

# Certified Convenience Foodservice Manager- Online Course Series

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## 1. FOODSERVICE CULTURE AND CHANGE

Foodservice in convenience store operations is gaining momentum and consumer interest. This interactive course presents factors critical to successful integration of foodservice into your convenience retail business. A comprehensive foodservice and culture self-audit instrument, best-in-class foodservice strategy examples, and other practical tools will be provided to help participants optimize their current foodservice strategy. The content will identify key pitfalls to avoid when bringing food management into an existing operation, the effect of change on the store environment, and how to create a culture around food and hospitality that will drive sales.

## 2. MARKETING AND GROWING FOODSERVICE IN CONVENIENCE RETAILING

Marketing a foodservice offering within the convenience operation begins with a good understanding of the guest and the best way to reach them. This course outlines the steps of a successful foodservice marketing approach in convenience retail, and how promoting food may be different from traditional convenience retail marketing. Participants will view examples of marketing programs and use case study activities to develop marketing plans and tactics that connect foodservice to their guests.

## 3. FOODSERVICE SYSTEMS BASICS

This course will review the important processes and systems critical to reaching foodservice success. Participants will learn about foodservice business objectives, operational practices, training, and controls that should be incorporated into the foundation of foodservice at retail.

## 4. HOSPITALITY AND GUEST SERVICE

In convenience we refer to *Customers*, while in the restaurant and food business these are our *Guests*. What is the difference and why should it matter? In convenience we grew up “greeting” the customer with our infamous, “Pump 9 in the red truck, you are on!”. Our foodservice customers are looking for more. How we present, communicate, dress, and handle food all show the respect we have for the end consumer. This course will teach key hospitality practices to consider for your business. Earning the trust of your foodservice “guest” takes more than just good food or a value price.

## 5. HUMAN RESOURCES FOR CONVENIENCE FOODSERVICE

Staffing the convenience foodservice operation with knowledgeable and skilled personnel is essential. This module covers key topics in Human Resources management for foodservice, including establishing a hospitality mindset, interviewing and selecting skilled foodservice personnel, training and coaching, and performance metrics.

## 6. FINANCIAL MEASUREMENT AND ANALYSIS FOR CONVENIENCE FOODSERVICE

The foodservice category is different than any other part of a convenience retail operation and requires its own financial metrics. This module introduces accounting practices specific to the foodservice category, methods to analyze and troubleshoot food, labor, and expense costs, and considerations on food inventory methods and waste controls. It will also provide insights on how these metrics can best be linked to measuring overall foodservice profit contribution to the business.

## **7. FOOD SAFETY AND SANITATION**

Food that is safe to eat is always on the minds of consumers and foodservice managers alike! This module will cover food safety, cleanliness, and proper sanitation methods. Sections focus on creating a safe environment for food, proper training of employees, and the use of training aids, tools, and charts to help managers ensure a clean and sanitary convenience foodservice operation.

## **8. MENU MANAGEMENT**

Some menu offerings are hits while others miss the mark. The right mix of food offerings adds interest to convenience foodservices and attracts new consumers. This course presents how to develop a core menu, develop proprietary branded foodservices, and what to look for when considering a franchise agreement. Additionally, menu pricing and sales mix analysis methods are explored.

## **9. MERCHANDISING AND PACKAGING**

Foodservice Merchandising is a strategic activity that requires good planning, understanding of consumer buying behaviors, and key tactics to design attractive food displays. Visual merchandising concepts are explored, including lighting, signage, packaging, and use of planograms. The use of color, accessories, equipment selection and layout, a gallery of foodservice operation photos provide ideas for in-store application. In addition, participants will complete an interactive audit of their merchandising and foodservice packaging to identify key opportunities.

## **10. BEVERAGE BASICS**

It is no secret that when managed correctly, beverages offer big profits to convenience operations. However, there is a link between a successful foodservice program and a well-ran beverage offer. This module covers the basics of what is necessary to provide the highest quality of hot, cold, and frozen dispensed beverages for your guests, so that your beverage offer complements your foodservice, not detracts from it. Beverage and ice quality, water filtration systems, equipment cleanliness, and merchandising and beverage area appearance are all explored.

## **11. FOODSERVICE EQUIPMENT CLEANING AND PREVENTIVE MAINTENANCE**

A convenience store cannot operate if refrigeration equipment is not functioning correctly or the beverage fountain has stopped working. Maintenance and repair of foodservice equipment can be costly when not planned and budgeted. This module presents key details on establishing an M & R program for foodservice operations with principles that can benefit all areas of the facility. Key content includes schedules, when to do your own M & R, and considerations on the selection of repair companies.