

Foreword

The culinary world has always been driven by innovation. Whether through technique, ingredients, or technology, those who embrace change thrive. Mark French and I have been on this journey together for decades, first working side by side in London's most renowned kitchens, The Royal Garden Hotel and The Dorchester, and later exchanging ideas and insights as our careers evolved. We both kept detailed notes, collected menus, and sought inspiration from every corner of the globe—always learning, always refining.

Now, we find ourselves at the threshold of another transformation: Artificial Intelligence. The opportunities and innovations made possible through AI are both surprising and undeniable. While some in the industry may still view AI with skepticism, the reality is that it offers an extraordinary set of tools that can enhance creativity, efficiency, and decision-making. What once took years of experience, trial and error, and extensive research can now be synthesised, adapted, and expanded upon in ways we could hardly have imagined in our early days.

Mark has captured the essence of this shift in **AI for F&B Professionals**, offering a practical and insightful guide to integrating AI into the daily life of food and beverage leaders. Crucially, this book does not suggest replacing human intuition and expertise but rather augmenting it—using AI as a powerful tool that can analyse trends, personalise experiences, and streamline operations while leaving the heart of hospitality untouched.

The future of our industry belongs to those who embrace change while staying true to the principles that define great hospitality. This book is an essential resource for those ready to take that step. I highly recommend it to chefs, restaurateurs, and food and beverage professionals looking to navigate this exciting new landscape with confidence.



Paul Gayler, MBE

London, March 2025

Introduction: Embracing AI in Food & Beverage

Artificial Intelligence (AI) is reshaping industries, and food and beverage (F&B) is no exception. For those of us who have spent years perfecting the craft of hospitality, the idea of integrating AI into daily operations might seem daunting, even unnecessary. But what if I told you that AI, specifically tools like ChatGPT, could make your job easier, more efficient, and even more creative?

Like many in the industry, I was initially skeptical. I assumed AI was just a more advanced search engine—a high-tech version of Google pulling information from the web. But curiosity led me to take a few online courses, and what I discovered completely changed my perspective. AI's applications in F&B are vast, from streamlining operations and enhancing guest experiences to optimizing workflows and unlocking new creative possibilities. Even more surprising, it's not just about automation; AI can integrate saved work, refine ideas, and adapt to new challenges in ways I hadn't imagined.

For those less technically minded, the topic may seem overwhelming at first (I certainly felt that way). But AI doesn't require you to be a tech genius. If you follow the simple steps laid out in this book, you'll see how accessible—and powerful—these tools can be. Most F&B professionals don't have the time to deeply research how AI can help them, and that's exactly why I wrote this book: to provide a practical, straightforward guide from a novice's perspective.

I only wish this technology had been available earlier, instead of the countless notes and clippings I accumulated over the years. But there's no time like the present. As AI continues to evolve, so do its capabilities. That's why I strongly recommend investing time in learning how to use it effectively. There are many tools, both free and paid, and I've included several in the resource section.

One of the most valuable skills you'll gain from this book is the art of "Prompt Engineering"—the ability to craft detailed, specific instructions that generate valuable AI-driven responses. Most of the content here revolves around structuring and refining prompts, ensuring the best possible outcomes from AI tools.

Whether you're an AI beginner or someone who's already started exploring its potential, this book serves as a comprehensive resource to guide, inspire, and empower you. The possibilities are endless, and AI has the potential to change not only your business but also the way you approach your craft.

So, let's dive in—because the future of food and beverage isn't just about great hospitality; it's about harnessing technology to create something truly extraordinary.

Mark J French



ChatGPT AI and How to Use It in Food and Beverage

What is ChatGPT?

ChatGPT is a powerful artificial intelligence (AI) tool designed to process and replicate text in a way like humans, based on input provided.

It can answer questions, assist with ideas, and help you with tasks.
.... And much, much more!

The consensus is that AI is changing the way that the world conducts business. This applies to the diverse world of hospitality with its diverse aspects.

Bear in mind that many of the tools presented here can be applied to any Chatbot and will prove invaluable.

The Opportunities in AI for F&B

The food and beverage industry often leans heavily on reporting, administrative tasks, and operational oversight—sometimes at the expense of time spent engaging with guests and staff.

Over the years, I have become somewhat frustrated by the amount of “administrative” work that has been added to the food and operations supervisors and managers responsibilities. This is for two reasons. Firstly, every minute spent at a desk takes away a valuable minute spent with a guest. Secondly, is the fact that a typical manager on food and beverage, unless well-schooled, and on a fast-track training, is not particularly academically inclined and is in the business because they love the practical aspects of the job, serving guests with style, or preparing great food.

While computers and systems are invaluable, they need to be used in ways that truly serve the heart of the business.

As I have researched this growing area of our culture, I am excited by what I have discovered regarding AI tools, such as ChatGPT, which offer the opportunity to automate repetitive functions and provide actionable insights, saving time and improving efficiency.

If used in the right way, these tools can regain time to put back into “Excellence in Hospitality”.

Application of ChatGPT and AI in General

Artificial Intelligence (AI), particularly language models like ChatGPT, has rapidly evolved to become a powerful tool across multiple industries. Its ability to process and generate human-like text, analyse data, automate tasks, and support decision-making makes it an invaluable resource. Below is a detailed examination of the potential applications of ChatGPT and AI in various domains.

1. Administration & Task Automation

AI can streamline administrative workflows by automating repetitive tasks such as drafting standard operating procedures (SOPs), responding to emails, and managing staff schedules. It can:

- Generate policy documents ensuring compliance with regulations.
- Automate routine communications.
- Provide reminders, checklists, and goal-setting frameworks.
- Assist in organising inventory lists and procurement processes.
- Create clear and engaging training materials for staff communication.

2. Research & Data Analysis

AI can significantly reduce the time required to gather and analyse information by:

- Summarising industry reports and trends.
- Conducting competitive analysis.
- Extracting key insights from large datasets.
- Providing quick responses to research inquiries.
- Enhancing decision-making through structured reports.

3. Menu Development & Optimisation

For the food and beverage industry, AI can:

- Analyse food trends and customer preferences.
- Optimise menu offerings based on real-time feedback.

- Provide ingredient substitution recommendations.
- Summarise and simplify complex recipes for staff training.

4. Customer Engagement & Experience

Enhancing customer satisfaction through AI includes:

- Generating personalised recommendations based on past orders.
- Providing sentiment analysis of customer feedback.
- Automating responses to common customer inquiries.
- Developing interactive chatbots for improved customer interaction.

5. Marketing & Social Media Strategy

AI can revolutionise marketing by:

- Crafting engaging social media posts.
- Developing promotional campaigns.
- Generating email marketing content.
- Suggesting loyalty programmes and event ideas to improve customer retention.
- Monitoring social media trends and engagement metrics.

6. Staff Training & Team Management

AI can play a crucial role in workforce development by:

- Creating personalised training materials and quizzes.
- Designing interactive learning modules for employees.
- Providing step-by-step guides for new hires.
- Assisting in performance reviews through AI-driven feedback.

7. Operational Efficiency & Cost Management

AI enhances operational processes by:

- Developing checklists and refining workflows.

- Troubleshooting operational issues and suggesting improvements.
- Providing cost-saving strategies and sustainability recommendations.
- Forecasting revenue trends for better budgeting.

8. Reports & Business Analysis

AI improves business intelligence by:

- Summarising sales reports and financial data.
- Analysing trends to identify areas of improvement.
- Assisting in profitability and revenue forecasting.
- Creating data-driven presentations for stakeholders.

9. Presentations & Visual Content Generation

For professional presentations, AI can:

- Generate structured outlines and talking points.
- Suggest relevant visual aids and infographics.
- Provide background research for compelling narratives.
- Assist in investor pitches and internal reporting.

10. Financial & Sales Insights

AI can support financial decision-making by:

- Summarising sales performance and profitability.
- Creating visual charts and sales summaries.
- Offering revenue forecasting tools.
- Providing cost-effective purchasing strategies.

11. Customer Review & Feedback Analysis

Understanding customer sentiments and improving service is easier with AI by:

- Summarising online reviews to identify patterns.
- Implementing AI-driven personalisation for better guest experiences.

- Analysing feedback to suggest service enhancements.

12. Food Cost & Inventory Management

AI can optimise food supply chains by:

- Automating ingredient tracking and portion control.
- Reducing food waste through smart inventory management.
- Providing cost-effective purchasing recommendations.

13. Event & Catering Planning

AI-driven planning tools can:

- Assist in portion estimation and menu planning.
- Streamline logistics for large-scale catering operations.
- Provide coordination assistance for smooth execution.

14. Health & Safety Compliance

AI can help businesses meet regulatory requirements by:

- Extracting key food safety guidelines.
- Generating compliance checklists for kitchen staff.
- Monitoring adherence to safety standards.

15. Sustainability & Waste Reduction

Eco-friendly operations can be optimised using AI by:

- Analysing waste patterns and suggesting sustainable practices.
- Offering recommendations for energy-efficient food preparation.

16. Supplier & Vendor Comparison

AI simplifies procurement processes by:

- Comparing supplier reliability and pricing.

- Analysing vendor performance to ensure quality service.
- Providing recommendations based on historical data.

17. Project Management & Task Organisation

AI supports project managers by:

- Organising tasks and timelines.
- Tracking budgets and performance metrics.
- Assisting in resource allocation for efficiency.

18. AI-Generated Images & Visuals

AI can enhance branding and marketing through:

- Generating promotional visuals and menu designs.
- Providing conceptual ideas for food presentation.
- Assisting in logo creation and restaurant aesthetics.



Debunking AI Myths in F&B

As artificial intelligence continues to shape industries, many food and beverage professionals have concerns about what AI adoption means for their careers, businesses, and daily operations.

Now matter what, hospitality is about direct interactions between humans, so focus on the many ways that AI can provide more “floor time”, whilst enhancing your operation.

While some concerns are valid, here is a perspective on some key areas:

🌀 **Myth #1: AI Will Replace Jobs in the F&B Industry**

Reality: AI will not replace chefs, restaurant managers, or front-of-house staff (at least not in the near future!) - it can augment skills and streamline operations by automating repetitive tasks like inventory tracking, scheduling, and reporting.

What it can't do is replace human creativity, leadership, or the personal touch that defines hospitality.

Instead of job loss, AI will lead to job evolution, allowing professionals to focus on higher-value tasks like innovation, guest experience, and business strategy.

Example: AI-driven reservation systems may reduce administrative work for hosts, but they also free up time for enhanced guest interaction and personalised service, which improves customer loyalty.

🌀 **Myth #2: AI is Too Complicated for Non-Tech-Savvy Professionals**

Reality: You don't need to be a data scientist or programmer to use AI in F&B. Many AI tools—such as ChatGPT, AI-powered POS systems, and inventory management software—are designed with user-friendly interfaces that require minimal technical expertise. The key to successful AI adoption is learning how to ask the right questions (prompt engineering) and integrating AI into existing workflows without disrupting operations. This is why much of the content of this book revolves around “prompting”.

Example: Instead of manually compiling sales reports, a restaurant manager can use AI-driven analytics tools that generate real-time insights with just a few clicks, making decision-making faster, based on data.

🌀 **Myth #3: AI is Too Expensive and Only for Large Corporations**

Reality: While major restaurant and hotel chains invest in custom AI solutions, many affordable AI tools exist for small and mid-sized businesses. From free AI-powered menu design tools to budget-friendly AI chatbots for customer service, businesses of all sizes can integrate AI tools that fit their needs.

The cost of AI adoption is often offset by increased efficiency, reduced waste, and improved customer engagement.

Example: A small bistro can use AI for social media automation, automatically generating engaging posts and responding to customer enquiries, saving hours of manual work and increasing their brand visibility.

🌀 **Myth #4: AI is Not Reliable or Accurate**

Reality: While AI is a powerful tool, it is not infallible. AI-generated information, especially in areas like food safety, pricing strategies, or allergen warnings, must be verified by human experts before being applied. The best way to use AI is as a collaborative assistant rather than a decision-maker.

Example: AI can suggest seasonal menu optimisations based on sales trends, but a chef must ultimately decide which dishes align with their brand, kitchen capabilities, and ingredient availability.

🌀 **Myth #5: AI Will Make F&B Less Personal**

Reality: If used correctly, AI can enhance personalisation rather than remove it. AI tools can help F&B businesses collect guest preferences and feedback to tailor experiences more effectively. It's not about replacing human interaction—it's about making it more meaningful.

Example: A restaurant using AI-driven CRM (Customer Relationship Management) software can remember a guest's favourite dish, their dietary preferences, or a special occasion, allowing staff to deliver a highly personalised dining experience that builds customer loyalty.

Why Embracing AI is the Future of F&B

Instead of fearing AI, F&B professionals should see it as a competitive advantage.

By adopting AI-powered tools strategically, businesses can increase efficiency, reduce costs, and improve guest satisfaction—while maintaining the heart and soul of hospitality.

🌀 **Final Thought:** AI doesn't take away from what makes food and beverage special—it empowers professionals to do what they do best, but better.



Setting Up ChatGPT on Your Computer

Here are simple step-by-step instructions to help you set up and use ChatGPT on your computer within minutes. Don't worry if you're not tech-savvy—just follow these steps carefully, and you'll be ready to go in no time

1. Understand What You Need

Requirements:

- A computer with internet access
- A web browser (like Chrome, Safari, or Edge)
- An email address

2. Go to the ChatGPT Website

1. Open your web browser.

Type **chat.openai.com** into the address bar and press **Enter**.

3. Create an Account

1. Click the **Sign-Up** button on the homepage.
2. Enter your email address and create a password.
3. Follow the instructions sent to your email to verify your account.

4. Log In to ChatGPT

1. Go back to **chat.openai.com**.
2. Click **Log In**.
3. Enter your email and password to access ChatGPT.

5. Start Using ChatGPT

- Once logged in, you'll see a blank text box.
- Type a question following the directions below, or ask for help, and ChatGPT will respond.

That's it! You're all set to explore the power of ChatGPT to make your work in the food and beverage industry easier and more creative.

CHATGPT can also be set up on phones and iPads for mobile convenience, with any prompts being available on all devices.

Subscription Options

There are 3 options to choose from. I would recommend the free version to become familiar with the tool, before committing to the paid versions. Just be aware of the limits and choose tasks accordingly so you don't waste your access on unnecessary items like reminders, when other tools for this are available.

To work around this, I have 2 accounts, tied into different emails.

If you find yourself limited by the maximum 3 images and 10 messages that come with the free version, the paid version may be for you. At \$20 a month, the mid-range is still great value when used a lot.

The image shows a comparison of three OpenAI subscription plans. The 'Free' plan is the current plan, offering access to GPT-4o mini, standard voice chats, limited access to GPT-4o, limited access to file uploads, advanced data analysis, web browsing, and image generation, and the ability to use custom GPTs. The 'Plus' plan, priced at \$20 per month, offers everything in the free plan plus extended limits on messaging, file uploads, advanced data analysis, and image generation; access to advanced voice and video inputs; limited access to o1 and o1-mini; opportunities to test new features; and the ability to create and use projects and custom GPTs. The 'Pro' plan, priced at \$200 per month, offers everything in the Plus plan plus unlimited access to o1, o1-mini, GPT-4o, and advanced voice (audio only); higher limits for video and screen sharing in advanced voice; access to o1 pro mode, which uses more compute for the best answers to the hardest questions; and extended access to Sora video generation. All plans have a 'Get' button and a link to learn more.

Free	Plus (POPULAR)	Pro
\$0 USD/month	\$20 USD/month	\$200 USD/month
Explore how AI can help you with everyday tasks	Level up productivity and creativity with expanded access	Get the best of OpenAI with the highest level of access
Your current plan	Get Plus	Get Pro
<ul style="list-style-type: none">✓ Access to GPT-4o mini✓ Standard voice chats✓ Limited access to GPT-4o✓ Limited access to file uploads, advanced data analysis, web browsing, and image generation✓ Use custom GPTs	<ul style="list-style-type: none">✓ Everything in Free✓ Extended limits on messaging, file uploads, advanced data analysis, and image generation✓ Access to advanced voice and video inputs✓ Limited access to o1 and o1-mini✓ Opportunities to test new features✓ Create and use projects and custom GPTs✓ Limited access to Sora video generation	<ul style="list-style-type: none">✓ Everything in Plus✓ Unlimited access to o1, o1-mini, GPT-4o, and advanced voice (audio only)✓ Higher limits for video and screen sharing in advanced voice✓ Access to o1 pro mode, which uses more compute for the best answers to the hardest questions✓ Extended access to Sora video generation
Have an existing plan? See billing help	Limits apply	Unlimited subject to abuse guardrails. Learn more

By using separate conversations for each subject that you create a chat on, a listing will be shown on the left side of the home screen, making it very easy to find specific chats to continue.

You can rename these (they are automatically named according to the content). I highly recommend that once the objective of the chat is achieved, and you have copied the contents, delete the chat by clicking on the dots to the right of the name and selecting “delete” in the drop-down menu.



Applying CHAT GPT

What previously required large diverse teams, time, and specialist expertise can be achieved very quickly on your own.

CHATGPT can function as a specialist resource, always improving in its knowledge and database, as it is used.

The free version of CHATGPT 4.0 has limitations on requests (Pro version is unlimited). Currently, these are 10 concurrent chats and the creation of 3 images.

You may then receive the following message: *“You’ve reached your data analysis limit. Upgrade to ChatGPT Plus or try again tomorrow after 9:59 AM.”*

Areas such as Art, Language, Programming, Messaging, Administration, Social Media Marketing and Financial Reporting can all be handled by the Chatbot.

Other areas, such as photography, imagery, video creation, music can also be handled. In fact, the uses are only limited by your imagination.

Further information on bots or apps that provide specific services are include in the resources section.

Applying ChatGPT to "The Business of Being a Chef"

The role of a chef today extends far beyond the kitchen. From business management and communication to food safety, training, and guest satisfaction, chefs must juggle multiple responsibilities. ChatGPT can act as a versatile assistant to streamline these tasks and enhance operations, in alignment with the themes discussed in my book, *“The Business of Being a Chef.”*

By leveraging ChatGPT, chefs can simplify decision-making, maintain focus on culinary excellence, and foster strong team dynamics, all while staying grounded in the fundamentals. This partnership allows chefs to navigate their multifaceted roles with greater precision and creativity.

Although this book was written primarily for chefs, the content is relevant and can be applied in all areas of food and beverage, and all operating departments.

Here's an example of how to use CHAT GPT with your own content::

Prompt:

“Generate an overview, tied in with the content in The Business of Being a Chef book (attached), on how CHATGPT can be used to support chefs in their responsibilities”.

ChatGPT Said:

1. Menu Development and Recipe Innovation

- **Idea Generation:** ChatGPT can provide inspiration for seasonal menus, recipe adaptations, or dietary accommodations, ensuring creativity and relevance.
- **Trend Analysis:** Use it to research culinary trends or compare international flavour profiles to create unique offerings.
- **Cost Analysis:** Develop cost-effective recipes by breaking down ingredient expenses.

2. Training and Team Development

- **Customised Training Materials:** Create detailed guides and checklists, like those in the book, for staff roles and responsibilities (e.g., mise en place, hygiene practices).
- **Knowledge Sharing:** Provide concise explanations of techniques, flavour balancing, or key food safety practices.

3. Operational Efficiency

- **Scheduling and Planning:** Assist in creating schedules, banquet timelines, or kitchen workflows.
- **Documentation:** Help draft SOPs, audit checklists, or detailed reports for internal reviews.

4. Communication and Leadership

- **Internal Messaging:** Draft motivational memos, team-building exercises, or meeting agendas.
- **Conflict Resolution:** Offer guidance on addressing team challenges and improving morale.

5. Guest Experience

- **Feedback Analysis:** Summarise guest reviews to identify areas of improvement.
- **Service Excellence:** Provide insights on creating memorable dining experiences by balancing hospitality and food quality.

6. Financial Management

- **Budgeting and Cost Control:** Calculate profit margins, food costs, and break-even points.
- **Trend Forecasting:** Use predictive tools to estimate demand and reduce waste.

7. Marketing and Public Relations

- **Content Creation:** Generate engaging content for social media, newsletters, or promotional campaigns.
- **Event Planning:** Suggest themes, menus, or marketing strategies for special events.

8. Sustainability and Innovation

- **Green Practices:** Suggest ways to reduce waste, optimise energy use, or implement sustainable sourcing.
- **Kitchen Gardens:** Offer tips on maintaining and utilising kitchen gardens, enhancing freshness and reducing costs.



Skills to Master

You will quickly learn how to use CHATGPT effectively, however there are certain skills that some knowledge and understanding of will vastly improve your experience with AI:

1. An Understanding of AI's Capabilities
2. Prompt Engineering.
3. Integrating AI tools to create.
4. Editing & Enhancement of documents.
5. AI Enhanced Writing.



Training CHATGPT

Effectively utilising ChatGPT in the food and beverage industry requires strategic guidance and practice. While ChatGPT does not "learn" in the traditional sense during user interactions, you can optimise its performance by refining how you interact with it. Here are ways to "train" ChatGPT for optimal use:

By understanding how to structure and iterate on prompts, food and beverage professionals can leverage ChatGPT as a valuable tool for creativity, efficiency, and problem-solving in the industry.

Personalise ChatGPT for Your Needs

ChatGPT can be tailored further to your personal preferences:

- **Adopt Your Writing Style:** Provide examples of your writing so ChatGPT can mimic your tone and style.
- **Specify Language Preferences:** Indicate regional variations like UK English. For instance, ask ChatGPT to use "colour" instead of "color" or "starter" instead of "appetiser."
- **Include Personal Details:** Share your name, business name, or other identifiers so ChatGPT can incorporate them into outputs.
- **Set Default Parameters:** Request ChatGPT to remember preferences for tone, formality, or formatting for consistency.
- **Use Contextual Shortcuts:** Teach ChatGPT acronyms, key phrases, or shorthand specific to your business for quicker responses.
- **Set up a "Master Prompt":** Adapt the example in the prompt section.

Teaching GPT To Write in Your Voice, Style, and Tone

This will reduce the time required to edit documents like emails, proposals, and articles.

- Take an example of your writing. (In the example, I used "The Business of Being a Chef - 420 pages).
- Attach it as a file in ChatGPT. (Two different pieces of material are normally recommended).

Example Prompt:

*"You are an expert writing style analyser.
Describe, as best you can, my writing style in terms that will help me to describe it later so you can better create content in my voice.
Analyse my attached content and provide me with a summary to use in future".*

CHAT GPT Responded:

Thanks for sharing the material! I'll review it and describe your writing style in detail to help create content in your voice. Based on the content provided, I'll analyse the tone, structure, and general approach you use.
Give me a moment to analyse the file and craft the description.

MJF Writing Style Analysis:

1. Tone:

- Your tone is professional, instructional, and encouraging. It emphasizes guidance, empowerment, and mentorship, particularly for individuals in leadership roles.
- You maintain an optimistic and motivational undertone, blending authority with a sense of camaraderie.

2. Structure:

- Highly organised, with sections, lists, and subheadings that break down concepts into digestible parts.
- Sequential and logical, moving from overarching principles (e.g., fundamentals of leadership) to detailed, actionable advice (e.g., balancing flavours or sanitation protocols).

3. Style:

- Precise and clear language, often with an instructional or advisory mode.
- Heavy use of bullet points, numbered lists, and figures to simplify complex topics.
- Examples and anecdotes are integrated to connect theory to practice, providing relatability and practical insights.

4. Key Features:

- Use of Anecdotes: Real-world stories are included to lend credibility and offer context, making abstract ideas tangible.
- Mentorship-focused: A recurring theme of teaching, empowering, and supporting others.
- Emphasis on Excellence: Consistent focus on striving for and achieving high standards.
- Practical Tools: Suggestions, templates, and checklists are embedded for immediate application.

5. Voice:

- Authoritative but approachable, reflecting a deep reservoir of experience.
- Inclusive and conversational at times, directly addressing the reader with rhetorical questions or encouraging self-reflection.
- Use UK English and spelling as standard.

Next Steps:

CHAT GPT Responded:

If this aligns with your perception of your style, I can apply this framework to write or edit