

Welcome to the Foodservice Industry

1

Reading Prep

Before reading, observe the objectives for this chapter. As you read, focus on how the chapter is structured. Does this structure make points clear, convincing, and engaging?

Culinary Terminology

foodservice, p. 5
hospitality, p. 6
cuisine, p. 7
home meal replacements, p. 9
culinary, p. 12
culinarian, p. 12

Academic Terminology

trends, p. 7
sustainable products and practices, p. 9
living wage, p. 10

Practice vocabulary activities online



Objectives

After studying this chapter, you will be able to

- summarize the foodservice and hospitality industries.
- recall current trends in the foodservice industry.
- recognize challenges facing the foodservice industry.
- understand the role of the culinary profession in the hospitality industry.

Many people believe the key to happiness is finding a job they love. Often people who work in commercial kitchens find great happiness in their work. Professional chefs get fulfillment by combining their creativity with a love of good food to delight their customers. As you begin to explore this exciting and rewarding career, it is important to understand the industry that offers cooks and chefs the chance to practice their craft.

An Overview of the Industry

Foodservice is the business of making and serving prepared food and drink. It includes restaurants, hotels, clubs, catering, school and business feeding, healthcare facilities, convenience stores, airlines, railroads, and cruise lines. Foodservice is a service industry. In recent years, the economy has seen greater growth in service industries than in manufacturing jobs.

The size and scope of the foodservice industry is so large that it is hard to grasp. According to the National Restaurant Association, foodservice operations sell over \$1.7 billion in meals, snacks, and beverages each day. Consider how many meals your family eats away from home in an average week. You may have dinner at your favorite restaurant. Maybe you and your friends go out for pizza. Count the lunches you eat in your school cafeteria. Do you stop for fast food or buy a snack from a vending

machine? All these meals are part of the foodservice industry. This industry employs about 13 million people. It is the second largest employer in the United States after the federal government. Chefs, cooks, servers, bartenders, cashiers, and managers are all employed in foodservice. In 2012, the restaurant industry generated over \$632 billion in sales. Foodservice is important to the world economy as well. Globally, the foodservice industry is expected to reach a value of almost \$992 billion in 2014.

Foodservice is one part of the larger hospitality industry. **Hospitality** means welcoming guests and satisfying their needs. Hospitality is based on guest or customer service, and quality guest service anticipates guests, needs and delivers beyond their expectations. Since the need for nourishment is important, foodservice plays a large role in hospitality. The International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) divides the hospitality industry into five segments, 1-1. The hospitality industry is an important part of the US and global economies.

Growth and Employment Prospects

The foodservice industry continues to grow. Americans are consuming more meals away from home than ever before. Some reasons for the growth include more dual-career families, busy schedules, an increasing number of older adults who are unable or choose not to prepare their own meals, and the overall increase in travel. In addition, food continues to be an important part of celebrations and special events.

The growth of the industry means more job opportunities. The foodservice industry is a great place to begin a career. Twenty-seven percent of adults had their first work experience in restaurants. Opportunities for advancement are plentiful. Individuals with a degree in hospitality or foodservice management have the best job opportunities. Eighty percent of restaurant owners began their careers as hourly employees. The industry is projected to grow over 10 percent from 12.9 to nearly 14.3 million employees by 2022.

Segments of the Hospitality Industry

Segment	Examples
Food	Quick-service, carryout, specialty and fine-dining restaurants; private clubs; banquet operations; coffee shops and dining rooms in hotels and lodging facilities; delis; gourmet shops; nightclubs; catering companies; foodservice operations in businesses, schools, colleges and universities, stadiums, convention centers, state and national parks, hospitals
Lodging	Hotels, motels, resorts, conference centers, inns, senior living facilities, time-shares, bed-and-breakfasts
Recreation	Theme parks and attractions, marinas, campgrounds, parks, casinos
Travel-related	National and international air travel, cruise lines, railroads, tour operators, travel agencies, tourism marketing
Convention and Meeting	Meeting planning, convention center management, event planning and management, exhibition and trade show planning, management and convention services in hotels

Source: International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)

1-1 The goal of all hospitality industry segments is serving the customer.

Nutrition Connection

Shake the Salt

Consumers are more aware that eating too much sodium can impact their health. The trend for customers requesting lower-sodium menu options challenges chefs to maintain flavor without adding a lot of salt. To help reduce the amount of sodium in recipes, chefs choose fresh rather than processed ingredients. For example, they use fresh rather than canned vegetables. Chefs also utilize herbs and spices to create unique flavors in recipes that typically require added salt. Some chefs select fresh herbs because they provide more flavor than their dried counterparts. They also experiment with individual spices or spice blends as flavor alternatives in their favorite dishes.

Trends in Foodservice

Trends are new practices or conditions that point to the way things will be in the future. There are always new trends in foodservice. Trends in foodservice are driven by larger influences such as economic conditions, political developments, social changes, and scientific and technological advancements. Some of the current trends in foodservice are globalization of cuisine, increased use of technology, adoption of sustainable practices, and the development of new markets.

Global Cuisine

The world of food is becoming smaller every day. Today, diners are rarely limited to local dishes and food products. **Cuisine** (kwih-ZEEN) is the French word for “kitchen,” but in English it means a style of cooking. Global cuisine is a blend of ingredients and cooking techniques from around the world.

Through travel and the media, diners are exposed to an ever-widening range of dishes

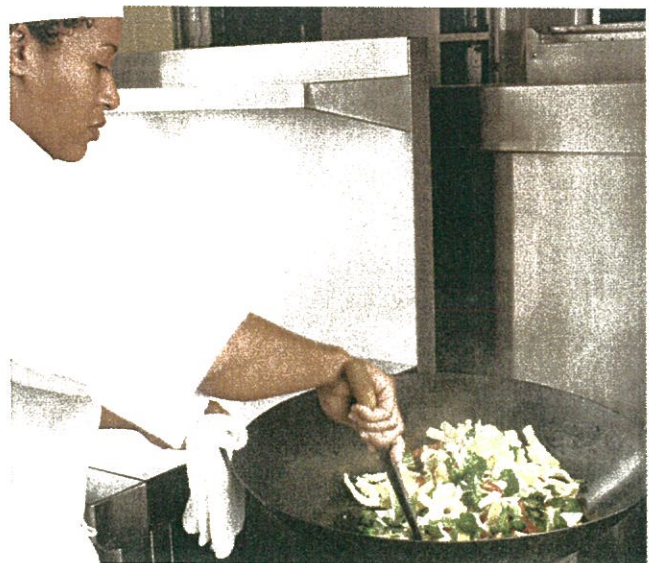
from around the world. Restaurateurs and chefs are constantly exploring the world of food for new and interesting items to put on their menus.

Foodservice professionals must be familiar with a wider variety of foods than ever before. Classical cuisine remains the foundation for most professional chefs. However, to meet the demands of modern diners, a good knowledge of Asian, Mediterranean, and Latin American cuisines is also needed, 1-2.

Technology

Like many areas of life, technology is changing foodservice. Technology creates more efficient ways to work. Tedious tasks are reduced. A company’s ability to make money is improved. Foodservice remains labor-intensive with many traditional methods still being used, but technology is making dramatic changes in the way work is done.

Foodservice was slower to utilize computers than other industries. However, many tasks are now computerized. Technology has become part of the fabric of the hospitality industry. Foodservice professionals must be able to use spreadsheets and



Draz-Koetke/Goodheart-Willcox Publisher

1-2 Culinaricians need to be experienced in cuisines and cooking methods of cultures around the world.

word processing. These are essential tools for management and communication. Many workers use computer systems designed for the foodservice industry. These systems allow servers to take and send orders to the kitchen. Some systems manage tasks in the kitchen and provide cooks with instructions on cooking techniques. Managers also use computer systems to manage labor and inventory.

Video technology allows chefs to monitor more than one location at a time. Managers use cell phones, pagers, and walkie-talkies to maintain contact with staff throughout a large facility.

Technology has made kitchen equipment more accurate and efficient. Equipment with programmable cooking cycles allows cooks and chefs to produce food at the perfect

doneness. Advances in cooking equipment allow food to be cooked faster and better than ever before.

The Internet is a means for diners to access restaurant information and menus as well as make reservations. Social media is an important means of promotion for many foodservice operations. Cell phone text paging can be used to notify guests their table is ready.

Food science and technology have gained greater roles in professional kitchens in recent years. Chefs now regularly make use of ingredient technology creating dishes with new flavors and textures by using ingredients such as gels, gums, flavor extracts, and concentrates as well as other functional ingredients that were once only used by food scientists. In striving for new and creative cooking methods, cutting edge chefs now employ technologically advanced equipment such as vacuum sealers, low-temperature circulating water bath cookers, liquid nitrogen tanks, dehydrators, and distillation equipment, 1-3.



Culinary Tourism

This growing subset of cultural tourism involves the pursuit and enjoyment of prepared food and drink. Culinary tourism often involves the actual preparation of foods as well. The food acts as a link between the land you are visiting and the culture of the area. Many in the industry believe the growing interest is due in large part to the increase of food-focused television programs. Examples of culinary tourism might include the following:

- touring an organic farm and dining on the harvest at the farm's restaurant
- an open-hearth cooking demonstration and meal in an historic inn's kitchen
- a spa retreat to learn about raw and vegan foods
- shopping at an authentic foods market and eating at its adjacent restaurant
- taking a cooking class from a local chef or expert while visiting a particular area



margouillat photo/Shutterstock.com

1-3 The use of technology is evident in some modern cuisine.

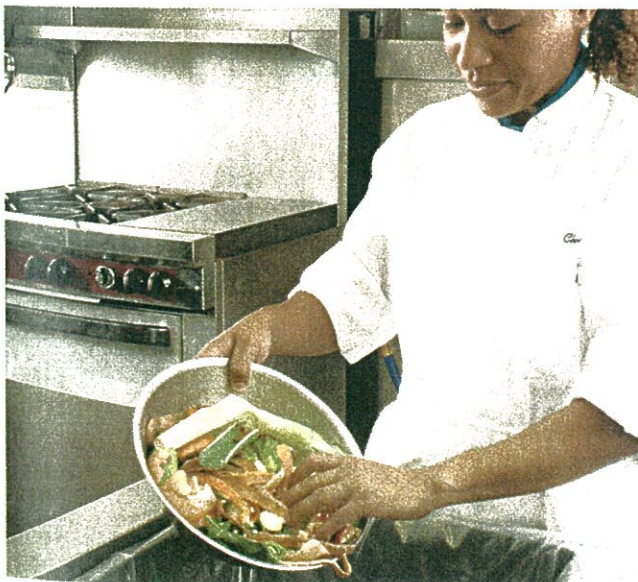
Sustainability

The foodservice industry is concerned about the environment. The amount of products purchased, utilities used, and waste created by the industry has a significant impact on the environment. Foodservice is an energy-intensive industry. There is a growing interest in utilizing products and practices that are sustainable. **Sustainable products and practices** can be produced or carried out over a long period of time without a negative effect on the environment.

Foodservice operations are adopting more sustainable practices when selecting food products, managing energy use, and dealing with waste, 1-4.

New Markets

The foodservice industry is moving into new areas of daily life to offer prepared meals. Americans are eating more meals that are prepared outside of the home. Busy lifestyles leave many people with no time to prepare their own food. According to the National Restaurant Association, foodservice's share of the dollars spent on food has risen from 25 to 48 percent since 1955.



Draz-Koetke/Goodheart-Willcox Publisher

1-4 Composting is a sustainable practice employed in many foodservice operations.

Following the trend, many foodservice operations offer home meal replacements. **Home meal replacements** are meals that are consumed at home but professionally prepared elsewhere. To respond to this demand, more restaurants now offer carryout meals. Take-home meals can also be found in supermarkets, office buildings, train stations, and airports. Some businesses operate strictly on a delivery basis with orders placed by phone or over the Internet. With more people working outside the home and longer hours, home meal replacements fill an increasingly important need.

In response to the rising cost of building and staffing a traditional restaurant, many chefs and restaurateurs are seeking out nontraditional venues to serve diners. Pop-up restaurants set up a temporary restaurant in a location for a short period of time and invite diners through social media. Many chefs and restaurateurs have launched food trucks. Food trucks are popular in densely populated cities. The trucks bring a limited menu of unique food products directly to the customers. Both pop-ups and food trucks are a means for operators to do business without many of the costs associated with traditional restaurants.

Challenges Facing the Foodservice Industry

All industries face challenges. Young people entering the industry should be aware of these challenges. As their careers develop, they will be called on to find solutions to these problems.

Meeting Labor Demands

As with most areas of the hospitality industry, foodservice is labor-intensive. Given the rapid growth of the industry and employee turnover, finding enough trained workers to fill all the jobs is difficult. This is one of the greatest challenges the industry

faces. Attracting people to careers in foodservice is one part of the problem. Keeping trained, experienced people involved in the industry is the other part.

One outcome of the industry's labor shortage is a growing reliance on nontraditional workers. Instead of full-time workers, many businesses rely more on part-time workers. Older adults are another group being recruited by some firms, 1-5. Recent immigrants from many countries play a critical role in meeting foodservice labor demands.

Living Wage

Many hospitality careers are rewarding and profitable. There are also many jobs that do not pay well. Some positions do not pay enough to support an individual. These people require another job to supplement their wages. A **living wage** is one that allows someone working full-time to support his or her family above the poverty level. The more training, education, and experience a person has, the better his or her earning potential.



CandyBox Images/Shutterstock.com

1-5 Many employers value the experience, responsibility, and skills older workers bring to the workplace.

Federal law sets a minimum hourly wage. However, it is not always a living wage. Some parts of the country have a higher cost of living than others. In these areas, people working for minimum wage may not be able to support their families above the poverty level.

Mix In Math

Percents

In the foodservice industry, as in other industries, percents are used frequently. Percents are used to describe the cost of ingredients for a menu item, a company's financial performance, popularity of a menu item, nutrient content of food items, industry trends, and much more.

Percent means part of a hundred. Therefore, if 15 out of every 100 guests order coffee with their meal, you would say 15 percent of guests order coffee. If your restaurant makes 5 cents profit on every dollar (100 cents) customers spend, you would say the company has a 5 percent profit.

There are three ways to write percents—using the percent sign, as a fraction, or as a decimal. No matter which way the percent is written, it is describing the same thing.

Percent Sign

The percent sign (%) is the symbol or shorthand for percent. You would write 15% to describe 15 guests out of 100 order coffee.

Fraction

The popularity of coffee can be written as a fraction as well. The 15% of guests who order coffee could be written 15/100 guests order coffee.

Decimal

To write 15% as a decimal, you simply move the decimal point two places to the left and get rid of the percent sign. As a decimal, 15.0% is written 0.15.

To convert a decimal to a percent, you multiply the decimal by 100, or move the decimal two places to the right, and add the percent sign. For example,

$$0.15 \times 100 = 15\%$$

Foodservice managers are challenged to come up with ways to pay higher wages and still meet the customers' demands for lower prices.

Nutrition Concerns

Americans are more aware of the effects of diet on health. As knowledge of the role that nutrition plays in health increases, so do demands for healthier menu options—low-fat, low-calorie, and vegetarian. Since people are consuming more meals away from home, the foodservice industry is challenged to meet these demands. Some people argue that foodservice operators—not the diner—should be held responsible for their diners' nutrition-related health.

When nutrition is not an issue, creating great tasting food that customers will

buy is easier. The challenge is to produce food that is both satisfying and healthy. Knowledge of nutrition is constantly growing and changing. As this knowledge evolves, so does the definition of a healthful diet. The industry continues to struggle with what responsibility chefs and restaurateurs have for the health of their guests, 1-6.

In response to nutrition concerns, several trends have emerged. A number of high-profile chefs have used their celebrity to help educate consumers on the topic of healthful eating. Many restaurants are offering customers nutritional information for the items on their menus. In some cases, posting nutritional information is voluntary, but many foodservice operations are required to do so by law.



1-6 Chefs often work with dietitians to create healthful menus.

The Culinary Profession

The word *culinary* comes from the Latin word *culina* meaning “kitchen.” **Culinary** refers to matters related to the preparation or cooking of food. A **culinarian** is a term for a cook or someone who prepares food.

Making sure that guests are well fed is at the core of any sense of hospitality. Therefore, the culinary arts are effectively the heart of the hospitality industry. Many in the hospitality industry refer to the kitchen as the “heart of the house.”

A Wide Culinary Spectrum

The culinary arts offers a wide variety of employment options. Whether the job is fast-food employee or master chef managing a multi-restaurant resort, the goal is the same. The essential mission for all culinarians is to prepare safe and satisfying food for guests.

The number of cuisines and styles of cooking is vast. This great variety means

culinarians always have something new to taste and learn. For those who always seek to improve and grow, the profession is never boring. Due to the wide array of cuisines and food products, no one can know all there is to know about food and cooking. For this reason, chefs often specialize in a particular cuisine such as Italian or Thai.

Culinarians may also choose to concentrate on one segment of foodservice such as casual dining, catering, institutional cooking, or pastries.

It's a Tough Profession

A celebrity chef prepares an artfully garnished dish to the applause of the TV studio audience. This is often the stimulus for a young person to consider a career as a chef. Many people outside the industry see only the glamour and fame that a few well-known, successful chefs enjoy. Those outside the profession are often unaware of the years of hard work, study, and sacrifice those chefs paid for their success. Often chefs that work in rewarding positions out of the public eye go unrecognized, 1-7.



Evgeny Litvinov/Shutterstock.com

1-7 Foodservice professionals often work long hours in busy kitchens with little recognition.

Work experience exposes new hires to the true rigors of the field. The physical demands of the culinary profession are great. The job requires the physical stamina to work in hot, noisy kitchens and stand for long periods of time while continuing to move quickly. Meeting deadlines can be stressful. Lifting and carrying are a large part of the job. The risk of cuts, burns, slips, and falls is always present. This field often requires working long hours, nights, weekends, and holidays. These schedules can place great demands on an individual's personal life.

The Real Rewards

With all the drawbacks of working in a professional kitchen, why does

anyone choose a career in this field? Just as it is difficult for someone outside the industry to recognize the demands of this career choice, it is also difficult to see the rewards. A job in the kitchen offers the chance to be creative. The ability to see and taste what you create is unique to this profession. Additionally, many in the field derive great pleasure from the sense of hospitality found in satisfying diners, 1-8. Combined with these rewards is the love of good food. A driving passion for good food is what motivates most successful chefs and restaurateurs. In this profession, job satisfaction is high for those who love good food and enjoy sharing that passion with others.



Draz-Koetke/Goodheart-Willcox Publisher

1-8 Many culinarians find satisfying the needs of guests rewarding.

Summary Points

- Foodservice is the business of making and serving prepared food and drink. It is part of the larger hospitality industry and the second largest employer in the United States. Foodservice is an important part of the US and global economy.
- Foodservice trends are driven by larger influences such as economic conditions, political developments, social changes, and scientific and technological advancements.
- Important challenges facing the foodservice industry include meeting the increasing need for workers, balancing fair wages with customers' demands for low prices, and providing healthier foods.
- The culinary profession covers a wide range of cuisines and specialties. It is a physically demanding job but culinarians find satisfaction in the creativity the job offers and satisfying their customers.

In Review

1. How many Americans are employed in the foodservice industry?
2. List five segments that are included in the larger hospitality industry.
3. Identify three influences that drive trends in foodservice.
4. The foundation for most professional chefs is _____ cuisine.
5. Based on content in the chapter, what larger influence contributed to the pop-up restaurant and food truck trends?
6. Name five examples of how technology is used in foodservice.
7. How are foodservice operations adopting sustainable practices?
8. Why is there a growing demand for home meal replacements?
9. If there is a law setting a minimum hourly wage, why is a living wage for foodservice employees a concern?
10. List three challenges and three rewards of a culinary career.

Reinforce learning 



College
and Career
Readiness

Common Core

11. **Math.** According to the National Restaurant Association, foodservice operations sell over \$1.7 billion in meals, snacks, and beverages each day. If the population of the United States is 314,724,824, what is the average daily amount spent per person?
12. **Writing.** Choose a trend or challenge in foodservice. Research the topic and write a two-page paper explaining why you think this trend or challenge is important. Identify factors that have created and shaped this trend or challenge. Predict where this trend or challenge will be in 5 years and in 10 years. Provide evidence to support your prediction.
13. **Speaking.** Prepare and give a speech about a time when you experienced hospitality. How were you made to feel welcome? Which of your needs were satisfied and how? Did the experience meet or exceed your expectations? Cite specific examples in order to convey your perspective.
14. **Reading.** Read an article or profile on a professional chef. How and when did he or she get started in the hospitality industry? What segment of the hospitality industry do they work in now? What rewards or challenges have they experienced in their career?
15. **CTE Career Readiness Practice.** Complete an oral history by interviewing a person who has worked in the foodservice industry. If you are unable to interview someone, read one or more case studies about working in the foodservice industry from reliable Internet or library resources. How does the information you learned from the interview or reading compare to information presented by the authors of your text? Write a detailed

summary of your interview or reading, describing how working in the foodservice industry affected the person's life.

Critical Thinking

16. **Predict.** Identify a current economic or social trend that you think will influence how or what people eat. In what ways could this affect the foodservice industry globally, nationally, and in your community?
17. **Organize.** Form small groups and debate the following topic: The foodservice industry has a responsibility for the nutritional health of its patrons. Organize evidence to support your argument.
18. **Analyze.** How have images of chefs in the media (television, magazines, newspapers, Internet) influenced your interest in culinary arts?

Technology

Use a spreadsheet program to calculate the value of US foodservice for each of the next ten years. Assume the value of the US foodservice industry is currently \$992 billion and it is projected to grow 10 percent each year. Create a graph to show the results.

Teamwork

Teams That Work

Teams are formed to perform work, solve a problem, or achieve a goal. Teams may be short-term or ongoing. Regardless of the time frame, it is essential that a team is effective.

Effective teamwork requires

- contributing team members
- good communication skills
- organization and focus
- problem-solving and decision-making skills

Contributing team members—Team members fill many important roles. A leader is needed to focus the team, encourage participation, assign responsibilities, and summarize decisions. Members perform essential duties such

as analyzing problems, brainstorming solutions, completing tasks, and evaluating results.

Good communication skills—Team members must listen well, observe behaviors to deepen understanding, confirm understanding, and provide useful, respectful feedback.

Organization and focus—The leader must ensure the team stays focused on the task, meets deadlines, and fully participates.

Problem-solving and decision-making skills—To solve problems and make decisions, team members must define the problem, identify the root cause, offer possible solutions or alternatives, evaluate the alternatives, select an alternative, implement the decision, and evaluate the results.

Form a small team and apply what you have learned about effective teamwork to a simple task such as selecting a team name. You will have opportunities in future chapters to apply and develop your teamwork skills further.

Chef's E-portfolio

Creating a Portfolio

A portfolio is a selection of materials that you collect and organize to show your qualifications, skills, and talents. When you interview for a job, community service, or admission for college, you will need a portfolio to showcase your qualifications for the opportunity for which you are applying.

There are two types of portfolios that are commonly used—print portfolio or an e-portfolio. An e-portfolio is also known as a digital portfolio. Go to the Internet and search for an e-portfolio. Write an overview of how to create one. Build an e-portfolio and upload the overview you created to your new e-portfolio. Ask your instructor where to save your file. This could be on the school's network or a flash drive of your own. Name your portfolio document *FirstnameLastname_Portfolio Ch#.docx* (i.e., JohnSmith_PortfolioCh01.docx). You will be adding content to your e-portfolio throughout the class.