*protects customer*)
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**Customer Types**

**Leisure/tourist**  
For holiday/experience  
Near attractions  
Reviews more important  
Gym - Spa – Bar

**Business/Corporate**  
Corporate = large business  
May require hospitality & catering for:  
-Conferences/meetings (*Meeting rooms, suitable IT, pens & paper, refreshments & meals – usually buffet*)  
- Award ceremonies (*Temporary restaurants, bars, VIP lounges*)  
- Staff training or team building days  
- Trade shows

**Local residents** The hospitality & catering industry can boost local economy:

- Increase tourism
- Employ local people
- Local people can use the facilities
- Build relationships with them by
  - Preventing noise levels
  - Provide parking so they don't park in local streets
  - Provide security
  - Set reasonable pricing for local events i.e. Proms, fetes



## The operation of front of house

**Layout**

Front of house refers to restaurant or hotel entrance/reception

**Entrance/reception**  
- Customers are greeted  
- First impression (smile, eye contact etc)  
- Should be a pleasant environment  
- Menus on display  
- Disabled access

**Waiting area**  
-Customer waits at busy times, (might be annoyed so comfort is important)  
- Offer drinks

**Dining area**  
- Serve & enable socialising (table layouts)  
- Stations to divide up waiting staff

**Factors to consider:**  
Temperature - Smells - Space - Comfortable Chairs - Menu which meets all needs - Toilets – clean and disabled access

**Workflow**

Seat customer  
Menu given/explained  
Take drink order  
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Check customer is happy  
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Take order  
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Take payment  
Customer leaves  
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**Equipment & materials**

**Table top** – Napkins, cloths, menu holder  
condiment, holders/bottles candles, coaster, bread basket, cutlery, glasses

**Service** – Dishes, sizzle platter

**Waiting at table** – Tray, serving spoon, fabric serviettes, bottle opener, ice bucket, notepad and pen, tablets

**Seating** – Chair, stool, high chair, outdoor seating

**Organisation** – Rope barrier, direction sign, menu holders, wine racks, shelving

**Safety** – First aid kit, signs, extinguisher, alarms, lighting

**Bar** – Measures, fridge, bottle openers, blenders, chalkboard and chalk

**Safety & Security**

**Hazards** - Electric leads – Unmarked steps – Low ceiling – No fire extinguisher – No fire exits – Candles – Low lighting

**Security** – Data protection - CCTV - Changing room & lockers for staff - Customer assault -Well lit access -Photo ID

**Materials**

**Cleaning** – detergents, glass cleaning, washing up, brushes, mops

**Materials for food service** – disposable napkins, individual sachets or environmentally friendly refillable pots, condiments, candles, table decorations, flowers

**Waste disposal** – bags and bins

**Employee welfare** – first aid, hand towels, toilet paper

**Maintenance** - replacement for broken stuff i.e. Glasses

**Dress code**  
Consistent colour theme

**Important as:**  
- Creates first impression  
- Sets a standard  
- Stops employees wearing inappropriate clothes  
- Part of team  
- Pride – better work ethic  
- Customer can identify



**Key Terms**

**Hot hold** – when cooked or reheated food is held hot prior to and during service to consumers

**Pest control** - regulating pests from entering the food preparation area (i.e. Flies, rats, mice, cockroaches)

**Work flow** – the sequence of events in a kitchen for it to operate efficiently

**Stock control** – the process of ensuring that appropriate amounts of stock are maintained by a business at a minimum cost.

**Stock ledger/inventory** - show how much stock you have at any one time, and how you keep track of it

**Logs** - systematic recording of events, or measurements i.e. Training log, temperature log

**FIFO – 'First in, first out'** - first foods that are bought/produced are the first that are sold/used to ensure that you use what you have before it gets outdated

**Perishable** - foods likely to decay or go bad quickly – usually stored in a fridge (i.e. Milk, meat, cheese)

**Staple** - a food that is eaten routinely - a dominant portion of a standard diet i.e. Pasta potatoes, rice

**Mechanical equipment** – equipment that has a part which moves i.e. Mixer, tin opener

**Contamination** - making something unsuitable by contact with pathogenic bacteria or something unclean

**PAT test** - Portable appliance testing - a process in which electrical appliances are routinely checked for safety.

**COSHH** - Control of Substances Hazardous to Health Regulations. - require employers to control exposure to hazardous substances to prevent ill health

**Covers** - refers to a diner who eats or a meal that is served

**Market research** - the action or activity of gathering information about consumers' needs and preferences

**Corporate** - a large company/business or group

**Local resident** – people who live in the local community who might benefit from a business

**Reputation** - the beliefs or opinions that are generally held about a company



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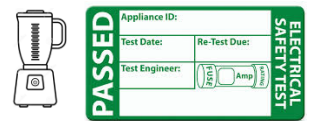
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**Key Terms**

**Hot hold** – when cooked or reheated food is held hot prior to and during service to consumers

**Pest control** - regulating pests from entering the food preparation area (i.e. Flies, rats, mice, cockroaches)

**Work flow** – the sequence of events in a kitchen for it to operate efficiently

**Stock control** – the process of ensuring that appropriate amounts of stock are maintained by a business at a minimum cost.

**Stock ledger/inventory** - show how much stock you have at any one time, and how you keep track of it

**Logs** - systematic recording of events, or measurements i.e. Training log, temperature log

**FIFO – 'First in, first out'** - first foods that are bought/produced are the first that are sold/used to ensure that you use what you have before it gets outdated

**Perishable** - foods likely to decay or go bad quickly – usually stored in a fridge (i.e. Milk, meat, cheese)

**Staple** - a food that is eaten routinely - a dominant portion of a standard diet i.e. Pasta potatoes, rice

**Mechanical equipment** – equipment that has a part which moves i.e. Mixer, tin opener

**Contamination** - making something unsuitable by contact with pathogenic bacteria or something unclean

**PAT test** - Portable appliance testing - a process in which electrical appliances are routinely checked for safety.

**COSHH** - Control of Substances Hazardous to Health Regulations. - require employers to control exposure to hazardous substances to prevent ill health

**Covers** - refers to a diner who eats or a meal that is served

**Market research** - the action or activity of gathering information about consumers' needs and preferences

**Corporate** - a large company/business or group

**Local resident** – people who live in the local community who might benefit from a business

**Reputation** - the beliefs or opinions that are generally held about a company

