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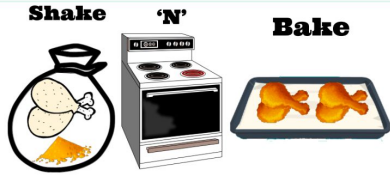


Welcome to the Industry

Two Major Segments of Hospitality Industry:

_____ : 80% of Industry

<p>Restaurants</p> <p>Concept is a unique combination of:</p> <ul style="list-style-type: none"> • _____ offerings • Pricing • _____ Style • Ambiance • _____ <p>Family Dining, Casual Dining, Fine Dining:</p> <ul style="list-style-type: none"> • _____ at table • Guest _____ while ordering • _____ after meal <p>Quick Service & Quick Casual:</p> <ul style="list-style-type: none"> • Guest _____ at counter/window • _____ before eating 	Family Dining Full Service	Menu emphasis/characteristics: Average check: Example:
	Casual Dining	Menu emphasis/:characteristics Average check: Example:
	Fine Dining	Menu emphasis/characteristics: Average check: Example:
	Quick Service	Menu emphasis/characteristics: Average check: Example:
	Quick Casual	Menu emphasis/characteristics: Average check: Example:
Catering/Banquets:	<p>Event host chooses _____</p> <p>Caterers located in: Own facility or another _____</p> <p>Food _____</p> <p>Some _____ have catering and banquet operations</p>	
Retail:	<p>Offer _____ meals, eat in store or at home</p> <p>Located in: _____, Convenience stores, Specialty retail operations</p> <p>Sell _____ items, Example: _____ machines</p>	
Cruise Ships & Airlines:	<p>Cruises: _____ always available</p> <p>_____ styles vary, Food selections vary</p> <p>Airlines: _____ flights—beverage service & small snacks</p> <p>_____ flights —seven-course meal</p> <p>_____ offer many options</p>	



Welcome to the Industry



: 20% of the Industry

What?	Where?	Who?
Schools & Universities	On _____ food	_____ & _____
Health Care Facilities	_____, nursing homes	_____ & _____
Business & Industry	Cafeterias, _____, executive dining	_____
Clubs	_____, Golf Clubs	_____ only
Government	Military bases & _____ government buildings, & _____ facilities	Military members, _____ workers and _____
Contract Feeding & Self Operators	Operate in manufacturing or _____ industry Manage and operate _____ dining facilities Self operators: _____ own staff	People who use those facilities.

Timeline of the Rise of the Hospitality Industry:

- _____—private clubs
- _____—catered to travelers, traders, visitors
- Meals- “nourished the _____”
- People ate on _____
- Performances enhanced experience

- _____—appreciation for fine wine and food
- _____—elaborate and refined food preparation
- International trade improved life, First coffeehouse/café opened, _____welcomed women, Acceptable to eat in _____
- Boulanger:
 - Served hot soups (*restaurers*)
 - Origin of restaurant
 - Unemployment caused the opening of restaurants
 - Paris has > 500 restaurants

Ancient Greece

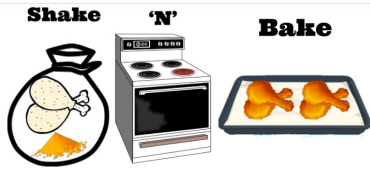
French Revolution

Renaissance

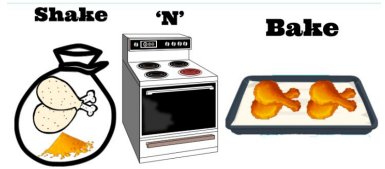
Colonial America

- Cooks used exotic _____
- _____ controlled spice trade
- Sold at _____
- Guilds
 - Associations of _____
 - Similar _____ or professions
 - Cooking guilds—established professional standards and traditions

- Boston and New York—_____ centers
- _____: Boston inn—food and lodging
- Colonial Americans rarely _____ or dined out
- Travelers stayed in _____ where they were fed



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Timeline of the Rise of the Hospitality Industry:

Employment was _____
People _____ more—lunch
_____ grew—car ownership
_____ segment grew

20th Century

Late 1800s

- Delmonico's and Astor House:
_____ surroundings
 - _____ course meals
- _____
 - _____ growth
 - _____ developed

Today & Beyond

1970s: rapid growth
of _____
“Eating out” vs. _____
- _____ households
American restaurant brands on many

Famous Chef:	Contributions to the Culinary Industry:
Marie-Antoine Carême	Believed cuisine was a branch of _____, Created elaborate Pièces montées—decorative art Responsible for many fine French _____, Defined the art of _____ cuisine, _____ many other famous chefs
Georges August Escoffier	Known as “_____ of the Kitchen”, Transitioned haute cuisine to more _____ cuisine; Established rules of _____ and _____ for chefs; Developed _____ system, Introduced role of _____ (aboyeur)
Fernand Point	_____ of modern French cuisine
Julia Child	Television series and cookbooks; Popularized _____ cuisine in America
Alice Waters	Forefront of _____ agriculture
Nora Pouillion	First certified _____ restaurant
Grant Achatz	_____
Marcus Samuelsson	Owens restaurants worldwide; Judge on _____
Nancy Silverton	Respected baker (_____ Bakery) , _____ winner



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Welcome to the Industry: Communication

Steps for Effective Writing:

1. Think about the _____
2. Think about the _____
3. Think about the _____ and details
4. Identify the _____ to the message
5. Identify _____
6. Write _____ body
7. Read _____
8. Write _____ draft

- Be _____
- Be _____ and complete!
- Write with an _____ attitude
- Take a _____

Barrier:

Example:

Language differences	
Semantics	
Jargon	
Tone of message	
Clarity	
Assumptions	
Cultural differences	
Prejudices & Biases	
Noise	
Nonverbal Boundaries	
Gestures	
Other distractions	



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Welcome to the Industry: Communication

- Communication: act or process of using: _____, _____, _____, _____ in order to express or exchange _____
- Two types of communication:
 - _____—speaking and writing
 - _____—body language and gestures

There are 5 parts to communication:

Sender:	<ul style="list-style-type: none"> • Begins communication process • Wants _____ • Thinks about: <ul style="list-style-type: none"> ◦ _____ will receive it? ◦ What is the _____? ◦ _____ should it be sent? ◦ Other factors to consider?
Message Content:	<ul style="list-style-type: none"> • Main _____ between sender and receiver • _____ information—already happened • _____ information—immediate or future
Message Context:	<ul style="list-style-type: none"> • What is _____ that may affect the message? <ul style="list-style-type: none"> ◦ Are there any _____ in the way?
Message Channel:	<ul style="list-style-type: none"> • _____ method for audience • Words: _____ or written • Sounds: bell ringing or _____ • _____s: pictures, diagrams, job aids • _____ and _____: gestures and nonverbal forms
Receiver:	<ul style="list-style-type: none"> • Usually needs to _____ • Communicates _____ of message • _____ message • _____ on the message • Makes _____



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Welcome to the Industry: Communication

Effective Speaking:

- Expressing _____ and feelings in spoken language, Communicate _____, Brief and clear and Answer five _____ questions and “how” question.

Five qualities of an effective speaker:

Interact with the audience	<ul style="list-style-type: none"> Comfortable _____ environment Comfortable _____ environment Maintain _____ contact
Use suitable language	<ul style="list-style-type: none"> Minimize _____ and buzzwords Avoid _____ and sarcasm Define _____ terms
Use appropriate nonverbal communication	<ul style="list-style-type: none"> Use appropriate _____ Use appropriate _____ expressions Show an appropriate _____
Vary your speech patterns	<ul style="list-style-type: none"> Vary _____ and pitch Pronounce words - _____ Use _____, professional sentences Minimize _____ Eliminate _____ Speak at a _____ pace Speak with _____
Close the conversation	<ul style="list-style-type: none"> Verify _____ Repeat the - _____ _____ listeners Present opportunities for _____



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Welcome to the Industry: Communication

Effective Listening:

- You gain more _____, increase _____, reduce _____, and ultimately have better _____ with others

An effective listener participates in the communication process and does the following:

1. Prepare to listen—stop _____
2. Use body language
 - Maintain _____ contact
 - Nod
 - _____
 - Facial expressions
3. Do not _____
4. Ask questions to _____
5. Occasionally _____ and repeat
6. Listen between the _____
7. Do not _____
8. Record key _____ and phrases

Effective Writing:

- Writing can include _____ messages, memos, faxes, _____, letters, reports

3 parts of written messages:

Introduction:	Audience _____ _____ for message Identifies _____ Establishes _____
Body of message:	Presents _____ _____ of message
Conclusion:	_____ key points Calls for _____ Identifies _____ and value