



PRESS RELEASE – FOR IMMEDIATE USE

Tourism Official urges better training for Food & Beverage staff

Bartenders and waiters must be treated as frontline sales force to boost sales if the Food & Beverage industry of Barbados is to play its part in assisting the economic recovery of this country, this assertion was made at a recently-held B2B Mix N’Mingle of the Barbados Chamber of Commerce & Industry.

Michelle Smith, Assistant Executive Vice President of the Barbados Hotel & Tourism Association revealed this during her keynote address to Chamber members during its B2B Mix N’Mingle Networking event at the Bagatelle branch of Paulo’s Churrasco Do Brasil, where numerous businesspersons became more familiar with the advantages of being a part of the BCCI. This latest event focused on Food & Beverage this Christmas season, the function also saw persons from the financial, printing, real estate, legal and automotive sectors present at the lively event.

Ms Smith told the guests when a guest is uncertain what to order – then waiters should have interacted with the chefs to know what’s available and how it’s prepared, this way – when a person tries to order a burger, you can persuade them to go for lobster. By training staff then all Food & Beverage profits from the education, and thus both the Chamber and the Association benefit, since both organisations have F&B in their memberships.

The BHTA official cited how Stansfield Scott is undertaking to see bartenders attend seminars to get familiar with drinks and recipes in order to provide better sales for their respective establishments.

The Chamber also auctions a number of items to assist in raising funds, part proceeds go towards a drive for donating to the HIV Food Bank by the Ladymeade Reference Unit.

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