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Day in the Life 餐飲人生

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畢業於職業訓練局餐飲營運證書課程，現為九龍香格里拉大酒店的餐飲經理

By Vivian Mak



A hotel such as Kowloon Shangri-La has a 24-hour food and beverage offering. Even if our restaurants are closed, we still offer room service, so there is always plenty to keep up to date with.

像九龍香格里拉這樣的頂級酒店，提供24小時餐飲服務是必須的。即使餐廳已打烊，我們仍然會提供客房用餐服務，因此總是要時刻掌握各種各樣的最新狀況。



When I am working, I get up at 5am to get ready. As hotel management staff, we are required to be well groomed. I arrive at the hotel around 7.15am and my routine is to walk around the property to check all the food and beverage outlets, to make sure everything is clean and shipshape, especially our outdoor Tapas Bar.

After that, I go to the restaurants to greet and mingle with our guests at the breakfast session. Some of our guests are loyal customers who know me in person. I believe that the more we interact and communicate with our customers, the better

their experience with us can be, because they have the opportunity to share any comments and suggestions while they are still staying at the hotel. This provides us with the chance to make any necessary improvements. If we miss this opportunity and then receive a complaint, it is too late.

The food and beverage section strives for original ideas to enhance our status as a market leader. Inspired by the marketing book *Blue Ocean Strategy*, which encourages the pursuit of differentiation, we launched a pop-up Japanese fresh fruit stall at the entrance of the hotel. Noting the

success of the fruit stall, some competitors tried to copy the idea, but without the knowledge of our concept – which was to offer only the finest, seasonal fruits – their endeavours have lacked the meaning of ours.

Additionally, we look at market trends. Given the recent interest in soufflé pancakes, we brought these to the lobby lounge for weekend afternoon tea. They have been a great success and along with our fruit stall, have added to our distinctive offering. We have plenty more in store and guests can expect plenty of new concepts in the future.

如果上班的話，我清晨五點就會起床準備。作為酒店管理人員，必須打扮得整齊乾淨。我大約在早上7點15分便會到達酒店，然後開始巡視酒店內各大小餐廳食肆，確保所有地方都乾淨整潔、井井有條，特別是戶外的Tapas Bar。

接著趁早餐時段到各餐廳跟客人打招呼、閒聊，有些客人已是我們酒店的老主顧，跟我薄有交情。我相信跟客人交流溝通的時間越多，他們的住宿餐飲體驗也會越好，因為這樣的話，我們就有機會在客人住宿期間聽到他們的意見和建議，並及時作出必要的改善。如果錯失這樣的機會，讓意見變成投訴就太遲了。

餐飲工作需要不斷提出原創的構思，以提升我們作為頂級酒店的地位。市場推廣書籍《Blue Ocean Strategy》鼓勵要與眾不同，受其啟發，我們曾經在酒店正門附近設立期間限定的日本鮮果攤檔。那次推廣非常成功，並引來同業的爭相仿效，但他們並不了解我們只供應最優質的當季生果的概念，所以並沒有獲得跟我們相同的效果。

我們也會留意市場趨勢，譬如近期梳乎厘班戟大行其道，於是大堂酒廊在週末下午茶也會提供這種甜品。梳乎厘班戟跟期間限定的日本鮮果攤檔一樣大受歡迎，兩者均已變成我們的特別項目。我們還有許多新的構想和意念，將會在日後陸續推出，敬請各位住客拭目以待。