

Personal Impact Guide To

FORMAL DINING

for informal people



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The '*did you know*' factoids in this publication are for general interest only. Many have not been confirmed as fact. Some of the factoids represented in this publication were found on the following websites.

Fast Facts <http://www.didyounow.cd/fastfacts/history.htm>

Useless Facts <http://www.janhare.com/uselessfacts.html>

Pravda http://english.pravda.ru/main/18/90/363/16253_napkin.html

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INTRODUCTION



Make-up and fashion have been my passion ever since I was a little girl. Growing up one of my favourite things to do was play dress-up in my mother's clothes. My friend's mother was the local Avon Lady (as they were called in the 1960s). One day my friend showed me her mother's make-up kit. Fascinated by all the colours and textures, we decided to try them out. With the make-up and clothes, our looks were complete! I was in heaven. At least until our mothers found out.

Over the years, my interest in personal presence expanded. What is it that makes some people stand out? Is it just make-up and clothing or is there more to it? The search for these answers took me on a journey down many roads over the years. I became fascinated by image and

perception. Following my passion, I completed the John Casablancas Professional Modeling Program, the Vancouver Community College Esthetician School Program, the John Casablancas Professional Make-up Artistry Diploma as well as the Marketing & Public Relations Program at the British Columbia Institute of Technology (BCIT). Combining all my talents and interests, I was honoured to become the first certified image professional (AICI, CIP) in Western Canada through the Association of Image Consultants International.

As the founder of Personal Impact, Image Management, I have over 25 years experience in the arena of Personal Appearance, Personal Branding and Professional Marketing. My clientele is varied and ranges from stay-at-home moms to business executives. I offer a broad range of experience and in-depth knowledge to men and women of all ages in all industries. I am committed to helping others improve their quality of life through self-awareness, personal change and affirmative growth.

In today's fast paced world, there is no second chance to make a good first impression. Even though most of us would like to be judged solely on our merit, our ability and our personality, the reality is that we are initially judged by the image we present. And this perception will affect how others react and respond to us. I have learned that anyone can have a great image and presence. With a little tweaking in one or more of the areas that represent personal image, you can make a more positive impact on others.

There are 8 special reports in this series that cover personal care, make-up, wardrobe planning, business dress, dining etiquette, communication and manners. Throughout this series, I will show you how to reach your personal and professional best in an upbeat, non-threatening manner. I hope you enjoy learning about these topics as much as I have.

WELCOME TO FORMAL DINING FOR INFORMAL PEOPLE

As a member of the Association of Image Consultants International, every year I have the opportunity to attend the annual international conference. Consultants attend from all over the world. Part of my reason for attending this conference is to learn about the customs of other cultures and see firsthand their rituals of dining.

Table manners have a long history and were established as a way of keeping the peace and domesticating our behaviour. Over time these rituals were handed down from generation to generation eventually becoming tradition. Today, with our hectic lifestyles, many of us eat on the run as we rush about multi-tasking. Although many dining traditions may not seem crucial while eating in front of the TV, our table conduct is still considered important during social, business and formal occasions. Whether we like it or not, how we conduct ourselves at the dining table can influence others' perception of us, impacting our business and social relationships.

Formal Dining for Informal People offers guidelines for American and European dining styles. It has been divided into two dining sections. The first section, 'Everyday Dining' provides guidelines for everyday social and business dining. 'Formal Dining' expands these guidelines for formal gatherings. This e-book is a great reference tool with guidelines to help you appear more confident and feel more at ease when dining casually or formally in any situation.

Everyday Dining

HOW TO BE A GRACIOUS HOST

The host and guest each have very distinctive roles. As the host, it's your role to take the lead while creating a comfortable atmosphere for your guests.

At Home

- Let guests know what time to arrive and when the meal will be served.
- Ask your guests if they have any food allergies or restrictions.
- At a formal dinner, guests may be invited by written invitation, and should arrive 5 to 10 minutes before the appointed hour.
- Ensure that all guests are introduced.
- The host sees to it that the conversation runs smoothly, and steers it to neutral topics should it become heated by a controversial discussion.
- If a guest presents the host with wine, this is a gift. It is understood the host has already provided wine for the meal.
- The host should never allow a guest to drive home if they have a concern about alcohol consumption.
- Potlucks are an inexpensive way to entertain, but should be reserved for *close* friends and family.

Did You Know?

During the Tudor times when invited to dine, guests brought their own cutlery.

At a Restaurant

- As the host, it is your responsibility to take care of your guest's needs; it should be clear to the servers that you are the host.
- Select a restaurant close to your guest's home or office.
- Ask what type of food he/she prefers.
- Reconfirm with your guest the morning of the date.
- Arrive at least 10 minutes prior to the arranged time. You may wait for your guest in the lobby of the restaurant or at the table. If waiting at the table, do not touch the water, napkin, or order a drink.
- Stand as your guest is shown to the table and shake hands. Then gesture where you would like your guest to sit.
- If you arrive at the restaurant with your guest, precede your guest to the table.
- Offer your guest the opportunity to order a drink.

- Whether your guest drinks an alcoholic drink or not, you may order what you want. *Keep the situation and the impression you might be making in mind.*
- Give your guest the freedom to choose what they wish from the menu and subtly let them know they can choose the number of courses. For example you may say, “The _____ appetizer is very good.” Later in the conversation you could ask, “Have you had a chance to look at the desserts?”
- If the guest's order arrives first, ask her/him to begin. If your order arrives first, wait for your guest's meal.
- If you have an issue with the restaurant, take it up privately with the manager rather than in front of your guest.
- Business may be discussed anytime during the meal. However, it's always a good idea to break the ice with small talk first. At breakfast or lunch, the general rule is to let at least 10 minutes lapse before business is discussed. At dinner, you may want to wait until the coffee is served.

Did You Know?

“Tip” is the acronym for “To Insure Promptness.”

Gratuities

If possible, pay the bill privately. You may give your credit card to the Maitre d' prior to the arrival of your guest and sign the receipt before leaving. Always settle the gratuity privately.

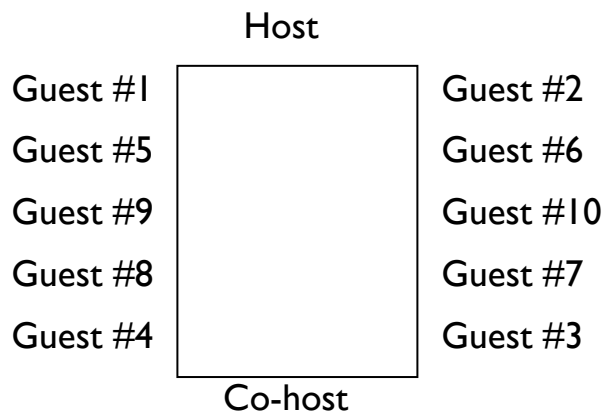
- Restaurant gratuities should range from 10 -15% for lunch and 15 – 20% for dinner in Canada and the U.S.
- Gratuity customs differ nationally and regionally. When travelling, check regional customs before you arrive.

CONSIDER SEATING PLANS

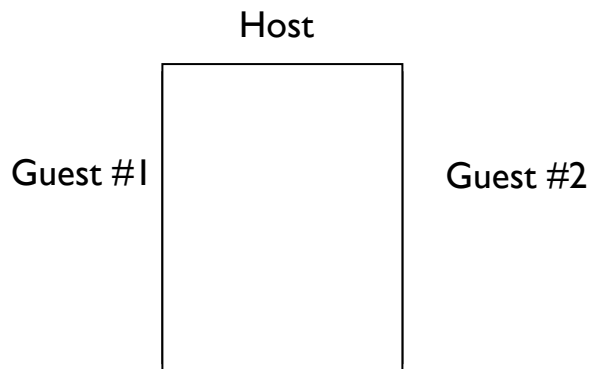
With close friends and family seating may or may not be planned. For special occasions or when dining more formally consider a seating plan. Traditionally, when dining socially women and men are alternated. The hosts are often seated at each end of the table. The guest of honour and spouse are seated to the right of the host of the opposite gender. (See page 17)

For business, guests are seated by business position regardless of gender. The guest with the highest business position, such as the CEO, is treated as the guest of honour (unless there is a guest of honour). This guest is traditionally given the “best seat” at the table--which usually means the one located farthest from the door or has the nicest view.

- The most important guest should be seated on the host’s right as shown in the diagram below. The second most important person should be on the host’s left.
- If there is a co-host, the third most important person would be seated on the co-host’s right and the fourth most important person would be on his/her left.



- If there is only one host and two guests it is usually more appropriate to take conversation into consideration. Instead of having one guest on the left and another on the right, it may be more practical to have the highest ranking guest on the right and the second guest across the table.



HOW TO BE THE PERFECT GUEST

Understanding the rules of dining is the first step to a relaxing and enjoyable dining experience. As a guest, always follow the lead of your host. Keep in mind the work and cost that the host has put towards this meal. Show gratitude by giving the host a gift or a thank you note.

At Home

- Let your host know if you have food allergies. Never indicate likes and dislikes unless you are asked.
- Bring a gift with you to present to your host: a bottle of wine, flowers in a vase, etc. If you bring wine, this is a gift to your host and is not meant to be served with the meal, unless it has been established before you arrive that you will be bringing wine for dinner.
- Arrive on time, and dress according to the occasion.
- If you must be late, call to let your host know, and insist that the dinner be served on time. When you arrive, accept the current course being served.
- Offer to assist your host whenever possible.
- The general rule is to stay about two hours after dinner is finished, unless something else was suggested in the invitation.
- If there is a guest of honour, they should be the first to depart.
- On leaving, thank the host/s.

Did You Know?

The first chocolate box was introduced by Richard Cadbury in 1868.

At a Restaurant

- If you arrive first, you may go to the table, but don't touch anything at the place setting while waiting. Wait for your host to arrive before ordering a drink.
- If you are invited to have an alcoholic drink, and you wish it, go ahead. Limit your intake. The general rule is one cocktail or two glasses of wine.

TABLE MANNERS

Dining etiquette depends on culture, and can vary from one region to another. What's the most important rule to remember? Conduct yourself as elegantly and politely as possible.

Dining DOs

- ☑ Hands and wrists may rest against the edge of the table. In some countries including the U.S. and Canada, it is also acceptable for the hands to rest in the lap.
- ☑ Sit up straight. Slouching, slumping, or tipping your chair is unattractive.
- ☑ If it is necessary to leave the table before the host indicates it is time, ask the host for permission.
- ☑ Elbows may be placed on the table only when the dishes have been cleared and the meal is finished.
- ☑ You can refuse a dish with a polite "No thank you", without giving reasons.
- ☑ If the food is served to you, eat what you can and leave the rest.
- ☑ Taste your food before you season it.
- ☑ Chew with your mouth closed.
- ☑ Eat quietly; avoid slurping, smacking, crunching, etc.
- ☑ If you have a drink with a spoon and there is no service plate, then you can keep the spoon in the glass and hold it to one side while you drink; otherwise, remove the spoon and place it on the service plate.
- ☑ If you have a drink with fruit in it, you may eat the fruit when the drink is finished.
- ☑ If someone requests that you pass the salt, the salt and pepper are to be passed as a pair.

Dining Taboos

- ☒ Do not speak or drink with food in your mouth.
- ☒ Do not leave any personal objects (purse, keys, glasses, cell phone, etc.) on the table while dining. Nothing goes on the table that isn't part of the meal, until the meal is completely finished.
- ☒ Don't reach for food. Ask the closest diner to pass something to you.
- ☒ Don't eat with your arm leaning on the table.
- ☒ Do not push your empty plate away from you; it remains in front of you until your host or waiter clears it. Do not say things like "I'm full" or "I'm stuffed".
- ☒ Do not touch your hair or scratch while eating.

Did You Know?

Chocolate is the number one food flavour in the world, beating vanilla and banana 3 to 1.

Dining Disasters

- ☑ If a utensil drops to the floor, don't pick it up. A waiter or your host will provide a clean one.
- ☑ If you have a pit or something inedible in your mouth, ideally it should be removed in the same way you put it in (subtly, when no one is looking!).
- ☑ If something is stuck in your teeth, excuse yourself and go to the powder room to remove it. Do not pick your teeth at the table – even if you cover the process with your hand or a napkin.
- ☑ If you need to blow your nose, do it discretely with a tissue... not your napkin.

Did You Know?

Howard Hughes always ordered steak, potatoes and peas, when dining out. But always removed the smallest peas with a special utensil he carried with him that looked like a tiny rake.

TABLE SETTINGS

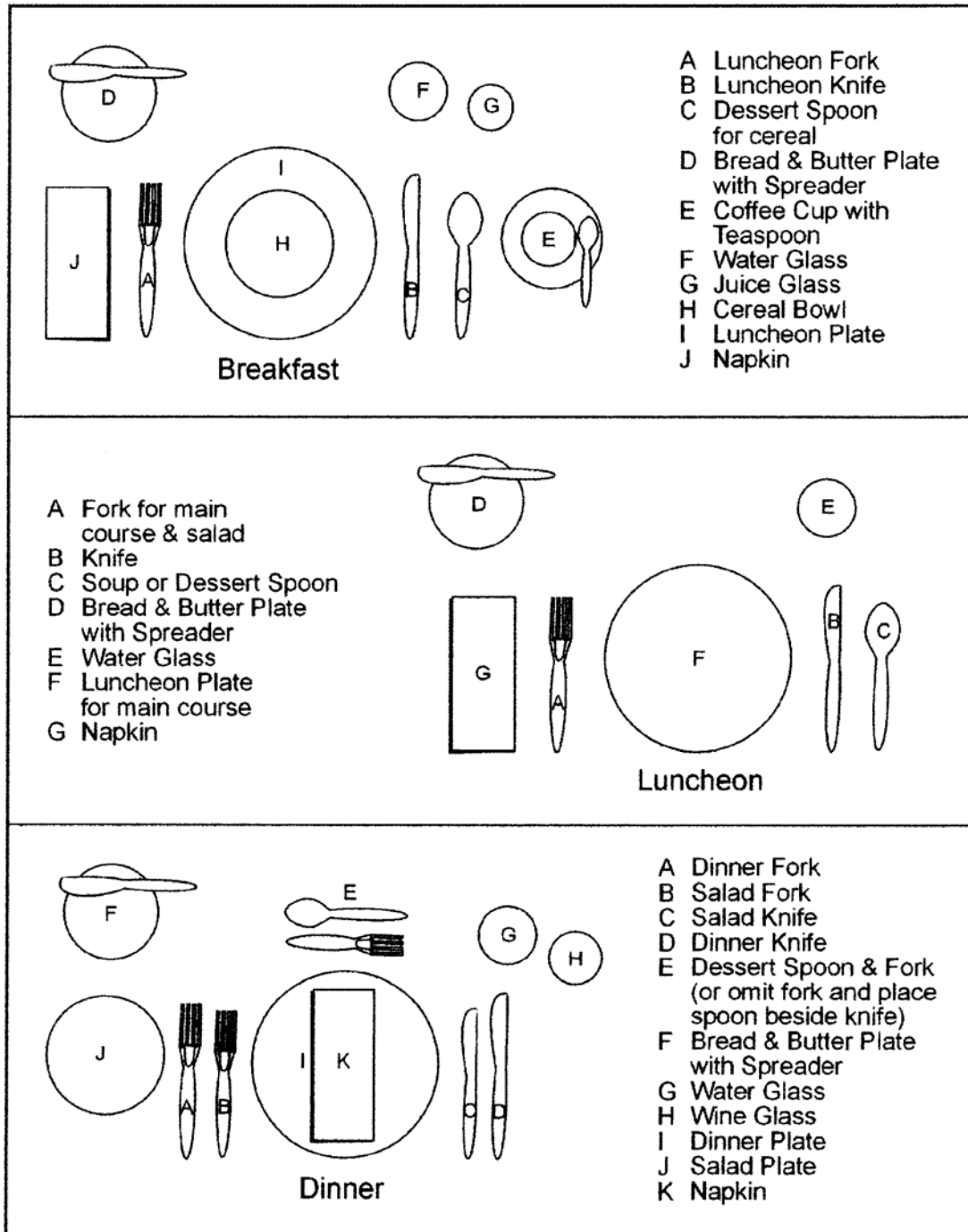
Informal table settings are now very common when dining with close friends and family. Unconventional place settings are becoming more common in restaurants as they strive to be unique. Informal place settings may include any or all of the following:

- ☑ Cutlery arranged in order of use, from outside in.
- ☑ Soup spoons and knives are grouped together to the right of the place setting. Knives placed with the sharp edge towards the forks. Soup spoons are to the right of the knives.
- ☑ Forks are placed to the left of the place setting; if a knife isn't required, then the fork may be placed to the right.
- ☑ The dessert fork and spoon may be placed at the top of the place setting; the spoon on top with the handle to the right, the fork on the bottom, with the handle to the left.
- ☑ The water glass is placed at the tip of the knife; the wine glass placed to the right of the water glass.
- ☑ Coffee spoons or teaspoons are placed on the saucer with the cup.
- ☑ The bread plate may be placed to the left or above the tip of the fork. If there is a bread knife it is placed across the bread plate, horizontal or at a diagonal from upper left to lower right, with the sharp edge toward the table edge.
- ☑ The salad served on the same plate as the main course unless there is a gravy or sauce. Then the salad is served on a separate plate placed to the left of the forks.
- ☑ The napkin is folded and placed to the left of the fork, on the dinner plate, in the centre of the place setting, on the bread plate or in the water goblet.

Did You Know?

Forks were banned in the British Royal Navy until the 19th Century. It was thought that the tines resembled a women posing indecently.

The following diagram demonstrates possibilities for table settings at various meals.



SERVING STYLES

The way the meal is served will vary depending on regional customs and the formality of the meal. Although the Russian serving style is considered to be the most formal, many formal banquets now opt for the buffet or serve in the Modified Russian style.

Styles of service include:

Russian: Food is brought on platters to the table, and served to each person by the server.

Modified Russian: Plates are brought from the kitchen already served.

English: The plates are served at the table by the host and passed to the right (counter-clockwise), or carried by the server.

Did You Know?

In the 11th Century, Newfoundland, Canada was named Vinland, by Viking Explorer Leif Ericson, because he found so many grape vines growing when he landed there.

Family: The host passes the food to the right and each person helps him/herself.

Compromise: Often most suitable for a dinner at home, it combines features of all of the above forms. For example, a hot appetizer may be served Russian-style, soup may be served Modified Russian style, meat may be served English-style, and vegetables may be served Family-style.

Buffet: Suitable for formal or informal dining. Guests help themselves and then find a chair in another area. A convenient sequence for the food is: dinner plates, main dishes, salads (dressings, relishes and sauces may placed beside the foods with which they are served), breads, napkins, silverware, dessert, coffee/tea. The dessert and beverage may be placed after the main course has been cleared.

EUROPEAN & AMERICAN DINING STYLES

In today's increasingly global environment, knowing what's expected when you sit down to eat can be challenging. In Canada, our multicultural society creates even more diversity as each culture brings its own traditions to the table. This can be confusing even for those individuals who are well travelled. However, in western society there are two distinct dining styles: the American Dining Style and the European (Continental). Although both dining styles are considered correct in western culture, different regions have adopted specific styles.

European Dining



The fork is held in the left hand with the tines (prongs of the fork) facing down. The knife is held in the right hand with the index finger along the back edge of the knife with the blade facing the plate.

The food is cut and speared or pushed onto the back of the fork with the knife. The knife remains in the right hand while eating.

American Dining

In the U.S. and Canada, it is appropriate to eat with the fork in the right hand, tines (prongs of the fork) facing up.

When cutting your food, hold the fork in your left hand and the knife in your right hand. This is the same as the European method.

After one piece of food is cut, the knife is placed at the top right corner of the plate, with blade facing the plate.

Transfer the fork to the right hand. Food is eaten with the tines facing up. The left hand stays in your lap.



HOW TO USE A KNIFE & FORK

As unconventional place settings become more common, it's important to familiarize yourself with tools and glassware (see pages 32 & 33). If the table is set traditionally, use utensils and glasses starting from outside the place setting, and work in. If the table is incorrectly set, use the next setting that is appropriate.

Utensils

- ☑ Only begin eating when everyone has been served. The host picks up his or her cutlery first.
- ☑ Once a piece of cutlery is picked up, it is never put back on the table. It lies on the plate with the handle resting on the rim.
- ☑ When taking butter, use the butter knife or serving utensil to place it on your bread plate. Then use your butter knife (spreader) to butter your bread.
- ☑ Leave spoons on the service plate or saucer. An exception is made if the soup plate or soup cup has no service plate.

Taking a Break

If you want to take a break, but don't want your plate taken away, signal this by placing the fork and knife at right angles on the plate, tines facing down.

- ☑ When dining American Style, hands go in the lap. Wrists, arms and elbows stay off the table.
- ☑ When eating European Style, keep hands and wrists above the table at all times.

With either style the elbows stay off the table until the meal has ended.



Signal You're Finished

When the meal is finished, place your fork and knife on the plate diagonally like the 10:20 clock position. The knife sits above the fork with the blade facing toward it. Napkin goes to the left of the plate... never on it. In some regions it is the custom to place the fork and knife vertically in the centre of the plate instead of the 10:20 position.



NAPKINS NUANCES

There are two different napkins: a luncheon napkin and a dinner napkin. The luncheon napkin is small and is placed on your lap, opened all the way. The dinner napkin is large and is placed on the lap (over both legs) in half with the fold towards you.

As soon as you are seated, place your napkin on your lap. At a formal dinner, wait until your host takes his or her seat first. As needed, wipe your fingers on your napkin; blot your mouth with a corner of the napkin.

The napkin stays on your lap throughout the meal. If you need to leave the table and will return to eat, place the napkin on your chair. At the end of the meal, the napkin is placed to the left of your place setting.

Did You Know?

The napkin arrived in Russia during the time of Peter the Great. He banned the practice of using the table cloth for wiping hands.

Formal Dining

ENTERTAINING MADE EASY

As our lifestyles become more and more casual, the guidelines for entertaining become more blurred. When entertaining formally, this can create misunderstandings. Set the stage for a successful gathering by following these steps.

The Invitation

- Although the hand written invitation is a nice touch and is still considered the most formal, invitations may also be verbal or sent via e-mail. Just be consistent with how the invitation is presented. Don't invite one person verbally when you have already sent out written invitations to everyone else.
- Invite guests as early as possible. For less formal gatherings, the general rule is two to three weeks. For formal parties, invitations may be sent out up to eight weeks before the event.
- Although most invitations include the start time and venue, many hosts neglect to inform their guests of the intended end time. This can leave the guests unsure and the host feeling awkward.
- Spouses, partners and children aren't always on the guest list. It's better to clarify this on the invitation.
- Because the terms 'gathering' and 'party' can take on many meanings, the invitation should include information about the style of the event.
- BYOB (Bring your own bottle) and potlucks are an inexpensive way to entertain close friends and family. In the invitation, let your guests know what you would like them to bring and for how many.
- Take away the guesswork and the embarrassment of getting it wrong, by letting your guests know what to wear ahead of time.
- Although RSVP indicates the guest should reply to the invitation by the indicated date, follow-up with your guests the week before the gathering to confirm the details.

Did You Know?

The wreck of the TITANIC holds the oldest wine cellar in the world and despite the depth and wreckage, the bottles are still intact.

Brunch

- Invitations are made two weeks in advance.
- It is typically served 11:00 am to 1:00 pm or 12:00 noon to 2:00 pm.
- A light punch of champagne and orange juice is appropriate. Make sure to have plain orange and grapefruit juices as well.
- A pot of coffee is available at all times. Decaffeinated coffee and tea should also be offered.

Cocktail Party

- Invitations are made three weeks in advance.
- When a cocktail hour precedes a dinner party, it is 45 minutes to a maximum of 1 hour in length.
- A wide range of drinks with and without alcohol are served. Mineral water, spring water, and soda pop are readily available.
- Plastic glasses are used only if it's an outdoor event.
- Paper napkins are acceptable.
- Finger food is served because it can be eaten easily with one hand while the drink is held in the other.
- Hors d'ouvres that are eaten with fingers should be small enough to eat in two bites.

Did You Know?

Originally, wedding cake was thrown at the bride and groom, instead of eaten by them.

Dinner Party

- Invitations are made 2 - 3 weeks in advance for an informal dinner, 4 weeks before a formal dinner.
- Dinner is served at 7:00, 7:30, or 8:00 pm.

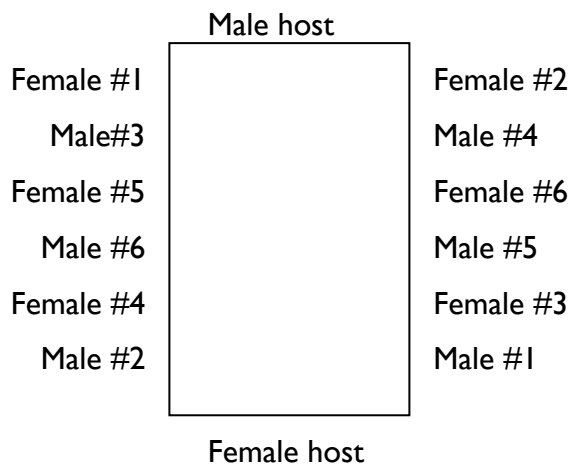
FORMAL SEATING FOR SOCIAL DINING

Have you ever been to a formal dinner and wondered why you weren't seated next to your significant other? Or why they were seated between two guests of opposite gender? For many of us, the traditions of formal dining have gone by the wayside while dining casually at home with friends or family. However, it may surprise you to know that there is protocol for formal seating arrangements.

When dining socially, guests are seated by title or age and alternate by gender. The guest of honour and spouse are seated to the right of the host of the opposite gender. For example, if you were hosting a formal Birthday dinner for a woman, traditionally she would be seated to the right of the male host. If she had a male escort, he would be seated to the right of the female host. The next most important female guest would be seated to the left of the male host. The next most important male guest would be seated to the left of the female host. At a formal dinner, the host offers his/her arm to the guest of honour and leads the guests into the dining room.

If a guest has a position in society or is in public office, they would be considered the most important person and treated as the guest of honour. In the absence of a guest of honour or a high ranking title, age plays the most significant role. In formal dining we show honour to our eldest guests.

NOTE: If there is only one host, the most important person sits at the host's right. The second most important person sits at the host's left.



If everyone at the table is similar in age and there is no guest of honour, the guests are seated alternately by gender. Husbands and wives are not seated together. The hosts are seated at opposite ends of the table.

THE FORMAL TABLE

Everything on the table is symmetrically placed. Place settings will vary depending on the number of courses served and regional eating styles. The most formal table would include the following:

- ☑ A white damask linen cloth is the most formal tablecloth, and is used with a quilted pad underneath to protect the table. There should be as few folds as possible, but there may be a fold in the center. Lace tablecloths are usually used without a pad. The cloth hangs down 12 - 18 inches.
- ☑ Linen napkins, 22 – 24 inches square, are placed in the center of the service plate (charger). If the first course is served in advance, the napkin may be placed to the left, but never under the forks.
- ☑ Dinnerware is bone china. Cutlery is silver-plate or sterling silver. Glassware is crystal or cut glass.
- ☑ A centerpiece of flowers, sometimes with lighted candles, is always used.
- ☑ Place cards are typical if more than 8 people are being served.
- ☑ No more than 3 of any one implement are on the table at once (the exceptions being the oyster fork and butter knife). Additional implements are brought in as required.
- ☑ Silverware placed to the left of the place setting, from the outside in, may include: a seafood fork, salad fork, and dinner fork.
- ☑ Silverware placed to the right of the place setting, from the outside in, may include: an oyster fork, soup spoon, seafood knife, salad knife, and dinner knife.
- ☑ The oyster fork is often set at a diagonal with the tines lying in the bowl of the soup spoon.
- ☑ There is no bread plate, as bread is not usually served at a formal dinner.
- ☑ Courses served in long-stemmed glass bowls have a service plate under them.
- ☑ Glasses are arranged in order of size and use. The water goblet is at the tip of the knife, with the others to the right of it in order of size.
- ☑ No more than 4 glasses are set at once. If more than 4 are called for, they are brought out as they are required.

Did You Know?

Catherine de' Medici introduced forks and table etiquette to France when she married Henry II of France.

THE FORMAL DINNER

Formal Serving

Although there are many serving styles, the Russian style is considered to be the most formal. With this style, the food is brought on platters to the table. The server stands to the left of the person as they serve each person from the platter using their left hand. Finished plates are removed by the server from the right side of the guest. Beverages and ices are served to and removed from the right, using the right hand. *For other serving styles, refer to page 11.*

The meal is served to the host(s) and guests in this order: the guest(s) of honour, the female guests, male guests, the female host and male host.

There was a time when formal dining was the norm for most social occasions and would consist of 4 to 7 courses. Today, formal dining is generally reserved for special occasions and fine dining. Opportunities to experience formal dining will vary regionally.

Four Course

Appetizer
Main
Dessert
Coffee

Five Course

Appetizer
Salad
Main
Dessert
Coffee

Six Course

Appetizer
Soup
Salad
Main
Dessert
Coffee

Seven Course

Soup
Salad
Fish
Sorbet
Main
Dessert
Coffee

- Water, bread, butter and appetizers are placed on the table before the guests are seated at the table.
- A sorbet may be served between the fish and main (meat) courses to cleanse the palate.
- The salad may be served before or after the main course (depending on regional custom).
- A savoury (cheese and fruit) may follow or take the place of dessert.

Did You Know?

Traditionally salad was served after the main course. This is still the custom in many places in the world.

Dessert & Coffee

- Dessert may be served and brought in from the kitchen, or served at the table by the host.
- At a formal dinner, the guest may be presented with a dessert service. The guest sets the silver onto the table, picks up the doily in the left hand and the fingerbowl in the right, and places them on the table at the upper left of the plate. The server then places the dessert on the plate.
- When presented with a dessert fork and spoon, the spoon is held in the right hand. The fork is held in the left hand. Cut the dessert using the spoon. The dessert is pushed onto the spoon with the fork and eaten with the spoon. This is the traditional way in England and many other European Countries. However, in some regions, the spoon is used for cutting and pushing the dessert onto the fork. The dessert is then eaten from the fork. Because there are many customs for the use of these dining utensils, it is best to familiarize yourself with regional customs before you arrive.
- The fingerbowl is used after the dessert is eaten. The fingers of one hand, then the other, are placed into the water and then wiped on the napkin.
- Coffee or tea is served after the dessert course has been cleared. A coffee spoon or teaspoon is placed on the table or in the saucer at the same time. The beverage is placed in front of each guest from the right. If served in the living room, it is brought in on a tray. Liqueurs may be served with coffee.

Did You Know?

During the Tudor era, spoons were highly prized and were often given as christening gifts. The more expensive the spoon the higher in society you were. Thus came the expression, "Born with a silver spoon"

Drinks

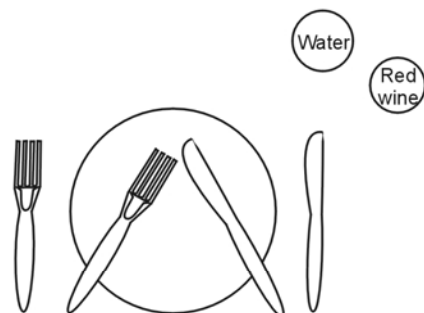
The drinks served may include:

Cocktail	→	before the meal
Water	→	before and during the meal
Dry sherry	→	appetizer and soup
White wine	→	salad and fish
Red wine	→	main course and salad
Champagne or dessert wine	→	dessert
Port or sweet sherry	→	savoury
Liqueur	→	coffee

7 COURSE DINING TUTORIAL

The most formal meal would consist of 7 courses in the following order: seafood cocktail starter, soup, fish course, main course, salad, dessert and coffee.

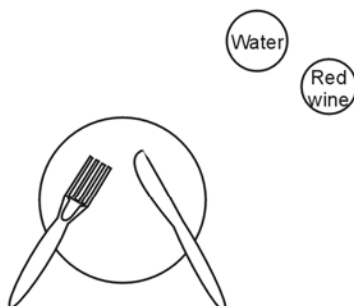
Place Setting	
	<p>A cover as it appears when you are seated.</p> <p>The service plate is more ornate than the other china.</p>
	(1)
	<p>The Appetizer Course.</p> <p>A seafood cocktail sits in a bowl of ice. It is eaten with the oyster fork..</p>
	(2)
	<p>The Soup Course.</p> <p>The cream soup service is a soup cup and saucer.</p>
	(3)
	<p>The Fish Course.</p> <p>The service plate and sherry glass are removed. White wine is poured.</p> <p>A small knife and fork may be used, or a special fish service.</p>



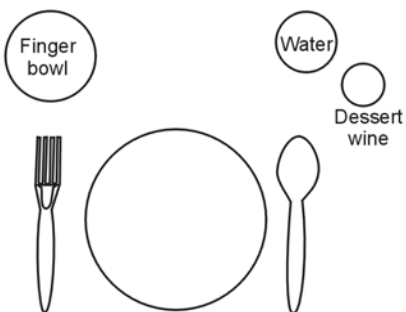
The Main Course. (4)

The white wine glass is removed, and red wine is poured.

Meat and vegetables are served.

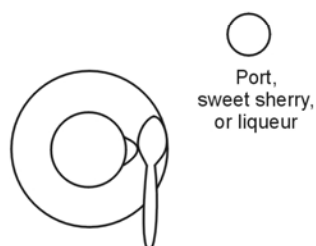


The Salad Course. (5)



The Dessert Course. (6)

The red wine glass is removed; the water goblet remains. Champagne or a dessert wine may be served. The finger bowl is on the dessert plate with fork and spoon. Place the silver beside the plate, and the bowl at the upper left of the plate.



Coffee. (7)

A port or sweet sherry may be served.

SPEECHES & TOASTING

General

- Never speak while people are eating. If you are a “dinner speaker”, speak before or after dinner, not during.
- If you are speaking at an official function, begin the speech by addressing the officials (e.g. “Mr. Prime Minister”).
- Speak extemporaneously. Avoid reading a speech. You should already know what you're talking about. Unless it's only a line or two, do not memorize a speech; it will sound memorized.
- Make eye-contact while you are speaking.
- Avoid standing behind a podium; it's a barrier to your communication.
- Smile. Speak authentically.
- Be *well* prepared. It is an insult to your audience not to be.
- Do not apologize for anything. And *never* say you are nervous.
- Do not go beyond your allotted time to speak.
- Never *end* a speech with "thank you".

Did You Know?

After the French Revolution, selling sour wine was considered against national interest. Merchants who sold the wine were executed.

Toasting

- Any beverage, other than cocktails, may be used for toasting; wine or water are preferred.
- Ensure that all guests have beverage in their glasses.
- To get people's attention, never tap the glass or plate with a knife. Stand and say "May I have your attention please."
- The person being toasted does not drink, but nods in thanks or says "thank you for the honour".
- Do not offer a toast until the person designated to do so has toasted the guest of honour.

Toasting Participation

- When touching glasses, if you wish to show respect to someone, the rim of your glass would be below the rim of the other person's glass.
- Pay attention to the person speaking.
- Don't talk to your neighbour while someone is giving a speech.

TRICKY FOODS & HOW TO EAT THEM

Utensils or fingers? If you have ever been in a situation when you weren't sure of the correct way to eat something, the following tips may help.

Bread

- Break the bread into moderate-sized pieces using your fingers.
- Using a butter serving utensil or your butter knife place some butter on your bread plate.
- Butter each piece as you eat it; hold the bread on the plate while spreading the butter.

Caviar

- A finger food when eaten on toasted triangles or crackers.
- Usually served in a bowl on a bed of cracked ice.
- Using a spoon, place caviar onto plate. Place small amount onto toast triangles with spoon or knife. Other toppings are spooned sparingly onto caviar.

Mussels & Clams

- Steamed mussels and clams may be served in their shells and broth. They should be removed from their shells with a fork, then dipped into the sauce and eaten in one bite. Empty shells are placed in a separate bowl or plate. The remaining broth may be eaten with a spoon or sopped up with pieces of bread speared onto your fork.

Did You Know?

The tomato is the most popular fruit. Yes, botanically speaking, it is a fruit and not a vegetable.

Shrimp Cocktail

- If not too large, shrimp is eaten in one bite with a fork. If it is large, and the tail has been removed, cut with the side of the fork.
- Eaten as a finger food when served as a shared appetizer with the tail on. The tail is removed by squeezing it free.

Oysters or Clams in the Half-Shell

- Generally served on cracked ice and arranged around a container of cocktail sauce.
- Hold the shell with one hand and the shellfish fork with the other.
- Spear the oyster or clam with the fork. Dip it into the sauce and eat it in one bite. If preferred, squeeze lemon onto shellfish before eating it.
- Raw clams and oysters may be picked up in the shell with fingers. Suck the shellfish and its juice right off the shell.

Soup

- With French onion soup, the spoon or knife can be used to cut the cheese along the edge of the bowl.
- Soup is spooned away from you.
- The bowl may be tipped away from you to get the last spoonfuls.

Salad

- Cut large pieces with a fork or a fork and knife.
- If the salad is served with cheese and crackers, the cheese is eaten with the fork and the crackers with your fingers.

Bacon

- If the bacon is dry and crisp, it may be eaten with your fingers. If limp, use a fork and knife.

Fish

- In fillet form, it is eaten with a fish fork and fish knife.
- You may ask your server to fillet the fish for you.
- If you are filleting the fish yourself, cut the head off, and then insert the tip of the knife under the backbone, slide the knife under the skeleton, and then lift it with the knife and place it on the side of the plate.

Did You Know?

In the Middle Ages sugar cost nine times as much as milk.

Lobster & Crab

- Lobster and crab claws are squeezed with a nutcracker along the shell until it cracks open enough for the meat to be taken out with a shellfish fork.
- A large napkin or bib may be worn, as squirts and splashes occur when cracking the shells.

Artichokes

- Whole artichokes are eaten with the fingers.
- Begin at the outside base and pull off one leaf at a time.
- Place the base of the leaf between your teeth and pull it outward.
- Place the inedible portion on your plate, to the side.
- With a knife, scrape the fuzzy inedible portion off the heart of the artichoke.
- Cut the heart into bite-sized pieces with a knife and fork.

Grains, Rice and Peas

- May be speared with a fork, tines down or pushed onto the fork with a knife, tines up.
- When eating European style – if served with mashed vegetables such as potatoes. The mashed vegetables are pushed onto the back of the fork and the peas or grains may be stacked onto the other vegetable or meat.

Asparagus

- When it is prepared al dente, and not covered in sauce, it may be eaten as a finger food.
- If you are not able to cut the hard ends, don't eat them; leave the inedible portion on your plate.

Corn on the Cob

- Butter and season only a few rows at a time and eat with fingers
- Corn is never served on the cob at a formal dinner.
- Corn may be cut off the cob and eaten with a fork.

Did You Know?

When potatoes were first brought to Europe they were blamed for causing outbreaks of Leprosy.

French Fries

- When eaten with finger foods such as hamburgers or sandwiches, they may be eaten with the fingers.
- During other times, they should be cut into bite-sized pieces and eaten with a fork.

Pasta

- The traditional way to eat long pastas, such as spaghetti, is to twirl the pasta around the fork, holding the tines against the plate. In the U.S. and Canada, spoons are usually provided to twirl the pasta into the spoon (however, this is considered gauche in other parts of the world).

Oriental Foods

- Large pieces of food may be picked up with the chopsticks and eaten by biting off small pieces at a time.
- Chopsticks may be used to transfer food from a platter to a plate, but they are turned around and the larger end is used (to prevent transfer of germs).

Pizza

- In North America, pizza may be eaten with the fingers. If you're in a restaurant, cut the pizza into smaller pieces and eat with your fingers as delicately as possible. Try not to get sauce on your face and clothing.
- In a casual situation, large pieces may be folded in half and eaten.
- In Europe, it should be eaten with a knife and fork.

Gravies and Sauces

- To sop up the gravy or sauce with bread, place a piece of bread on the plate and eat it with your fork.

Did You Know?

Tea was said to be accidentally discovered in 2737 BC by a Chinese Emperor, when leaves blew into a pot of boiling water.

Dessert

- If served on a plate, use a fork. If served in a bowl, use a spoon.
- If it is served a la mode or with a sauce, use a fork and spoon. Use the spoon to cut and eat, use the fork to hold and push the dessert onto the spoon. It is the custom in some regions to use the spoon for cutting and pushing and the fork for eating.

Fruit

- Large fruit is peeled if needed, then cut into quarters with a sharp fruit knife and eaten with a fork. Seeds are removed and placed on the side of the plate.
- Grapes are eaten with your fingers.

Tea

- If you are served tea with the teabag, remove the teabag and place it on the saucer.

WHAT YOU NEED TO KNOW ABOUT WINE

Wine is chosen based on the guest's preference or the main course. The general rule is: the lighter the fish, meat or poultry, the lighter the wine.

Ordering

- The wine list is shown to the host of the meal/event by the steward, sommelier or server.
- If the host knows that a guest is more knowledgeable about wines, she/he may give that person the opportunity to select the wine. If no one feels confident choosing the wine, the host may ask the steward for a recommendation.
- Different bottles may be ordered to accommodate different tastes.
- At dinner, if only one wine is served, a light red is generally preferred.
- At lunch, dry white wines are served almost exclusively.
- During a meal, proceed from light to rich. Serve:

White wines — before red wines
 Young wines — before old wines
 Dry wines — before sweet wines

Did You Know?

Wine is sold in tinted bottles because it spoils when exposed to light.

Wine Type	Flavour	Food
Dry White	Light-bodied	Light fish and shellfish
	Full-bodied	Lobster, rich fish dishes, poultry, pasta in cream sauce
Sweet White, Ice Wine	Sweet, rich flavoured	Desserts
Champagne or Sparkling	Match the sweetness to the dessert	Before a meal or with dessert
Red	Light (Pinot Noir)	Pork, poultry, full-flavoured fish (salmon)
	Medium-bodied (Merlot)	Poultry, pasta in tomato meat sauce
	Full-bodied (Cabernet Sauvignon)	Beef, lamb, mutton, game, duck

Tasting

Cork	<ul style="list-style-type: none"> • If dry and crumbly, air has gotten into the wine and it will be bad. • If it smells vinegary, the wine will not be good.
Colour	<ul style="list-style-type: none"> • Hold the glass to the light; the wine should be clear and brilliant. • Red wines lose colour when aged, white wines become deeper yellow.
Smell	<ul style="list-style-type: none"> • Gently swirl the wine in the glass to release the maximum quantity of esters. Breathe in the smell. An expert can tell the age and origin.
Taste	<ul style="list-style-type: none"> • Take a small amount of wine in your mouth, gently swirl it then swallow.
Approval	<ul style="list-style-type: none"> • It is extremely rare that a bottle of wine should be returned; if it is bad, you will know immediately and your steward will too.

Serving

- The sweeter a wine, the cooler its serving temperature.

Most red wines — the bottle should feel cool, but not cold

White wines — should be chilled

- Wine needs controlled contact with oxygen to attain its full flavour; most wines need only 5 to 15 minutes to breathe.
- The wine is first poured by the steward into the glass of the host, who then smells the bouquet and tastes the selected wine. The host ensures that the wine is good and that any tiny pieces of cork at the top of the bottle will not be poured into a guest's glass.
- If the host is still drinking a cocktail when the wine arrives for tasting, he/she may ask one of the guests to do the honour of approving the wine for the table.
- A wine glass is never more than two-thirds full.
- During the meal, the server will refill glasses at the table; guests should not need to refill their own glasses.
- The white wine bottle is placed in a bucket of ice to stay cool.
- The bottle of red wine is may be placed in a cradle so that it tips at about a 45-degree angle; this moves the sediment into the lower corner of the bottle. The wine is then poured into a decanter, being careful to not disturb the sediment. While pouring, the steward may hold a candle beneath the neck of the bottle to monitor the approach of the sediment. The sediment remains in the wine bottle, with only clear wine in the decanter.

Did You Know?

The indentation on the bottom of the wine bottle is there to trap the sediments.

WINE TERMS AT A GLANCE

Acidity:	A natural component of wine that causes it to taste tart.
Aromatic:	A term referring to wines with aromas described as fruity or floral, e.g. Muscat.
Balance:	A well-balanced wine of good quality that has seemingly equal components of alcohol, acid, tannin, and residual sugar.
Blend:	A wine made from more than one variety of grapes, or from one variety of grapes taken from more than one vintage, vineyard or region.
Body:	This is described as light, medium, or full when tasted.
Bouquet:	The aromas observed in mature wines.
Champagne:	Sparkling wines made in the Champagne region of France. The range from driest to sweetest is Extra Brut, Brut, Sec, and Demi-Sec.
Doux:	A sweet style of Champagne.
Dry:	The wine feels dry in the mouth and is not sweet.
Maturation:	At a certain point in this process, the wine is ready to be bottled. Maturation can continue after wine has been bottled.
Mulled:	The red wine has been heated with spices and possibly sugar added.
New World:	Wine made in Australia, USA, South Africa, New Zealand, Canada, Argentina or Chile.
Old World:	Wine made in Western Europe: France, Spain, Italy, Germany or Portugal.
Rose:	Faint pink tint resulting either from contact with grape skins or from the addition of a small amount of red wine. Rose is found in sparkling and still wine.
Sangria:	A Spanish beverage made with wine, fruit and sugar.
Smoky:	The flavour and aroma of the wine due to its storage in oak barrels during the process of fermentation or maturation.
Sommelier:	A professional wine steward.
Still Wine:	Wine without carbonation.
Tannin:	Grape tannins (substance found in seeds, skin and stems) and wood tannins (from oak barrels) can give structure to red wines when in balance.
Texture:	How wine is felt in the mouth.
Vintage:	The year in which the grapes of the wine were harvested. A vintage is only declared for port and champagne in years of extremely high quality.

Common Whites:

Chardonnay
Chenin Blanc
Gewurztraminer
Muscat
Pinochet Grigio
Semillon
Sauvignon Blanc
Riesling























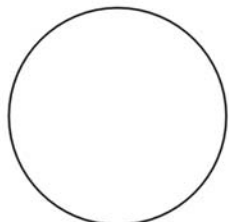
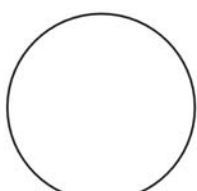
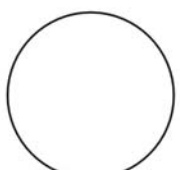
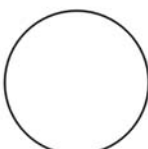
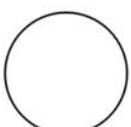
Common Reds:

Cabernet Sauvignon
Gamay
Grenache
Merlot
Pinot Noir
Sangiovese
Shiraz (Syrah)
Zinfandel



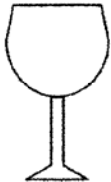
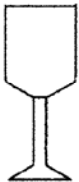





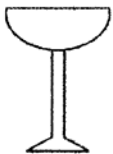






Did You Know?

Champagne is produced in the Champagne Region of France. Although sparkling domestic wines are sometimes called "Champagne" they are really sparkling wines.

DINING TOOLS AT A GLANCE

Forks	 Dinner	 Salad	 Fish	 Oyster/ Cocktail	 Fruit	 Dessert	
Knives	 Dinner	 Salad	 Steak	 Fish	 Butter	 Cheese	 Dessert/ Fruit
Spoons	 Cream Soup	 Bouillon	 Dessert	 Tea	 Coffee		
Bowls	 Cream Soup	 Bouillon	 Cereal	 Fruit			
Plates	 Charger or Server	 Dinner	 Luncheon	 Salad or Dessert	 Bread		

GLASSWARE AT A GLANCE

<p>All-purpose wine (8 -10 ozs.)</p> 	<p>Red wine tulip for strong red</p> 	<p>Red wine goblet for full-bodied</p> 	<p>Red wine glass</p> 
<p>White wine glass (5 - 8 ozs.)</p> 	<p>Copita for sherry or port (4 - 5 ozs.)</p> 	<p>Copita flute</p> 	<p>Liqueur glass (2 - 3 ozs.)</p> 
<p>Champagne tulip</p> 	<p>Champagne coupe or saucer</p> 	<p>Champagne flute</p> 	<p>Brandy Snifter</p> 
<p>Cocktail glass</p> 	<p>Highball</p> 	<p>Old-fashioned or rocks glass (4 ozs.)</p> 	<p>Tumbler</p> 

FOOD TERMS AT A GLANCE

À la king:	Served in a rich cream sauce.
À la mode:	Translates to “in style”. Desserts are served with ice cream. Meats are braised with vegetables.
Amandine:	With almonds.
Antipasto:	Italian, meaning before the meal.
Au gratin:	Sprinkled with breadcrumbs or grated cheese, then browned. This is also called, gratin.
Au jus:	Served with the natural juices.
Au natural:	Served in a plain or simple way.
Bisque:	A thick, rich, cream soup.
Blanquette:	A white, creamy stew.
Borscht:	Soup made from beets and other vegetables.
Bouchée:	A small cream puff containing a savoury mixture.
Bouquet garni:	A bouquet of fresh herbs or a muslin bag of dried herbs is simmered with the food and then discarded before serving.
Brochette:	Food cooked on a skewer.
Canapé:	A small piece of thin bread or toast covered on one side with a mixture of food, Served as hors d’oeuvres.
Chantilly:	A dessert decorated with whipped cream.
Chowder:	A thick soup.
Chutney:	A highly spiced relish.
Cocotte:	Casserole or cooking dish, often individual-sized.
Compote:	Fruit cooked in syrup.
Croustade:	A container made of dry bread, pastry, or potatoes, often browned. Usually used for serving foods.
Croute:	Crusty covering of dough or pastry.
Deville:	Prepared with spicy ingredients.
Filet:	A piece of meat, fish or poultry which is boneless.
Flambé:	Served with a flaming liquor or wine.
Frappé:	A semi-frozen fruit ice.
Garni:	Garnished.
Glaze:	Frosting.

Hors D'oeuvres:	Appetizers of small portions of food.
Jardinière:	Garnished with vegetables.
Julienne:	Cut in long, thin strips.
Lyonnaise:	Prepared with onions.
Medallion:	Food cut in round or oval shapes.
Montmorency:	With cherries.
Mousse:	(1) A mixture of whipped cream and other frozen ingredients. (2) Combination of foods thickened with gelatine.
Mousseline:	A sauce or puree lightened with whipped cream and sometimes egg whites.
Parfait:	A frozen mixture of custard and whipped cream, or ice cream alternated with sauce in a tall glass.
Parmigiana:	With parmesan cheese.
Pâté:	A paste of meat or fish that is sliced and served for sandwiches or canapés.
Petit fours:	Tiny cakes iced and decorated.
Purée:	Food that has been blended to a thick paste.
Ragout:	Seasoned stew.
Rissole:	(1) A small pastry enclosing a fruit or meal filling. (2) To sear or brown food with a protective covering.
Scalloped:	A casserole of food and sauce; often with crumbs on top.
Sherbet:	A fruit ice with egg white.
Tamale:	A Mexican dish of ground meat, cornmeal, and beans rolled up in oiled corn husks.
Timbale:	A shaped mould of cooked food.
Torte:	A rich dessert made of layers of meringue or cake.
Tutti-frutti:	Mixed fruit.

DRINK TERMS AT A GLANCE

Aperitif:	An alcoholic drink taken to stimulate the appetite before a meal. Can include Campari, Dubonnet, Lillet, dry or sweet vermouth and sherry.
Brandy:	A distillation, usually from grapes, aged for three years. Cognac is a brandy from the Cognac region of France.
Café au lait:	Hot coffee served with an equal amount of hot or scalded milk.
Café noir:	Black coffee.
Café royale:	Black coffee with cognac and sugar.
Café latté:	Hot espresso served with an equal amount of hot or scalded milk.
Cappuccino:	Hot espresso coffee with foaming steamed milk.
Espresso:	Strong coffee prepared by forcing steam through finely ground dark-roast coffee beans.
Liqueur:	A class of alcoholic liquors that are usually strong, sweet, and highly flavoured. Includes Advocaat, Benedictine, Chartreuse, Cointreau, Curacao, Drambuie, Galliano, Grand Marnier, Kahlua, Crème de menthe, Pernod, Sambuca, Tia Maria and Triple sec.
Liquor:	A distilled beverage, as distinguished from a fermented beverage such as wine or beer. Includes: bourbon, gin, rum, rye, tequila and vodka.
Port:	Made in the same way as sherry. Port is stored in wooden casks for at least two years before bottling.
Sherry:	A fortified wine where the fermentation has been arrested and brandy added to the liquor.
Toddy:	A mixture of spirit and hot water.
Vermouth:	A wine fortified with herbs.

SUGGESTED READING

Managing Your Image Potential: Creating Good Impressions in Business,

Catherine Graham Bell

Emily Post's Etiquette, Peggy Post

The Rituals of Dinner, Margaret Visser

Tiffany's Table Manners for Teenagers, Walter Hoving

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Training and Resources:

Personal One on One Coaching & Consulting

Seminars & Workshops

Focused Consulting & Coaching

Colour Analysis

Make-up

Personal Style Analysis

Wardrobe Planning

Business Casual Wardrobe Evaluation

Shopping Strategy and Excursion

Etiquette

Publications Available Through Our Website

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Image Power

Formal Dining for informal People

Minding Your Manners Everyday Matters

Presence & Poise the Communication Factor

Upwardly Mobile Clothing for Upwardly Mobile Men

Upwardly Mobile Clothing for Upwardly Mobile Women

Wardrobe Wizardry Working Magic in Your Closet

Personal Care from Feet to Hair

Masterful Make-up in Minutes

Image Matters Newsletter (Complimentary)

Kimberly Law Profile:

Kimberly Law, AICI CIP is a Certified Image & Etiquette Consultant and principal of Personal Impact International founded in 1999. She is an author, speaker and works with companies, men and women helping them refine their look from head to toe and enhance professional communication, increasing confidence and personal effectiveness. In other words... she does extreme makeovers without taking extreme measures, to help her clients look and act their very best, always!

Kimberly has demonstrated her expertise across Canada through local and national media such as: Global Television News, Vancouver; CityTV Breakfast Television and News, Vancouver; VTV Breakfast, Vancouver; and has been interviewed on CKWX and CKNW, Vancouver as an Image Expert. Her achievements have been written about in publications such as The Burnaby Now, Vancouver Sun, Edmonton Journal and the Financial Post. She is one of one fewer than **200 consultants, world-wide** and the first in Western Canada to receive international recognition as a Certified Image Professional (CIP) through the Association of Image Consultants International (AICI) (www.aici.org). She served as AICI's International President 2011-2013 and currently serves as AICI Immediate Past-President. She is also a Founding Director for the Institute of Image Training and Testing International (www.iitti.org).

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