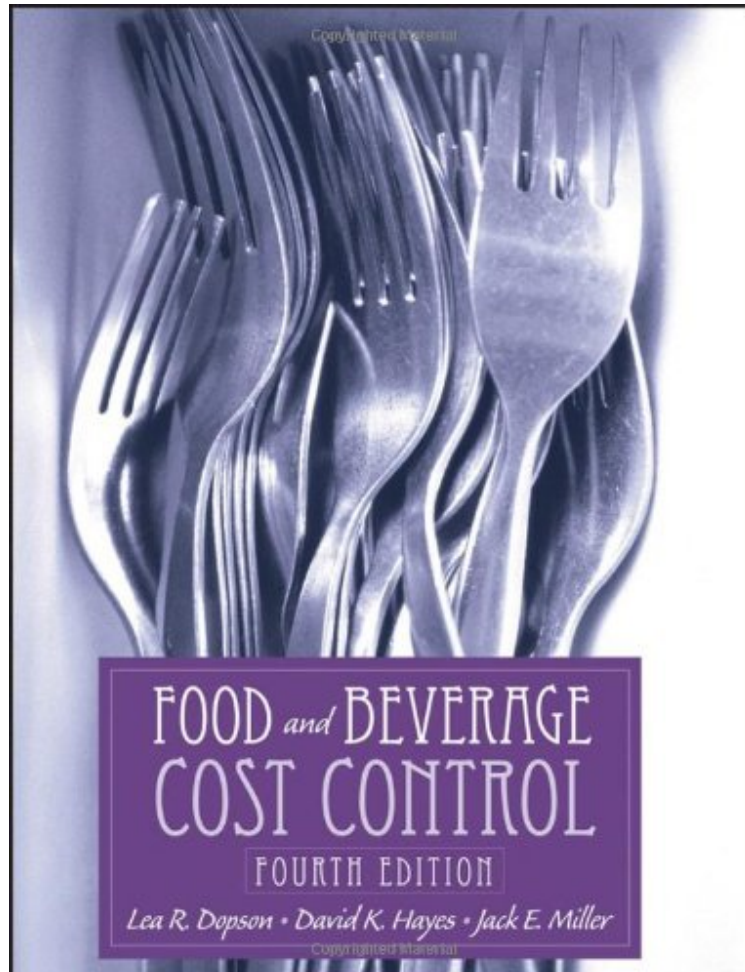


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## Food and Beverage Cost Control

*Lea R. Dopson, David K. Hayes, Jack E. Miller*  
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**Lea R. Dopson, David K. Hayes, Jack E. Miller : Food and Beverage Cost Control** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Food and Beverage Cost Control:

0 of 0 people found the following review helpful. Overly-Verbose Textbook Needs an EditorBy dvd3I didn't choose this book, it was presumably chosen by the head of my college department. The book is widely used and the authors are university instructors. There is no question that they know their subject but that is not the reason why I am giving them three stars. I find the text difficult to follow because it is unnecessarily verbose. They treat the reader like a school-child rather than as an adult student. As a result, they sometimes take a whole page to describe something that could be better said in one succinct paragraph. As a result, I sometimes have to read and reread something to understand what they are trying to say. Then when I get it, it's like, "Oh, is that all you were trying to say? Why didn't you say it up front?" The converse is also the case. When something needs to be clearly explained, it isn't. In Chapter 10, the authors have a section called "Linking Cost/Volume/Profit Analysis with Goal Value Analysis". They give a spreadsheet example and a table. Then they write, "By looking at these two analyses, you can learn how the overall

goals of the operation affect menu item profitability. Conversely, you can see how changes you make to menu items affect the overall profitability of the operation." That's it! Not one further word of explanation. Puhleez!! Maybe they can see it, but how do they expect the student to do so with no explanation, just a spreadsheet and a two-column table. Ms. Dopson published this section as a stand-alone article in the Journal of Hospitality Financial Management which is slightly easier to understand because it is written for adults, not kids, but even that is inadequately explained. 0 of 0 people found the following review helpful. okay book By michael devolve This is a text book format. Lots of useful information. It does not however contain first hand accounts of experiences and issues encountered by "real" restaurant owners. Long on theory short on practice. 3 of 4 people found the following review helpful. Good, but inventory and recipe definitions are missing By Humberto Sequeira The book is very good for a person taking charge of a kitchen and human resources on the restaurant. However I bought this item to help me figure out how to organize (for a Point of Sale system) the inventory. The basic points are covered, but not the hard ones. For example a whole chicken is bought and now we have to divide it (wings, breast, etc.). It does not address how the item is entered, and how the sub items are entered into the inventory. Also, it does not show how when a created recipe subtracts items from the inventory. I finally have to figure all this by myself. But the book as a whole is very good.

Provides a practical and applied approach to managing costs for foodservice managers and students For foodservice managers to control costs effectively, they must have a firm grasp of accounting, marketing, and legal issues, as well as food and beverage sanitation, production, and service methods. This fully updated fourth edition of Food and Beverage Cost Control provides students and managers with a wealth of comprehensive resources and the specific tools they need to keep costs low and profit margins high. This new edition features the latest information on foodservice cost control in a global setting, addressing relevant cultural, legal, and technological questions. Highlights of this fourth edition include: A new look at international foodservice cost control in the age of globalization, with a special emphasis on using advanced technologies internationally New Leaders are Readers! features provide students with additional readings related to key topics and concepts for each chapter New Technology Tools have been added throughout the book alongside relevant topics because technology affects practically every aspect of cost control today Expanded and updated Test Your Skills questions help students to reinforce their understanding of the tools and concepts presented Apply What You Have Learned exercises focus on practical applications of topics and concepts to real-world industry scenarios A bonus CD-ROM packed with exercises that utilize manager-developed Microsoft® Excel spreadsheets A newly created Study Guide provides several additional resources to help students review the material and exercises to test their knowledge of key topics and concepts Students in foodservice management courses will find that Food and Beverage Cost Control, Fourth Edition provides a modern and focused treatment of this vital subject. Working managers will appreciate this useful reference as a source of ready-to-use forms and formulas that can be easily applied to their operations. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

From the Back Cover Provides a practical and applied approach to managing costs for foodservice managers and students For foodservice managers to control costs effectively, they must have a firm grasp of accounting, marketing, and legal issues, as well as food and beverage sanitation, production, and service methods. This fully updated fourth edition of Food and Beverage Cost Control provides students and managers with a wealth of comprehensive resources and the specific tools they need to keep costs low and profit margins high. This new edition features the latest information on foodservice cost control in a global setting, addressing relevant cultural, legal, and technological questions. Highlights of this fourth edition include: A new look at international foodservice cost control in the age of globalization, with a special emphasis on using advanced technologies internationally New Leaders are Readers! features provide students with additional readings related to key topics and concepts for each chapter New Technology Tools have been added throughout the book alongside relevant topics because technology affects practically every aspect of cost control today Expanded and updated Test Your Skills questions help students to reinforce their understanding of the tools and concepts presented Apply What You Have Learned exercises focus on practical applications of topics and concepts to real-world industry scenarios A bonus CD-ROM packed with exercises that utilize manager-developed Microsoft® Excel spreadsheets A newly created Study Guide provides several additional resources to help students review the material and exercises to test their knowledge of key topics and concepts Students in foodservice management courses will find that Food and Beverage Cost Control, Fourth Edition provides a modern and focused treatment of this vital subject. Working managers will appreciate this useful reference as a source of ready-to-use forms and formulas that can be easily applied to their operations. About the Author Lea R. Dopson, EdD, is chair of the Department of Hospitality Management at the University of North Texas in Denton, Texas. David K. Hayes, PhD, is the managing owner of the full-service Clarion Hotel and Conference Center in Lansing, Michigan. Jack E. Miller (deceased) collaborated on several books in hospitality management, including Supervision in the Hospitality Industry and Menu Pricing and Strategy, both published by Wiley.