

THE COMPLETE GUIDE TO FOODSERVICE IN CULTURAL INSTITUTIONS

Keys to Success in Restaurants, Catering, and Special Events

ARTHUR M. MANASK with MITCHELL E. SCHECHTER

In *The Complete Guide to Foodservice in Cultural Institutions*, Arthur M. Manask and Mitchell E. Schechter set out to assist administrators at museums, zoos, aquariums, and other cultural institutions in responding to a growing need for progressively run foodservice facilities. The authors understand that business programs and missions have changed radically in recent years, and their intent is to provide administrators at cultural institutions of all sizes with a reference to consult in order to resolve problems and evaluate their own program's performance. Additionally, this book was created to help administrators at various institutions perform their jobs to their full potential.

Most administrators realize the importance of ensuring that all foodservice activities and facilities reflect their institutions' commitment to the visitor. Likewise, today's cultural institutions must endeavor to attain the same level of quality in all areas of their services and programs. Administrators are seeking help in expanding and enhancing their overall visitor and guest services. This book will help them understand the dynamics that effect their work and help them in soliciting assignments more knowledgeably.

Other important topics covered include:

- Development of foodservice programs at cultural institutions
- Operation and renovation within these institutions
- "Case Studies" that explore various issues encountered by other institution's restaurant, catering and special programs
- How to overcome impediments within these programs

Supplemented with numerous case studies, *The Complete Guide to Foodservice in Cultural Institutions* intends to help foodservices reach their full potential and effectively express that institution's mission to the community.

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Catering and Special Events in Membership and Sponsorship Development
Achieving Self-Operation: Challenge-Solution Case Studies
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Developing & Marketing Special Events Programs: Challenge-Solution Case Studies
Performing Special Event Department Assessments: Challenge-Solution Case Studies

Analysis of Demand and Architectural Program Statement for Foodservice Planning in a Museum Building
Conducting Market Research for Restaurants and Special Events
Developing and Understanding Foodservice Requirements within a New Institution or existing as Part of a Facility Expansion
UBIT: A Food & Facilities Tax Primer
Food Safety: Too Often Ignored Until Too Late

About the Authors

ARTHUR M. MANASK heads a consulting firm that specializes in management advisory services related to foodservice operations in museums, aquariums, zoos, other cultural institutions and corporations.

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