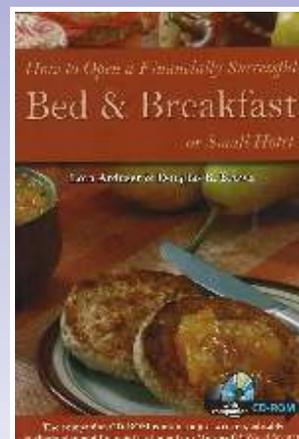
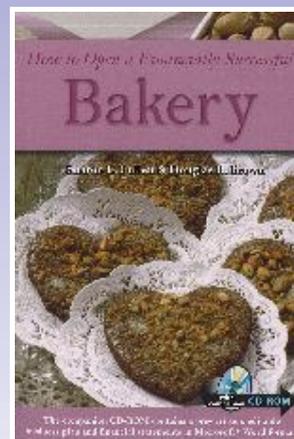
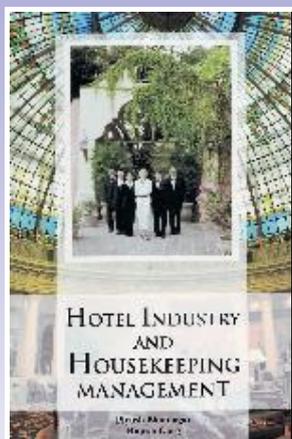
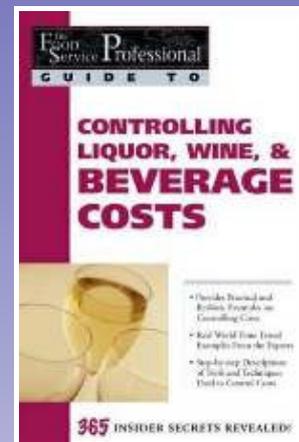
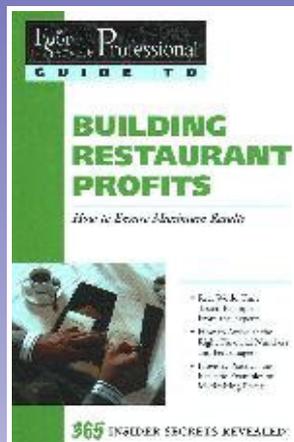
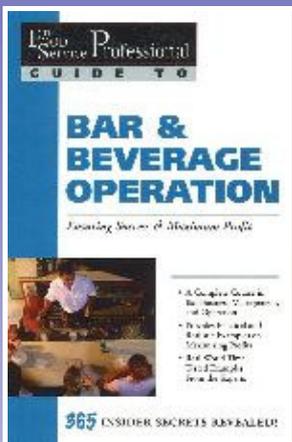
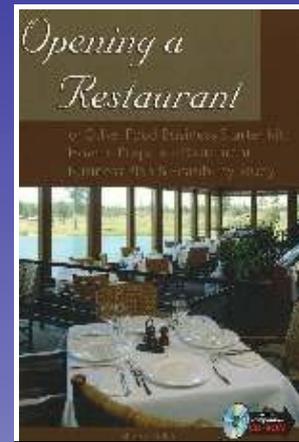
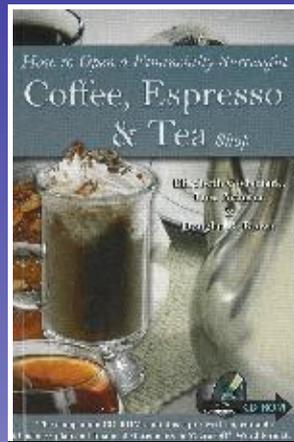
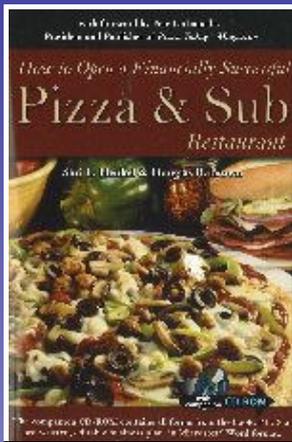
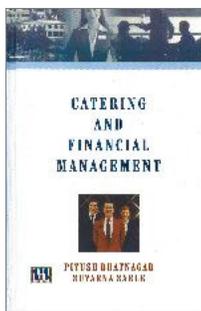




Gazelle ATLANTIC PUBLISHING CATERING INDUSTRY





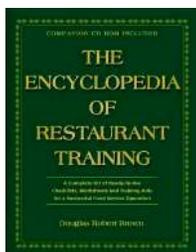
CATERING & FINANCIAL MANAGEMENT: [Piyush Bhatnagar & Suvarna Sable] Catering management is the art of providing food and drink aesthetically and scientifically to a large number of people in a satisfactory and cost effective manner. Management can be defined as the art of bringing together available resources including the abilities of different people and organizing them in a scientific and orderly manner, to achieve the desired goals of the organization, while promoting individual aspirations as well. In its simplest form, management is the process by which people work together to achieve common goals. It is, however, a continuous process of establishing objectives, putting together all available human and material resources in the best possible manner, in an atmosphere of cooperation and goodwill.

{215 pages, 145x220mm, tables; March 2007, HB, 8189741446 (9788189741440), £24.99, SBS Publishers & Distributors Pvt Ltd}



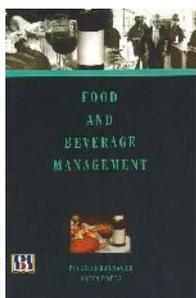
ENCYCLOPEDIA OF RESTAURANT FORMS: A Complete Kit of Ready-to-Use Checklists, Worksheets & Training Aids for a Successful Food Service Operation [Douglas Robert Brown] Book & CD-ROM. If you are in the process of starting a new restaurant or are managing an existing food service operation, this is the one book you need to do it right. Always wanted a personal assistant at your disposal? Now you will have one, in book form! Designed to save the food service manager both time and money, you will not know how you got along before without it. For the new and veteran food service operators alike, this book is essentially a unique "survival kit" packed with tested advice, practical guidelines and ready-to-use materials for all aspects of your job. The book and companion CD-ROM focuses on the issues, situations and tasks that you face daily in your management role as leader, manager, arbitrator, evaluator, chairperson, disciplinarian and more; from working with difficult customers and employees to ensuring the profitability of your operation. Included in the book are hundreds of easy-to-implement tools, forms, checklists, posters, templates and training aids to help you get your operation organised, and easier to manage while building the bottom line! The material may be used as is or readily adapted for any food service application. For example, you will find a practical form to use when interviewing employees, a template for developing an employee schedule and checklists for examining the food service operation and preparing a budget. Expertly organised, this unique book takes you step by step through each department of a restaurant, caterer, hotel and non-commercial operations. Among the topics covered are management principles of planning, organising, co-ordinating, staffing, directing, controlling and evaluation; product purchasing, receiving, storing and issuing, preparation and service; employment and personnel practices; and management of equipment and money. This manual will arm you with the right information to help you do your job. Keep it on your desk for continual reference. The many valuable forms contained in this work may be easily printed out and customised from the companion CD-ROM. There are over 488 ready-to-use business forms, checklists, training aids, contracts and agreements!

{600 pages, 215x280mm, tables; April 2004, HB, 0910627290 (9780910627290), £66.99, Atlantic Publishing Group Inc}



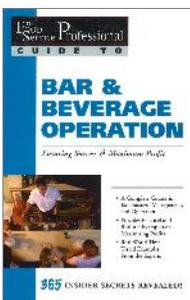
ENCYCLOPEDIA OF RESTAURANT TRAINING: A Complete Ready-to-Use Training Program for all Positions in the Food Service Industry. [Douglas Robert Brown & Lora Arduser] Book & CD-ROM. Training is an investment for the future, the only foundation on which success can be built. Training delivers excellence in product and performance, elevating a good restaurant into a great one. Training will keep the skills of its employees and management sharp. But in no other industry is its absence or presence as obvious as it is in the food service industry. It is hard to find good, qualified employees, and even harder to keep them. In addition, unemployment levels are low, and competition for qualified workers is tough. What's the answer? Training! Constant training and re-enforcement keeps employees and management sharp and focused, and demonstrates the company cares enough to spend time and subsequently money on them. And that's precisely what this encyclopaedic book will do for you -- be your new training manager. The first part of the book will teach you how to develop training programs for food service employees, and how to train the trainer. The book is full of training tips, tactics and how-to's that will show you proper presentation, and how to keep learners motivated both during and after the training. The second part of the book details specific job descriptions and detailed job performance skills for every position in a food service operation, from the general manager to dishwasher. There are study guides and tests for all positions. Some of the positions include General Manager, Kitchen Manager, Server, Dishwasher, Line Cook, Prep Cook, Bus Person, Host/Hostess, Bartender, Wine & Alcohol Service, Kitchen Steward, Food Safety, Employee Safety, Hotel Positions, etc. Specific instructions are provided for using equipment as well.

{544 pages, , ; January 2005, HB, 0910627347 (9780910627344), £66.99, Atlantic Publishing Group Inc}



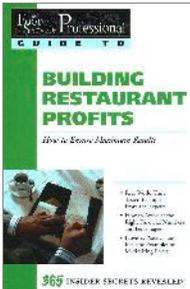
FOOD & BEVERAGE MANAGEMENT: [Piyush Bhatnagar & Nitin Popli] This book deals with the complexities of managing food and beverage outlets. The purpose is to examine the wide range of subject areas that come within the orbit of operational food and beverage management such as food and beverage production, quality control, and financial aspects in food and beverage management. The book a must read for all concerned with the management of Food and Beverage in different establishments will interest students and teachers in this field.

{208 pages, 140x215mm, tables; March 2007, HB, 8189741454 (9788189741457), £24.99, SBS Publishers & Distributors Pvt Ltd}



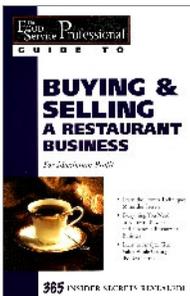
FOOD SERVICE PROFESSIONALS GUIDE TO BAR & BEVERAGE OPERATION: Ensuring Maximum Success & Maximum Profit [Chris Parry] The books in this series from the editors of the Food Service Professional are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast -to-read, easy to understand and will take the mystery out of the subject. The information is "boiled down" to the essence. They are filled to the brim with up-to-date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you won't find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the "theory". Every paragraph in each of the books is comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas.

{141 pages, 140x215mm, ; September 2002, PB, 0910627215 (9780910627214), £16.99, Atlantic Publishing Group Inc}



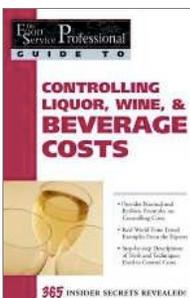
FOOD SERVICE PROFESSIONALS GUIDE TO BUILDING RESTAURANT PROFITS: How To Ensure Maximum Results [Jennifer Hudson Taylor & Douglas R Brown] The books in this series from the editors of the Food Service Professional are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast -to-read, easy to understand and will take the mystery out of the subject. The information is "boiled down" to the essence. They are filled to the brim with up-to-date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you won't find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the "theory". Every paragraph in each of the books is comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas.

{144 pages, 140x215mm, ; September 2003, PB, 0910627193 (9780910627191), £16.99, Atlantic Publishing Group Inc}



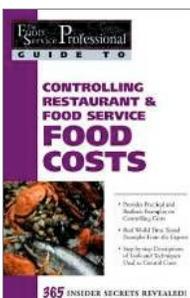
FOOD SERVICE PROFESSIONALS GUIDE TO BUYING & SELLING A RESTAURANT BUSINESS: For Maximum Profit [Lynda Andrews] The books in this series from the editors of the Food Service Professional are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast -to-read, easy to understand and will take the mystery out of the subject. The information is "boiled down" to the essence. They are filled to the brim with up-to-date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you won't find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the "theory". Every paragraph in each of the books is comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas.

{144 pages, 140x215mm, ; September 2002, PB, 0910627126 (9780910627122), £16.99, Atlantic Publishing Group Inc}



FOOD SERVICE PROFESSIONALS GUIDE TO CONTROLLING LIQUOR, WINE & BEVERAGE COSTS: [Elizabeth Godsmark] The books in this series from the editors of the Food Service Professional are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast -to-read, easy to understand and will take the mystery out of the subject. The information is "boiled down" to the essence. They are filled to the brim with up-to-date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you won't find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the "theory". Every paragraph in each of the books is comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas.

{144 pages, 140x215mm, ; August 2002, PB, 0910627185 (9780910627184), £16.99, Atlantic Publishing Group Inc}



FOOD SERVICE PROFESSIONALS GUIDE TO CONTROLLING RESTAURANT & FOOD SERVICE FOOD COSTS: [Douglas R Brown] The books in this series from the editors of the Food Service Professional are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast -to-read, easy to understand and will take the mystery out of the subject. The information is "boiled down" to the essence. They are filled to the brim with up-to-date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you won't find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the "theory". Every paragraph in each of the books is comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas.

{144 pages, 140x215mm, ; September 2002, PB, 0910627169 (9780910627160), £16.99, Atlantic Publishing Group Inc}



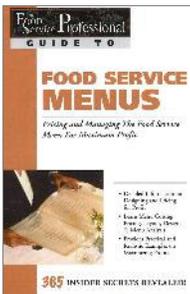
FOOD SERVICE PROFESSIONALS GUIDE TO CONTROLLING RESTAURANT & FOOD SERVICE LABOR COSTS: [Sharon L Fullen] The books in this series from the editors of the Food Service Professional are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast -to-read, easy to understand and will take the mystery out of the subject. The information is "boiled down" to the essence. They are filled to the brim with up-to-date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you won't find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the "theory". Every paragraph in each of the books is comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas.

{144 pages, 140x215mm, ; September 2002, PB, 0910627177 (9780910627177), £16.99, Atlantic Publishing Group Inc}



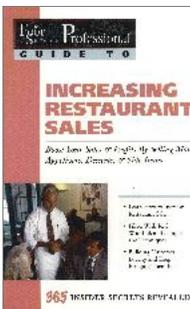
FOOD SERVICE PROFESSIONALS GUIDE TO CONTROLLING RESTAURANT & FOOD SERVICE OPERATING COSTS: [Cheryl Lewis & Douglas R Brown] The books in this series from the editors of the Food Service Professional are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast -to-read, easy to understand and will take the mystery out of the subject. The information is "boiled down" to the essence. They are filled to the brim with up-to-date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you won't find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the "theory". Every paragraph in each of the books is comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas.

{144 pages, 140x215mm, ; September 2002, PB, 0910627150 (9780910627153), £16.99, Atlantic Publishing Group Inc}



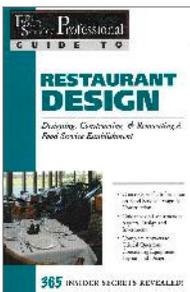
FOOD SERVICE PROFESSIONALS GUIDE TO FOOD SERVICE MENUS: Pricing & Managing the Food Service Menu for Maximum Profit [Lora Arduser] The books in this series from the editors of the Food Service Professional are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast -to-read, easy to understand and will take the mystery out of the subject. The information is "boiled down" to the essence. They are filled to the brim with up-to-date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you won't find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the "theory". Every paragraph in each of the books is comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas.

{144 pages, 140x215mm, tables; September 2002, PB, 0910627231 (9780910627238), £16.99, Atlantic Publishing Group Inc}



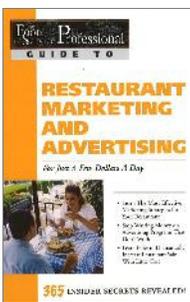
FOOD SERVICE PROFESSIONALS GUIDE TO INCREASING RESTAURANT SALES: Boost Your Profits By Selling More Appetizers, Desserts, & Side Items [B J Granberg] The books in this series from the editors of the Food Service Professional are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast -to-read, easy to understand and will take the mystery out of the subject. The information is "boiled down" to the essence. They are filled to the brim with up-to-date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you won't find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the "theory". Every paragraph in each of the books is comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas.

{144 pages, 140x215mm, ; September 2002, PB, 0910627258 (9780910627252), £16.99, Atlantic Publishing Group Inc}



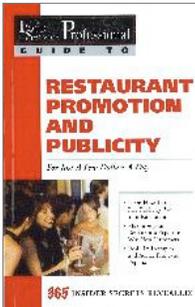
FOOD SERVICE PROFESSIONALS GUIDE TO RESTAURANT DESIGN: Designing, Constructing & Renovating a Food Service Establishment [Sharon L Fullen] The books in this series from the editors of the Food Service Professional are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast -to-read, easy to understand and will take the mystery out of the subject. The information is "boiled down" to the essence. They are filled to the brim with up-to-date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you won't find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the "theory". Every paragraph in each of the books is comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas.

{144 pages, 140x215mm, 2002, PB, 091062724X (9780910627245), £16.99, Atlantic Publishing Group Inc}



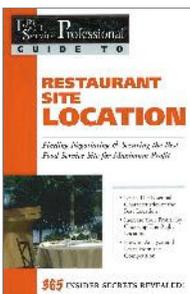
FOOD SERVICE PROFESSIONALS GUIDE TO RESTAURANT MARKETING & ADVERTISING: For Just a Few Dollars a Day [Amy S Jorgensen] The books in this series from the editors of the Food Service Professional are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast -to-read, easy to understand and will take the mystery out of the subject. The information is "boiled down" to the essence. They are filled to the brim with up-to-date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you won't find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the "theory". Every paragraph in each of the books is comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas.

{144 pages, 140x215mm, ; 2002, PB, 0910627134 (9780910627139), £16.99, Atlantic Publishing Group Inc}



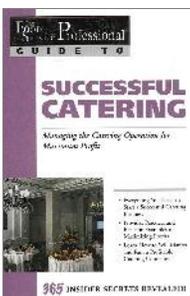
FOOD SERVICE PROFESSIONALS GUIDE TO RESTAURANT PROMOTION & PUBLICITY FOR JUST A FEW DOLLARS A DAY: [Tiffany Lambert] The books in this series from the editors of the Food Service Professional are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast -to-read, easy to understand and will take the mystery out of the subject. The information is "boiled down" to the essence. They are filled to the brim with up-to-date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you won't find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the "theory". Every paragraph in each of the books is comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas.

{144 pages, 140x215mm, ; 2002, PB, 0910627142 (9780910627146), £16.99, Atlantic Publishing Group Inc}



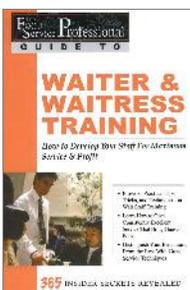
FOOD SERVICE PROFESSIONALS GUIDE TO RESTAURANT SITE LOCATION: Finding, Negotiating & Securing the Best Food Service Site for Maximum Profit [Lora Arduser] The books in this series from the editors of the Food Service Professional are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast -to-read, easy to understand and will take the mystery out of the subject. The information is "boiled down" to the essence. They are filled to the brim with up-to-date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you won't find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the "theory". Every paragraph in each of the books is comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas.

{144 pages, 140x215mm, tables; August 2002, PB, 0910627118 (9780910627115), £16.99, Atlantic Publishing Group Inc}



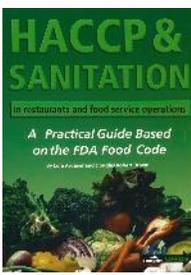
FOOD SERVICE PROFESSIONALS GUIDE TO SUCCESSFUL CATERING: Managing the Catering Operation for Maximum Profit [Sony Bode] The books in this series from the editors of the Food Service Professional are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast -to-read, easy to understand and will take the mystery out of the subject. The information is "boiled down" to the essence. They are filled to the brim with up-to-date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you won't find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the "theory". Every paragraph in each of the books is comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas.

{144 pages, 140x215mm, ; September 2002, PB, 0910627223 (9780910627221), £16.99, Atlantic Publishing Group Inc}



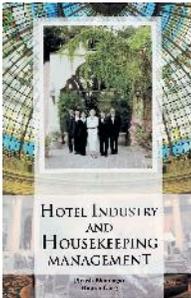
FOOD SERVICE PROFESSIONALS GUIDE TO WAITER & WAITRESS TRAINING: How To Develop Your Wait Staff For Maximum Service & Profit [Lora Arduser] The books in this series from the editors of the Food Service Professional are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast -to-read, easy to understand and will take the mystery out of the subject. The information is "boiled down" to the essence. They are filled to the brim with up-to-date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you won't find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the "theory". Every paragraph in each of the books is comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas.

{144 pages, 140x215mm, ; September 2002, PB, 0910627207 (9780910627207), £16.99, Atlantic Publishing Group Inc}



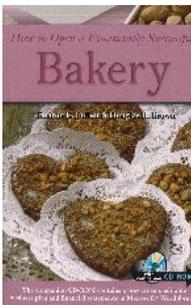
HACCP & SANITATION IN RESTAURANTS & FOOD SERVICE OPERATIONS: A Practical Guide Based on the FDA Food Code [Douglas Robert Brown & Lora Arduser] This book is based on the USDA Food Code and will teach the food service manager and employees every aspect of food safety, HACCP, and sanitation from purchasing and receiving food to properly washing the dishes. They will learn time and temperature abuses, cross-contamination, personal hygiene practices, biological, chemical and physical hazards; proper cleaning and sanitising; waste and pest management; and the basic principles of HACCP (Hazard Analysis Critical Control Points). Explain what safe food is and how to provide it. Bacteria, viruses, fungi, and parasites, various food-borne illnesses, safe food handling techniques, Purchasing and receiving food, storage, preparation and serving, sanitary equipment and facilities, cleaning and sanitising of equipment and facilities, pest management program, accident prevention program, crisis management, food safety and sanitation laws. The companion CD ROM contains all the forms and posters needed to establish your HACCP and food safety program.

{550 pages, 215x280mm, tables & b/w photos; July 2005, HB, 0910627355 (9780910627351), £66.99, Atlantic Publishing Group Inc}



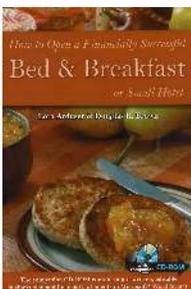
HOTEL INDUSTRY & HOUSEKEEPING MANAGEMENT: [Piyush Bhatnagar & Rajesh Garg] Regardless of size and type a characteristic to all hotels is the need of Housekeeping services. Housekeeping is very significant of the lodging of the hospitality industry. The purpose of housekeeping is to maintain clean safe and healthy environments. It is essential for students in hospitality to understand housekeeping management. The book introduces capacity and housekeeping operations in any kind of hotels. Housekeeping is an important part of hotel industry for which skill standards should be developed. In a variety of set ups the function of housekeeping is to create clean and safe environment. A reference work for students and researchers. For students in hotel and restaurant management and professionals seeking to enhance their management capacities. Present book is an essential practical introduction to the field of housekeeping management. This book is resource for leading a winning housekeeping operation in any establishment, from the smallest bed and breakfast to the largest luxury hotels.

{396 pages, 155x230mm, b/w photos & illus; February 2008, HB, 8189741470 (9788189741471), £41.99, SBS Publishers & Distributors Pvt Ltd}



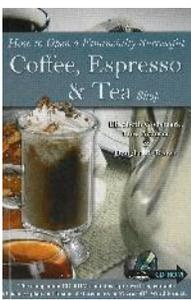
HOW TO OPEN A FINANCIALLY SUCCESSFUL BAKERY: [Sharon L Fullen & Douglas R Brown] Book & CD-ROM. This is an ideal guide for newcomers to the business as well as experienced operators. In addition to basic operational practices this book will demonstrate show how to: increase impulse sales and improve presentation, utilise merchandising fixtures and techniques, cross merchandising, point of purchase materials, how to develop a product sampling program.

{288 pages, 140x215mm, ; May 2004, PB, 0910627339 (9780910627337), £33.50, Atlantic Publishing Group Inc}



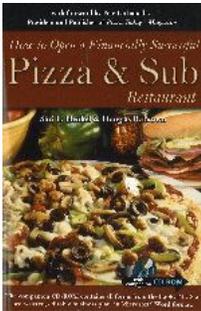
HOW TO OPEN A FINANCIALLY SUCCESSFUL BED & BREAKFAST OR SMALL HOTEL: [Lora Arduser & Douglas R Brown] Book & CD-ROM. This comprehensive handbook with companion CD-ROM will clearly demonstrate how to set up, operate and manage a financially successful bed-and-breakfast or small hotel. Whatever your reason for wanting to open a bed and breakfast, keep in mind that at it takes more than dreams and rooms to achieve success, it is a business that must show a profit. This book will separate the romantic notions of owning a B&B from the business end. While providing detailed instruction and examples, the author leads you through finding a location that will bring success, learn how to draw up a winning business plan (the companion CD-ROM has the actual business plan you can use in MS Word), how to buy and (sell) a B&B, basic cost control systems, profitable menu planning, Reservation Systems, sample floor plans & diagrams, successful kitchen management, equipment layout and planning, food safety & HACCP, housekeeping, successful beverage management, reservation networks, legal concerns, sales and marketing techniques, room rate formulas, arrival, billing, departure, learn how to set up computer systems to save time and money, learn how to hire & keep a qualified professional staff, brand new IRS tip reporting requirements, managing and training employees, generate high profile public relations and publicity, learn low cost internal marketing ideas, low and no cost ways to satisfy customers and build sales, learn how to keep bringing customers back, accounting & bookkeeping procedures, auditing, successful budgeting and profit planning development, as well as thousands of great tips and useful guidelines. There are literally hundreds of innovative ways demonstrated to streamline your business. Learn new ways to make the kitchen, bars, dining room, and front office run smoother and increase performance. Shut down waste, reduce costs, and increase profits. In addition operators will appreciate this valuable resource and reference in their daily activities and as a source of ready-to-use forms, web sites, operating and cost cutting ideas, and mathematical formulas that can be easily applied to their operations. The companion CD-ROM contains all the forms in the book as well as a sample business plan you can adapt for your own use.

{288 pages, 140x215mm, tables & b/w illus; May 2004, PB, 0910627304 (9780910627306), £33.50, Atlantic Publishing Group Inc}



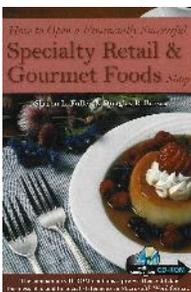
HOW TO OPEN A FINANCIALLY SUCCESSFUL COFFEE, ESPRESSO & TEA SHOP: [Elizabeth Godsmark, Lora Arduser & Douglas R Brown] Book & CD-ROM. This manual will arm you with everything you need including sample business forms, leases, and contracts; worksheets and checklists for planning, opening, and running day-to-day operations; sample menus; coffee drink recipes; inventory lists; plans and layouts; and dozens of other valuable, time-saving tools of the trade that no coffee entrepreneur should be without. While providing detailed instruction and examples, the author leads you through finding a location that will bring success, learn how to draw up a winning business plan, how to buy and (sell) a coffee shop, basic cost control systems, profitable menu planning, sample floor plans and diagrams, successful kitchen management, equipment layout and planning, food safety and HACCP, successful beverage management, legal concerns, sales and marketing techniques, pricing formulas, learn how to set up computer systems to save time and money, learn how to hire and keep a qualified professional staff, brand new IRS tip reporting requirements, managing and training employees, generate high profile public relations and publicity, learn low cost internal marketing ideas, low and no cost ways to satisfy customers and build sales, learn how to keep bringing customers back, accounting and book-keeping procedures, auditing, successful budgeting and profit planning development, as well as thousands of great tips and useful guidelines. The Companion CD-ROM contains all the forms in the book as well as a sample business plan you can adapt for your own use.

{288 pages, 130x205mm, 2004, PB, 0910627312 (9780910627313), £33.50, Atlantic Publishing Group Inc}



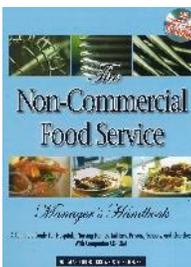
HOW TO OPEN A FINANCIALLY SUCCESSFUL PIZZA & SUB RESTAURANT: Get Yourself a Slice of the Pie [Shri L Henkel & Douglas R Brown] Book and CD-ROM. The explosive growth of the pizza and sub shops across the country has been phenomenal. Take a look at these stats: Americans eat approximately 100 acres of pizza each day, or about 350 slices per second. Pizza is a \$32+ billion per year industry. Pizza restaurant growth continues to outpace overall restaurant growth. Pizzerias represent 17 percent of all restaurants. Pizza accounts for more than 10 percent of all food service sales. Here is the manual you need to cash in on this highly profitable segment of the food service industry. This new book is a comprehensive and detailed study of the business side of the restaurant. This superb manual should be studied by anyone investigating the opportunities of opening a pizza or sub restaurant. It will arm you with everything you need including sample business forms, leases, and contracts; worksheets and checklists for planning, opening, and running day-to-day operations; sample menus; inventory lists; plans and layouts; and dozens of other valuable, time-saving tools of the trade that no restaurant entrepreneur should be without. While providing detailed instruction and examples, the author leads you through finding a location that will bring success, learn how to draw up a winning business plan (the companion CD-ROM has the actual pizza restaurant business plan that you can use in MS Word), basic cost-control systems, profitable menu planning, successful kitchen management, equipment layout and planning, food safety and HACCP, successful beverage management, legal concerns, sales and marketing techniques, pricing formulas, learn how to set up computer systems to save time and money, learn how to hire and keep a qualified professional staff, new IRS tip-reporting requirements, managing and training employees, generate high-profile public relations and publicity, learn low-cost internal marketing ideas, low- and no-cost ways to satisfy customers and build sales, learn how to keep bringing customers back, accounting and bookkeeping procedures, auditing, successful budgeting and profit planning development, as well as thousands of great tips and useful guidelines. There are dozens of case studies from people involved in the business to help you along.

{491 pages, 140x215mm, 2006, PB, 0910627800 (9780910627801), £33.50, Atlantic Publishing Group Inc}



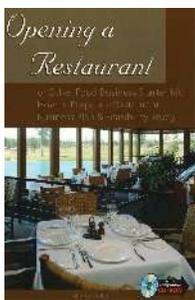
HOW TO OPEN A FINANCIALLY SUCCESSFUL SPECIALTY RETAIL & GOURMET FOODS SHOP: [Sharon L Fullen & Douglas R Brown] Book & CD-ROM. This is the A-to-Z guide to making it in your own store. Learn the expert tips, tricks, and a vast gold mine of crucial how-to information you just can't find anywhere else. This is a perfect book for entrepreneurs, schools, colleges and technical training centres. This detailed text contains all the information you will ever need to needed to start, operate, and manage a highly profitable specialty store. This is an ideal guide new for comers to the business as well as experienced operators. In addition to basic operational practices the book will demonstrate how to: increase impulse sales and improve presentation, utilise merchandising fixtures and techniques, cross merchandising, point of purchase materials, how to develop a product sampling program.

{286 pages, 135x210mm, 2004, PB, 0910627320 (9780910627320), £33.50, Atlantic Publishing Group Inc}



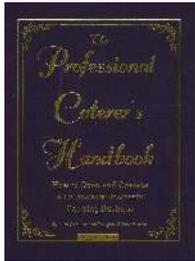
NON-COMMERCIAL FOOD SERVICE MANAGER'S HANDBOOK: A Complete Guide to Hospitals, Nursing Homes, Military, Prisons, Schools & Churches with Companion CD-ROM. [Douglas Robert Brown & Shri Henkel] Book & CD-ROM. Finally, the non-commercial food service director has a comprehensive manual to aid them in their day-to-day operations. This massive 600-page new book will show you step by step how to set up, operate, and manage a financially successful food service operation. The author has left no stone unturned. The books 19 chapters cover the entire process from start-up to ongoing management in an easy-to-understand way, pointing out methods to increase your chances of success, and showing how to avoid many common mistakes. The companion CD-ROM contains all the forms in the book in PDF format. While providing detailed instruction and examples, the author leads you through basic cost-control systems, menu planning, sample floor plans and diagrams, successful kitchen management, equipment layout and planning, food safety and HACCP, dietary considerations, special patient/client needs, learn how to set up computer systems to save time and money, learn how to hire and keep a qualified professional staff, manage and train employees, bookkeeping procedures, budgeting and profit planning, thousands of tips and useful guidelines. This covers everything for which many companies pay consultants thousands of pounds.

{620 pages, 215x280mm, 2006, HB, 0910627819 (9780910627818), £66.99, Atlantic Publishing Group Inc}



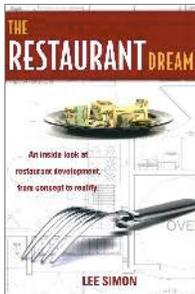
OPENING A RESTAURANT: or Other Food Business Starter Kit -- How to Prepare a Restaurant Business Plan & Feasibility Study [Sharon Fullen] Book & CD-ROM. Restaurants are one of the most frequently started small businesses, yet have one of the highest failure rates. A business plan precisely defines your business, identifies your goals, and serves as your firm's resume. The basic components include a current and proforma balance sheet, an income statement, and a cash flow analysis. It helps you allocate resources properly, handle unforeseen complications, and make good business decisions. Because it provides specific and organized information about your company and how you will repay borrowed money, a good business plan is a crucial part of any loan application. Additionally, it informs personnel, suppliers, and others about your operations and goals. Despite the critical importance of a business plan, many entrepreneurs drag their feet when it comes to preparing a written document. They argue that their marketplace changes too fast for a business plan to be useful or that they just don't have enough time. But just as a builder won't begin construction without a blueprint, eager business owners shouldn't rush into new ventures without a business plan.

{284 pages, 155x230mm, tables & b/w photos; December 2005, PB, 0910627363 (9780910627368), £33.50, Atlantic Publishing Group Inc}



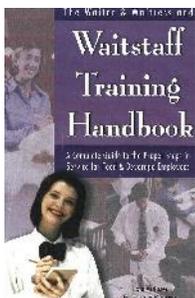
PROFESSIONAL CATERER'S HANDBOOK: How to Open & Operate a Financially Successful Catering Business [Lorsa Arduer & Douglas Robert Brown] Book and CD-ROM. Do you need a comprehensive book on how to plan, start and operate a successful catering operation? This is it--an extensive, detailed manual that shows you step by step how to set up, operate and manage a financially successful catering business. No component is left out of this encyclopedic new book explaining the risky but potentially highly rewarding business of catering. You will learn the fundamentals: profitable menu planning, successful kitchen management, equipment layout and planning, and food safety and HACCP. The employee and management chapters deal with how to hire and keep a qualified professional staff, manage and train employees, and report tips properly in accordance with the latest IRS requirements. The financial chapters focus on basic cost-control systems, accounting and bookkeeping procedures, auditing, successful budgeting and profit planning. You'll also master public relations and publicity, learn low-cost internal marketing ideas, and discover low-and no-cost ways to satisfy customers. One section of the book is devoted to home-based catering entrepreneurs. With low startup costs and overhead, a home-based catering business can be an ideal do-it-yourself part-or full-time business. Another section is for restaurateurs that wish to add catering to their restaurant operation. There are literally hundreds of innovative ways demonstrated to streamline your catering operation. Existing operators will appreciate the valuable resource and reference in their daily activities and as a source of ready-to-use forms, Web sites, operating and cost cutting ideas, and mathematical formulas that can be easily applied to their operations.

{626 pages, 215x280mm, b/w photos & tables; December 2005, HB, 0910627606 (9780910627603), £66.99, Atlantic Publishing Group Inc}



RESTAURANT DREAM?: An Inside Look at Restaurant Development, From Concept to Reality [Lee Simon] Each and every year, countless numbers of individuals act on their life-long dreams and decide to open a restaurant. Many of these aspiring restaurateurs are engaging in this activity for the first time, and unfortunately they are at a greater risk for making mistakes that could unnecessarily doom their fledgling business from the start. Many of these mistakes, however, are avoidable. The shelves are full of books about restaurants. Some offer advice on operations and menu planning. Some contain inspiring photographs of interior and exterior spaces. Others share the details behind one concept or individual's success story. But comprehensive information available on the restaurant development process is limited. The establishment of a new restaurant concept is full of emotion, surprise, frustration, risk, and satisfaction that simply cannot be conveyed in a textbook format. The Restaurant Dream? is based on a true account of one team's efforts to develop a restaurant concept from the ground up. All aspects of the development process, from initial ideation through design, construction, opening, and the first months of operations, are covered. It is written in the form of a story, which interweaves educational material with real-life events and the unexpected twists and turns that seemed to exist around almost every corner. The Restaurant Dream? shares strategies, logic, successes, and failures so that the aspiring restaurateur may learn from this effort and improve their own likelihood for success.

{324 pages, 155x230mm, b/w photos; May 2006, PB, 0910627835 (9780910627832), £18.50, Atlantic Publishing Group Inc}



WAITER, WAITRESS & WAITSTAFF TRAINING HANDBOOK: A Complete Guide to the Proper Steps in Service for Food & Beverage Employees [Lora Arduer & Douglas Robert Brown] This training handbook was designed for use by all food service serving staff members. The guide covers every aspect of restaurant customer service for the positions of host, waiter or waitress, head waiter, captain, and bus person. The detailed performance of each position is described for different types of establishments, and all types of service including French, American, English, Russian, Family-Style and Banquet. It provides step-by-step instructions on: hosting; seating guests; taking/filling orders; loading/unloading trays; table-side service; setting an elegant table; folding napkins; centrepieces; promoting specials; promoting side orders; handling problems; difficult customers; managing tips and taxes; getting customers to order quickly; handling questions; handling the bill and money. Plus, learn advanced serving techniques such as flambé and carving meats, fish, and fruits. Also, a chapter is devoted exclusively to food safety and sanitation. An excellent foundation for your organisation's training program!

{288 pages, 155x230mm, b/w photos & illus; September 2004, PB, 0910627479 (9780910627474), £24.99, Atlantic Publishing Group Inc}

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