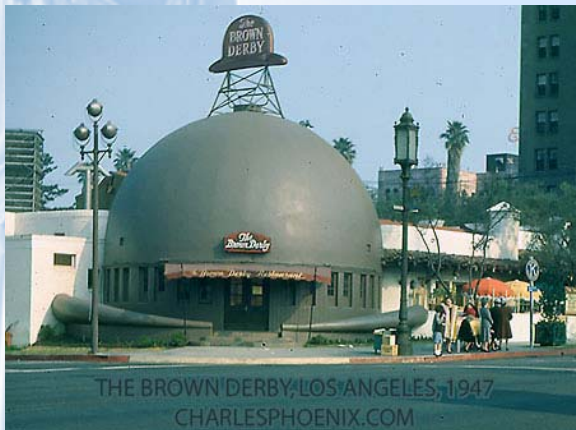





# FOOD THROUGH HISORY

Hollywood's Brown Derby restaurant opened in the twenties and catered to the stars, but it left a legacy for the masses with a dish that was named after owner Robert Cobb. It was:



- A. The Rob Roy cocktail
- B. Brownies
- C. Apple Cobbler
- D. Cobb Salad



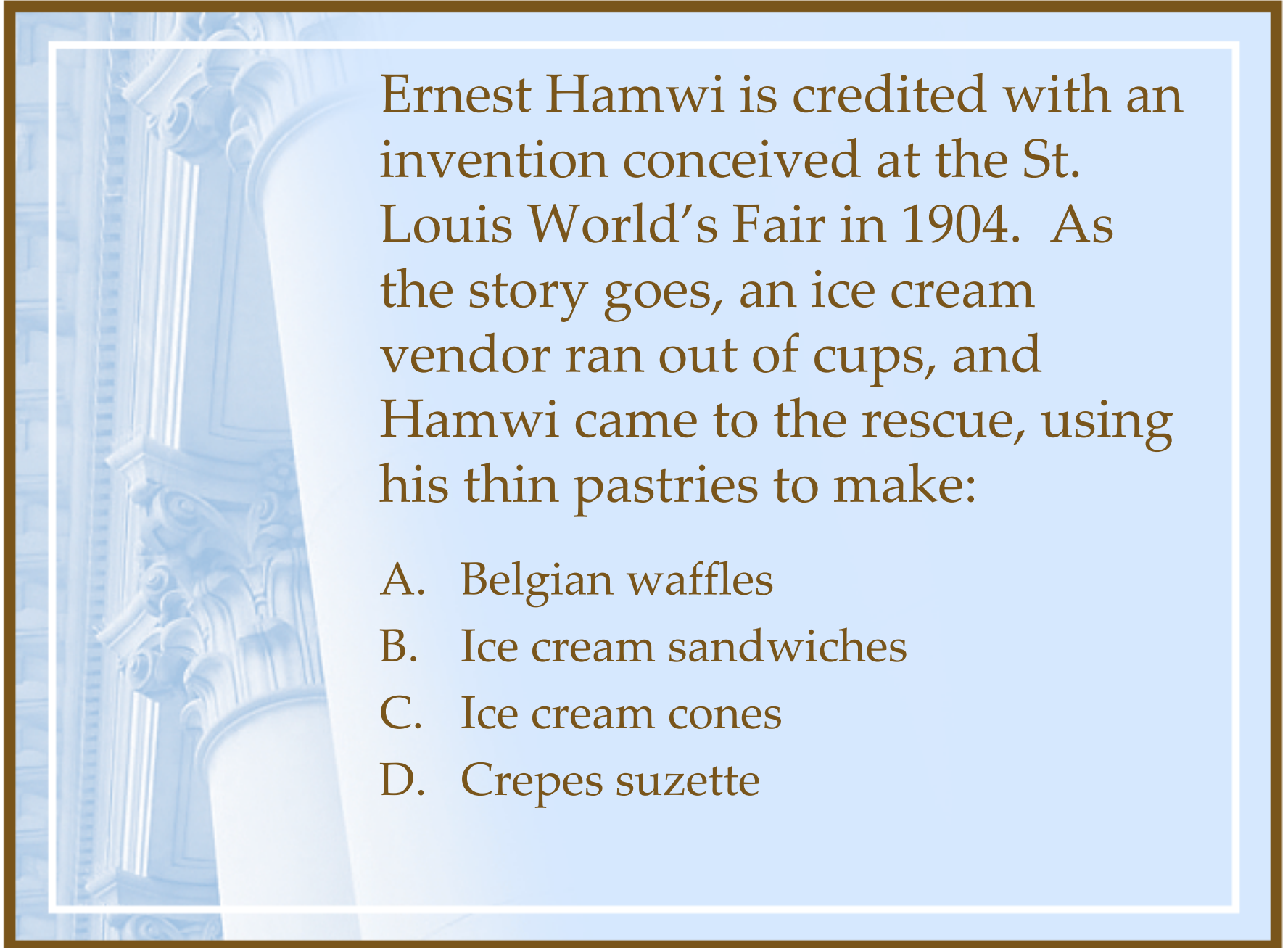
One of America's best-known culinary figures isn't a real person at all; she was created in 1921 by the company that would later become General Mills. This figurehead had a radio show and has updated her look several times. Who is she?

- A. Martha Stewart
- B. Betty Crocker
- C. Sara Lee
- D. Aunt Jemima



Tang, an instant orange “juice” that hit supermarket shelves in 1959, became popular when it:

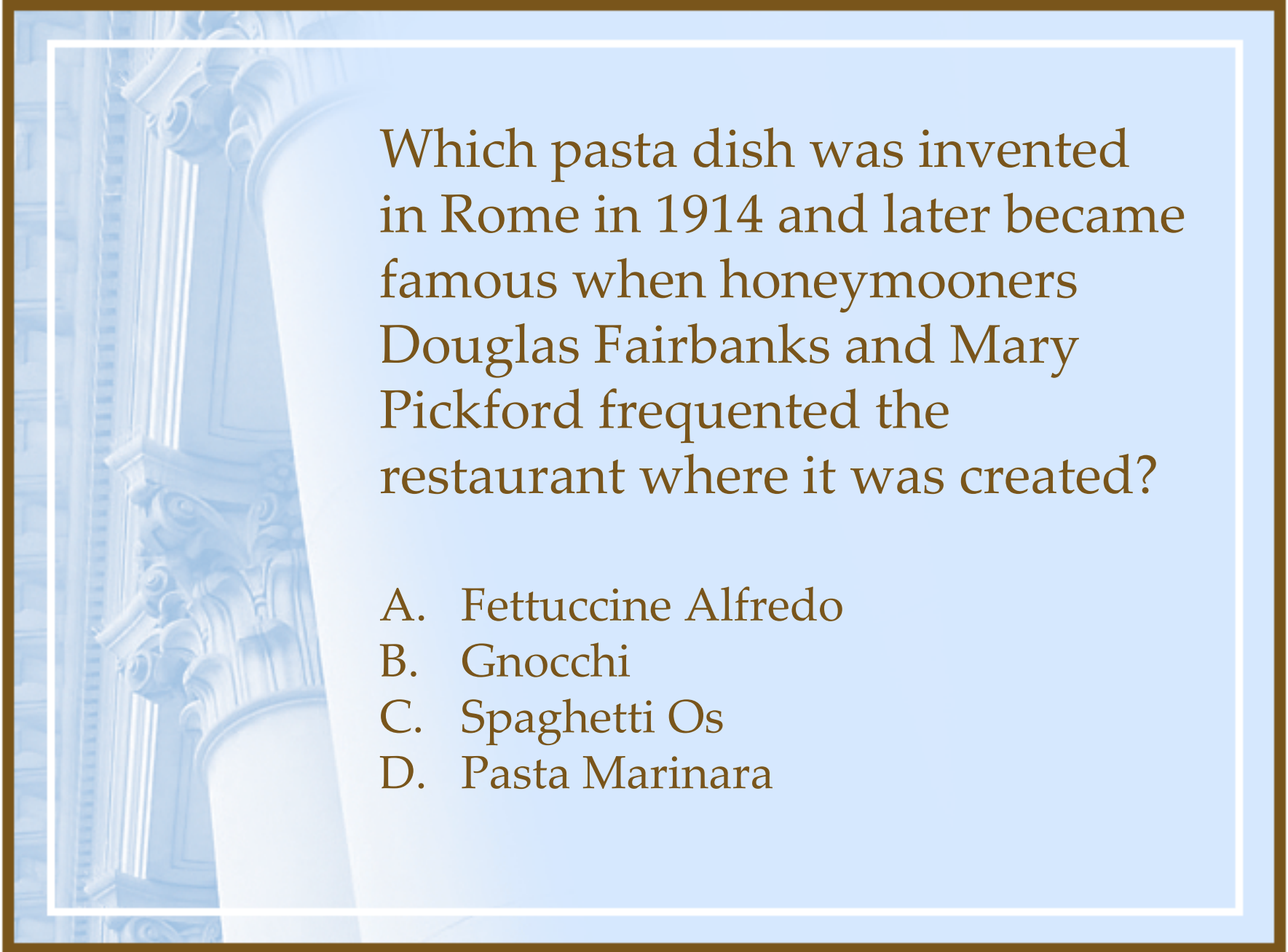
- A. Was served with airplane breakfasts
- B. Was approved by the FDA
- C. Went to the moon.
- D. Was included in school lunches



Ernest Hamwi is credited with an invention conceived at the St. Louis World's Fair in 1904. As the story goes, an ice cream vendor ran out of cups, and Hamwi came to the rescue, using his thin pastries to make:

- A. Belgian waffles
- B. Ice cream sandwiches
- C. Ice cream cones
- D. Crepes suzette





Which pasta dish was invented in Rome in 1914 and later became famous when honeymooners Douglas Fairbanks and Mary Pickford frequented the restaurant where it was created?

- A. Fettuccine Alfredo
- B. Gnocchi
- C. Spaghetti Os
- D. Pasta Marinara



In 1985, the Coca-Cola Company made a Major formula change, but disappointed consumers didn't "Catch the Wave", as the new slogan suggested. The change was:

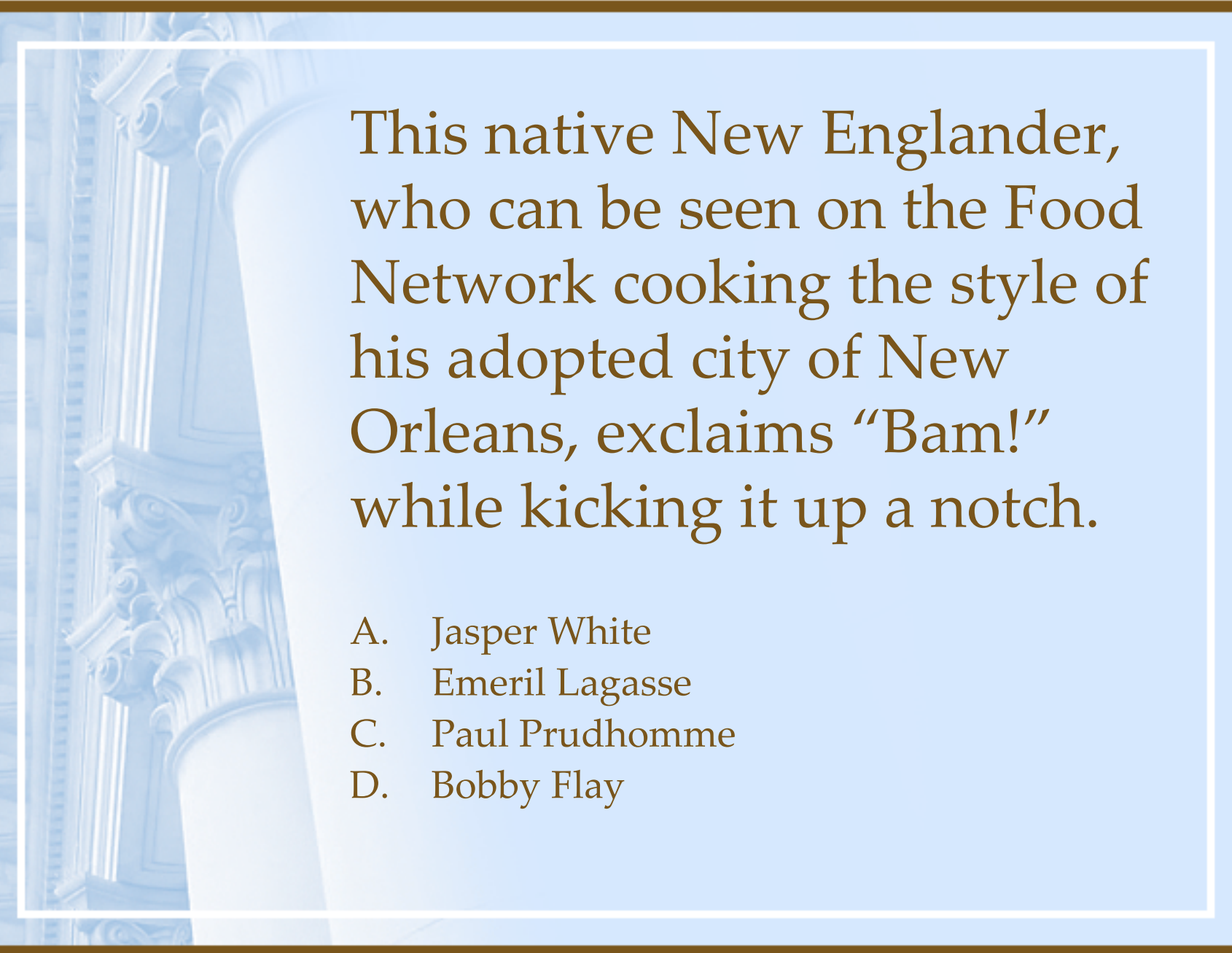
- A. Adding calories to Diet Coke
- B. Removing the trace of cocaine that was in the original formula
- C. Reducing the amount of caffeine
- D. Introducing New Coke



Among the earliest fast-food hamburger chains was this Kansas establishment, which opened in 1921. Its name described the shape of its building.

- A. The Golden Arches
- B. Fatburger
- C. White Castle
- D. Jack in the Box





This native New Englander, who can be seen on the Food Network cooking the style of his adopted city of New Orleans, exclaims “Bam!” while kicking it up a notch.

- A. Jasper White
- B. Emeril Lagasse
- C. Paul Prudhomme
- D. Bobby Flay



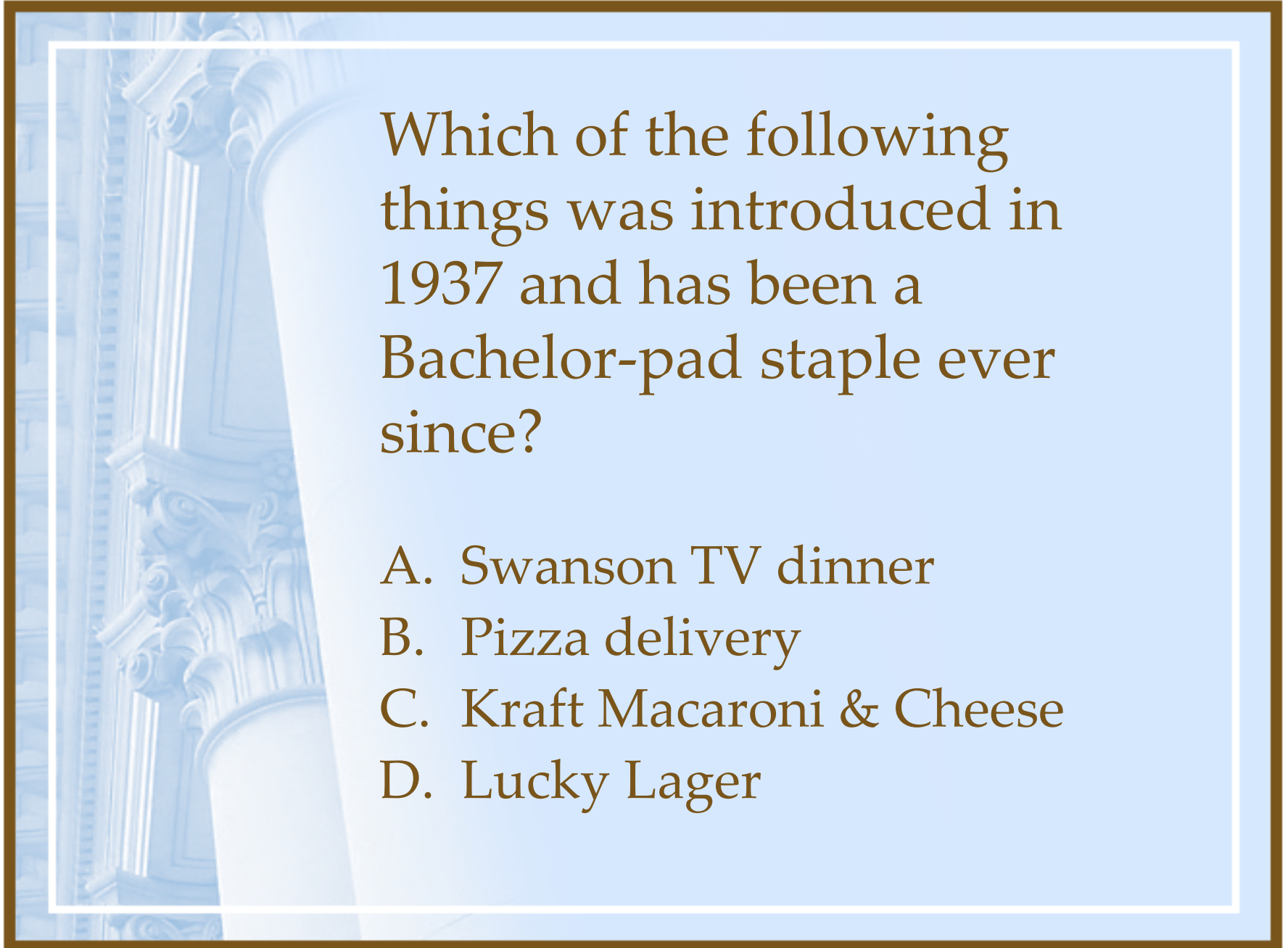
In 1982, less than a decade after moving to the United States, Wolfgang Puck opened Spago in West Hollywood, where he served his trademark smoked duck pizza. Where is he from?

- A. Peking
- B. Austria
- C. Naples
- D. Germany

Lombardi's, the first  
American pizzeria, opened  
in 1905 in which city?

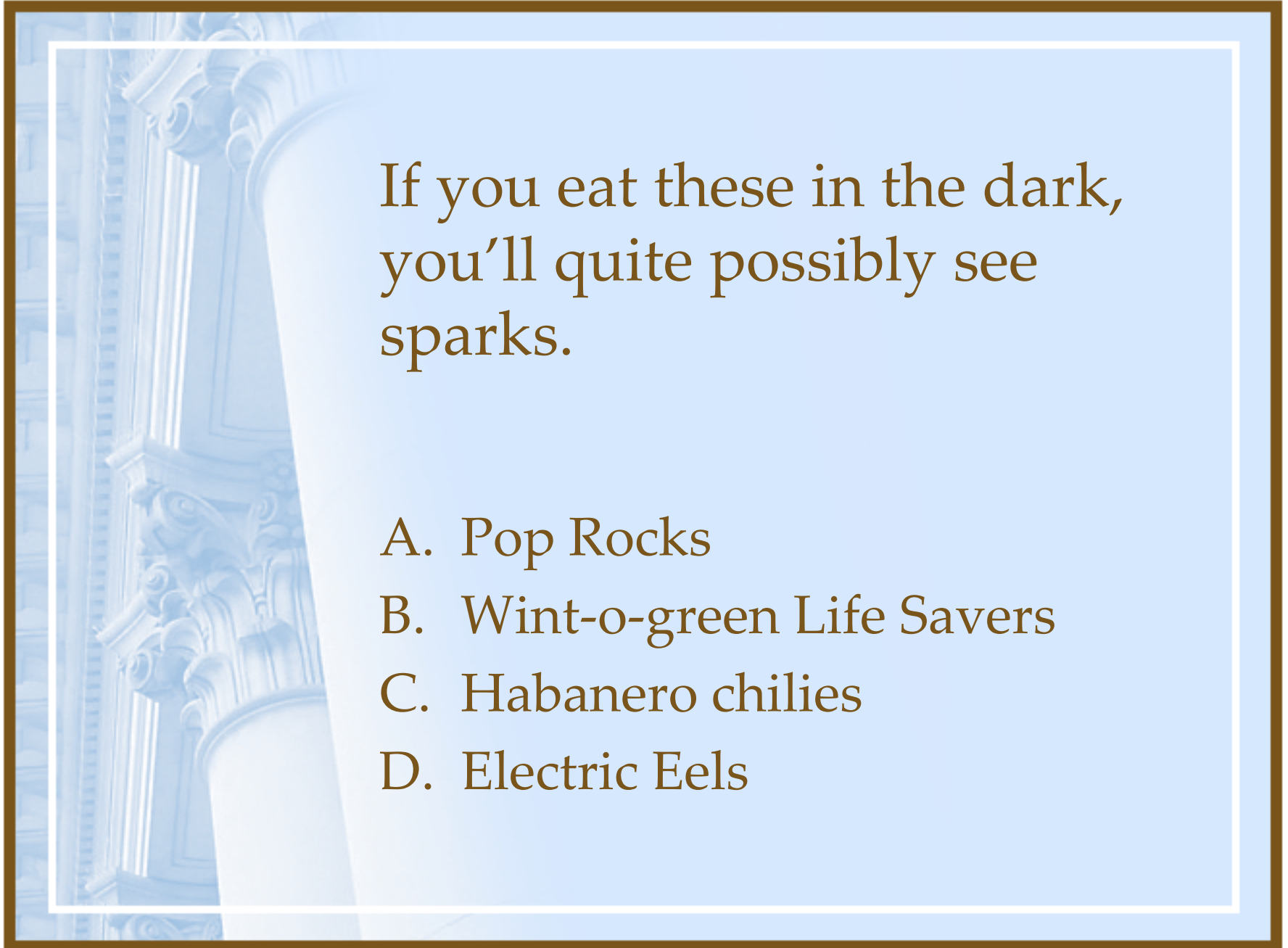


- A. New York
- B. Chicago
- C. Rome, New York
- D. Mystic, Connecticut



Which of the following things was introduced in 1937 and has been a Bachelor-pad staple ever since?

- A. Swanson TV dinner
- B. Pizza delivery
- C. Kraft Macaroni & Cheese
- D. Lucky Lager



If you eat these in the dark,  
you'll quite possibly see  
sparks.

- A. Pop Rocks
- B. Wint-o-green Life Savers
- C. Habanero chilies
- D. Electric Eels



Which dessert was created in the 1950s and named after a customer of Brennan's restaurant in New Orleans?



- A. Bananas Foster
- B. Angel food cake
- C. Charlotte
- D. Napolean



# Welcome to the Restaurant and Foodservice Industry

ProStart 1, Chapter 1

## Why do people eat out?

- Celebrations, traveling, try different foods, don't want to cook, socializing, enjoy the food, relaxing.

## How many Americans eat out?

60% eat out at least once a week

45% eat out one-two times a week

18% eat out 3 or more times a week

# Employment Opportunities

- 13 million people or 9% of the workforce are in food related jobs.





# Commercial

- Restaurants
- Catering
- Retail
- Stadiums
- Airlines and Cruise Ships





# Noncommercial



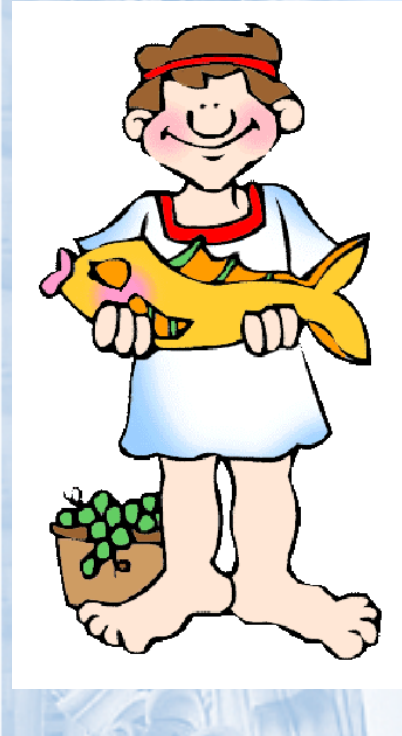
- Schools & Universities
- Military
- Health-Care
- Business & Industry
- Clubs

## Define:



- Travel and Tourism
  - Combination of all the services that people need and will pay for when they are away from home. (All businesses)
- Hospitality
  - Services that people use and will receive when they are away from home. (Restaurants & Hotels)
- Tourism
  - Travel for recreational leisure or business purposes.

# Greeks



- Never dined out, but enjoyed the social aspects of eating, so they ate together.
- Private clubs – Lesche (LES-kee)
- Catered to travelers- Phatnai (FAAT-nay)
- People brought their own food, such as grapes, olives, bread from barley, dried fish, cheese & wine to clubs.
- Meals nourished the souls as well as the body. Ate reclined on couches, enjoyed music, poetry & dancing during the meal.
- Epicurus led the idea that the purpose of life was pleasure and it was achieved through restraint and balance. An Epicurean is now referred to a person with a refined taste for food & wine.

# Romans



- Dining in public was undignified, so most meals were served in the home.
- Desire for exotic foods & spices expanded the Roman Empire.
- With power came increased wealth, which they lavishly spent on banquets for friends, clients and others.
- Marcus Apicius took great effort to obtain the most exotic foods for his feasts. He wrote one of the earliest cookbooks called *De Re Coquinaria*. Recipes are still used today.



# The Middle Ages (500 - 1300)



- Ancient Nordic Myths included the belief that trees and rivers were sacred and couldn't be tampered with. Christianity changed this and trees were removed and water diverted for agricultural purposes.
- Feudalism: you work for someone, get proceeds and protection from the land owner.
- Serfs worked in the fields. They lived on wheat bread, peas that were dried, turnips & onions stored all winter, fermented cabbage and some pork products.
- Land owners held large banquets almost every night. The purpose was to eat. People ate with fingers and knives. No plates, trenchers (stale bread) were used and eaten at the end of the meal or thrown to the dogs.



# The Renaissance 1400-1700



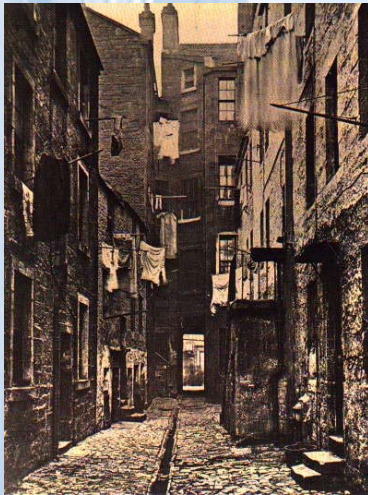
- Herbs & spices were introduced to flavor food.
- Use of spices showed off wealth.
- Merchants in Venice had a monopoly on the spice trade.
- European explorers went looking for spice routes. America was discovered.
- Haute Cuisine was created. A highly skilled system of food preparation. A higher style of eating started in Italy (Catherine de Medici) and moved to (married King Henry II) France. Forks, Ice Cream, etc...
- People carried their own silverware when they dined out.
- Coffee from Africa. The first coffee house opened in Oxford England in 1650. Women were welcome.
- Guilds – associations of people with similar interests were organized. Chaine de Rotissieres and Chaine de Traiteurs (catering).
- 1765 Boulanger – served hot soup in a café he called restorante.
- By 1800 – 500 restaurants were open in Paris.

## Colonial North America (1600-1700)



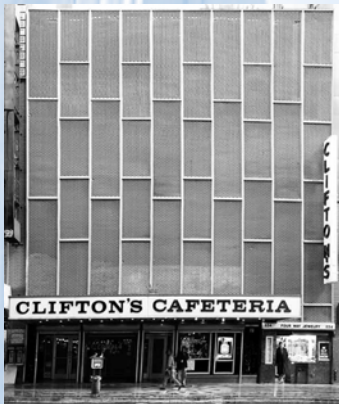
- 1634 an inn in Boston called Cole's offered food and lodging to travelers.
- Very few people dined out, if they traveled, they stayed in inns, shared rooms and if they arrived after dinner, they went without.
- Coaching inns – on stagecoach routes.

# Industrial Revolution



- Factories began to be built. Families moved from the country to the city to work. People went home for meals.
- Transportation improved to help people get around cities and from city to city.
- As cities became business hubs, dining and lodging establishments began to open up.
- Railroad – 1825 – facilities near stations began to open up.
- Cooks designed horse-drawn kitchens on wheels and drove them to factory entrances to sell food. Soon there were so many that cities forced diner carts off the streets by certain times. They found permanent locations – these are the diners of today.

# The Gilded Age



- Workers were subjected to long hours and low wages, while the profits for the owners continued to rise.
- When high society dined out, they did so in style. Delmonico's and Astor House opened – elegant, up to 18 courses.
- The cafeteria was developed to serve food quickly and cheaply without servers.
- The chef uniform was developed by Careme. White to represent cleanliness.



# The 20<sup>th</sup> Century



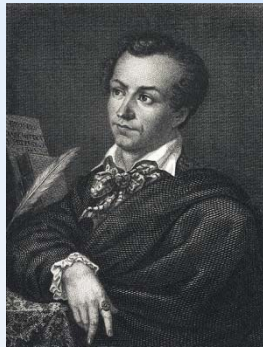
- More people working, more people eating lunch away from home.
- Vitamins and refrigeration improved diets.
- Fast food – White Castle in 1921.
- Driving and the interstate freeway increased the number of hotels and quick service restaurants.
- Airline industry grew
- Eating out becomes as popular as eating at home. Large chains grow, especially in casual dining.
- The Food Network – 1993.



# Chefs in History

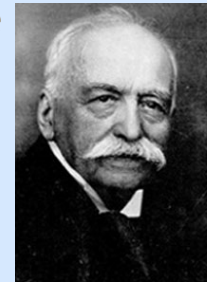
## Marie-Antoine Careme

- Defined the art of Grand Cuisine
- Born to poor family in France 1784. Abandoned as a child and found work as a kitchen boy, worked his way up through the kitchen.
- Refined recipes, trained chefs.



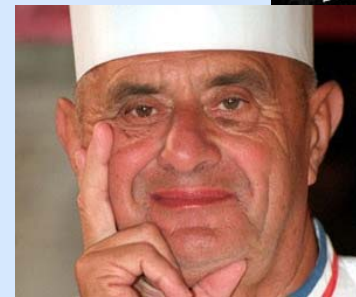
## Georges August Escoffier

- Refined Grand Cuisine into Classical Cuisine
- 1898 – with Cesar Ritz, opened the London Savoy Hotel.
- Categorized sauces in to 5 grand/mother sauces, he named dishes after famous individuals or events.
- Code of conduct and dress for kitchen staff. Kitchen brigade (responsibilities).



# Chefs of the 20<sup>th</sup> Century

- Fernand Point- The father of modern French cuisine.
- Julia Child- Popularized French cuisine.
- Paul Bocuse- Created lighter, healthier, dishes that still reflected classical French flavors.
- Alice Waters- Created dishes that used only seasonal, local products at the height of freshness.
- Ferdinand Metz- Certified Master Chef, Educated American Chefs.





# CAREERS IN THE INDUSTRY

# Restaurants

- Corporate groups- multiple concepts
- Chains- same concept
- Franchise- let other purchase name and product
- Independents

**DARDEN**  
RESTAURANTS

Red Lobster

Olive Garden

LONGHORN  
STEAKHOUSE

THE  
CAPITAL  
GRILL

Bahama Breeze  
ISLAND GRILLE

Seasons  
PREMIER GRILL

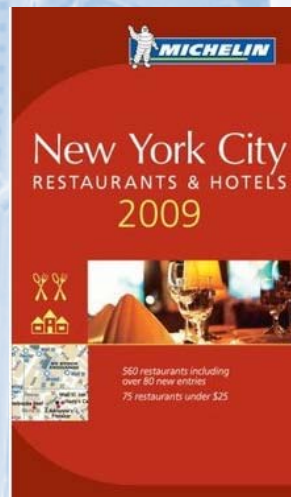




# Food Service Ratings

**ZAGAT**

New York City  
Restaurants  
**2010**



- The Zagat Survey – consumer based, rated on food, décor, service and cost. In book form or on the internet.
- The Michelin Guide – European starting in the US. Rated 1-3 stars, quality, mastery of flavors, cooking mastery, personality of cuisine, value for price, consistency.



## Other Establishments

- Catering – within hotels, independent companies and restaurants.
- Retail – Restaurants in department stores, take-out sections in grocery stores.
- Stadiums – large crowds, little time. Hot dogs to fine dining.



# Convention Centers



- Convention is a gathering of people who have something in common.
- Expositions are large shows open to the public that highlight a particular type of product or service.
- Trade Shows are restricted to those involved in the industry being featured.

# National and State Parks

- Operated by the National Park Service.
- Yellowstone, Glacier, Sequoia, Everglades, Yosemite, Grand Canyon.
- Natural wonders, camping, hiking, boating, swimming.





## Theme Parks

- Exhibits, rides and other attractions.
- Foodservice, lodging and transportation.
- Sometimes national chains are in the park – McDonalds.
- Fine Dining, Theme Restaurants



# Shopping

- Malls and outlet malls – quick serve food and casual dining.
- Mall of America 80 + food establishments.
- Department Stores – cafes or full service dining.
- Discount Chains – Quick service food





# Monuments, Museums and Zoos



- Monuments – concessions, restaurants
- Museums – Fine dining, cafeterias
- Zoos – variety of food service



# Other Career Opportunities

- Health Services
- Schools and Universities
- Military
- Corrections
- Lodging



# Foodservice Careers

## Front-of-the-house

- Managers, assistant managers, banquet managers, maitre d's, hostesses, bar staff, serving staff, busers.



## Back-of-the-house

- Chefs, line cooks, pastry chefs, sous chef, dishwashers, menu planner, bookkeepers, dietitians.



# Why do people travel??

## Business

- Job related travel
- Majority of guests for most hotels are on business
- Work space, telephones, computer work stations, meeting rooms, comfortable beds
- Consistency

## Leisure

- Entertainment, education and adventure
- Fun, shopping, dining, events, relaxing, family services, spa services, activities
- Location is important



## Cultural and Historic Tourism



- Tours are available
- Paris France, Washington D.C., Colonial Williamsburg, Beijing China
- Learn about cultures – live among people





# Environmental Tourism

- Natural Beauty
- Photography, hiking, biking mountain climbing, camping, canoeing
- Grand Canyon, Niagara Falls



## Recreational Tourism

- Swim, lie in the sun, ski, play golf, play tennis, see shows, gamble
- Vail Colorado, Las Vegas Nevada, Miami Florida



## Amenities

- Restaurants
- Parking Garages
- Boutiques
- Barber shops
- Dry Cleaners
- Florists
- Swimming pools
- Room service
- Cable Television
- Pay per view
- Bathrobes
- Gift shops
- Kitchens
- Computer modems
- Spa
- Recreational activities

# Luxury Properties



- Top of the line, comfort & elegance
- Spacious rooms, well decorated, luxurious extras
- Ritz-Carlton & the Four Seasons



## Full Service Properties

- Cater to travelers in search of a wide range of conveniences.
- Larger rooms, well trained staff  
Swimming pools,  
room service fitness  
centers, business  
services
- Hyatt and Westin



## Mid-priced Facilities

- Travelers who want comfortable, moderately priced accommodations.
- On premise food and beverage service, simple décor.
- Holiday Inn and Radisson



## Economy Lodging



- Clean, low priced accommodations, traveling salespeople, senior citizens and families with modest incomes.
- Small staff, limited amenities, budget prices.
- Motel 6 & Travelodge

## All Suite Properties

- Apartment style
- Sitting area, dining area, small kitchen
- Lots of room, especially for families
- Marriott Suites & Comfort Suites





## Resorts

- Singles, families, couples, senior citizens
- Golf, tennis, scuba, swimming
- Destination – Mountains or Beach
- Club Med and Disneyworld Resorts





## Bed and Breakfasts

- Quaint, quiet accommodations with simple amenities.
- Privately owned homes
- Serves Breakfast
- Owner usually lives on the property

# Hotel Rating Organizations

## AAA

- 5 Diamond Rating
- Management, staff, housekeeping, maintenance, room décor, furnishings, bathrooms, guest services, facilities, soundproofing, security, parking, exterior appearance.



## Mobil Travel Guides

- 5 Star Rating
- Quality of building, furnishing, maintenance, housekeeping, overall service



# Property Management System

- PMS software
- Scheduling – rooms, spa services, restaurant reservations, event planning
- Database Maintenance – guest preferences, vendor information, housekeeping records
- Accounting and Sales – all financial transactions
- Works with Expedia and Orbitz