



**BEALES HOTELS**  
GENERATIONS OF EXCELLENCE SINCE 1769

## **The Beales Hotels Food Charter 2017**

### **Our Rules for the Cooking & Presentation of Restaurant & Banqueting Food & Menus at Beales Hotels**

#### **A. Restaurant & Bar, and Conference & Banqueting**

1. **All dishes:** Are tasted if possible by the hotel tasting panel before going onto a menu, whether Restaurant, Banqueting, Lounge or Room Service. The Panel should consist of GM, Deputy GM, Head Chef, Restaurant Manager. Recipes and menu specs to be standardised and shared across both hotels.
2. **Seasonality:** Ensure that our menus reflect the seasons, with the best produce that is available at that time of year. This applies for restaurant menus, banqueting menus (*for the first time*), lounge/bar/room service menus. This satisfies the customer more, and leads to reduced food costs too.
3. **Basic Ingredients:** The quality of the basic ingredients is key to the success of the dish, rather than the elaborate garnish.
4. **Soups:** Serve soup piping hot with cream and colourful garnish.
5. **Risky Items:** Such as goat's cheese, offal, etc. - avoid completely on banqueting set menus. However, OK on ALC menus.
6. **Vegetables ALC:** These should be interesting and inventive – at least two different vegetables should be served with every main course at Beales Hotels, with contrasting colours and textures. We should aim to create more interesting vegetable dishes such as timbales, gratins, mousses, etc.
7. **Vegetarian Dishes:** These too need to be interesting and inventive, with plentiful seasoning, a generous serving and interesting flavours and ingredients. Penne pasta with tomato sauce and similar, are not good enough.
8. **Sauce:** Sauce should be liberally applied, not a mere drizzle.
9. **Starch:** Potatoes, rice, pasta and couscous are cheap ingredients and we should not stint on portion size. Use inventive presentation to liven up these items, such as dauphinoise potatoes, chips in baskets, risotto with pesto sauce etc.

10. **Salads & Salad Garnish:** Should always be dressed unless otherwise requested by the guest.
11. **Geography:** Everybody enjoys eating food from a specific area, say where the main ingredients come from - *i.e. Hertfordshire turkey, Gressingham duck, Somerset Cheddar, line-caught Dorset seabass, Loch Torridon scallops, Denham Estate venison, Manor Farm ice cream* - or, if it is home-made, say so!
12. **Ice Creams & Sorbets:** Buy-in quality ice creams and sorbets - *i.e. from 'The International Gold Medal award winning Manor Farm in Bury St Edmunds* - or if homemade, they must be as good as the best bought alternatives. Ice creams to be served to the same standard of presentation as any other dessert, ideally in a tuile basket or similar.
13. **Cheese:** If we have cheeses, they should be offered to guests early so as to be at room temperature, itemised, and can be proudly British. The price of cheese will always be more than for desserts. Quality biscuits or bread should be served with the cheese, along with grapes, celery and chutney. Red wine, port or liqueurs should be upsold with cheese.
14. **Coffee Service:** Coffee should be served in adequate sized cafetières, with milk rather than cream, and sugar. If coffee by the cup is ordered, the cup should be large rather than standard size.
15. **Tea Service:** Tea should be served loose leaf with a strainer in restaurant, bar and banqueting areas, although airpots of tea made with teabags are allowed for conferences. Hot water should also be served with all teas in all areas.
16. **Mini Mince Pies:** Where offered during the Christmas period, should be served warm, dusted with icing sugar, with one mini mince pie and two petits fours per person in restaurants, and one mini mince pie and one petit four per person in banqueting.
17. **Simplicity:** Simple but very good, is always better than complicated and mediocre.
18. **Avoid:**
  - Kitchen jargon - *i.e. emulsion, reduction, etc.*
  - Verbs such as: '*resting on*', '*nestled on*', '*relaxing with*'
  - Words that no one has heard of – *i.e. 'Valrhona Banyuls' 'Tonka Bean'*
19. **Evolve Menus:** Keep dishes on that are successful and sell, and only change those that aren't.
20. **Easy!** Let's make things easy for everyone!
  - Easy for the kitchen team to prepare
  - Easy for the customers to understand
  - Easy for the restaurant team to enthuse about and serve
21. **Allergens Information:** Under the EU Food Information for Consumers Regulation 1169/2011, by law we need to provide full allergy information to our customers. Allergy information for the 14 allergens must be available on request through our allergen folders kept in the restaurant/bar and C&B departments. It is the responsibility of the Executive/Head Chef to ensure this information is up to date.

## B. Conference & Banqueting Only

22. **Banqueting Petits Fours:** A choice of three different types, but two per person should be served. Avoid dark chocolate petits fours served on dark slates. Generally milk chocolate, vanilla fudge, and jellies are more popular than dark chocolate.
23. **Biscuits:** These should be of the American cookie style, not overcooked and hard, but soft and slightly doughy. The white chocolate ones will always be at least twice as popular as the dark ones and therefore twice as many should be served this way.

## C. Restaurant & Bar Only

24. **Breakfast:** A hot and cold buffet breakfast to be offered to all our guests 365 days a year. Hot food to be regularly probed to a minimum of 68°, with hot plates used. Room service hot breakfast to be flashed to piping hot before taking to guest room. Chef out front at WLP, but not at BH due to space issues.
25. **Menu Choices:** The AA recommend a restaurant minimum of 6 starters, 7 main and 6 desserts - please adhere to their recommendations for both lunch and dinner. Remember **speed** is of the essence at lunchtime. The only exception to this rule is in the dead week between Christmas and New Year.
26. **Blackboards:** Use blackboards for special starters, mains and desserts of the day as a successful sales tool.
27. **Personalisation:** There should be a welcoming note from the Head Chef as a minimum - if space allows, add a note from the General Manager and/or Restaurant Manager.
28. **Nibbles:** Always offer paid for nibbles in the main *and* banqueting bars to include premium local crisps (minimum three varieties of crisps), plus three other types of nibbles available to purchase by the 50g or 100g.
29. **Breads - WLP:** To be served at the table in a basket with unsalted butter & sea salt, and olive oil with balsamic offered. Bread to include 3/4 variations which will include a flat bread, baguettine and two variations of freshly cut bread.
30. **Breads - BH:** To be served at the table on a slate with unsalted butter & sea salt, and olive oil with balsamic offered. Bread to include 2 variations of par-baked sliced bread, or 2 rolls per person if bread unavailable. To be served warm.
31. **Never Use:** *'Soup of the day', 'Sweet of the day', 'Selection of ice creams', 'Selection of cheeses'*. You cannot guarantee that every waiter knows what every item is - you must specify **exactly** what is on offer.
32. **Appetiser:** There is no need for amuses bouche or similar appetisers.

33. **Starters:** As a minimum there should be a hot or cold soup and at least one other hot starter, from a minimum of six starters.
34. **Main Course:** As a minimum there should be two red meat dishes (beef and lamb/duck), one white meat dish (chicken), two vegetarian and two fish dishes (ALC only). The vegetables and starch elements should be incorporated into the dish in a roughly 1/3 1/3 1/3 quantity. Let the main item be the star of the dish, not the garnish. Include some comfort, reassuring dishes such as burgers and pies.
35. **Fish:** Be prepared to use sustainable and interesting fish rather than simply tuna, salmon, cod and haddock. Examples include: pollack, megrim sole, hake, etc.
36. **Shellfish:** This is popular and can be included wherever possible, as a fresh special for the day using blackboards.
37. **Desserts:** As a minimum there should be two classic dishes - *i.e. chocolate torte, crème brûlée, cheesecake, summer pudding*. It would be preferable to have at least one hot dessert. Chocolate is a must! Classic desserts must be better than the best supermarket ones.
38. **Crème Brûlée:** This should be made with a thick caramel crust which needs to be broken with a teaspoon to access the soft cream beneath. Salamander is therefore best for this dish.
39. **Coffees & Teas:** The selection of what is available should be listed in full – *i.e. Café du Monde cafetière coffee, Newby of London loose-leaf Earl Grey tea, Rosehip and blackcurrant fruit tee etc.*
40. **Restaurant Petits Fours:** A choice of three different types per person should be served. Avoid dark chocolate petits fours served on dark slates. Generally milk chocolate and vanilla fudge, and jellies are more popular than dark chocolate.
41. **Afternoon Teas:** Scones should be light and fluffy, served warm with plenty of cream and jam and unlimited tea. Cakes if served should be dainty and pretty to look at.
42. **Service Charges:** The Beales policy is not to add an automatic service charge except for tables of 8 and over where 12.5% is added, but if guests want to add a gratuity, the opportunity is there for them to do so. This policy should be clearly stated on the menu.
43. **Suppliers:** As a minimum, use the phrase, "*All our dishes are freshly prepared using ingredients from carefully selected local suppliers*". If space permits, itemise local suppliers.
44. **Upselling:** As a minimum, we should be promoting the upselling of liqueurs, wines by the glass, forthcoming Special Events and Christmas.
45. **Menu Presentation:** Ensure that menus are clean and presentable, photocopying menus is not permitted - they must be professionally printed or individually laser-printed in-house. Ensure that at all times there are enough menus to go round and clearly on display
46. **Sunday Lunch (WLP Only):** A choice of 5 mains, 5 starters, 5 desserts plus cheese and ice cream. Starters to include 1 soup, 1 fish, 1 vegetarian, 1 meat and 1 other. Mains to include roast beef, 2 other roast meats, 1 fish and 1 vegetarian. All dishes to comprise of main component plus starch option and minimum of two vegetables. Sauce to be plentiful for meat dishes.

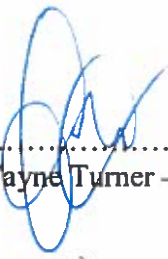
## **D. Special Events, Christmas & New Year**

47. **Special Events:** Menus for all special events always to be clearly itemised in advance so that staff and customers all know what is on offer. Where it is a set menu, we will offer people with dietary requirements the choice of something else.
48. **Christmas Turkey Dish:** Turkey dish should have all the following as a minimum – White meat, (optional) brown meat, one large chipolata with bacon or two small ones, stuffing, cranberry sauce, bread sauce, sprouts (cooked through), another veg such as carrot bundle, broccoli or bean bundle, two chateau potatoes, and a generous serving of turkey gravy. Some extra potatoes to be ready for functions and Christmas Day as likely to be requested.
49. **Christmas Pudding Dish:** Christmas pudding dish should have a Victoria Bakery Christmas pudding, a liberal amount of brandy sauce and redcurrants.
50. **Christmas Day Lunch:** Christmas Day lunch is an expensive meal and there needs to be an element of generosity and wow with this meal, with certain luxury ingredients, and good height given to the plates of food.

## **E. Staff**

51. **Staff Food – Breakfast:** At 10.00am (Mon-Fri) 10.30am (Sat-Sun) to consist of: Hot English breakfast once returned from the buffet area (sausages, bacon, hash browns, beans, mushrooms, scrambled egg, black pudding, tomato) or toast, preserves, cereal, muesli.
52. **Staff Food - Lunch:** At 11.30am to consist of: A sandwich bar with cheese, ham, tuna mayo, chicken mayo, onions, tomato, mayo, salad leaves, salad dressing, mustard, butter and others with white and brown bread (WLP only), or hot protein dish (fish, red meat, white meat), 1 or 2 hot veg, plus a farinaceous dish (pasta, rice, couscous, potato). Plus a vegetarian alternative.
53. **Staff Food – Dinner:** At 5.30pm (BH) and 6.30pm (WLP) to consist of: Hot protein dish (fish, red meat, white meat), 1 or 2 hot veg, plus a farinaceous dish (pasta, rice, couscous, potato). Plus a vegetarian alternative.


Signed:

  
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Wayne Turner – Executive Chef

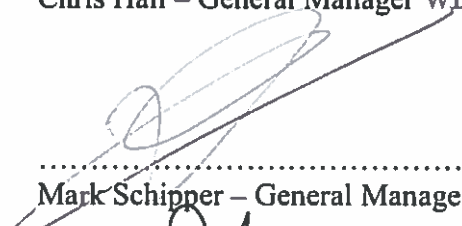
Date: 2/4/17 .....

  
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Phil Macrides - Head Chef


Date: 6/4/17 .....

  
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Chris Hall – General Manager WLP

Date: 14/4/17 .....

  
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Mark Schipper – General Manager BH

Date: 5/4/17 .....

  
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Andrew Beale – Managing Director

Date: 4.4.17 .....