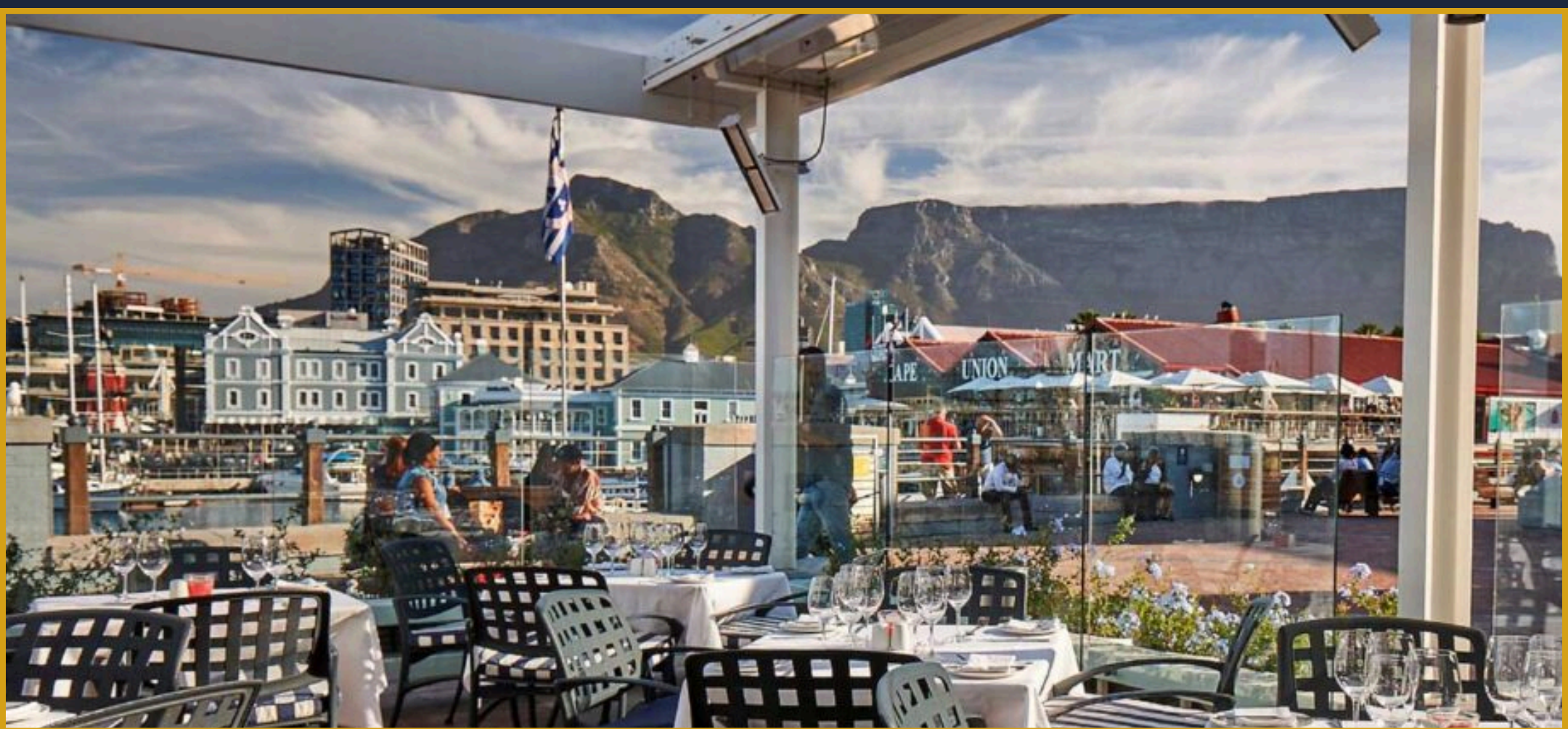




Beyond
Cuisine

Empowering Hospitality Excellence

COURSE CATALOGUE 2025



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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Empowering Hospitality Excellence

COURSE CATALOGUE

2025

Front-of-House Fundamentals



Foundations of Service Excellence

Master the 12 Steps of Service to deliver exceptional guest experiences that leave a lasting impression. This course dives into the proven framework developed by Beyond Cuisine, covering every touchpoint of the guest journey, from a warm welcome to building long-term loyalty. Tailored for South African venues, it emphasizes cultural sensitivity and local hospitality nuances.



Effective Communication & Confidence

Develop clear verbal and non-verbal communication skills to build rapport with guests from diverse cultural backgrounds. This course focuses on fostering confidence, active listening, and culturally sensitive interactions, ensuring staff can connect authentically with local and international guests in South Africa's vibrant hospitality scene.



Health, Safety & Sustainability Basics

Learn essential health, safety, and sustainability practices to ensure guest well-being and eco-conscious operations. This course covers food safety protocols, waste reduction strategies, and sustainable practices tailored for South African venues, drawing from Singita's success in reducing waste by 30%.

Guest Experience Enhancement



Service Recovery & Guest Advocacy with Cultural Sensitivity & Inclusive Service.

Master the HEART model (Hear, Empathize, Apologize, Resolve, Thank) to turn guest complaints into loyalty-building opportunities. This course blends service recovery with cultural sensitivity and inclusive service, teaching staff to navigate South Africa's diverse guest base with respect and care.



Digital Guest Engagement

Learn to leverage digital tools to manage reservations, respond to reviews, and enhance your venue's online reputation. This course teaches staff to use technology effectively, ensuring seamless guest interactions in a digital-first world, with a focus on South Africa's tech-savvy hospitality market.



Emotional Intelligence & Guest Connection with Storytelling for Service Excellence.

Develop advanced emotional intelligence (EI) skills to deepen guest relationships and engage them through compelling storytelling. This course combines EI with storytelling techniques to create memorable narratives about your venue or dishes, fostering loyalty in South Africa's hospitality market.



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COURSES



Empowering Hospitality Excellence

COURSE CATALOGUE

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Specialized Service Mastery



Elite Server Mastery

Refine advanced serving techniques, including anticipatory service and upselling, for experienced servers. This course builds on the 12 Steps of Service, focusing on precision, poise, and revenue generation in South Africa's high-end hospitality settings.



Elite Bartender Excellence

Excel in mixology, guest engagement, and bar management to boost drink sales in South Africa's vibrant bar scene. This course covers advanced cocktail techniques, storytelling through drinks, and upselling strategies to create memorable bar experiences.



Elite Host & Guest Flow Management

Optimize reservations, seating strategies, and guest flow to maximize table turnover and guest satisfaction. This course equips hosts with the skills to manage busy shifts, prioritize guest needs, and ensure a seamless front-of-house operation.



Elite Support Staff Efficiency

Boost productivity for bussers, runners, and support staff by optimizing table clearing, food delivery, and team coordination. This course ensures support staff contribute to a seamless guest experience in South Africa's high-volume hospitality environments.

Leadership and Management Development



Transformative Leadership in Hospitality

This comprehensive course combines transformative leadership, coaching, crisis management, brand alignment, operational efficiency, talent recruitment, and guest feedback strategies to inspire and empower hospitality managers. Tailored for South Africa's dynamic hospitality market, it equips leaders to build high-performing teams, maintain guest trust, and drive business success.



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COURSES LIST



Empowering Hospitality Excellence

COURSE CATALOGUE
2025

FRONT OF HOUSE FUNDAMENTALS

FOUNDATION OF SERVICE EXCELLENCE

Master the 12 Steps of Service to deliver exceptional guest experiences that leave a lasting impression. This course dives into the proven framework developed by Beyond Cuisine, covering every touchpoint of the guest journey, from a warm welcome to building long-term loyalty. Tailored for South African venues, it emphasizes cultural sensitivity and local hospitality nuances.

Price: R2,200 per participant

Contact for large groups discount and in person training options

Duration: 12 hours (3 sessions of 4 hours each, delivered online via Zoom)

Course Intention:

Empower staff to communicate effectively and confidently, creating a welcoming environment that resonates with South Africa's multicultural guest base, ultimately enhancing guest satisfaction and team cohesion.

COURSE OUTCOMES

Understand and apply the 12 Steps of Service to create seamless guest experiences.

Increase guest satisfaction by up to 15% through consistent, high-quality service (Beyond Cuisine Impact Report, 2025).

Boost confidence in handling diverse guest interactions with cultural sensitivity.

Enhance team morale and reduce staff turnover by fostering a service-driven mindset.

Drive revenue through increased guest loyalty and positive online reviews.

12 Hours

3 Webinars

Interactive

Downloadables

Activities

Quizzes

Checklists

Tutorials



Certification:

Earn a digital Beyond Cuisine Service Excellence Certificate, recognized in South Africa's hospitality industry, upon completing all modules, quizzes (80% pass rate), and the capstone project.



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Empowering Hospitality Excellence

COURSE CATALOGUE 2025

FRONT OF HOUSE FUNDAMENTALS

EFFECTIVE COMMUNICATION & CONFIDENCE

Develop clear verbal and non-verbal communication skills to build rapport with guests from diverse cultural backgrounds. This course focuses on fostering confidence, active listening, and culturally sensitive interactions, ensuring staff can connect authentically with local and international guests in South Africa's vibrant hospitality scene.

Price: R1,800 per participant

Contact for large groups discount and in person training options

Duration: 8 hours (2 sessions of 4 hours each, delivered online via Zoom)

Course Intention:

Equip front-of-house staff with a structured, actionable framework to elevate service quality, ensuring every guest feels valued and eager to return. The course aims to transform routine interactions into memorable experiences that drive repeat business and positive word-of-mouth in South Africa's competitive hospitality market.

COURSE OUTCOMES

Master verbal and non-verbal communication techniques to build trust and rapport.

Handle multicultural interactions with sensitivity, increasing guest comfort by 10% (Micros Hospitality Tech Connect, 2025).

Project confidence in high-pressure situations, reducing service errors.

Improve guest engagement through active listening and personalized responses.

Strengthen team dynamics through effective communication practices.

8 Hours

2 Webinars

Interactive

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Empowering Hospitality Excellence

COURSE CATALOGUE 2025

FRONT OF HOUSE FUNDAMENTALS

HEALTH, SAFETY & SUSTAINABILITY BASICS

Learn essential health, safety, and sustainability practices to ensure guest well-being and eco-conscious operations. This course covers food safety protocols, waste reduction strategies, and sustainable practices tailored for South African venues, drawing from Singita's success in reducing waste by 30%

Price: R1,500 per participant

Contact for large groups discount and in person training options

Duration: 6 hours (2 sessions of 3 hours each, delivered online via Zoom)

Course Intention:

Equip staff with the knowledge and tools to maintain a safe, hygienic, and environmentally responsible workplace, fostering guest trust and aligning with global sustainability trends.

COURSE OUTCOMES

Implement food safety standards to reduce health risks by 20%

Adopt sustainable practices, such as waste reduction, to enhance venue reputation.

Ensure compliance with South African health and safety regulations.

Increase guest trust through visible eco-conscious efforts.

Train staff to integrate sustainability into daily service tasks.

6 Hours

2 Webinars

Interactive

Downloadables

Activities

Quizzes

Checklists

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Empowering Hospitality Excellence

COURSE CATALOGUE
2025

GUEST EXPERIENCE ENHANCEMENT

SERVICE RECOVERY & GUEST ADVOCACY

Master the HEART model (Hear, Empathize, Apologize, Resolve, Thank) to turn guest complaints into loyalty-building opportunities. This course blends service recovery with cultural sensitivity and inclusive service, teaching staff to navigate South Africa's diverse guest base with respect and care.

Price: R2,000 per participant

Contact for large groups discount and in person training options

Duration: 10 hours (2 sessions of 5 hours each, delivered online via Zoom)

Course Intention:

Transform negative guest experiences into positive ones while fostering an inclusive environment that respects cultural nuances and special needs, strengthening guest loyalty in South Africa's diverse hospitality market.

COURSE OUTCOMES

Apply the HEART model to resolve complaints, increasing guest retention by 10%

Serve diverse guests with cultural sensitivity, improving satisfaction by 12%

Accommodate special needs (e.g., accessibility, dietary restrictions) seamlessly.

Build confidence in handling sensitive situations empathetically.

Enhance venue reputation through inclusive, guest-focused service.

12 Hours

2 Webinars

Interactive

Downloadables

Activities

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Empowering Hospitality Excellence

COURSE CATALOGUE 2025

GUEST EXPERIENCE ENHANCEMENT

DIGITAL GUEST ENGAGEMENT

Learn to leverage digital tools to manage reservations, respond to reviews, and enhance your venue's online reputation. This course teaches staff to use technology effectively, ensuring seamless guest interactions in a digital-first world, with a focus on South Africa's tech-savvy hospitality market.

Price: R1,800 per participant

Contact for large groups discount and in person training options

Duration: 8 hours (2 sessions of 4 hours each, delivered online via Zoom)

Course Intention:

Enable staff to use digital platforms to streamline operations and engage guests, boosting online visibility and guest satisfaction in a competitive market.

COURSE OUTCOMES

Manage online reservations and reviews to improve guest satisfaction by 10% (Micros Hospitality Tech Connect, 2025).

Respond to online feedback professionally, enhancing venue reputation.

Use digital tools to personalize guest experiences (e.g., CRM systems).

Increase booking conversions through effective digital communication.

Build a strong online presence through social media engagement.

8 Hours

2 Webinars

Interactive

Downloadables

Activities

Quizzes

Checklists

Tutorials



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Empowering Hospitality Excellence

COURSE CATALOGUE
2025

GUEST EXPERIENCE ENHANCEMENT

EMOTIONAL INTELLIGENCE & GUEST CONNECTION

Develop advanced emotional intelligence (EI) skills to deepen guest relationships and engage them through compelling storytelling. This course combines EI with storytelling techniques to create memorable narratives about your venue or dishes, fostering loyalty in South Africa's hospitality market.

Price: R2,000 per participant

Contact for large groups discount and in person training options

Duration: 10 hours (2 sessions of 5 hours each, delivered online via Zoom)

Course Intention:

Empower staff to connect emotionally with guests and use storytelling to enhance the dining experience, creating lasting memories that drive loyalty and referrals.

COURSE OUTCOMES

Apply EI to read guest cues and respond empathetically, increasing satisfaction by 12% (Beyond Cuisine Impact Report, 2025).

Craft compelling stories about dishes or venue history to boost engagement.

Strengthen guest loyalty through authentic, emotional connections.

Enhance team collaboration through improved EI skills.

Increase social media shares through memorable guest experiences.

10 Hours

2 Webinars

Interactive

Downloadables

Activities

Quizzes

Checklists

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Empowering Hospitality Excellence

COURSE CATALOGUE 2025

SPECIALIZED SERVICE MASTERY

ELITE SERVER MASTERY

Refine advanced serving techniques, including anticipatory service and upselling, for experienced servers. This course builds on the 12 Steps of Service, focusing on precision, poise, and revenue generation in South Africa's high-end hospitality settings.

Price: R2,500 per participant

Contact for large groups discount and in person training options

Duration: 12 hours (3 sessions of 4 hours each, delivered online via Zoom)

Course Intention:

Transform experienced servers into elite professionals who anticipate guest needs, upsell effectively, and deliver flawless service, elevating the venue's reputation and revenue.

COURSE OUTCOMES

Master anticipatory service to exceed guest expectations by 15% (Beyond Cuisine Impact Report, 2025).

Increase beverage and dessert sales through strategic upselling.

Enhance service precision in high-pressure environments.

Boost guest satisfaction through tailored, high-end service.

Mentor junior staff to elevate team performance.

12 Hours

3 Webinars

Interactive

Downloadables

Activities

Quizzes

Checklists

Tutorials



Certification:

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Empowering Hospitality Excellence

COURSE CATALOGUE 2025

SPECIALIZED SERVICE MASTERY

ELITE BARTENDER EXCELLENCE

Excel in mixology, guest engagement, and bar management to boost drink sales in South Africa’s vibrant bar scene. This course covers advanced cocktail techniques, storytelling through drinks, and upselling strategies to create memorable bar experiences.

Price: R2,200 per participant

Contact for large groups discount and in person training options

Duration: 10 hours (2 sessions of 5 hours each, delivered online via Zoom)

Course Intention:

Transform bartenders into elite professionals who craft exceptional drinks and engage guests, driving sales and enhancing the bar’s reputation in South Africa’s lively hospitality market.

COURSE OUTCOMES

Master advanced mixology techniques to create signature cocktails.

Increase drink sales by 12% through storytelling and upselling

Engage guests with compelling drink narratives, boosting loyalty.

Manage bar operations efficiently during peak hours.

Enhance guest satisfaction through personalized bar service.

Free “Beyond the Bar” Drink Recipe Book including recipes, techniques, drink history and more.

10 Hours

2 Webinars

Interactive

Downloadables

Activities

Quizzes

Checklists

Tutorials



Certification:

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Empowering Hospitality Excellence

COURSE CATALOGUE

2025

SPECIALIZED SERVICE MASTERY

ELITE HOST & GUEST FLOW MANAGEMENT

Optimize reservations, seating strategies, and guest flow to maximize table turnover and guest satisfaction. This course equips hosts with the skills to manage busy shifts, prioritize guest needs, and ensure a seamless front-of-house operation.

Price: R1,800 per participant

Contact for large groups discount and in person training options

Duration: 8 hours (2 sessions of 4 hours each, delivered online via Zoom)

Course Intention:

Enable hosts to manage guest flow with precision and warmth, ensuring a smooth operation that enhances guest experiences and increases venue efficiency in South Africa's fast-paced hospitality settings.

COURSE OUTCOMES

Increase table turnover by 10% through efficient seating strategies (Beyond Cuisine Impact Report, 2025).

Manage reservations and walk-ins seamlessly using digital tools.

Prioritize guest needs during peak hours, improving satisfaction.

Coordinate with servers and kitchen staff for smooth operations.

Reduce wait times and enhance guest flow.

8 Hours

2 Webinars

Interactive

Downloadables

Activities

Quizzes

Checklists

Tutorials



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Empowering Hospitality Excellence

COURSE CATALOGUE
2025

SPECIALIZED SERVICE MASTERY

ELITE SUPPORT STAFF EFFICIENCY

Boost productivity for bussers, runners, and support staff by optimizing table clearing, food delivery, and team coordination. This course ensures support staff contribute to a seamless guest experience in South Africa's high-volume hospitality environments.

Price: R1,500 per participant

Contact for large groups discount and in person training options

Duration: 6 hours (2 sessions of 3 hours each, delivered online via Zoom)

Course Intention:

Empower support staff to work efficiently and collaboratively, minimizing disruptions and enhancing the overall guest experience in fast-paced venues.

COURSE OUTCOMES

Reduce table clearing time by 20% through streamlined processes (Beyond Cuisine Impact Report, 2025).

Improve food delivery accuracy and speed.

Enhance team collaboration with servers and hosts.

Increase guest satisfaction through unobtrusive support.

Maintain high sanitation standards during busy shifts.

6 Hours

2 Webinars

Interactive

Downloadables

Activities

Quizzes

Checklists

Tutorials



Certification:

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Empowering Hospitality Excellence

LEADERSHIP AND MANAGEMENT DEVELOPMENT

COURSE CATALOGUE
2025

TRANSFORMATIVE LEADERSHIP IN HOSPITALITY

This comprehensive master class combines transformative leadership, coaching, crisis management, brand alignment, operational efficiency, talent recruitment, and guest feedback strategies to inspire and empower hospitality managers. Tailored for South Africa's dynamic hospitality market, it equips leaders to build high-performing teams, maintain guest trust, and drive business success.

Price: R3,500 per participant

Contact for large groups discount and in person training options

Duration: 20 hours (5 sessions of 4 hours each, delivered online via Zoom)

Course Intention:

Transform hospitality managers into visionary leaders who inspire teams, align operations with venue values, and drive continuous improvement, ensuring exceptional guest experiences and sustainable business growth.

COURSE OUTCOMES

Inspire teams to achieve a 15% increase in guest satisfaction through motivational leadership (Beyond Cuisine Impact Report, 2025).

Develop high-performing teams with effective coaching and feedback skills.

Manage service disruptions with contingency plans, maintaining guest trust.

Streamline operations to boost table turnover and revenue by 10%.

Attract and retain top talent, improving staff retention by 20%

Use guest feedback to drive continuous service improvements.

20 Hours

5 Webinars

Interactive

Downloadables

Activities

Quizzes

Checklists

Tutorials



Certification:

Earn a digital Beyond Cuisine Service Excellence Certificate, recognized in South Africa's hospitality industry, upon completing all modules, quizzes (80% pass rate), and the capstone project.



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