***Chapter Goals***

* Characterize and distinguish between the commercial restaurant and foodservice segments of the industry.
* Categorize the types of businesses that make up the hospitality, lodging, and tourism industries, and identify their foodservice opportunities.
* Outline the growth of the hospitality industry throughout the history of the United States.

***Study Questions***

*Introduction to the Industry*

1. What is the approximate annual sales revenue in the United States? (See [*Nation’s Restaurant News*](https://www.nrn.com/sales-trends/us-restaurant-sales-reach-record-863b-2019-nra-says)*).*
2. How many people are employed in the restaurant and foodservice industry? ([*2019 Restaurant Industry Factbook*](https://www.restaurant.org/Downloads/PDFs/Research/SOI/restaurant_industry_fact_sheet_2019.pdf)*).*
3. How healthy is the job market in the restaurant and foodservice industries? Explain your answer. ([*2019 Restaurant Industry Factbook*](https://www.restaurant.org/Downloads/PDFs/Research/SOI/restaurant_industry_fact_sheet_2019.pdf)and[*Bureau of Labor Statistics*](https://www.bls.gov/ooh/food-preparation-and-serving/food-and-beverage-serving-and-related-workers.htm)*).*
4. What is the median salary of servers (with tips) in the United States? ([*US News*](https://money.usnews.com/careers/best-jobs/waiter-and-waitress/salary))
5. The National Restaurant Association indicates that the median base salary for chefs and cooks is $50,000 and the median base salary for restaurant managers is $47,000. Go to [www.bls.gov](http://www.bls.gov) and compare these median salaries with those of two other service occupations (nurses, paramedics, hotel manager, teachers, etc.) How do the salaries compare with the numbers provided by the Restaurant Association for chefs and managers?

***The Restaurant and Foodservice Industry***

1. There are two main segments of the foodservice industry: commercial and foodservice. Which is the largest? What is its share of the business?
2. There are many different types of restaurants today. Complete the following table to describe the main restaurant segments in the industry.

|  |  |  |  |
| --- | --- | --- | --- |
| **Restaurant Segment** | **Description** | **Average Per-Person Dinner Check** | **Examples** |
| ***Family Dining, Full Service*** | *Service:*  *Ordering:*  *Menu:*  *Payment:* |  |  |
| ***Casual Dining, Full Service*** | *Service:*  *Ordering:*  *Menu:*  *Payment:* |  |  |
| ***Fine Dining, Full Service*** | *Service:*  *Ordering:*  *Menu:*  *Payment:* |  |  |
| ***Quick Service (Fast Food)*** | *Service/Ordering:*  *Menu:*  *Payment:* |  |  |
| ***Quick Casual*** | *Service/Ordering:*  *Menu:*  *Payment:* |  |  |

1. A restaurant’s concept distinguishes it from other restaurants. What are five things included in a restaurant’s concept?
   1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ b. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

c. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ d. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

e. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What is the name of the restaurant category where the menu is selected by the host of the event for a group of diners in a hotel or convention center or another location?
2. Vending machines are grouped with food operations that provide prepared meals that you can eat in the establishment (supermarket, convenience, or specialty store) or take home. What is the name of this category?
3. What kind of foodservice operations are found in stadiums?
4. What are some of the food options you might find on a cruise ship? (You could search options advertised by cruise lines such as Carnival, Disney, Norwegian, and Viking Cruise Lines).
5. How do domestic and international flights differ with respect to food offered?
6. Twenty percent of the restaurant and foodservice industry is known as the *noncommercial foodservice segment.* What are some of the food services provided by these operations? Who are their customers?
   1. Schools and universities:
   2. Health-care facilites:
   3. Business and industry:
   4. Clubs:
   5. Government:
7. What role do contractors play in noncommercial foodservice?
8. Show the relationship between the following in the diagram provided below: foodservice/restaurants, hospitality, travel/tourism.

1. What, by definition, is tourism?
2. What are three examples of tourist attractions?
3. How does hospitality tie foodservice/restaurants, event management, lodging, travel, and tourism together?

***History of the Restaurant and Foodservice Industry***

1. Match the following with their descriptions to highlight some of the key elements of the history of the restaurant and foodservice industry.

|  |  |  |  |
| --- | --- | --- | --- |
| ***Match*** | ***Description*** |  | ***Event/Term*** |
|  | An elaborate and refined system of food preparation wherein Careme included artful presentation, complex dishes, and refined cooking techniques. | a. | Lesche |
|  | Following the introduction of coffee from Africa, this establishment opened in Oxford, England in 1650 pairing coffee with pastries and welcoming women as customers. | b. | Epicurean Lifestyle |
|  | Opened in Boston in 1634 to provide food and lodging to travelers. | c. | Boulanger |
|  | First fast food restaurant in the United States. | d. | Guilded Age |
|  | Private clubs that offered food to members in Ancient Greece. | e. | Christianity |
|  | Italian seaport that benefited from the spice trade. | f. | Haute Cuisine |
|  | Served *restaurers* (restoratives) in the first restaurant in 1765. | g. | Cole’s Inn |
|  | Groups of professionals or persons with similar interests organized in France during the reign of Louis XIV. Examples include *Chaine de Rotissieres* (roasters) and *Chaine de Traiteurs* (caterers). These organizations controlled the way in which products were made and sold. | h. | Current Trends |
|  | Establishments that provided food to travelers, traders, and visiting diplomats in Ancient Greece. | i. | First Café |
|  | The elegant New York restaurants Delmonico’s and Astor House were opened during this time period (1870 – 1900). | j. | White Castle |
|  | Showing appreciation for fine wine and food. | k. | Guilds |
|  | People eat out as often as dining at home, fewer dedicated home cooks, growth of restaurant companies internationally. | l. | Phatnai |
|  | Included a system for conduct and dress developed by Georges August Escoffier, known as the King of the Kitchen. | m. | 1784 |
|  | Introduction to Europe ended the beliefs that gods and spirits lived in the forests, that trees were too sacred to cut down, and that waterways could not be diverted leading to a growth in agriculture. | n. | Venice |
|  | Marie-Antoine Careme, French chef who defined the art of haute cuisine seeing cuisine as a branch of architecture, who trained several famous chefs, and who developed the first categorization of sauces. | o. | Kitchen Brigade System |

1. Name the restaurant chain associated with each of the following restaurant entrepreneurs: *(p. 17)*
   1. Norman Brinker:
   2. Bill Darden:
   3. Ruth Fertel:
   4. Howard Harvey:
   5. Richard Melman:
   6. Howard Schultz:
2. Which famous chef:
   1. Popularized French cooking in the United States?
   2. Is known as the Father of Modern French Cuisine?
   3. Created lighter, healthier dishes reflecting classical French flavors?
   4. Popularized the practice of using local, seasonal products?
   5. Let the U.S. Culinary Team to three international championships?

***Study Questions - KEY***

*Introduction to the Industry*

1. What is the approximate annual sales revenue in the United States? *$782 billion (p. 8)*
2. How many people are employed in the restaurant and foodservice industries? *More than 14 million (p.8).*
3. How healthy is the job market in the restaurant and foodservice industries? *Very. An estimated 1.7 million additional jobs should be available by 2025 (p.8).*
4. What is the median salary of servers (with tips) in the United States? *$16.13 (p.9).*
5. The National Restaurant Association indicates that the median base salary for chefs and cooks is $50,000 and the median base salary for restaurant managers is $47,000. Go to [www.bls.gov](http://www.bls.gov) and compare these median salaries with those of other service occupations (nurses, paramedics, teachers, etc.) What do you find?

***The Restaurant and Foodservice Industry***

1. There are two main segments of the foodservice industry: commercial and foodservice. Which is the largest? *Commercial makes up 80 percent of the industry (p. 10).*
2. The first restaurant or *restorante* opened in 1765 in France. The owner, Boulanger, served soups called *restaurers* (French for restoratives) for their ”health-restoring properties” (NRA, 2018, p. 15). There are many different types of restaurants today. Complete the following table to describe the main restaurant segments in the industry.

|  |  |  |  |
| --- | --- | --- | --- |
| **Restaurant Segment** | **Services Provided** | **Average Per-Person Dinner Check** | **Examples** |
| ***Family Dining, Full Service*** | *Service:* At the table.  *Ordering:* While patron is seated.  *Menu:* Family-focused menu.  *Payment:* After eating. | *$10 or less* | Denny’s, Chuck E. Cheese’s, Cracker Barrel |
| ***Casual Dining, Full Service*** | *Service:* At the table.  *Ordering:* While patron is seated.  *Menu:* Cooked to order, trendy  *Payment:* After eating. | *$10-25* | Texas Roadhouse, PF Chang’s, Cheesecake Factory |
| ***Fine Dining, Full Service*** | *Service:* At the table with high-quality linens, plates, and utensils.  *Ordering:* While patron is seated.  *Menu:* Fancy dishes. Table-side cooking is an option.  *Payment:* After eating. | *$25 or more* | Ruth’s Christ Steak House, McCormick & Schmick’s, Morton’s The Steakhouse. |
| ***Quick Service (Fast Food)*** | *Service/Ordering:* At a counter or window.  *Menu:* Planned for quick production.  *Payment:* Before eating. | *$3-6* | McDonald’s, Burger King, Dunkin Donuts |
| ***Quick Casual*** | *Service/Ordering:* At a counter or window.  *Menu:* Emphasizes freshly-prepared items with high-quality ingredients.  *Payment:* Before eating. | $7-9 | *Jimmy Johns, Panera Bread, Smashburger, Subway* |

1. A restaurant’s concept distinguishes it from other restaurants. What is included in a restaurant’s concept? *Menu offerings, pricing, service style, ambiance, and décor (p.10).*
2. What is the name of the restaurant category where the menu is selected by the host of the event for a group of diners in a hotel or convention center or another location? *Catering and banquets (p.10).*
3. Vending machines are grouped with food operations that provide prepared meals that you can eat in the establishment (supermarket, convenience, or specialty store) or take home. What is the name of this category? *Retail (p.10).*
4. What kind of foodservice operations are found in stadiums? *Range from peanuts and other items sold in the stands to fine dining in luxury suites.*
5. What are some of the food options you might find on a cruise ship? (You could search options advertised by cruise lines such as Carnival, Disney, Norwegian, and Viking Cruise Lines). *24-hour availability in casual dining to buffets and elegant dining and room service (p. 12).*
6. How do domestic and international flights differ with respect to food offered? *Food served free on domestic flights is usually limited to snacks, juices, and soft drinks: international flights often include these, but, of necessity, include meals as these flights are longer (p. 12).*
7. Twenty percent of the restaurant and foodservice industry is known as the *noncommercial foodservice segment.* Describe each of the following segments:
   1. Schools and universities: *Food provided for students and staff.*
   2. Health-care facilites: *Hospitals, nursing homes, and assisted living facilities provide food for guests, patients, and staff.*
   3. Business and industry: *Cafeterias, vending machines, and executive dining provided for staff.*
   4. Clubs: *Membership required for service: Gyms, alumni clubs, and golf clubs.*
   5. Government: *Foodservice for government workers in the military and elsewhere. Officer’s clubs included (p. 12).*
8. What role do contractors play in noncommercial foodservice? *Operate businesses to provide employee dining services for companies in the manufacturing or service industry. Some are self operators (p. 12).*
9. Show the relationship between the following in the diagram provided below: foodservice/restaurants, hospitality, travel/tourism.
10. What, by definition, is tourism? *Travel for recreational, leisure, or business purposes (p. 13)*
11. What are three examples of tourist attractions? *Museums, theme parks, monuments, sporting events, zoos, shopping malls, etc. (p. 13).*
12. How does hospitality tie foodservice/restaurants, event management, lodging, travel, and tourism together? *Hospitality is the umbrella term for all of the services that a person uses and receives when s/he is away from home (p. 13).*

***History of the Restaurant and Foodservice Industry***

1. Match the following with their descriptions to highlight some of the key elements of the history of the restaurant and foodservice industry.

|  |  |  |  |
| --- | --- | --- | --- |
| Match | Description |  | Event/Term |
| F | An elaborate and refined system of food preparation wherein Careme included artful presentation, complex dishes, and refined cooking techniques. | a. | Lesche |
| I | Following the introduction of coffee from Africa, this establishment opened in Oxford, England in 1650 pairing coffee with pastries and welcoming women as customers. | b. | Epicurean Lifestyle |
| G | Opened in Boston in 1634 to provide food and lodging to travelers. | c. | Boulanger |
| J | First fast food restaurant in the United States. | d. | Guilded Age |
| A | Private clubs that offered food to members in Ancient Greece. | e. | Christianity |
| N | Italian seaport that benefited from the spice trade. | f. | Haute Cuisine |
| C | Served *restaurers* (restoratives) in the first restaurant in 1765. | g. | Cole’s Inn |
| K | Groups of professionals or persons with similar interests organized in France during the reign of Louis XIV. Examples include *Chaine de Rotissieres* (roasters) and *Chaine de Traiteurs* (caterers). These organizations controlled the way in which products were made and sold. | h. | Current Trends |
| L | Establishments that provided food to travelers, traders, and visiting diplomats in Ancient Greece. | i. | First Café |
| D | The elegant New York restaurants Delmonico’s and Astor House were opened during this time period (1870 – 1900). | j. | White Castle |
| B | Showing appreciation for fine wine and food. | k. | Guilds |
| H | People eat out as often as dining at home, fewer dedicated home cooks, growth of restaurant companies internationally. | l. | Phatnai |
| O | Included a system for conduct and dress developed by Georges August Escoffier, known as the King of the Kitchen. | m. | 1784 |
| E | Introduction to Europe ended the beliefs that gods and spirits lived in the forests, that trees were too sacred to cut down, and that waterways could not be diverted leading to a growth in agriculture. | n. | Venice |
| M | Marie-Antoine Careme, French chef who defined the art of haute cuisine seeing cuisine as a branch of architecture, who trained several famous chefs, and who developed the first categorization of sauces. | o. | Kitchen Brigade System |

1. Name the restaurant chain associated with each of the following restaurant entrepreneurs: *(p. 17)*
   1. Norman Brinker: *Steak and Ale*
   2. Bill Darden: *Red Lobster*
   3. Ruth Fertel: *Ruth’s Chris Steakhouse*
   4. Howard Harvey: *Harvey House*
   5. Richard Melman: *Lettuce Entertain You*
   6. Howard Schultz: *Starbucks*
2. Which famous chef:
   1. Popularized French cooking in the United States? *Julia Child*
   2. Is known as the Father of Modern French Cuisine? *Fernand Point*
   3. Created lighter, healthier dishes reflecting classical French flavors? *Paul Bocuse*
   4. Popularized the practice of using local, seasonal products? *Alice Waters*
   5. Let the U.S. Culinary Team to three international championships? *Ferdinand Metz*