



Beyond
Cuisine

Empowering Hospitality Excellence

B2B TRAINING SOLUTIONS

2025

Welcome to Beyond Cuisine's expanded B2B training solutions, designed to empower South African hospitality businesses with tailored, high-impact programs that drive guest satisfaction, staff performance, and revenue growth. Our customized offerings, ranging from on-site workshops to scalable online modules, are crafted to meet the unique needs of restaurants, hotels, and lodges. With interactive role-plays, real-world case studies, and digital certifications, we help you create unforgettable guest experiences while aligning with 2025's hospitality trends.



Transforming South African Hospitality

Beyond Cuisine empowers hospitality professionals to deliver transformative, world-class service that creates unforgettable guest experiences. Through innovative online courses and hands-on training, we equip staff with the skills, confidence, and cultural sensitivity to exceed expectations, fostering guest loyalty and inspiring word-of-mouth referrals that drive business success. Starting in South Africa, we aim to elevate the global hospitality industry, one exceptional interaction at a time.

To be the leading global academy for hospitality excellence, redefining service standards by creating a community of passionate professionals who turn every guest interaction into a memorable moment. We envision a world where South African hospitality—from Cape Town's fine dining to Kruger's safari lodges—sets a benchmark for personalized, impactful experiences that guests share with everyone in their lives, sparking action and reservations worldwide.



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Customized Venue-Specific Service Blueprint

Partner with Beyond Cuisine to design a bespoke service blueprint tailored to your venue's brand, clientele, and operational needs. Using our 12 Steps of Service framework, we'll conduct a virtual or on-site assessment to identify gaps (e.g., inconsistent greetings, slow table turnover) and create a customized training program. Includes Zoom role-plays, venue-specific case studies, and a branded digital manual. Ideal for chains or boutique lodges like Singita aiming to standardize excellence across locations.



Corporate Team Transformation Package

Elevate your entire front-of-house team with a comprehensive training package combining "Foundations of Service Excellence," "Cultural Sensitivity & Inclusive Service," and "Emotional Intelligence & Guest Connection." Delivered via hybrid Zoom sessions and asynchronous modules, this program fosters team cohesion and consistent service delivery. Perfect for multi-unit operators seeking to align staff with brand values. Includes a post-training audit to measure impact.



Leadership Bootcamp for Hospitality Managers

Transform your management team into inspiring leaders with this intensive bootcamp, blending "Transformative Leadership in Hospitality," "Coaching for Staff Excellence," and "Crisis Management & Resilience." Through virtual simulations and live coaching sessions, managers learn to motivate staff, handle disruptions, and drive operational efficiency. Ideal for mid-sized venues aiming to reduce staff turnover and boost performance.



Digital Transformation for Guest Engagement

Equip your team to thrive in a tech-driven hospitality landscape with this program, combining "Digital Guest Engagement" and new content on leveraging AI tools (e.g., chatbots for reservations) and social media analytics. Through Zoom workshops and video tutorials, learn to optimize online bookings, respond to reviews, and enhance digital presence. Perfect for marketing teams and managers.

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Sustainability and Safety Compliance Program

Ensure your venue meets 2025's green hospitality standards with this tailored program, expanding on "Health, Safety & Sustainability Basics." Covers advanced food safety, waste reduction strategies, and eco-friendly guest experiences (e.g., locally sourced menus). Delivered via Zoom Q&A and video demos, it's ideal for eco-conscious venues. Includes a compliance audit and action plan.



On-Site Training Intensives

Bring Beyond Cuisine to your venue for hands-on, immersive training tailored to your specific environment (e.g., a busy Durban café or a serene Drakensberg lodge). We customize content from any of our 21 courses, focusing on real-time challenges like guest flow or upselling. Includes live role-plays, staff shadowing, and a post-training report.



Subscription-Based Training Portal

Offer your staff continuous learning with a subscription-based portal featuring all 21 Beyond Cuisine courses, plus exclusive micro-modules (e.g., "Handling VIP Guests," "Speeding Up Service Flow"). Includes monthly live Q&A with trainers and access to updated resources. Ideal for chains needing flexible, ongoing training.



Franchise Alignment Program

Standardize service excellence across franchise locations with a tailored program combining "Building a Service-Driven Brand" and "Operational Efficiency & Service Flow." Through virtual workshops and on-site visits, we align staff with your franchise's values and SOPs. Perfect for franchises aiming for consistency.

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