

EXCELLENCE THE BRITISH SCHOOL OF
BSE THE BRITISH SCHOOL OF EXCELLENCE

The Art of *Fine Dining*

ETIQUETTE, POISE & PRESENCE AT THE TABLE

Licensed Partner Prospectus

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prospectus

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i THE OPPORTUNITY

A refined programme for the table, *delivered under your name in your area*

The Art of Fine Dining Etiquette is The British School of Excellence's programme in table manners, presence and hospitality. It is practical and current — not about rigid rules, but about feeling entirely at ease at any table, in any company.

Fine dining can feel intimidating when there are several glasses, multiple pieces of cutlery and unspoken rules at the table — yet few programmes teach it with such care.

As a Licensed Partner, you become authorised to deliver the programme to your own clients, in your own setting, with the full curriculum, materials, brand and support of The British School of Excellence behind you.

You bring the relationships and the local knowledge. We provide the programme, prepare you to deliver it, and stay alongside you as you grow.



*Good manners at the table are never about display.
They put everyone around you at ease.*

WHO IT SUITS

1 Etiquette and finishing consultants

2 Protocol and image consultants

3 Hospitality, restaurant and events professionals

4 Educators, coaches and trainers

5 Learning and development professionals

6 Luxury hotels and private members' clubs



THE OPPORTUNITY, CONTINUED

Build Fine Dining *into your own business*

Business at the table

Client dinners, business lunches and corporate hospitality remain where relationships are built and first impressions count.

Next-generation readiness

Young adults preparing for university, graduate schemes and careers want quiet confidence at formal dinners.

A global table

International professionals and families want to understand British and European customs before they travel, relocate or host.

More than a curriculum — a professionally developed programme you can build around the clients you already know.

As a Licensed Partner, you can develop opportunities with private clients, hotels, venues, schools, corporate teams and international visitors within the terms of your licence.

POSSIBLE DELIVERY FORMATS

Private and small-group fine dining classes

Hosted dining experiences with hotels and restaurants

Live online group sessions

School, university and young adult programmes

Corporate teams and client-entertaining preparation

Dining etiquette for international clients and relocations

Pre-event coaching for galas, weddings and formal dinners

VENUES

Team up with restaurants, hotels and private members' clubs to host etiquette-led tasting and dining experiences.

SEASONAL

Graduation, the summer social season, awards and gala dinners, and the festive season all give natural reasons to host.

REPEAT CLIENTS

Gift experiences, corporate packages and follow-on programmes help you build long-term client relationships.



Two parts. *One confident table.*

Each part stands complete in itself — together they take your clients from the first glance at the table to a gracious farewell.

I

PART ONE

The Art of the Table

The principles of fine dining, reading the place setting, cutlery and how to use it, and the napkin, bread and soup.

II

PART TWO

The Grace of the Guest

Each course, glassware and wine, posture and conversation, and the responsibilities of host and guest.



I

PART ONE

The Art of the Table

Reading a laid table at a glance, and handling every piece of silver, glass and linen as though you always have.

From the first glance at the table *to the final piece of silver*

01 The Principles of Fine Dining

What fine dining means, and why etiquette matters.

How a little knowledge turns a daunting occasion into one your clients look forward to — consideration first, rules second.

02 Reading the Place Setting

Cutlery, glassware, plates, napkins and what each tells you about the meal ahead.

Formal and informal settings read at a glance, so the table becomes a map rather than a maze.

03 Cutlery: What to Use and How

Holding a knife, fork and spoon, and the resting and finishing positions.

Taught in the British knife-and-fork method, working from the outside in according to the menu.

04 The Napkin, Bread and Soup

The napkin from arrival to departure; bread, butter and soup with composure.

Bread broken and buttered one piece at a time over the side plate, and the napkin left loosely to the left when the meal ends.



*Participants leave able to read any table —
and free to stop thinking about the cutlery.*

PART ONE, CONTINUED

05 What Your Clients Gain

The outcomes partners can promise from the first part.

THE TABLE

Formal and informal place settings, and what each element signals.

CUTLERY &
GLASSWARE

Which piece to use for each course, resting positions and wine service.

EACH COURSE

Napkin, bread and soup through to dessert — paced and handled with ease.

06 Why It Matters

The research behind the table.

PART OF THE
INTERVIEW

Some employers take candidates out for a meal as part of the hiring process, to observe their social skills, communication and overall demeanour.¹

THE QUIET TEST

Across the table, they notice how someone treats the waiting staff, carries a conversation and handles an awkward moment.² Your clients learn to pass that test with ease.



IN CLASS

Highly *practical*

Every skill is practised at a laid table: reading the setting, holding cutlery correctly, managing bread and soup, and moving calmly from course to course.

¹ Indeed Editorial Team, "How to Have a Successful Dinner Interview", Indeed Career Guide, updated 16 June 2026. [indeed.com](https://www.indeed.com)

² "What employers are looking for when they take job candidates to lunch", The Seattle Times, Explore: Careers. [seattletimes.com](https://www.seattletimes.com)

II

PART TWO

The Grace of the Guest

How a guest carries the table into company — the courses, the conversation and the quiet duties of host and guest.

From the first course *to a gracious farewell*

01 Approaching Each Course

From starters to dessert: pacing, the menu and signalling to staff.

Knowing when to begin, how to pace each course, and how to show the staff you have finished.

02 Glassware, Wine and Beverages

Holding each glass, wine service and non-alcoholic choices with poise.

Alcohol-free drinks are served with equal care, and a guest may decline a drink without explanation.

03 Posture, Presence and Conversation

Table posture, eye contact, listening and conversation etiquette.

Warm, appropriate conversation that includes everyone at the table, and the presence that makes a guest easy company.

04 Host and Guest Responsibilities

Ordering, the bill, unexpected moments and how to leave with grace.

Including the toast: led by the host, attention gained with words, and glasses raised without clinking in the formal British style.



*The finest manners at the table are the ones
nobody notices.*

PART TWO, CONTINUED

05 What Your Clients Gain

The outcomes partners can promise from the second part.

PRESENCE

Posture, table presence and warm, appropriate conversation.

HOST & GUEST

Ordering, the bill, unexpected moments and leaving with grace.

THE BUSINESS MEAL

Interview dinners, client lunches and networking events, handled with calm professionalism.

06 The House Standard

One clear method, with every variation named.

BRITISH METHOD

The programme teaches one coherent British standard, so clients always know what is expected of them.

OTHER TRADITIONS

International and ceremonial variations are identified explicitly and respected, never presented as mistakes.

THE GUEST FIRST

Safety, accessibility and the guest's needs always take priority over form.



TO CLOSE

Composure *under pressure*

Clients also learn what to do when something goes wrong — a dropped fork, a spill, a dish they have never met — and how to recover without drawing attention.

How Fine Dining *is taught*

One method, trained into every partner — practical, reassuring and never stiff.

01 Demonstrating at the Table

The why before the how — consideration, not rules for their own sake.

Place-setting demonstrations at a fully laid table

Each convention introduced with the courtesy behind it

Complete actions shown, from hand position to plate

Facilitator scripts and teaching notes for every topic

02 Practising Skills

Every skill is practised, not just described.

Role-play scenarios for guests and hosts

Real-life dining scenarios and checklists

Discussion prompts and questions answered

Gentle, individual feedback from the facilitator

03 Adapting to Every Audience

The same standard, adjusted to the room.

YOUNG ADULTS

University, graduate schemes, interviews and first formal dinners.

CORPORATE

Client entertaining, interview dinners and networking events.

INTERNATIONAL

British and European customs, with other traditions respected and clearly labelled.

SETTING

In person at a laid table, at a partner venue, or live online.

*Nothing is taught as a trick. Every convention
is explained by the courtesy behind it.*

Everything you need *to deliver with confidence*

The complete programme, the preparation to teach it and the brand to present it — so you can focus on your clients.

01 Complete Curriculum The full fine dining etiquette curriculum, with learning objectives for each topic.	02 Programme Leader's Manual Session plans and timings, facilitator scripts and teaching notes.	03 Demonstrations & Scenarios Place-setting demonstrations, role-play scenarios, discussion prompts and Q&A guidance.
04 Client Course Notes Professionally designed course notes and selected digital resources.	05 Dining Guides Place-setting and cutlery guides, guidance for guests and hosts, and real-life checklists.	06 Certificates Issued to every participant by The British School of Excellence.
07 Partner Identity Licensed Partner designation, partner badge and approved brand assets.	08 Onboarding & Support Partner onboarding, delivery guidance and programme updates during your licence.	09 Marketing & Listing Marketing resources and your listing on thebritishschoolofexcellence.com.

*You bring the relationships and the local knowledge.
We stay alongside you as you grow.*

WHAT PARTNERS RECEIVE, CONTINUED

A recognised identity, *from day one*



Every Licensed Partner receives an approved identity, backed by the educational standards, reputation and international work of The British School of Excellence.

It gives you a professional presence with clients, companies, schools and venues, while keeping consistency across the partner network.

YOUR IDENTITY MAY INCLUDE

- | | | | |
|---|---|---|----------------------------|
| 1 | Licensed Partner designation | 2 | Approved partner badge |
| 3 | Partner verification details | 4 | Approved logo assets |
| 5 | Professional email signature | 6 | Partner marketing identity |
| 7 | Listing on The British School of Excellence website | | |

A recognised programme. A professional identity. Your own local presence.

From first conversation to your first class



Annual licence Your right to deliver continues while your licence remains active and the annual terms are met.

Territory Agreed individually according to your market, location and proposed delivery model.

Materials Course notes, teaching resources and brand assets remain part of the licensed programme.

Your business You build and manage your own client and venue relationships within the licence structure.

Standards Partners maintain the teaching, presentation and professional standards of The British School of Excellence.

Licence terms Licence and renewal terms are discussed during your partner consultation and confirmed before any agreement is signed.

Local requirements Partners are responsible for insurance, data protection, venue and restaurant arrangements, safeguarding where working with young people, and any other legal or professional requirements in their territory.

THE STANDARD PARTNERS CARRY

The curriculum, teaching structure and programme identity are already in place — your role is to bring The Art of Fine Dining to life in your own market.



viii NEXT STEPS

Present the programme *in your area*

We are looking for professionals who share our commitment to poise, hospitality and confident table presence.

You do not need to create the curriculum or materials yourself. You do need the professionalism, commitment and local relationships to represent the programme to a high standard. Tell us about yourself, where you are based and why you would like to bring The Art of Fine Dining to your market.

BOOK A CALL

ENQUIRE NOW

WEBSITE

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Partner opportunities are subject to application, approval and licence agreement.