



Centerplate

Premium Services/Luxury Suites Quiz

Name: _____

Date: _____

1. Centerplate's service vision is to create something special for each guest by offering high quality food, beverage and merchandise services with a responsive, solution driven staff.
True _____ False _____ (check one)
2. Centerplate provides premium services in which types of settings: ____ (insert letter)
a. Luxury Suites. b. Lofts. c. Club level seats.
d. Premium seating. e. Bars and restaurants. f. All of the above.
3. The Suites Operations Manager generally oversees the entire operation of the suites and arranges payment of BEOs by guests. True _____ False _____ (check one)
4. A visible name badge is a part of a complete uniform. True _____ False _____ (check one)
5. In the pre-event meeting, your supervisor will review: ____ (insert letter)
a. Team statistics. b. Year to date sales.
c. BEO's and last minute changes. d. The latest release by his favorite rock group.
6. Opening Procedures include restocking and rotating items in the pantry, cleaning all Suite areas and Food services areas and checking small wares and equipment.
True _____ False _____ (check one)
7. You never are required to assist in the checking of food temperature in your area; this is the Chef's job. True _____ False _____ (check one)
8. Thirty minutes before guests arrive, you must double-check all equipment and taps, clean all surfaces, double-check BEO and food set up, and prepare to greet your guests.
True _____ False _____ (check one)
9. The "10/5 Greeting Rule" requires that you speak to each guest 5 times in a 10 minute period.
True _____ False _____ (check one)
10. Guests should be allowed to pass on your right. True _____ False _____ (check one)
11. Suggesting a wine to compliment a seafood appetizer is an example of up selling.
True _____ False _____ (check one)
12. To "Manicure" a table means to cut loose threads off the linens. True _____ False _____ (check one)
13. Refreshing of suites requires you to: ____ (insert letter)
a. Replenish food items. b. Clean debris from the suites.
c. Empty trash as needed. d. All of the above.
14. Cocktails should be served from the guest's right, and serve ladies first.
True _____ False _____ (check one)

By signing below you are saying that you understand our Premium Services/Luxury Suites standards and will abide by these standards at all times while serving our customers.

Signature: _____ Date: _____



MASTER KEY
Premium Services/Luxury Suites
Quiz

Name: _____

Date: _____

1. Centerplate's service vision is to create something special for each guest by offering high quality food, beverage and merchandise services with a responsive, solution driven staff.
True X False _____ (check one)
2. Centerplate provides premium services in which types of settings: **F** (insert letter)
a. Luxury Suites. b. Lofts. c. Club level seats.
d. Premium seating. e. Bars and restaurants. **f. All of the above.**
3. The Suites Operations Manager generally oversees the entire operation of the suites and arranges payment of BEOs by guests. **True X** False _____ (check one)
4. A visible name badge is a part of a complete uniform. **True X** False _____ (check one)
5. In the pre-event meeting, your supervisor will review: **C** (insert letter)
a. Team statistics. b. Year to date sales.
c. BEO's and last minute changes. d. The latest release by his favorite rock group.
6. Opening Procedures include restocking and rotating items in the pantry, cleaning all Suite areas and Food services areas and checking small wares and equipment.
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True _____ **False X** (check one)
10. Guests should be allowed to pass on your right. True _____ **False X** (check one)
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True X False _____ (check one)
12. To "Manicure" a table means to cut loose threads off the linens. True _____ **False X** (check one)
13. Refreshing of suites requires you to: **D** (insert letter)
a. Replenish food items. b. Clean debris from the suites.
c. Empty trash as needed. **d. All of the above.**
14. Cocktails should be served from the guest's right, and serve ladies first.
True X False _____ (check one)

By signing below you are saying that you understand our Premium Services/Luxury Suites standards and will abide by these standards at all times while serving our customers.

Make sure that all quiz forms are signed and dated.

Signature: _____ Date: _____



PREMIUM SERVICES/ LUXURY SUITES
CERTIFICATE OF TRAINING

I hereby acknowledge that:

1. I have attended frontline employee training on Premium Services/Luxury Suites;
2. I understand the requirements and standards reviewed in the training;
3. I understand that every employee is required to comply with the requirements and standards presented in the training;
4. I am committed to being hospitable in all services and encounters with our customers, providing the best service possible for our guests and to improve all levels of service for our customers; and
5. I understand that failure to comply with the requirements and standards of the Premium Services/Luxury Suites training will subject me to disciplinary action, including dismissal.

Signature

Employee Name

Position

Location

Date



Premium Services/Luxury Suites Follow Up Notes

DAY ONE

1. CENTERPLATE VISION AND MISSION STATEMENT:

Our Vision is to be # 1 Hospitality Company!

- “Centerplate is a place to have a taste and imagination adventure and MORE”
- Customers will RAVE about it
- We will be the answer to busy lifestyles
- Our Service zones will drive growth for the company and our clients
- New, diverse choices that will set us far apart from the competition

Our Mission Statement is: To be the most respected and profitable Event Hospitality company in North America. Our success is based on a total commitment to our clients; we continuously strive to enhance their reputation and drive their overall returns through:

- Unmatched quality of our services
- Innovative nature of our products & programs
- Excellence of our people.

2. CENTERED ON QUE³ST:

Our whole focus in Customer Service is to be “Centered on QUE³ST” – to demonstrate Quality and Unique food and guest experiences; to Execute Extraordinary Experiences; to be Sustainable to maintain our momentum; and to always work as a Team and operate in a spirit of TEAMWORK. Lets review each letter:

Q [Quality]

Doing what it takes to ensure that our food, service, management and customer experience are always to the highest standard.

U [Unique]

Original food and that memorable Centerplate experience. It's why customers love us, and why they always come back for more.

E³ [Execute Extraordinary Experiences]

No matter how big or small, every action we take should be focused on excellence.

S [Sustainability]

By honing our skills, and staying true to our values we'll maintain our momentum.

T [Teamwork]

From a sampler, to server, to a venue manager to a chef, you've got to have good teamwork or you're not going anywhere.

3. BRAND PROMISE:

“Craveable Experiences. Raveable Results.”™

Our brand promise is to deliver “Craveable Experiences. Raveable Results.”

This is our promise to our clients and customers.

We will execute extraordinary Experiences with Caveable food, programs and services. We will deliver Results for our clients, and the clients will Rave about them to their friends and colleagues. This is our Promise to our customers in our quest to be the #1 Company in Hospitality.

4. CORE VALUES:

Our Company is committed to providing world class service. Each of us must perform our jobs with integrity or honesty, and demonstrate a Passion to succeed. We must deliver QUALITY in all we do. We will drive creativity and innovation in our products, services and programs. We

Premium Services/Luxury Suites Follow Up Notes

will operate in a spirit of partnership, and demonstrate commitment to our clients. These values will make us successful in our promise to deliver “Craveable Experiences. Raveable Results.”

5. Duties of Managers

Suite Operations Manager

- Manage entire suite services operation.
- Oversee set up of suites.
- Schedule staff.
- Train staff.
- Process BEOs.
- Manage Events, open through close.
- Ensure guest satisfaction.
- Arrange payment from guest.
- Manage extraordinary customer service.

Suite Supervisor/Captain

- Manage a block of suites.
- Manage suite staff and attendants in their areas.
Expedite food distribution and delivery.
- Control bar set ups.
- Manage inventory.
- Determine assignments.
- Facilitate payment from guests.
- Maintain sanitation and equipment operation.
- Ensure extraordinary customer service.

6. Duties of Employees

Suite Attendants/Servers

- Provide extraordinary customer service to all guests.
- Receive and process food and beverage orders.
- Assist in pre-opening duties.
- Serve the needs of guests.
- Provide personal individualized service to guests.
- Provide information to guests regarding all suite and catered menu items.
- Assist in closing duties.

Runners

- Replenish beverage and food supplies.
- Clean all service areas.
- Clean all bar/buffet surfaces and equipment.
- Manicure buffet.
- Remove trash.

Bartenders

- Understand the event requirements and BEO content.
- Set up the bar.
- Ensure all tools and equipment have been assembled for the next event.
- Ensure adequate inventory of necessary beverages, ingredients and garnishments are on hand throughout event.
- Manage cash and inventory during event.
- Prepare and serve beverages upon request during event.
- Ensure all operating procedures and paperwork requirements are followed.
- Complete and verify closing inventory and report consumption if applicable.
- Reconcile cash at end of event and complete all paperwork.
- Clean bar area and all equipment.

Premium Services/Luxury Suites Follow Up Notes

Supervisor name: _____

Location/Department: _____

Date Reviewed: _____

Premium Service/Luxury Suite Day 1

Premium Services/Luxury Suites Follow Up Notes

DAY TWO

8. Proper Uniform

- Your proper uniform for your position(s) is _____.
- Name Badge/Security Badge must be VISIBLE.
- All parts required – clean, pressed and well fitted.
- Approved work shoes.
- Grooming:
 - neat businesslike hair styles
 - superior personal hygiene
 - natural hair color
 - minimal make up
 - minimal jewelry
 - fingernail tips no longer than 1/8 inch – no nail color
 - minimal perfume/cologne.
- Smile!!

9. Opening Procedures

General Tasks you can help with:

- Turn on equipment, lights, music.
- Clean all counters, machines, glass, displays, etc.
- Match small wares and equipment to menu items.
- Stock inventory, rotate product in pantries.
- Fill condiments, napkins, straw dispensers.
- Ensure uniforms are complete.
- Ensure menu is accurate.
- Sweep floors; empty trash.
- Set up cleaning/sanitation supplies.
- Stock supplies of hand washing supplies and disposable gloves.

10. Verify Inventory

- Your Stand Manager will oversee the inventory or counting of all chargeable products in the suite or pantry.
- Verify the numbers you report to your suite manager.
- Count items in full measurement (case/box) and then individual loose items.
- Accurately count all transfers, or additional items delivered during the event, and report to your manager.
- Spoiled items are to be counted and reported to the Manager for reporting in the Spoilage column/report.
- Meal items (food/beverage consumed by employee) must also be counted and reported.

Supervisor name: _____

Location/Department: _____

Date Reviewed: _____

Premium Service/Luxury Suite Day 2

Premium Services/Luxury Suites Follow Up Notes

DAY THREE

11. Food Service

Ensure service of all required food items per the Banquet Event Order.

Periodically take food temperatures (every 30 minutes or as instructed) and record in "Temperature control Log Sheet."

Suggest additional menu items or drinks for the guests in your area.

Provide extraordinary service to all guests.

a. Thirty minutes before guests arrive:

- Ensure snack items properly presented.
- Verify food orders as food arrives.
- Double check equipment operation.
- Fill ice towers/storage.
- Test soda machines.
- Test beer taps.
- Clean all surfaces.
- Check suite from the customer's viewpoint and clean all visible points.
- Communicate to suite supervisor if food items need to be delivered.
- SMILE!

12. Payment

Your Suite Operations Manager will ensure payment for the food and beverage items is arranged before the event.

The Suite Operations Manager will obtain approval of the event BEO and secure necessary signatures.

Refer any questions regarding payment to the Suite Operations Manager or Suite Supervisor.

Supervisor name: _____

Location/Department: _____

Date Reviewed: _____
Premium Service/Luxury Suite Day 3

Premium Services/Luxury Suites

Follow Up Notes

DAY FOUR

13. Good Hygiene

Wash your hands:

- When you begin work.
- After you have used the restroom.
- After coughing, sneezing, scratching, touching hair.
- After a break (smoke, eat, drink).
- After handling potentially hazardous foods.
- After cleaning or taking out the garbage.
- Turn on warm/hot water and wet hands.
- Apply soap to hands and scrub over tops and palms of hands, between fingers and fingernails.
- Scrub hands for at least 20 seconds. ABC's
- Rinse hands thoroughly under running water.
- Dry hands with single use paper towel.
- Turn faucet off with the paper towel.

14. The Proper Use of Gloves

Never use gloves in place of hand washing!

- Wash hands thoroughly
 - Before putting on gloves
 - When changing into fresh gloves
- Wear gloves
 - When handling ready-to-eat foods (salads, deli-meats, pickles, etc.)
 - Over bandages on hands and forearms
 - When handling raw meats, such as ground beef
- Change gloves
 - When punctured or torn
 - Before beginning a new task
 - Every hour during continual use

15. Closing Procedures

- Restocking – assist in restocking pantry.
- Closing inventory -assist in counting of all chargeable items.
- Sanitation -clean suite, equipment, floors, condiment area, utensils, pots, pans, etc.
 - Sweep.
 - Mop floors.
 - Take out all trash.
- Equipment - turn off, inspect, sanitize.
- Shut down suite - turn off equipment, music and lights.
- Depart Suite -only when approval given by manager.

Supervisor name: _____

Location/Department: _____

Date Reviewed: _____

Premium Service/Luxury Suite Day 4

Premium Services/Luxury Suites

Follow Up Notes

DAY FIVE

16. Standards of service

a. Guest Greeting

- All guests are to be greeted with sincere HOSPITALITY and acknowledged with a warm, welcoming greeting while utilizing an enthusiastic and upbeat tone upon approach.
- Determine the need of guest(s) by asking:
 - "How may I help you?"
 - "How may I be of service?"

b. 10/5 Greeting

- Make eye contact with a smile as you draw within "ten feet" of the guest.
- Make verbal contact with a smile, as you near an approximate distance of "five feet" by saying "Good morning, good afternoon or good evening".

c. Rights Of Way in the Facility / Suites

When you encounter a guest in the facility or suite, always make eye contact and smile; stop, step back or to the side – allow the guest to pass on your left; and continue after the guest has passed.

d. Up selling

All servers should up sell throughout the event to ensure the guest has a truly memorable experience.

- Suggest items while the customers are looking at the menu.
- Suggest more items or new additions to the menu.
- Demonstrate the variety of our menu.
- Educate regarding products.
- Suggest wines from the wine list that compliment their food entries.
- Also remember to offer dessert and coffee menu items.

e. Clearing Tables, Counters and Displays

When the guest(s) are finished with their plates, cups, trash, etc., the items should be cleared in a discreet and attentive manner continuously.

Servers must discreetly clear the suite, counters or premium services area with attentiveness and politeness. Monitor your area and clear or manicure the area as needed. Continuously remove trash, empty beverage glasses or food plates. Clear from the right side of a guest; serve from the left side of a guest.

f. Proceed to clearing area.

Servers must discretely remove trash, glasses or plates to the clearing area without distracting the guests.

Be polite when communicating with the customer, such as by stating:

- "May I get you anything else Sir/Ma'am?"
- "Would you mind if I cleared this away for you Sir/Ma'am?"

g. Knowledge Of All Beverages

All attendant/servers are to have complete knowledge of all beverages on the menu.

h. Menu Knowledge

All attendant/servers are to have complete knowledge of all menu items being served; buffet and options.

Attendant/servers are to be familiar with the following information as it relates to buffet and menu:

- Compatible Wines

Premium Services/Luxury Suites Follow Up Notes

- Ingredients
- Preparation Methods
- Presentation and Garnishes
- Pricing
- Types of Sauces
- Game day menu items
- Delivery times

i. Awaiting Guests in Suites

Standard

To be ready to provide a warm HOSPITABLE welcome and positive first impression to our guests when the doors of the suite are opened.

- Team members are posted appropriately anticipating arrival.
- Ensure that all appropriate food and beverage items are stocked and appropriately displayed.
- Keep your attention focused at the entrance.
- Stand at least 10 feet apart from your colleagues and refrain from any personal conversation.
- Observe the "Professional Posture Standard" and stay focused.
- Use the "10/5 Standard" when welcoming the guests.

j. Professional Posture

To maintain a professional image of the operation at any time. To provide a positive impression to both guests and associates alike.

Procedure

- Stand straight and do not lean against anything.
- Keep your hands out of the pockets.
- Attend to any personal grooming (e.g. combing your hair) while in the back of the house and never in front of guests or before manipulating food or beverage items.
- Keep your weight evenly balanced on both legs.
- Keep your head up and make eye contact, whenever possible, with people in your surrounding.

k. Refreshing of Suites

To maintain a clean and professional look of our suites throughout the event. To monitor guests' needs and be pro-active.

Procedure

- Organize the refresh of the suites according to the estimated time-line for each event.
- Have sufficient equipment organized and clean in order to execute efficiently and with the least amount of distraction to guests.
- In case you have to use the same entrance door as guests, always yield to Guests.
- Empty trash cans.
- Constant "manicuring" of suite and/or food Set ups.
- Any personal items are to be left untouched.

Supervisor name: _____

Location/Department: _____

Date Reviewed: _____

Premium Service/Luxury Suite Day 5

Premium Services/Luxury Suites Follow Up Notes

DAY SIX

Standards of service, con't.

I. Replenishing Food Buffet

To professionally replenish food items and maintain the best possible presentation of the food displayed at functions.

Procedure

- Coordinate with your Supervisor/Captain and/or Chef on how much replenishment is available for every displayed food item.
- As a general rule, platters/chafing dishes are replenished when one quarter of displayed food item is remaining.
- Have the replenishing, or "fresh" platter/chafer food pan prepared before removing the used item.
- Pull, or remove, empty food containers and/or chaffing dishes once product has been depleted.
- Be extremely cautious when carrying food platters/pans and avoid guests/associates.
- Do not interrupt a guest who is helping him/herself at the buffet when inserting any food.
- When heavy platters/pans/bowls need to be replenished, partner with a team member to help you by leading the way and removing the used item from the buffet.
- As soon as the majority of the guests have helped themselves at the buffet, coordinate with the Supervisor/Captain and/or Chef before continuing to replenish food in order to minimize waste.

m. Sales of Alcohol

You will receive separate training designed to instruct you on the steps of Responsible Alcohol Service. You may also receive training under the TIPS or TEAM programs.

n. Beverage and Cocktail Service

- Approach the guest and give a warm salutation.
- When taking a beverage order, repeat back to the guest their order to verify that you have understood the order correctly.
- All beverages orders should be written down and served to the guest who placed the order and not 'auctioned off'.
- Serve guests from their right.
- Serve ladies first and the host last.
- Smile, maintain eye contact and good posture.
- Drinks should be served within specified time limit.
- If logo napkins are used, the logo should be facing the guest.
- Glassware should be handled by base/stem only.
- When serving a guest in a seated position, place a cocktail napkin down in front of the guest then set the beverage on the center of the napkin.
- When serving a guest who is standing, hand the beverage to the guest, then follow with an offer of a cocktail napkin.
- Pour $\frac{3}{4}$ of the bottled beer into a chilled glass, then place bottle to the right of the guest with the label facing the guest.

Premium Services/Luxury Suites Follow Up Notes

o. Serving Wines

To provide our guests with professional wine and beverage service.

Procedure

- Hold the wine/water bottle firmly from the body of the bottle and without covering the label.
- Know the name, producer and vintage of the wines being offered (e.g. Chardonnay, "Gallo of Sonoma", "1997").
- Offer the beverage with a "smile" in your voice, without interrupting an ongoing conversation among guests: "May I serve you"..."Would you care for some Chardonnay?"
- Always serve from the right side of the guest. Serve the ladies first.
- While holding your left arm behind your back, pour the wine into the glass keeping the neck of the bottle from touching the glass itself.
- At the end of the pouring, slightly twist the bottle (this movement should almost be unnoticeable to the guest) to avoid any spillage. Wipe the neck of the bottle, before serving the following guest, with a service napkin.
- While pouring the wine or other bottled beverage, make sure that the label is facing the guest being served.
- Take notice if the guest is looking at the label and if so, smoothly "present" him/her the bottle to facilitate the reading of the label.
- As a general rule, 3 ounces is the amount of wine to be poured.

p. Accepting a Tip from a Guest

To graciously accept a gratuity from a guest in a courteous and professional manner.

Procedure

- Accept the gratuity graciously and maintain eye contact.
- Express your appreciation to the guest by stating: "Thank you very much."
- Put the tip away in a readily accessible pocket without looking at it.
- Wait to count the amount of the tip until you have entered a back-of-house area.
- Do not discuss the amount of the gratuity with another employee in any front-of-house area.
- Follow the rules for tips at your facility.

q. Guest Confidentiality

- Maintain confidentiality about any other personal or financial information concerning our business partners, customers, or guests; our business plans and operating methods; pricing formulae.
- When providing service to celebrities:
 - Respect the guest's privacy.
 - Maintain a professional service relationship.
 - Do not gawk at the Individual.
 - Do not ask for an autograph.
 - Do not make comments about (or to) the celebrity's family member(s).
- Maintain discretion about the guest's personal conversations.
- In the event the news media should present itself, do not make comments or release interviews to a member of the media.

Supervisor name: _____

Location/Department: _____

Date Reviewed: _____

Premium Service/Luxury Suite Day 6

Premium Services/Luxury Suites Follow Up Notes

DAY SEVEN

Standards of service, con't.

r. Handling Found Items

To professionally handle lost and found items.

Procedure

- Take any items that are found directly to the appropriate location within 15 minutes.
- If you know whom the item belongs to, attach the information to the item.
- The manager will turn over the item to Lost and Found for proper tagging and storage.

s. Handling Lost Items

To professionally handle lost items when a guest contacts your department.

Procedure

- Tell the guest you are going to call the Lost and Found.
- Tell the guest you are going to call him/her back as soon as you check with Lost and Found; take their full name and the telephone number of where they can be reached.
- If the guest prefers to find out immediately connect them to Lost and Found.
- Avoid telling a guest that you have located their lost item until you have the item in your possession.
- If the item was turned in, ask the guest how she/he would prefer to proceed, i.e. whether we return the item or they would prefer to pick-up.
- If the item is to be picked up arrange for a time and contact the person.
- If the guest would like the item sent, ask for full address.
- If the item is not in Lost and Found, take an item description from the guest for future reference, as well as name and telephone number.

t. Providing Directions within the Stadium/Facility

To provide our guests with accurate directions within the facility in a friendly and helpful manner.

Procedure

- When asked for directions within the Stadium/facility give the direction of the destination and offer to walk the guest to their destination. For example: "The suite is north of the escalator, may I walk you there?"
- If yes, walk the guest to their destination.
 - Lead the guest, walk at a moderate pace.
 - Engage in polite, professional conversation, if appropriate.
- If no, give the guest specific verbal directions using landmarks and distances.
- When using hand gestures to give directions use an open hand, palm facing upwards. Do not point with your finger.
- When at destination or on completion of directions, wish the guest a pleasant day. "Enjoy your morning/afternoon/evening."

u. Yielding to Guests in Corridors and Pathways

To provide courteous, gracious service to our guests.

Procedure

- As you encounter guests in corridors and pathways, always yield to guests observing the 10/5 rule.
- Maintain eye contact, smile and purposely move out of the way until the guest

Premium Services/Luxury Suites Follow Up Notes

- has passed.
- If you encounter guests as you are traveling through a corridor or pathway with large equipment, move the equipment out of the guest's way.

v. Guest Farewell

Upon exiting, bid the guest farewell and thank him/her for his/hers patronage in a professional manner using eye contact, an upbeat tone and a smile. – BE HOSPITABLE!!

Procedure

Task 1 Address the guest with an upbeat tone, smile and be sure to maintain eye contact when speaking to the guest.

Task 2 When event concludes, state the following:

“(Insert Guest Name Here if known) it was a pleasure seeing you this afternoon/evening. Thank you. We look forward to seeing you again soon.”

Task 3 Open the door for the guest if applicable.

Task 4 Return to your work station.

w. Thank Your Customers

Thank your customers and be sincere. This is the last impression they will have of us and our client. BE SINCERE!!

“Thank you”

“Thank you, have a great day!”

“Thanks for coming in early!”

“Thanks for supporting the team today!”

“I hope you had fun today, thank you!”

“Enjoy your meal, thank you!”

Supervisor name: _____

Location/Department: _____

Date Reviewed: _____
Premium Service/Luxury Suite Day 7



Premium Services/Luxury Suites 1.27.12



Premium Services/Luxury Suites Training



Premium Services/Luxury Suites

Notes: pg 3



Welcome to Centerplate

Our Premium Services/Luxury Suites team is committed to providing the highest quality food and beverage service.

Centerplate is committed to providing you with the tools, instruction and training to best enable you to contribute to our success.

Lets Get Started!!



Notes: pg 4

Welcome to Centerplate and to the Premium Services/Luxury Suites team! As a member of our team, you play an important role in our future success.

We are committed to providing our clients with a first class food and beverage program. Your commitment to quality and total customer satisfaction is the key to attaining our goal of providing 100% satisfaction. To the customer or guest, **you** are Centerplate.

Centerplate is committed to providing a work atmosphere that gives you the opportunity to contribute and succeed. We want you to enjoy a career that is both challenging and satisfying.



#1 Event Hospitality Company!



- “Centerplate is a place to have a taste and imagination adventure and MORE”
- Customers will RAVE about it
- We will be the answer to busy lifestyles
- Our Service zones will drive growth for the company and our clients
- New, diverse choices that will set us far apart from the competition



5

Notes page 5

Centerplate’s Vision is to be #1 in Hospitality! To do this, we must execute on every step of our QUE³ST to be the best! We must deliver WORLD CLASS SERVICE to our customers every time we serve or interact with our customers. It is your job as the employees who serve and greet our guests to deliver Extraordinary service in all that you do!

We want our customers to rave about the food and experiences at Centerplate. Centerplate will be the place to have a taste and imagination adventure, and more. We will provide delicious food and beverage services that will be the answer to busy lifestyles. Our service zones will drive growth for the Company and our clients. Our diverse culinary choices and Extraordinary customer service will set us apart from our competition.

Now let’s review our Mission Statement.



Mission Statement

To be the most respected and profitable Event Hospitality company in North America. Our success is based on a total commitment to our clients; we continuously strive to enhance their reputation and drive their overall returns through:

- Unmatched quality of our services
- Excellence of our people
- Innovative nature of our products & programs.



6 

Notes page 6

Our Mission Statement is to “create raveable results” by executing extraordinary experiences for our customers and clients.

Our actions will be measured by

- Unmatched quality of our products and services
- Innovative programs
- Client satisfaction
- Profitability of our operations, and
- Exceptional talent of our people.

Our employees are our most Powerful resource – you deliver the Extraordinary Experiences our clients Rave about!

We will focus on our QUE³ST strategy on the next slide.



Centered on QUE³ST

Q [Quality]

Doing what it takes to ensure that our food, service, management and customer experience are always to the highest standard.

U [Unique]

Original food and that memorable Centerplate experience. It's why customers love us, and why they always come back for more.

E³ [Execute Extraordinary Experiences]

No matter how big or small, every action we take should be focused on excellence.

S [Sustainability]

By honing our skills, and staying true to our values we'll maintain our momentum.

T [Teamwork]

From a sampler, to server, to a venue manager, to a chef, you've got to have good teamwork or you're not going anywhere.



7



Notes page 7

Our whole focus in Customer Service is to be “Centered on QUE³ST” – to demonstrate Quality and Unique food and guest experiences; to Execute Extraordinary Experiences; to be Sustainable to maintain our momentum; and to always work as a Team and operate in a spirit of TEAMWORK.



Brand Promise

**“Craveable Experiences.
Raveable Results.”**



8

Notes page 8

Our brand promise is to deliver “Craveable Experiences. Raveable Results.”

This is our promise to our clients and customers.

We will execute extraordinary Experiences with Craveable food, programs and services. We will deliver Results for our clients, and the clients will Rave about them to their friends and colleagues. This is our Promise to our customers in our quest to be the #1 Company in Hospitality.



Core Values

- Act with **Integrity**
- Demonstrate **Passion** to Succeed
- Deliver **Quality**
- Drive **Creativity & Innovation**
- Operate in Spirit of **Partnership**
- Demonstrate **Commitment** to our clients



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Notes page 9

Our Company is committed to providing world class service. Each of us must perform our jobs with integrity or honesty, and demonstrate a Passion to succeed. We must deliver QUALITY in all we do. We will drive creativity and innovation in our products, services and programs. We will operate in a spirit of partnership, and demonstrate commitment to our clients. These values will make us successful in our promise to deliver “Craveable Experiences. Raveable Results.”



Training Topics

- Organization of Department
- Procedures
- Duties
- Customer Service
- Cash Handling Requirements

Centerplate's training will enable you to provide Extraordinary service to our customers!



Notes: pg 10

Our training will cover Organization of the Department, Procedures, Duties, Cash Handling Requirements and Customer Service.

Why is this effort important?

We are in the hospitality business. Training is an investment by Centerplate in **You** and our future business.

From first time guests to repeat customers, better trained staff leads to improved customer satisfaction, increased revenue, more work available, higher profits and renewed contracts.

You generate and sustain the all-important service relationship with our customers – You are the **Key Link** to our customers' satisfaction!



Types of Premium Services

Centerplate has several types of premium services:

- Luxury Suites
- Lofts
- Club Level Seating
- Bars
- Restaurants



Notes: pg 11

Centerplate provides many types of premium food and beverage services:

- Luxury Suites
- Lofts
- Club Level Seating
- Bars
- Restaurants

Employees of each type of outlet should provide consistent high quality services. You will be assigned by your supervisor to a particular location.



Department Organization

- General Manager
- Assistant General Manager
- Executive Chef
- Suite Operations Manager
- Suite Supervisors/Captains
- Suite Attendants/Servers
- Bartenders
- Runners
- Food Preparation



Notes: pg 12

Listed here is the typical structure of a premium services/luxury suites department. Your unit trainer will explain the structure of your particular location's department.



Duties of Suite Operations Manager

- Manage entire suite services operation.
- Oversee set up of suites.
- Schedule staff.
- Train staff.
- Process BEOs.
- Manage events, open through close.
- Ensure guest satisfaction.
- Arrange payment from guest.
- Manage extraordinary customer service.





Notes: pg 13

Your managers have the primary responsibility for: (1) keeping operations running smoothly; (2) making personnel decisions; and (3) ensuring that our customers are satisfied. To do this, they rely on a high level of cooperation and support from various operation and staff teams. Managers are responsible for helping each employee do the best job possible.

Lets review the typical duties of these Premium Services/Luxury Suites managers listed above.

Your trainer will explain the organization of your unit and the specific duties of the managers at your location at this time.

[Trainer – hit Pause and discuss your unit’s organization and duties of managers here.]



Duties of Suite Supervisor/Captain



- Manage a block of suites.
- Manage suite staff and attendants in their areas.
- Expedite food distribution and delivery.
- Control bar set ups.
- Manage inventory.
- Determine assignments.
- Facilitate payment from guests.
- Maintain sanitation and equipment operation.
- Ensure extraordinary customer service.



Notes: pg 14

Now lets review the duties of the Suite Supervisor or Captain.
[Pause to read]



Duties of Other Employees

Suite Attendants/Servers

- Provide extraordinary customer service to all guests.
- Receive and process food and beverage orders.
- Assist in pre-opening duties.
- Serve the needs of guests.
- Provide personal individualized service to guests.
- Provide information to guests regarding all suite and catered menu items.
- Assist in closing duties.



Runners

- Replenish beverage and food supplies.
- Clean all service areas.
- Clean all bar/buffet surfaces and equipment.
- Manicure buffet.
- Remove trash.



Notes: pg 15

We will now pause to review the typical duties of the suite attendants and runners.



Duties of Bartenders



- Understand the event requirements and BEO content.
- Set up the bar.
- Ensure all tools and equipment have been assembled for the next event.
- Ensure adequate inventory of necessary beverages, ingredients and garnishments are on hand throughout event.
- Manage cash and inventory during event.
- Prepare and serve beverages upon request during event.
- Ensure all operating procedures and paperwork requirements are followed.
- Complete and verify closing inventory and report consumption if applicable.
- Reconcile cash at end of event and complete all paperwork.
- Clean bar area and all equipment.



Notes: pg 16

Bartenders are required to perform the duties listed on this slide.
[Pause to read]



Shift or Event Procedures

Follow your unit's procedures upon arrival:

- Employee Parking.
- Arrival Time.
- Checking in /Clocking in.
- Work Assignments.
- Employee Identification / Security Badge.
- Storage of Personal Belongings.
- Gameday / Event Notes.



Show up on time, and be ready to:

“Execute extraordinary experiences.”



Notes: pg 17

Your trainer will review with you the particulars of your units rules and procedures regarding parking, arrival time, clock-in procedures, work assignments, procedure to obtain employee ID badge and the storage of personal belongings.



Proper Uniform

- Your trainer will explain the proper uniform for your position.
- Name Badge/Security Badge VISIBLE.
- All parts required – clean, pressed and well fitted.
- Approved work shoes.
- Grooming:
 - neat businesslike hair styles
 - superior personal hygiene
 - natural hair color
 - minimal make up
 - minimal jewelry
 - fingernail tips no longer than 1/8 inch – no nail color
 - minimal perfume/cologne.
- Smile!!
- Questions? Ask your supervisor or GM.



Notes: pg 18

Your appearance is vital to your successful employment at Centerplate. You should always wear your name badge or security badge AND a smile. You must wear the appropriate uniform for your position (which your trainer will advise) and proper shoes. Personal hygiene and proper grooming are also critical. Ask your supervisor or GM if you have any questions.



Pre – Event Meeting

Suite Operation Managers or Suite Supervisors will meet with their attendants before events to review:

- Assignments.
- Policies and procedures.
- Menu changes.
- BEOs.
- Opening and closing times.
- Alcohol Service Policy for the particular unit.
- Upcoming schedules.
- Issues from prior events.
- Gameday or event notes.

Ask Questions!



Notes: pg 19

At the start of your shift or event your Suite Operations Managers or Suite Supervisors will meet with the staff. During this meeting, policies and procedures for the event will be announced. All important information about the event such as assignments, alcohol service cut off time, menu changes, opening and closing times, and upcoming schedule changes are discussed. This is a good time to bring up any questions or comments from previous events or for the event we are preparing for.



Opening Procedures



- Turn on equipment, lights, music.
- Clean all counters, machines, glass, displays, etc.
- Match small wares and equipment to menu items.
- Stock inventory; rotate product in pantries.
- Fill condiments, napkins, straw dispensers.
- Ensure uniforms are complete.
- Ensure menu is accurate.
- Empty trash, sweep floors.
- Set up cleaning/sanitation supplies.
- Stock supplies of hand washing supplies and disposable gloves.



Notes: pg 20

The opening of a premium services area or luxury suite requires organization and attention to detail. Here are several items that will assist in the opening of the stand, and all employees can assist in these general opening duties.

[pause to give employees time to review all]



Opening Procedures - Inventory

Your Manager will oversee the inventory or counting of all chargeable products in the suite or pantry.

Verify the numbers you report to your suite manager.

Count items in full measurement (case/box) and then individual loose items.



Notes: pg 21

You may be asked to assist in the opening inventory of chargeable items before the event or shift. Your manager will give you specific instructions for the procedures to use in your unit.



Opening Procedures

Accurately count all **transfers**, or additional items delivered during the event, and report to your manager.

Spoiled items are to be counted and reported to the Manager for reporting in the Spoilage column/report.



Meal items (food/beverage consumed by employee) must also be counted and reported.



Notes: pg 22

Keeping an accurate inventory at the beginning of an event/shift, during the event, and after the event is critical to monitoring food costs. You can help your Manager in this important task.



Food Service

Ensure service of all required food items per the Banquet Event Order.

Periodically take food temperatures (every 30 minutes or as instructed) and record in "Temperature Control Log Sheet."

Suggest additional menu items or drinks for the guests in your area.

Provide extraordinary service to all guests.



Notes: pg 23

You can assist the Suite Supervisors by monitoring food consumption and re-ordering where necessary, assisting in temperature maintenance and upselling to suggest additional food items or drinks from the menus.



Food Service – Get ready to serve!

Thirty minutes before guests arrive:

- Ensure snack items properly presented.
- Verify food orders as food arrives.
- Double check equipment operation.
- Fill ice towers/storage.
- Test soda machines.
- Test beer taps.
- Clean all surfaces.
- Check suite from the customer's viewpoint and clean all visible points.
- Communicate to suite supervisor if food items need to be delivered.
- SMILE!



Notes: pg 24

Additional tasks which you may be assigned to complete before the suite or area opens are listed here – review each carefully.



Payment

Your Suite Operations Manager will ensure payment for the food and beverage items is arranged before the event.

The Suite Operations Manager will obtain approval of the event BEO and secure necessary signatures.

Refer any questions regarding payment to the Suite Operations Manager or Suite Supervisor.



Notes: pg 25

Before the event, the Suite Operations Manager will review the BEO with the guest in charge, and will arrange for payment by credit card or other method. The Suite Operations Manager will obtain approval of the food and beverage delivered during the event, and will secure necessary signatures for payment for the event.



Customers Deserve Service that Reflects

R Respect
E Energy/Enthusiasm
S Smile/Positive Attitude
P Passion
E Exceed Expectations
C Communication
T Teamwork



Notes: pg 26

When we serve our customers with clear communication, and friendly, enthusiastic actions, showing passion for our work and a positive attitude, we are providing Extraordinary Customer Service!

Our actions must show **Respect** to our customers and exceed our customers' expectations.

Of course, Teamwork is a Key to Extraordinary Customer Service.



Standards of Service Guest Greeting



Standard

All guests are to be greeted and acknowledged with a warm, **welcoming** greeting while utilizing an enthusiastic and upbeat tone upon approach.

Procedure

Task 1: Greet guest(s) utilizing an enthusiastic and upbeat tone stating:

“Good morning/afternoon/evening, welcome to the event”.

Tip: Establish instant rapport with our guests by introducing yourself with your name. Don't make them read your nametag as an introduction. Use a guests name when you learn it and/or recognize the person.

Acknowledge them whenever possible.



Notes: pg 27

Now lets review the Centerplate Standards of Service specifically applicable to suite attendants and premium servers. The first topic is Guest Greeting. Follow these rules in Greeting each Guest with a warm welcoming greeting using an enthusiastic and upbeat tone.



Standards of Service Guest Greeting

Task 2: Determine the need of guest(s) by asking:

- ***“How may I help you?”***
- ***“How may I be of service?”***

Avoid phrases such as:

- ***“What do you want today?”***
- ***“How are you guys?”***
- ***“Done with that?”***
- ***“What’s up?”***



Notes: pg 28

Next, determine the needs of the guests in your suite or area.

Be friendly and upbeat – the customer is present to have a great time and enjoy the game or event. Enthusiasm is contagious!



Standards of Service Guest Greeting -10/5 Rule

Standard

To make our guests feel welcome. To make a conscious effort to acknowledge our guests first, before our guests acknowledge us.

Procedure

- Be aware of any guests walking in your general area.
- Make eye contact with a smile as you draw within **“ten feet”** of the guest.
- Make verbal contact with a smile, as you near an approximate distance of **“five feet”** by saying “Good morning, good afternoon or good evening”.

Tip: A greeting is a statement. If you ask a question, such as “How are you today?” be prepared to stop and listen to the response. Greetings such as “Good afternoon/evening” or simply “Hello” are very acceptable.



Notes: pg 29

There are several ways to greet your customers. Here are some simple examples of different types of greetings that you may use when you come in contact with your customers.

Conversation Greet – “Good morning, welcome to our Suite!

“Hello! How may I serve you today?

“Afternoon! Are you having a great day?”

Complimentary Greet – a complimentary greet make the customer feel good!

“Hello! I really like that sweater you’re wearing!”

“Hi! You have such a cute baby!”

Food Service Greet – here are some suggestions:

May I direct you to the buffet?

What beverage may I ask our bartender to prepare for you?

Do you need any assistance today with our menu?



Standards of Service

Rights Of Way in the Facility / Suites

Standard

The guest will always have the right of way when walking through the facility.

Procedure

Task 1: Make eye contact with the guest and smile.

Task 2: Stop, step back or to the side and continue after the guest has passed.

Always allow the guest to pass on your left.



Notes: pg 30

When you encounter a guest in the facility or suite, always make eye contact and smile; stop, step back or to the side – allow the guest to pass on your left; and continue after the guest has passed.



Standards of Service Up selling

Standard

All attendants / servers are to use up selling techniques in order to maximize revenues.

Procedure

Task 1: Monitor food and beverage levels at all times.

Task 2: Based on the consumption, consider the following to up sell:



- ANTICIPATE AND COMMUNICATE WITH CLIENT.
- When appropriate, suggest replenishment of exhausted food and/or beverage.
- Know what alternatives can be offered to supplement exhausted items. Know how long delivery will take and additional charges if applicable.



Notes: pg 31

All servers should up sell throughout the event to ensure the guest has a truly memorable experience.

- Suggest items while the customers are looking at the menu.
- Suggest more items or new additions to the menu.
- Demonstrate the variety of our menu.
- Educate regarding products.
- Suggest wines from the wine list that compliment their food entries.
- Also remember to offer dessert and coffee menu items.



Standards of Service

Clearing Tables, Counters and Displays

Standard

When the guest(s) are finished with their plates, cups, trash, etc., the items should be cleared in a discreet and attentive manner continuously.

Procedure

Task 1: Always monitor tables, counters, food containers, chaffing dishes and displays.

Task 2: Continuously “manicure” to ensure all debris is placed appropriately on tray or in trash to avoid any items gathering in suites or work location. When clearing from behind a guest, always **clear from the right side**. When serving a guest, try always to **serve from the left side** with a service towel.



Notes: pg 32

Servers must discreetly clear the suite, counters or premium services area with attentiveness and politeness. Monitor your area and clear or manicure the area as needed. Continuously remove trash, empty beverage glasses or food plates. Clear from the right side of a guest; serve from the left side of a guest.



Standards of Service

Clearing Tables, Counters and Displays

Task 3: Proceed to clearing area.

Note: When clearing, avoid phrases such as;

“Finished?”

Or

“All set?”

Or

“Are you still working on that?”



Use phrases like;

“May I get you anything else Sir/Ma’am?”

“Would you mind if I cleared this away for you Sir/Ma’am?”



Notes: pg 33

Servers must discretely remove trash, glasses or plates to the clearing area without distracting the guests.

Be polite when communicating with the customer, such as by stating:

“May I get you anything else Sir/Ma’am?”

“Would you mind if I cleared this away for you Sir/Ma’am?”



Standards of Service Knowledge Of All Beverages

Standard

All attendant/servers are to have complete knowledge of all beverages on the menu.

Pertinent Information

The manager/supervisor is to advise all attendant/servers of all beverages on the menu and bar to ensure the attendant/servers have full knowledge of all beverages.



Notes: pg 34

Servers must ensure they have complete knowledge of all available beverages on the menu, and communicate in a friendly manner to assist the customer in his/her selection.



Standards of Service Menu Knowledge

Standard

All attendant/servers are to have complete knowledge of all menu items being served, buffet and options.

Pertinent information

Attendant/servers are to be familiar with the following information as it relates to buffet and menu:

- Compatible Wines
- Ingredients
- Preparation Methods
- Presentation and Garnishes
- Pricing
- Types of Sauces
- Game day menu items
- Delivery times



Notes: pg 35

Having complete menu knowledge requires that the servers must have knowledge about:

- Compatible Wines
- Ingredients
- Preparation Methods
- Presentation and Garnishes
- Pricing
- Types of Sauces
- Game day menu items
- Delivery times



Standards of Service Awaiting Guests in Suites

Standard

To be ready to provide a warm welcome and positive first impression to our guests when the doors of the suite are opened.

Procedure

- Team members are posted appropriately anticipating arrival.
- Ensure that all appropriate food and beverage items are stocked and appropriately displayed.
- Keep your attention focused at the entrance.
- Stand at least 10 feet apart from your colleagues and refrain from any personal conversation.
- Observe the "Professional Posture Standard" and stay focused.
- Use the "10/5 Standard" when welcoming the guests.



Notes: pg 36

Be ready to deliver a warm welcome and excellent first impression upon the arrival of guests. Use the "10/5 Standard" for greeting guests. Answer questions and direct the guest to the food, bar or his/her seat.



Standards of Service Professional Posture

Standard

To maintain a professional image of the operation at any time.
To provide a positive impression to both guests and associates alike.

Procedure

- Stand straight and do not lean against anything.
- Keep your hands out of the pockets.
- Attend to any personal grooming (e.g. combing your hair) while in the back of the house and never in front of guests or before manipulating food or beverage items.
- Keep your weight evenly balanced on both legs.
- Keep your head up and make eye contact, whenever possible, with people in your area.



Notes: pg 37

A professional posture will create a sharp professional image and positive impression with our customers. You must:

- Stand straight and do not lean against anything.
- Keep your hands out of the pockets.
- Attend to any personal grooming (e.g. combing your hair) while in the back of the house and never in front of guests or before manipulating food or beverage items.
- Keep your weight evenly balanced on both legs.
- Keep your head up and make eye contact, whenever possible, with people in your surrounding.



Standards of Service Refreshing of Suites

Standard

To maintain a clean and professional look of our suites throughout the event.
To monitor guests' needs and be pro-active.



Procedure

- Organize the refresh of the suites according to the estimated timeline for each event.
- Have sufficient equipment organized and clean in order to execute efficiently and with the least amount of distraction to guests.
- In case you have to use the same entrance door as guests, always yield to guests.
- Empty trash cans.
- Constant “manicuring” of suite and/or food set ups.
- Any personal items are to be left untouched.



Notes: pg 38

The refreshing of suites is required to maintain a clean and professional look of the suites and to monitor guests' needs. You should follow these rules for refreshing of suites:

- Organize the refresh of the suites according to the estimated timeline for each event.
- Have sufficient equipment organized and clean in order to execute efficiently and with the least amount of distraction to guests.
- Constantly “manicure” suite and/or food Set ups.



Standards of Service Replenishing Food Buffet

Standard

To professionally replenish food items and maintain the best possible presentation of the food displayed at functions.

Procedure

- Coordinate with your Supervisor/Captain and/or Chef on how much replenishment is available for every displayed food item.
- As a general rule, platters/chafing dishes are replenished when one quarter of displayed food item is remaining.
- Have the replenishing, or “fresh” platter/chafer food pan prepared before removing the used item.
- Pull, or remove, empty food containers and/or chaffing dishes once product has been depleted.



Notes: pg 39

Our attendants and servers must replenish food items and maintain the overall appearance and presentation of the food displayed in food buffets.

Here are the standards for replenishing food buffets:

- Coordinate with your Supervisor/Captain and/or Chef on how much replenishment is available for every displayed food item.
- As a general rule, platters/chafing dishes are replenished when one quarter of displayed food item is remaining.
- Have the replenishing, or “fresh” platter/chafer food pan prepared before removing the used item.
- Pull, or remove, empty food containers and/or chaffing dishes once product has been depleted.



Standards of Service Replenishing Food Buffet

- Be extremely cautious when carrying food platters/pans and avoid guests/associates.
- Do not interrupt a guest who is helping him/herself at the buffet when inserting any food.
- When heavy platters/pans/bowls need to be replenished, partner with a team member to help you by leading the way and removing the used item from the buffet.
- As soon as the majority of the guests have helped themselves at the buffet, coordinate with the Supervisor/Captain/ Chef before continuing to replenish food in order to minimize waste.



Notes: pg 40

Presented here are additional pointers for replenishing a food buffet are listed here. Please review each pointer carefully.



Standards of Service Sales of Alcohol

The Responsible Sale of Alcohol (RAS) is a critical obligation of every employee who serves alcohol.

You will receive separate training designed to instruct you on the steps of Responsible Alcohol Service. You may also receive training under the TIPS or TEAM programs.



Notes: pg 41

We have an obligation to be responsible as we sell alcohol to our customers.

Centerplate is committed to Responsible Alcohol Sales (RAS) and has prepared a separate training session to cover this important topic.

You may also attend TIPS or TEAM training on alcohol service.



Standards of Service Beverage and Cocktail Service

- Approach the guest and give a warm salutation.
- When taking a beverage order, repeat back to the guest the order to verify that you have understood the order correctly.
- All beverages orders should be written down and served to the guest who placed the order and not “auctioned off.”
- Serve guests from their right.
- Serve ladies first and the host last.
- Smile, maintain eye contact and good posture.
- Drinks should be served within specified time limit.



Notes: pg 42

Beverage and cocktail service includes these important steps described on this slide. After warmly greeting the guests, take the order and write it down. Repeat the order to confirm the order. Deliver the drink to the person who placed the order. Serve ladies first, the host last, and all guests from the right.

Once the guest has finished a beverage if they do not request a refill or order another beverage, then remove the glass from the table.



Standards of Service Beverage and Cocktail Service

- If logo napkins are used, the logo should be facing the guest.
- Glassware should be handled by base/stem only.
- When serving a guest in a seated position, place a cocktail napkin down in front of the guest then set the beverage on the center of the napkin.
- When serving a guest who is standing, hand the beverage to the guest, then follow with an offer of a cocktail napkin.
- Pour $\frac{3}{4}$ of the bottled beer into a chilled glass, then place bottle to the right of the guest with the label facing the guest.



Notes: pg 43

Additional requirements of proper beverage and cocktail service are:

- If logo napkins are used, the logo should be facing the guest.
- Glassware should be handled by base/stem only.
- When serving a guest in a seated position, place a cocktail napkin down in front of the guest then set the beverage on the center of the napkin.
- When serving a guest who is standing, hand the beverage to the guest, then follow with an offer of a cocktail napkin.
- Pour $\frac{3}{4}$ of the bottled beer into a chilled glass, then place bottle to the right of the guest with the label facing the guest.



Standards of Service Serving Wines

Standard

To provide our guests with professional wine and beverage service.

Procedure

- Hold the wine/water bottle firmly from the body of the bottle and without covering the label.
- Know the name, producer and vintage of the wines being offered (e.g. "Chardonnay", "Gallo of Sonoma", "1997").
- Offer the beverage with a "smile" in your voice, without interrupting an ongoing conversation among guests: "May I serve you"...."Would you care for some Chardonnay?"
- Always serve from the right side of the guest. Serve the ladies first.



Notes: pg 44

Proper service if wine compliments Centerplate's buffet and food offerings.
When serving wine to our guests, follow these steps:

- Hold the wine/water bottle firmly from the body of the bottle and without covering the label.
- Know the name, producer and vintage of the wines being offered (e.g. "Chardonnay", "Gallo of Sonoma", "1997").
- Offer the beverage with a "smile" in your voice, without interrupting an ongoing conversation among guests: "May I serve you"...."Would you care for some Chardonnay?"
- Always serve from the right side of the guest. Serve the ladies first.



Standards of Service Serving Wines

- While holding your left arm behind your back, pour the wine into the glass keeping the neck of the bottle from touching the glass itself.
- At the end of the pouring, slightly twist the bottle (this movement should almost be unnoticeable to the guest) to avoid any spillage. Wipe the neck of the bottle, before serving the following guest, with a service napkin.
- While pouring the wine or other bottled beverage, make sure that the label is facing the guest being served.
- Take notice if the guest is looking at the label and if so, smoothly “present” him/her the bottle to facilitate the reading of the label.
- As a general rule, 3 ounces is the amount of wine to be poured.



Notes: pg 45

Additional steps of wine service are:

- While holding your left arm behind your back, pour the wine into the glass keeping the neck of the bottle from touching the glass itself.
- At the end of the pouring, slightly twist the bottle (this movement should almost be unnoticeable to the guest) to avoid any spillage. Wipe the neck of the bottle, before serving the following guest, with a service napkin.
- While pouring the wine or other bottled beverage, make sure that the label is facing the guest being served.
- Take notice if the guest is looking at the label and if so, smoothly “present” him/her the bottle to facilitate the reading of the label.
- As a general rule, 3 ounces is the amount of wine to be poured.



Standards of Service

Accepting a Tip from a Guest

Standard

To graciously accept a gratuity from a guest in a courteous and professional manner.

Procedure



- Accept the gratuity graciously and maintain eye contact.
- Express your appreciation to the guest by stating: "Thank you very much."
- Put the tip away in a readily accessible pocket without looking at it.
- Wait to count the amount of the tip until you have entered a back-of-house area.
- Do not discuss the amount of the gratuity with another employee in any front-of-house area.
- **Follow the rules for tips at your facility.**



Notes: pg 46

You must check with your trainer or supervisor about the rules for accepting tips at your unit, and follow those rules. If you are allowed to accept a tip, follow the rules listed on this slide.

[Pause to read]



Standards of Service Guest Confidentiality

Standard

To properly guarantee that the mandatory confidentiality requirements about guests are met. To maintain compliance with legal requirements about privacy and follow Company policies about information that has to be protected.

Procedure

- Maintain confidentiality about any other personal or financial information concerning our business partners, customers or guests; our business plans and operating methods; pricing formulae.
- When providing service to celebrities:
 - Respect the guest's privacy.
 - Maintain a professional service relationship.
 - Do not gawk at the individual.
 - Do not ask for an autograph.
 - Do not make comments about or to the celebrity's family member(s).



Notes: pg 47

We must all maintain the confidentiality of our guests while in our suites or premium services areas. If a celebrity is a guest, do not gawk at the person or ask for autographs.

Respect the guest's privacy, and maintain a professional service relationship.



Standards of Service Guest Confidentiality

- Maintain discretion about the guest's personal conversations.
- In the event the news media should present itself, do not make comments or release interviews to a member of the media.



Notes: pg 48

You must also not “eavesdrop” on personal conversations of guests, and never make comments to the news media or reporters.



Standards of Service Handling Found Items

Standard

To professionally handle lost and found items.

Procedure

- Take any items that are found directly to the appropriate location within 15 minutes.
- If you know whom the item belongs to, attach the information to the item.
- The manager will turn over the item to Lost and Found for proper tagging and storage.

LOST AND
FOUND



Notes: pg 49

We must professionally handle lost and found items. Please take any items that are found directly to the appropriate location within 15 minutes. If you know whom the item belongs to, attach the information to the item. The manager will turn over the item to Lost and Found for proper tagging and storage.



Standards of Service Handling Lost Items



Standard

To professionally handle lost items when a guest contacts your department.

Procedure

- Tell the guest you are going to call the Lost and Found.
- Tell the guest you are going to call him/her back as soon as you check with Lost and Found; take their full name and the telephone number of where they can be reached.
- If the guest prefers to find out immediately connect them to Lost and Found.
- Avoid telling a guest that you have located their lost item until you have the item in your possession.
- If the item was turned in, ask the guest how she/he would prefer to proceed, i.e. whether we return the item or they would prefer to pick-up.



Notes: pg 50

We must also professionally respond to guests who report a lost item. The procedures to follow include:

- Tell the guest you are going to call the Lost and Found.
- Tell the guest you are going to call him/her back as soon as you check with Lost and Found; take their full name and the telephone number of where they can be reached.
- If the guest prefers to find out immediately connect them to Lost and Found.
- Avoid telling a guest that you have located their lost item until you have the item in your possession.
- If the item was turned in, ask the guest how she/he would prefer to proceed, i.e. whether we return the item or they would prefer to pick-up.



Standards of Service Handling Lost Items

- If the item is to be picked up arrange for a time and contact the person.
- If the guest would like the item sent, ask for full address.
- If the item is not in Lost and Found, take an item description from the guest for future reference, as well as name and telephone number.



Notes: pg 51

Additional steps to assist a guest with a Lost item are to:

- If the item is to be picked up arrange for a time and contact the person.
- If the guest would like the item sent, ask for full address.
- If the item is not in Lost and Found, take an item description from the guest for future reference, as well as name and telephone number.



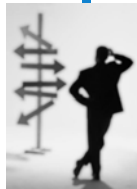
Standards of Service

Providing Directions within the Facility

Standard

To provide our guests with accurate directions within the facility in a friendly and helpful manner.

Procedure



- Offer to walk the guest to their destination. For example: "The suite is north of the escalator, may I walk you there?"
- If yes, walk the guest to their destination.
 - Lead the guest, walk at a moderate pace.
 - Engage in polite, professional conversation, if appropriate.
- If no, give the guest specific verbal directions using landmarks and distances.
- When using hand gestures to give directions use an open hand, palm facing upwards. Do not point with your finger.
- When at destination or on completion of directions, wish the guest a pleasant day. "Enjoy your morning/afternoon/evening."



Notes: pg 52

We should strive to assist our customers in every way, including in providing accurate directions within the facility. When providing directions to a guest, offer to walk them to the destination. If you lead the guest, walk at a moderate pace and engage in polite professional conversation, if appropriate. If giving verbal directions only, give specific directions using landmarks and distances. Do not point – but indicate with your hand the correct direction. Wish the guest a pleasant day.



Standards of Service Yielding to Guests

Standard

To provide courteous, gracious service to our guests.

Procedure



- As you encounter guests in corridors and pathways, always yield to guests observing the 10/5 rule.
- Maintain eye contact, smile and purposely move out of the way until the guest has passed.
- If you encounter guests as you are traveling through a corridor or pathway with large equipment, move the equipment out of the guest's way.



Notes: pg 53

Another Standard of Service requires us to yield to guests in corridors and pathways, which helps to provide courteous, gracious service to our guests.

- As you encounter guests in corridors and pathways, always yield to guests observing the 10/5 rule.
- Maintain eye contact, smile and purposely move out of the way until the guest has passed.
- If you encounter guests as you are traveling through a corridor or pathway with large equipment, move the equipment out of the guest's way.



Standards of Service Guest Farewell

Standard

Upon exiting, bid the guest farewell and thank him/her for his/hers patronage in a professional manner using eye contact, an upbeat tone and a smile.

Procedure

Task 1: Address the guest with an upbeat tone, smile and be sure to maintain eye contact when speaking to the guest.

Task 2: When event concludes, state the following:
***“(Insert Guest Name Here if known) it was a pleasure seeing you this afternoon/evening. Thank you.
We look forward to seeing you again soon.”***

Task 3: Open the door for the guest if applicable.

Task 4: Return to your work station.



Notes: pg 54

Every guest should be extended a warm farewell upon departure, using eye contact, an upbeat tone and smile. You may state:

***“It was a pleasure seeing you this afternoon/evening.
Thank you.
We look forward to seeing you again soon.”***



Standards of Service Thank Your Customers

Thank your customers and be sincere. This is the last impression they will have of us and our client. **BE SINCERE!!**

"Thank you"

"Thank you, have a great day!"

"Thanks for coming in early!"

"Thanks for supporting the team today!"

"I hope you had fun today, thank you!"

"Enjoy your meal, thank you!"

Make a Difference.
Think how you can change
ordinary into EXTRAordinary.



Notes: pg 55

Thanking a customer is just one example of courtesy that exemplifies extraordinary customer service. There are several ways to enthusiastically thank a customer – be sincere! Here are some examples.

Be sincere, smile and thank EVERY guest!!



Conduct on the Job

- You may not take personal backpacks or bags to the suite. Lockers are available, or leave them in your car.
- You should not carry more than \$10.00 of personal money to the suite. Tell your manager if you have more than \$ 10.00 with you in the stand.
- No cell phones, MP3 players, IPODS or personal electronic devices may be taken to the suites.
- Do not ask any guest or VIP for an autograph.



Notes: pg 56

We will now review expected conduct and rules of conduct applicable to your facility.

You are expected to follow all rules of conduct at your location. Here are a few to remember:

- No personal back packs or bags in the suites.
- Don't take more than \$10.00 of your money to the suite.
- No cell phones, PDAs, MP3 player or other portable electronic devices are allowed.
- Do not ask any guest or VIP for an autograph.



Conduct on the Job - Searches

- Subject to local and state law, management may conduct unannounced searches of facilities to enforce its Drug and Free Workplace and/or other policies.
- Facilities include: all buildings and structures, stands, kiosks, desks and storage cabinets, locker rooms and lockers, vehicles parked on Company property and personal property of Centerplate employees, visitors or contractors while on Company property.
- When there is cause to believe an employee is violating criminal statutes, appropriate law enforcement agencies will be notified.



Notes: pg 57

Centerplate has the right to conduct unannounced searches of the facilities its manages and operates, and all property on the grounds, including employee's bags, lockers, vehicles and other employee property.



Conduct on the Job

- You may **not** go into the stadium or viewing areas and watch the game or event during breaks – this will lead to termination.
- Do not SIT in your suite, unless a manager approves.
- Keep your suite service areas, floors and work area clean.
- Use cleaning chemicals only for the purpose intended.
- Remember your safety training!!!
- Do not ask for autographs of guests, athletes or celebrities.
- Additional rules of conduct are in the Employee Handbook.



Notes: pg 58

While working in suites or premium service areas, remember these rules:

- You are NOT a spectator – you cannot go to an area to watch the event and cannot roam/visit the trade floor.
- Do not SIT in the suite.
- Keep your area CLEAN at all times.
- Remember to conduct your job with SAFETY a PRIORITY.
- Do not ask for autographs from guest, athletes or celebrities.



Good Hygiene – Washing Hands

- When you begin work.
- After you have used the restroom.
- After coughing, sneezing, scratching or touching hair.
- After a break (smoke, eat, drink).
- After handling potentially hazardous foods.
- After cleaning, or taking out the garbage.



Notes: pg 59

Good hygiene and sanitation are critical to working in Premium Services/Luxury Suites. Washing of Hands must occur often and at each point listed on this slide.



Handwashing Requirements

- Turn on warm/hot water and wet hands.
- Apply soap to hands and scrub over tops and palms of hands, between fingers and fingernails.
- Scrub hands for at least 20 seconds. ABC's
- Rinse hands thoroughly under running water.
- Dry hands with single use paper towel.
- Turn faucet off with the paper towel.



Notes: pg 60

Hand Washing must be performed in accordance with these steps--do not skip any step.

[pause to review]



The Proper Use of Gloves

Never use gloves in place of hand washing!

- Wash hands thoroughly
 - Before putting on gloves
 - When changing into fresh gloves
- Wear gloves
 - When handling ready-to-eat foods (salads, deli-meats, pickles, etc.)
 - Over bandages on hands and forearms
 - When handling raw meats, such as ground beef
- Change gloves
 - When punctured or torn
 - Before beginning a new task
 - Every hour during continual use



Notes: pg 61

Employees who handle ready to eat food or raw meats, or who have bandages on their hands, must wear gloves.

Gloves should be changed if soiled, punctured or torn, before beginning a new task, or during every hour of continued use.



Meal/Breaks



- Your manager will explain the process for meals/breaks.
- Some locations provide meal tickets or allow the purchase of “stadium dollars” at a discount for food.
- Your manager will explain when you may take your meal/break (ie, not at half-time or intermission) and where you may take your meal or break.
- ABSOLUTELY NO DRINKING of alcoholic beverages is allowed while working **or** on company property, unless an admission ticket is purchased **and** you are off duty and out of uniform.



Notes: pg 62

Your trainer will explain the rules at your location for taking a meal break, including payment, where to eat, clocking out and NO ALCOHOL!

ABSOLUTELY NO DRINKING of alcoholic beverages is allowed while working **or** on company property, unless an admission ticket is purchased **and** you are off duty and out of uniform.



Closing Procedures

- Restocking - assist in restocking the pantry.
- Closing inventory - assist in counting of all chargeable items.
- Sanitation - clean suite, equipment, floors, condiment area, utensils, etc.
 - Sweep.
 - Mop floors.
 - Take out all trash.



Notes: pg 63

You will be assigned certain duties associated with closing the suite or area, which may include:

- cleaning the suite,
- restocking the pantry,
- collection and recording spoilage,
- assisting with inventory and paperwork and getting the area ready for the next event.



Closing Procedures

- Equipment - turn off, inspect, sanitize.
- Shut down suite - turn off equipment, music and lights.
- Depart Suite - only when approval given by suite supervisor or manager.



Notes: pg 64

Other closing duties you may be assigned are equipment sanitation and shut down, closing up the suite, and other tasks as requested.

You cannot leave the suite or area until your suite supervisor or manager gives you permission to leave.



Checking Out

Follow your location's procedures for checking out, which will include:

- Clocking out.
- Turning in loaned uniforms/jackets.
- Gathering personal belongings.
- Turn in any paperwork you are in charge of.
- Turn in your badge (if required).
- Check your schedule for the next event!

Arrive Home Safely!



Notes: pg 65

Make sure you follow the end-of-day procedures for your location, including:

- Clocking out.
- Turning in Uniforms.
- Gathering personal belongings.
- Turning in any paperwork.
- Turning in your security badge (if required).
- Checking your schedule.



“Execute Extraordinary Experiences”

Providing first quality food and beverage services to our guests helps to create memorable experiences for our customers at our venues.

Make sure your efforts contribute to our customers positive experience with your extraordinary customer service.

Your job is to help each of us at Centerplate make the event an extraordinary experience, so that the customer returns to our locations again and again!



Notes: pg 66

Your efforts in our Luxury Suites and Premium Services areas are vital to the success of Centerplate.

Doing you BEST at work, according to the rules and guidelines we have discussed here and in other training, will assist all of us in reaching our GOAL to “ Create Something Special ” for our guests.

Please sign the training acknowledgement and give to the trainer.

We will now look at quiz to test your retention.



Premium Services/Luxury Suites

Quiz Time

Name: _____

Date: _____

1. Centerplate's service vision is to create something special for each guest by offering high quality food, beverage and merchandise services with a responsive, solution driven staff.
True _____ False _____ (check one)
2. Centerplate provides premium services in which types of settings:
_____ (insert letter)
a. Luxury Suites. b. Lofts.
c. Club level seats. d. Premium seating.
e. Bars and restaurants. f. All of the above.
3. The Suites Operations Manager generally oversees the entire operation of the suites and arranges payment of BEOs by guests.
True _____ False _____ (check one)
4. A visible name badge is a part of a complete uniform.
True _____ False _____ (check one)
5. In the pre-event meeting, your supervisor will review: _____ (insert letter)
a. Team statistics.
b. Year to date sales.
c. BEO's and last minute changes.
d. The latest release by his favorite rock group.



Notes: pg 67

This is a short quiz for you to complete and sign. It will help us gauge your retention and understanding. We will review these principles again in future staff meetings.



Premium Services/Luxury Suites

6. Opening Procedures include restocking and rotating items in the pantry, cleaning all Suite areas and Food services areas and checking small wares and equipment.
True _____ False _____ (check one)
7. You never are required to assist in the checking of food temperature in your area; this is the Chef's job.
True _____ False _____ (check one)
8. Thirty minutes before guests arrive, you must double-check all equipment and taps, clean all surfaces, double-check BEO and food set up, and prepare to greet your guests.
True _____ False _____ (check one)
9. The "10/5 Greeting Rule" requires that you speak to each guest 5 times in a 10 minute period.
True _____ False _____ (check one)
10. Guests should be allowed to pass on your right.
True _____ False _____ (check one)

Notes: pg 68



Premium Services/Luxury Suites

11. Suggesting a wine to compliment a seafood appetizer is an example of up selling.
True _____ False _____ (check one)
12. To "Manicure" a table means to cut loose threads off the linens.
True _____ False _____ (check one)
13. Refreshing of suites requires you to: _____ (insert letter)
 - a. Replenish food items.
 - b. Clean debris from the suites.
 - c. Empty trash as needed.
 - d. All of the above.
14. Cocktails should be served from the guest's right, and serve ladies first.
True _____ False _____ (check one)

By signing below you are saying that you understand our Premium Services/Luxury Suites standards and will abide by these standards at all times while serving our customers.

Signature: _____ Date: _____



Premium Services/Luxury Suites Training



Premium Services/Luxury Suites Final end