



Hospitality and Catering

Silver service

Lesson 2

Become competent in delivering a silver service to customers correctly and safely by completing this course.





Advantages of silver service

This type of service requires lots of skill and can be promoted as a luxury.





Advantages

- Increases personalised service
- Increases interaction with the customer
- Allows customers to 'experience' the preparation process





Advantages

- It showcases the skills of the staff
- Sets you apart from the competition
- Can charge high prices





More advantages

- Customer interaction
- Entertaining
- Reinforces high standards and high prices





Disadvantages of silver service

This type of service is very labour intensive and requires skilled staff and specialist equipment.

It is expensive.





Disadvantages

Sometimes food is cooked in front of the customer and therefore it can be dangerous.





Disadvantages

Some equipment for cooking and service takes up room in a dining room.

This means less customers can be seated and food prices have to be high to cover costs.





Revision Activity 2

Name two advantages of silver service?