



# SWISS RESTAURANT MANAGEMENT ACADEMY



**ALL OVER THE  
WORLD**



## **F&B SERVICE TRAINING INTERNATIONAL, FBSTI**

FBSTI IS A SWISS ACADEMY SPECIALIZED IN HIGH STANDARD RESTAURANT MANAGEMENT TRAINING AND COURSES IN THE FULL RESPECT OF THE FAMOUS SWISS EDUCATION STANDARD IN THIS FIELD.

**FOR INDIVIDUAL STUDENTS**

UNIQUE



PROFESSIONAL



# MESSAGE FROM THE CEO

## OUR MISSION

The new concept of leisure civilization makes the catering industry a unique growing business offering a large number of career opportunities at all levels.

The continued growth of the sector has driven demand for qualified personnel who can take up positions with a minimum training.

Our high quality Swiss education training program provides the knowledge and skills necessary to meet industry expectations in this regard.

With the total value of more than 4 trillion of dollars, 1 out of 9 people will be recruited to work within the hospitality industry in the coming years. With more than millions jobs opportunities globally, many available on a seasonal or flexible basis, there has never been a better time to acquire the necessary skills to enter this dynamic and growing sector.

With the idea to overcome the urgent need of the catering industry with restaurant staff, we have tailored and designed with our Swiss expertise and our French experience the perfect and unique training with globally recognized professional certifications so that participants can confront their chosen profession with confidence.

At FBSTI we firmly believe that theoretical knowledge must be underpinned by practical experience and our programs are designed to provide each participant with the opportunity hone their skills through operational experience in our institutes as well as through external partnerships. This approach has proven successful in bridging the gap between theory and practice, further demonstrating our innovative approach to meeting the needs of our student's, as well as providing highly skilled personnel ready to meet the challenges of this dynamic industry.

The program of FBSTI is based on the development of four fundamental themes:

**The knowledge:** The development of theoretical competency in every field of the catering industry.

**The skill:** The development of practical skills in all sectors of the service environment.

**Communication:** build the capacity of each individual to communication effectively in order to aid the delivery of service quality, as well as to enhance public relations and customer care.

**Flexibility:** to foresee and confront changes, to be open to a demanding and dynamic environment, to take ownership of issues arising as a result operating in a customer oriented role.

No matter where participants come from, they will find that the catering industry has the most favorable conditions for rapid professional integration and development. This is making the catering industry a promising and logical choice for young people today. F&B Service Training International is the most affordable and fastest solution for the participants to find quickly the perfect job and escape their everyday to live a crazy and amazing adventure anywhere in the world.

We are providing our stunning courses everywhere in the world on demand.

*Christian CARGOUET*  
Founder and CEO  
FBSTI







# COURSE CONTENT

Different points covered during the course. Each point will be treated in Theory and in Practical. Participant will learn the proper way to handle the different topics, the attitude and body language going with it and the communication that apply with each topic. All explanations on how to do the different tasks and why they are done this way



## INTRODUCTION:

Hospitality studies, Service Profession  
Grooming, health and safety  
Food hygiene  
Equipment  
Food knowledge, meal organization  
Menu planning and explanation

## PERSONAL DEVELOPMENT:

Tricks within the industry  
Curriculum Vitae  
Write a motivation letter  
Career planning  
How to find a job  
How to gain a promotion  
Flexibility, handling changes

## SERVICE:



Mise en place, pantry and linen  
The art of folding napkins  
Service theory  
- Service types and methods  
- Service procedures and structures  
- Clearing and cleaning  
Service practical  
- From mise en place to arrival of the guests  
- From guests arrivals to departure  
- From guests departures to closing

## ADVANCED SERVICE:

Side table service (gueridon)  
Platter service (silver, French)  
Carving and Flambé  
Breakfast service  
Banqueting and events  
Billing  
Upselling, sales



## BEVERAGES:

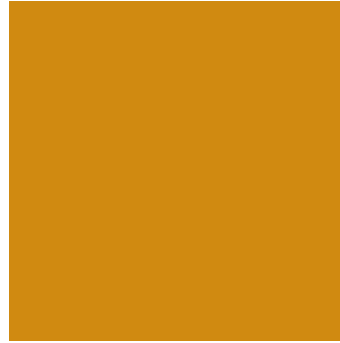
Wine knowledge and wine service  
Bar and mixology  
Non-alcoholic drinks  
Tea and coffee  
Cigars



## COMMUNICATION AND CUSTOMER CARE:

Communication, internal and external, body language  
Customer care and customer expectation  
Different type of customers  
Customer complaint handling  
Customer service  
Attitudes and behavior  
Greeting and farewell  
Booking, phone booking  
Interaction with customers  
Checking on customer





# CERTIFICATIONS

GLOBALLY RECOGNIZES PROFESSIONAL CERTIFICATES

## **ACCREDITATION:**

Provided by:

- The American Hotel and Lodging Educational Institute. AHLEI, USA
- City and Guilds, UK
- Swiss Education. CPQ (Certificate of Professional Qualification) SWITZERLAND

## **EXAMINATION:**

Under the supervision and the invigilation of a CHE (Certified Hospitality Educator)  
Student must reach an average of 70%, between theory and practical, to pass.

## **CERTIFICATES:**

- Swiss Restaurant Management Certificate
- Certified Food and Beverages Server Certificate
- Swiss Certificate of Customer handling and restaurant communication
- Food and Hygiene Certificate Level 2 (compulsory to work in the restaurant industry in most countries around the world)

**GRADUATION:** Graduation ceremony at the end of the course

# + INTERNSHIP WORK PLACEMENT

FBSTI will provide assistance to find a paid internship in some of the finest restaurants around the world.

Participants are welcome to find also their own internship.  
(Internship fees will then be refund)

INTERNSHIP IS NOT  
COMPULSORY to pass the  
examination.

During the course participant will be given addresses and contacts to find for sure the most suitable internship. Addresses of companies who are recruiting, social networks groups and professionals who are advertising for internship, addresses of internship available, internship coordinator from different countries, human resources of large companies, hotel chains and cruise lines.

Internship can be from 3 months to 12 months

Not all countries and establishments are paying the same wages. Students can received between 0 € to 2000 € per month, however some companies do not offer accommodation.

Additional costs borne by the participant: (some of those costs are in some cases paid by the establishment who is providing the work experience)

Travel expenses

Visa expenses

Internship coordinator or placement companies (other than FBSTI)

Be sure to inform yourself of Placement fees in advance: Some companies can charge from 1-month salary to 30% of the first six month of working.



Of course, students will love to have an internship in a dream land, with a high salary but even if sometime this will be possible students will have to keep in mind that the internship is part of their future careers/experience and should not think about compensation as the most important part.

Example: London and Paris are not desirable as most hotels do not pay and do not provide accommodation.

Students will have also to keep in mind that they will pay taxes in the country where they are doing their internship.

The F&B department is a good opportunity for the interns to make more money (tips). They will learn in the course how to do so and increase their income.

The internship must be seen as an opportunity to experience the real life environment and a starting point toward a new career. This is also an open door to the world.

The longer the internship, the more benefits (financially and experiences) students will get out of it.

Keeping in mind that a lot of countries do not allow workers under 18 of age. Some countries (or cruise ships) even required being 21 (legal drinking age) as they would be serving alcohol.





# WHY US:

## CHRISTIAN CARGOUET, FOUNDER & CEO



SWISS EXPERTISE

FRENCH  
EXPERIENCE

HIGHLY  
PROFESSIONAL



### ABOUT THE CEO:

Born in 1965 in France

1984: BTS management and operation in catering industry, **Baronnat private catering school**, Grenoble, France.

1986: front desk officer, **Relais & château de Castel Novel (\*\*\*\*\*)**, Varetz, France

1987: Kitchen chef, **Château St Philipp (\*\*\*\*)**, Agen, France. **Château de Lhotse (\*\*\*\*)**, Montaigne de Quercy, France. **Restaurant le Prieuré (\*\*\*)**, Agen, France.

1989: Restaurant Manager, **Goodwood Park Hotel Golf and Country Club (\*\*\*\*\*)**, Chichester, UK

1992: Restaurant Manager, **Hotel Fleur du Lac (\*\*\*\*\*)**, Morges, Switzerland

1996: Wine & bar lecturer, Service practical lecturer, **Lausanne Hotel School (EHL, 1<sup>st</sup> world rank)**, Lausanne, Switzerland

1998: General Manager, **Henllys Hall Hotel Golf & Country Club (\*\*\*\*)**, Beaumaris, Anglesey, North Wales..

2003: Lecturer of service theory & Practical, **Greta Leman**, Training center, Annemasse, France

2009: restaurant training supervisor, F&B supervisor, Lecturer of service theory, service practical, advanced service and banqueting and event, **IHTTI, School of Hotel Management, (8<sup>th</sup> Swiss Rank)**, Neuchâtel, Switzerland

2012: founder and CEO, **F&B Service training International**, Swiss restaurant management academy, Neuchâtel, Switzerland

**Other:** CHE (certified hospitality educator) AHLEI  
Instructor of supervision in the hospitality industry, AHLEI  
Craft Trainer Award (CTA1)  
Health and Hygiene Certificate  
Cigars Expert  
Mixology Bar and Tending  
Cheese Expert  
Leadership Training  
Professional Presentation Course





# WHY US:

## THEY SAID, THE COURSE



### THEY SAID:

Student's appraisals from EHL and IHTTI:  
97,6% student's satisfaction

"Mr. Christian is not a lecturer like others, his classes are not just a course but it is an exciting show, so pleasant and so interesting."

Nick Brown, Caterer 1998, Owner Henlllys Hall Hotel North wales, Owner Merton Hotel Hereford UK:

" Christian is a unique individual and it has been a long time since I have met anybody with such a love for the catering industry.

... Christian is the Mary Poppins of the hotel industry offering a solution for every problem."

Language Program Leader IHTTI:

"...Respect, at the same time able to transmit his knowledge, perfectly conscious, passionate about his job he has raised to an art form which combines all of this discretion, availability, kindness and humor, it was a privilege have had such colleague as Mr. Christian."

John Thoragood, Padarn Training Officer:

"Mr. Cargouet demonstrated throughout that commonly used idea "going the extra mile" his dedication to his customers"

Elaine O'Connor, Training coordinator, Tricon Restaurants International:

"Extremely efficient and very impress by Mr. Cargouet and his addiction to his job"

Michael Topper, Deputy Manager Goodwood Park Hotel UK:

"Mr.Cargouet is a very dependable person."

EHL Lausanne Switzerland:

"Mr. Cargouet is a real professional of the catering industry, with an extremely pleasant character and able to adapt quickly to any complex situations..."

Rodolph Schelbert owner and director Hotel Fleur du Lac Switzerland:

"...Conscientious, smart and extremely concerned for perfection and details"

### THE COURSE:

FBSTI have designed the perfect course for Individuals:

- Wanted to start quickly to work in this fast growing industry.
- Wanted to be skilled and certified for a successful worldwide career development.

The course is short, accessible and adapted to everyone, captivating, highly professional where information will be given, practiced and retained.

No background is required for the participants to attempt the course.

Based on the development of four fundamental areas: Skill, Knowledge, Communication and Personal Development, we have bridged the gap between the theoretical needs and the practical reality of the industry. FBSTI will provide participants the most outstanding training for them to jump into a successful career.

Trainers and lecturers at FBSTI are passionate, very experienced, highly qualified and have an extreme expertise about participants expectations and the needs of potential future employers. They are all certified hospitality educator

We offer participants a very detailed introduction of the industry, from the art of table setting and service, to beverage science and communication skills.

Our program is geared to provide students with the highest standard of skill, knowledge and ability in hygiene and safety standards that will facilitate their integration in their personal and professional life.



# + BENEFITS OF THE COURSE

With our professional training participants will become fully qualified and capable of offering service to customers that meets international standard and expectations of establishments of the world.

## RESTAURANT SKILL AND KNOWLEDGE:



Upon successful completion of the course, participants:

- Will know how to perform key tasks along with the general hospitality knowledge and specific to the restaurant.
- Will be able to implement F&B services theories in real-life working environments in the industry.
- Will be able to select and properly utilise correct and appropriate equipment and utensils as for the task that are required to be performed within an F&B service environment.
- Will know all skills needed to succeed as a food and drink service professional in a front-line position at a dining facility focused on guest satisfaction.
- Will know how to work more effectively, efficiently and creatively with both employees and the dining public.

## RESTAURANT MANAGEMENT:



- The course provides participants with the foundation they need to make smart decisions in the food and beverage operations.
- Participants will learn to use adapted management, operating tactics and what operations are needed to maintain or improve quality standards while reducing expenses.
- Participants will learn how to react to changing market and focus on what matters next.
- The course provides participants with the base needed notion for rising motivation and boosting team building.
- Participants will get the comprehension with the concept and the importance of handling and using a good time management.
- Participants will be able to understand and practice how to contribute to the guest experience, how to create and deliver guest-driven service, enhance value, build guest loyalty and promote repeat business.
- Participants will assimilate strategies to use to give customers greater value for their dining money.
- The course will provide students how to improve establishment efficiency, and enhance performance of individuals and team.

## COMMUNICATION AND ATTITUDE:



Upon successful completion of the course, Participants:

- Will be able to act and behave in a professional manner at all times when in a F&B service environment.
- Will understand all the aspect of the management language, including emotional intelligence and importance of the relationship with customers.
- Will recognize the importance of the communication within the restaurant, from internal to external communication.
- Will know how to use a clear, concise and effective communication, how to manage conflicts, handle problems, adapt voice, vocabulary and words according to the different types of customers. (Customer complaint handling and difficult customers.)
- Will be able to create a work environment that values and respect diverse groups of customers and employees.
- Will be able to better her/his own body language and recognized moves from others

## YOU NEED AN ACCREDITED HOSPITALITY DEGREE THAT GIVES YOU:

GLOBAL STUDY OPTIONS FOR INTERNATIONAL EXPOSURE

COURSE SPECIALIZATIONS SO YOU ENTER THE MARKET WITH THEMATIC EXPERTISE

A PROFESSIONAL PORTFOLIO THROUGH INTERNSHIPS

'BUSINESS 'HOUSE' AND SKILLS THAT ARE KEY FOR HIGH-LEVEL CAREERS

THE RIGHT KIND OF INDUSTRY CONNECTIONS WITH LEADING BUSINESSES AROUND THE WORLD

## SAFETY, HYGIENE AND SECURITY:

Upon successful completion of the course, participants:

- Will be able to work in a safe and hygienic manner within an F&B environment.
- Due to the importance of the food handling and the terrible consequences of failing in this matter, hygiene certification will become compulsory to work within the hospitality industry in most of the countries around the world
- Guest expects safety, security and privacy when visiting. Upon successful completion of the course, participants will be able to identified and solved safety and security issues they might encounter as part of their duties

# + HOSPITALITY INDUSTRY

THE HOSPITALITY INDUSTRY IS THE FASTEST GROWING BUSINESS AND THE FIRST EMPLOYER IN THE WORLD WITH 1 OUT OF 10 JOB ON THE PLANET THAT DEPEND OF THE TOURISM

## WHY CHOOSE A HOSPITALITY MANAGEMENT CAREER?

Hospitality and tourism is one of the world's largest, most diverse and most exciting industries. It is vast, offering a broad variety and high number of jobs across the globe.



THE TRAVEL & TOURISM ECONOMY IS EXPECTED TO **GROW BY 4%** PER ANNUM 2013-2023

**337 MILLION JOBS**  
WORLDWIDE ARE  
EXPECTED BY 2023

2013    2023

**265M**



...OR **1 IN EVERY 10 JOBS**  
ON THE PLANET



## IT LEADS EVERYWHERE



## + A GROWING BUSINESS FOR A SECURED FUTURE

9 IN 10 RESTAURANT MANAGERS STARTED AT ENTRY LEVEL, 8 IN 10 RESTAURANT OWNERS STARTED THEIR INDUSTRY CAREERS IN ENTRY LEVEL, (REF: BUREAU OF LABOR STATISTICS USA). THE RESTAURANT INDUSTRY OFFERING LARGE AND FAST OPPORTUNITIES OF EVOLUTION AND PROMOTION BETTER THAN ANY OTHER JOB



## + INFORMATION:

Name of the company:  
F&B SERVICE TRAINING INTERNATIONAL

Short:  
FBSTI

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FBSTI is a registered company within the AVS and the commercial register (IDE: CHE-340.257.073) of the Canton of Neuchâtel and fully recognized by the Neuchâtel administration