



hit hospitality
academy



**Polishing
performance
and enhancing
the skills of your
hospitality team**

HIT Hospitality Academy is a highly practical enrichment programme for hospitality team member apprentices. It enhances their skills and makes them shine in key value-adding areas.

We use an innovative, workshop-based training model to hone apprentices' skills and build their confidence, boosting job satisfaction and career prospects. This brings vital commercial benefits for employers too. In the fast-moving and highly competitive hospitality sector, top-performing staff can make the difference between the great venues and the also rans.

The academy supplements our professional hospitality programme and is also accessible on a commercial basis to staff whose service skills could benefit from a refresh or boost. It comprises five exciting workshops which enrich apprentice knowledge:

Workshop 1 – Customer Service Excellence

Workshop 2 – Understanding and Serving Wine

Workshop 3 – Beer and Cellar Quality

Workshop 4 – Spirits, Cocktails and the Art of Mixology

Workshop 5 – Introduction to Barista Service

Apprentices spend time with industry experts, absorbing innovative ideas and super-charging their understanding of key areas such as mixology, pairing, service style and presentation. It is a very appropriate, targeted suite of workshops. They deliver content extracted from industry recognised qualifications, building on the basics, and reinforcing the importance of customer skills and service.

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Headed by Jeremy Scorer, Academy Principal, and run by expert trainers at locations across the country, the training programme brings together the very best in hospitality excellence to provide apprentices with the highest quality training, development and learning in the industry.

The academy works alongside our hospitality apprenticeship programme for any apprentices nominated by their Line Manager to participate in the academy's enhancement activities. Attendees enrolled onto our Hospitality Academy, in addition to their normal apprenticeship schedule, will be invited to attend additional programmes, roughly every six to eight weeks.

Colleagues from our Chef Academy team facilitate a simple food pairing element to the workshops, aligning the two HIT academies.

Delivery of the workshops

Interactive and practical workshops build on key and basic skills to give insightful and current technical product knowledge, enabling the apprentices to return to their place of work with refreshed confidence in their ability to better serve and promote the product or service in question, a key business benefit for each delegate's employer.

Workshops are hosted primarily at partnered client sites, such as breweries, vineyards, distilleries and roasteries. This adds authenticity to the apprentices' experiences, and takes them away from their usual work place environment. This also provides commercial benefits for the hosting organisation, so it's a win-win.

Closed Academies

Workshops can easily be adapted to a client's specific needs and location, such as their beer offer, wine and cocktail menus, coffee lists and unique customer service protocols. The participation of the client, and potentially their suppliers (if not in-house), in the delivery of the workshops adds relevance and application to their business requirements.

Jeremy Scorer
HIT Hospitality Academy Principal





CUSTOMER SERVICE EXCELLENCE

The hospitality world has never been as competitive as it is today. Consumers have unrivalled choices, in their culinary tastes, location, ambience, price point and much more. But if there's one element of the hospitality mix in which you must shine, it's customer service.

This practical workshop will develop and polish the skills of your staff, and ensure they're delivering the very best service to your guests. We'll look at:

The importance of customer service

Explore what good service looks and feels like, take a close look at customers' needs and expectations, consider why customer service is so crucial and highlight the significant drawbacks of not hitting the mark.

The need for effective communication

Identify the many elements which constitute great communication, including verbal and non-verbal skills, active listening skills, body language, the importance of giving customers personal space, and much more.

Presenting a positive professional image

Talk around why your customer service team must look and sound the part, and behave impeccably. Look at why their appearance must reflect your brand values, and the importance of being scrupulously hygienic with a friendly, responsive attitude.

Handling queries and complaints

Because sometimes things go wrong, your customer facing team need well-honed radar, ideally to nip an issue before it escalates, or handle it well if it develops. We'll share tips and tactics to handle difficult situations, look at why customers complain, and explore the positive learning and service improvements that can come from complaints.



UNDERSTANDING AND SERVING WINE

Whether you operate a hotel, restaurant or gastro pub, your wine offering is bound to be an integral part of your customers' experience. A great wine choice can considerably enhance any meal, adding an extra dimension to the encounter. In this hands-on workshop, we'll look at:

The wide variety of wine styles

Explore how wine is produced and understand the differences in how red and white wines are created, look at the main styles and characteristics of wine and the factors that determine these, as well as study the principal grape varieties.

Wine tasting and pairing

Identify which senses are used when tasting wine, as there's quite a knack to tasting wine in a methodical way. Learn about pairing wines and food to provide customers with the most enjoyable dining experience, while also being aware of their preferences and any sensitivities.

The art of serving wine

Focus on the correct way to open and serve still and sparkling wines, and the importance of presenting wines in the most appropriate glassware. Explore common faults in wines, what causes these, and how to respond when this occurs.

The science of storing wines

Delve into the science of storing wine correctly, at the right temperature and using the appropriate equipment. Understand how these elements will help ensure optimum wine quality for your customer.

Responsibilities associated with wine

Understand the legal issues relating to the consumption of wine and the social, ethical, and health & safety responsibilities associated with selling and serving wine.





BEER AND CELLAR QUALITY

Beer drinkers are more discerning than ever before, and the choices are extensive. And so those businesses which offer beers rely on the skills and knowledge of their staff to ensure customers have the best possible cellar-related experience. This practical workshop looks at:

Beer basics

Explore the characteristics of the main beer products and the benefits of correct dispense. Turn our attention to pairing beers to suit menu choices and look at basic aspects of receiving and controlling cellar stock.

Dispensing the 'perfect pint'

Learn about the key principles for pouring and presenting beer products, look at the significance of the 'in-glass' service temperatures, and focus on the procedures for storing, pouring and presenting bottled beers and lagers.

Cellar management and cleanliness

Look at the link between cellar hygiene and beer quality, talk about optimum temperature and how this affects profitability and beer quality. Learn about how to ventilate a cellar and store gas cylinders safely, as well as cleaning and maintaining lines.

Glassware guidelines

Learn about the importance of gleaming glassware, glass washing methods and correct use of washing equipment, as well as why you should always maintain a clean and tidy bar area.

Technical tips

Explore the process of cask conditioning, explain stillaging, tilting and changing of casks, how to tap and vent a cask prior to sale and how to maintain and dispense cask ale. We'll also look at how to rectify problems with the dispense of keg and cask beer products, and study the range of product dispense systems and cooling equipment.





SPIRITS, COCKTAILS AND THE ART OF MIXOLOGY

Cocktails are a high value, high impact element of the beverage mix. So, it's key that your serving staff know their spirits and thrive on the theatrical elements of preparing cocktails. We'll help polish their presentation skills and boost their product knowledge, as well as ensure they really know their way around the tools of the trade. This hands-on workshop will look at:

Knowledge of spirits

Understand the raw materials used in the production of spirits, the four key steps in spirit production, and the processes that affect the flavour, sweetness and colour of a spirit. Explore the principal categories of spirits, and the key flavour characteristics.

Storage and service

Learn about the tools of the trade! Understand and use the common equipment and principles involved in the storage and service of spirits and cocktails.

Preparing perfect cocktails

Explore the main categories of cocktails including common base ingredients. Practice the methods of preparing and serving cocktails using a range of ingredients, selecting appropriate glassware and accessories to present cocktails with style. Learn how to interpret customers' tastes and preferences, and adjust cocktails to suit, and, of course, the importance of knowing the cocktail menu inside out.





INTRODUCTION TO BARISTA SERVICE

Coffee shops are booming across the nation and competition has never been so fierce. Your serving staff therefore need to really know their coffees and teas, and be skilled and slick in their preparation and presentation. This practical workshop will look at:

Knowledge of coffee and tea

Dig deep into the product lines, including the origin and flavour of products and ingredients, so that your team will be equipped to answer any questions from customers. Learn about the quality characteristics for the range of drinks, handling and storing products and ingredients correctly and safely, and disposing of waste hygienically.

Presentation – drinks and servers

Take practical steps to ensure the beverages are presented with style and a smile, because the look of the drinks is an integral part of the coffee shop experience. Guide learners on checking each drink meets quality standards, and how to correct common presentation problems. Focus on the importance of the staff's approach when serving customers and why they need to present a positive personal image at all times.

Using the kit

Use and calibrate the pieces of equipment to produce the drinks required. Get a good understanding of cleaning and checking equipment, before and after use.



GET IN TOUCH

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