

Chapter 1

WELCOME TO THE INDUSTRY

TOPICS

- **1.1 The Restaurant and Foodservice Industry**
- **1.2 The History of the Restaurant and Foodservice Industry**
- **1.3 Entrepreneurs and Chefs in the Industry**

SKILLS

- **Identifying Types of Dining Establishments** **Bonus Essential Skill included in this manual*
- **Understanding the Role of Chefs in Growing the Restaurant and Foodservice Industry** **Bonus Essential Skill included in this manual*

RECIPES

- **Harvey House Chocolate Puffs** **Bonus recipe included in this manual*
- **Quiche Lorraine: Julia Child** **Bonus recipe included in this manual*

Part 1: SKILLS

Essential Skills: Identifying Types of Dining Establishments

(Bonus skill included in this manual; related to Section 1.1)

You will need

- **Time:** 45-60 minutes
- **Skills:** Research, analytical thinking, communication, economic awareness, community engagement, technology proficiency
- **Equipment:** Laptop/tablet, internet connectivity, pen/pencil

Steps

1. Go online and review the types of restaurants that are available in your area. Try to stay within a three-county radius.
2. Using information from your local county tourism websites, TripAdvisor, or other tourism sites, complete the table provided here. Identify at least one restaurant or foodservice operation for each category. Enter the name of the establishment in the chart and specify where it is located.
3. Some of the categories in the table are for noncommercial operations, so you may wish to review the Noncommercial Foodservice Segment part in Section 1.1 of your textbook for details about these types of operations.
4. If you cannot find a restaurant in your area for a category, mark it as “N/A” (not applicable).

Fast Food	Fast-Casual – Sandwich	Casual Dining	Fine Dining
Café	Buffet	Tavern/Pub	Noncommercial Hospital, Medical, or Nursing Home
Fast Food – Ethnic	Fast Casual – Burgers	Casual Dining – Family	Destination Restaurant
Cook at Table	On-Premise Banquets	Noncommercial Daycare, K12 School, College, or University	Food Truck
Fast Casual – Ethnic	Theme Restaurant	Ice Cream Shop	Off-Campus Catering
Noncommercial Correctional Facility (Prison)	Truck Stop	Noncommercial Business Feeding	Concession Stands

Reflection

What did you learn about the variety of dining establishments in your area? Were you surprised by the number or types of options available?

Answers will vary but may include: I learned there are many more types of restaurants than I realized; I didn't realize how many noncommercial food options were available in operations such as hospitals, nursing homes, and either college or business campuses.

Were you unable to find any restaurants or foodservice operations for any of the categories? Why do you think those types of establishments are missing from your local market?

Answers will vary but may include: The types of people (demographics) in a community (such as age, income levels, cultural or religious backgrounds) may be the reason that some foodservice establishments are missing; a small population may not support a large variety of foodservice establishments; the economy of the area may not support certain types of restaurants (such as fine dining or premium casual dining).

Did you find any trends in the type of food offered (for example, fast food, ethnic cuisine, fine dining)? What might this say about your community's preferences?

Answers will vary but may include: The area has many chain restaurants which may suggest people in the area like familiar brands; it looks like the area has a growing number of ethnic restaurants which might reflect the cultural makeup of the community or growing interest in different food options; the area has a wide variety of restaurants that appeal to visitors because of a nearby tourist destination.

Essential Skills: Understanding the Role of Chefs in Growing the Restaurant and Foodservice Industry

(Bonus skill included in this manual; related to Section 1.3)

You will need

- **Time:** 45-60 minutes
- **Skills:** Historical and cultural understanding, research, critical thinking, analysis, communication skills, economic and business insight, career exploration
- **Materials:** Laptop/tablet, internet connectivity, access to a presentation creation website or software

Steps

1. Go online and search for an influential chef or entrepreneur in the restaurant industry.
Instructor note: You may wish to provide a list for students to choose from.
2. Using your presentation software, create a presentation or infographic poster about the chef (or entrepreneur in the restaurant industry) that you chose to research. Your presentation or infographic should include the following information:
 - A photo of the chef
 - Name of the chef
 - Date of birth and, if applicable, date of death
 - Three recipes or innovations they are well-known for
 - Photos of the recipes
 - An overview of how they have influenced the restaurant industry
3. Include citations for your sources.
Instructor note: Specify which citation style students should use.

Reflection

What did you find most challenging about researching your chosen chef or entrepreneur?

Answers will vary.

How has the chef you studied shaped the restaurant or foodservice industry? What specific contributions stand out most to you?

Answers will vary.

What did you find most inspiring about the chef or entrepreneur you studied?

Answers will vary.

If you could ask the chef one question, what would it be? Explain why you would ask them that.

Answers will vary.

Part 2: ACTIVITIES

Math Activity

Many commercial restaurants follow a general guideline referred to as the “rule of thirds.” It breaks down like this:

- 33% of revenue goes to food costs
- 33% of revenue goes to labor costs
- 33% of revenue goes to overhead and profit

Question: Let’s say a restaurant wants to offer a quarter-pound hamburger with cheese on their menu. They calculate their food costs to be \$2.50. Based on the rule of thirds, what would they price the burger for on their menu?

\$2.50

Food Cost

÷

0.33

Rule of Thirds
(33%)

=

\$7.57 or \$7.58

Menu Cost

Research Activity

Go online to identify and research a large restaurant group, as well as the types of dining establishments they operate. Then answer these questions:

What is the name of the restaurant group?

Answers will vary.

What are the differences and similarities among the group's various establishments?

Answers will vary.

How long has the restaurant group been operating?

Answers will vary.

What was the first restaurant it opened? When?

Answers will vary.

Why do you think the group is a successful entrepreneur?

Answers will vary.

Part 3: RECIPES

Harvey House Chocolate Puffs

(Bonus recipe not included in textbook) **Instructor note:** This is a great recipe for splitting between groups of students, or for schools with shorter class periods, as it can be stretched over several days.

You will need

- **Time:** 2 hours and 15 minutes (plus 1 hour and 45 minutes of cooling and 1 hour chilling)
- **Skills:** Separating eggs, piping skills

Check each item off as you collect it.

Equipment

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|---|--|
| ☐ Scale | ☐ Zipper-locking plastic bag or piping bag |
| ☐ Dry measuring cups | ☐ Small spoon |
| ☐ Liquid measuring cups | ☐ Paring knife |
| ☐ Measuring spoons | ☐ Potato masher |
| ☐ Rimmed baking sheet with parchment paper | ☐ Stand mixer with whisk attachment or an electric hand mixer |
| ☐ 2 Small bowls | ☐ Rimmed baking sheet with a wire rack set inside |
| ☐ 2 Medium saucepans | ☐ Serrated knife |
| ☐ 2 Rubber spatulas | ☐ Instant-read thermometer |
| ☐ Whisk | ☐ Wooden spoon |
| ☐ Food processor with blade attachment | |
| ☐ Scissors | |

Ingredients

Yield: 8 Servings

For Chocolate Puffs

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| ☐ 2 Large eggs, plus 1 egg white | ☐ 2 tsp. Granulated sugar |
| ☐ 1 tsp. Vanilla extract | ☐ ¼ tsp. Salt |
| ☐ ½ cup Water | ☐ ½ cup All-purpose flour |
| ☐ 5 Tbsp. Unsalted butter, cut into ½-inch pieces | ☐ 3 Tbsp. Dutch-processed cocoa |

For Strawberry Filling

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|---|---|
| ☐ 8 oz. Frozen strawberries, thawed | ☐ 1 tsp. Vanilla extract |
| ☐ 1 cup Heavy cream, chilled | ☐ 1½ oz. Cream cheese, cut into 1-inch pieces and softened |
| ☐ 6 Tbsp. Confectioners' sugar, sifted | |

For Chocolate Glaze

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|---|---|
| ☐ 1 cup Confectioners' sugar, sifted | ☐ 2 Tbsp. Water |
| ☐ 3 Tbsp. Dutch-processed cocoa | ☐ 1 tsp. Vanilla extract |

Mise en Place

- Defrost the strawberries overnight in a refrigerator.
- Prepare the Chocolate Puffs. (Puffs can be stored at room temperature for up to one day or frozen in single layer in airtight container for up to one month.)
- Cook and reduce strawberries. (Cool for 1 hour; can be done one day ahead of using.)
- Combine cooled strawberry reduction with other strawberry ingredients; refrigerate until firm, about one hour. (Filling can be refrigerated for up to one day.)
- Make chocolate glaze.

Steps**For Chocolate Puffs**

1. Adjust oven rack to upper-middle position and heat oven to 425°F (220°C). Line rimmed baking sheet with parchment paper. Whisk eggs, egg white, and vanilla together in bowl.
2. Bring water, butter, sugar, and salt to boil in medium saucepan over medium-high heat.
3. When butter is melted, remove pan from heat. Using whisk, stir in flour until smooth. Return saucepan to low heat and cook, constantly stirring with a rubber spatula and smearing mixture against bottom of saucepan, until mixture is slightly shiny and registers 170°F (77°C) on an instant-read thermometer, 2 to 3 minutes.
4. Transfer flour mixture to food processor and process until slightly cool, about 30 seconds. Remove feed tube insert from food processor. With food processor running, slowly add egg mixture through feed tube until incorporated. Scrape down sides of bowl and process until a smooth, thick paste forms, about 30 seconds. Sprinkle cocoa over paste and process until combined, about 15 seconds, scraping down bowl as needed.
5. Cut a 1/2-inch from the corner of a large zipper-lock bag. Transfer cocoa paste to bag and pipe eight 2-inch-wide and 1 1/4-inch-high mounds at 2 inches apart on prepared baking sheet. Dip small spoon in water and smooth exterior of mounds.
6. Bake puffs for 15 minutes. (Do not open the oven door.) Then reduce oven temperature to 350 °F (180°C) and continue to bake until firm, for 20 minutes. Remove baking sheet from oven and turn off oven. Using tip of a paring knife, carefully cut a 1/2-inch slit into the side of each puff.
7. Return puffs to oven, prop door open with wooden spoon, and let puffs dry for 30 minutes.
8. Transfer puffs to wire rack to cool completely, about 30 minutes. (Puffs can be stored at room temperature for up to one day or frozen in a single layer in an airtight container for up to one month.)

For Strawberry Filling

- 1. Cook strawberries in medium saucepan over medium-low heat, mashing occasionally with potato masher, until thickened and reduced to 1/2 cup, 10 to 12 minutes. Transfer to large bowl and refrigerate until cool, about one hour.
- 2. Using a stand mixer fitted with a whisk (or an electric hand mixer) whip cream, sugar, and vanilla on medium-low speed until foamy, about 1 minute. Increase speed to high and whip until soft peaks form, 1 to 3 minutes. Add cream cheese and whip until stiff peaks form, about 30 seconds. Gently fold chilled strawberries into whipped cream, return mixture to large bowl, and refrigerate until firm, about 1 hour. (Filling can be refrigerated for up to one day.)

For Chocolate Glaze

- 1. Set wire rack in rimmed baking sheet lined with parchment paper. Using a serrated knife, cut puffs crosswise into 2 pieces, a 1/2 inch from bottom. Top the puff bottoms with strawberry whipped cream and replace tops; transfer to rack.
- 2. Combine sugar and cocoa in bowl. Whisk in water and vanilla until smooth. Spoon 1 Tbsp. of glaze over each puff and let sit for 15 minutes until set. Serve.

Harvey House Chocolate Puffs Questions

Tasting notes

Answers will vary.

Did anything surprise you while preparing this item?

Answers will vary.

What would you change if you prepared this item again?

Answers will vary.

What type of dining establishment could you imagine serving Harvey House Chocolate Puffs? Explain why.

Fine dining, Premium casual. They are time-consuming to make and require skilled workers.

They look fancy.

Quiche Lorraine: Julia Child

(Bonus recipe not included in textbook)

You will need

- **Time:** 2 hours and 30 minutes
- **Skills:** Making a pastry crust, rolling out a pastry, baking a custard

Instructor note: Pie crust can be made over two days. Filling can be made one day ahead of final baking if you have shorter classes.

Check each item off as you collect it.

Equipment

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| ☐ Dry measuring cups | ☐ Plastic wrap |
| ☐ Measuring spoons | ☐ Rolling pin |
| ☐ Scale | ☐ 9-inch fluted tart pan or pie pan |
| ☐ Liquid measuring cups | ☐ Aluminum foil |
| ☐ Box grater | ☐ Pie weights or dry beans |
| ☐ Wire whisk | ☐ Cooling rack |
| ☐ Medium bowl | ☐ Large skillet |
| ☐ Pastry blender | ☐ Paper-towel-lined plate |

Ingredients

Yield: 1 quiche, 6-8 slices

For Crust

- ☐ 3½ cups All-purpose flour (plus more for dusting)
- ☐ 2 tsp. Kosher salt
- ☐ 1¼ cups Unsalted butter
- ☐ 4 Tbsp. Shortening, cubed and chilled
- ☐ ⅔ cup Ice water, plus more as needed

For Filling

- ☐ 3 Strips bacon
- ☐ 3 Large eggs, beaten
- ☐ 1¼ cups Heavy cream or half-and-half
- ☐ 1 tsp. Kosher salt
- ☐ ¼ tsp. White pepper
- ☐ 1 pinch Nutmeg
- ☐ ¾ cup Gruyere cheese, grated and divided

Mise en Place

- | | |
|--|--|
| • Cube and chill shortening in a refrigerator overnight. | • Crisp bacon, drain, crumble into pieces. |
| • Make dough, wrap in plastic wrap, chill. | • Grate cheese. |

Steps

1. Whisk flour with salt in a medium bowl. Using a pastry blender, blend in butter and shortening until they resemble small peas. Sprinkle water on top and mix with the pastry blender until dough begins to come together; add another tablespoon or 2 of ice water as needed.
2. Turn dough out onto a work surface and gently knead two or three times, just until it comes together. Divide dough in half and pat each half into a 1-inch-thick disk, wrap in plastic and refrigerate until firm, about 1 hour. (You may freeze for 15-20 minutes or refrigerate overnight and remove from refrigerator 2 hours before using)
3. Roll out dough on a lightly floured work surface using a lightly floured rolling pin, forming an 11-inch round, about 1/8-inch thick. Ease dough into a 9-inch fluted tart pan with a removable bottom. (You may also use a 9-inch pie plate.) Trim overhang so it is flush with rim of tart pan. Refrigerate crust until firm, about 30 minutes (or freeze for 10 minutes).
4. Preheat oven to 450°F (230°C). Line tart shell with parchment paper and fill to top with pie weights or dried beans. Bake until the crust is set, about 10 minutes. Remove foil and weights and bake shell for about 8 minutes longer, until crust is golden and crisp. Transfer crust to a rack to cool slightly, about 10 minutes. (You may cover once cool with plastic wrap, leave out at room temperature, and use one day later if needed.) Reduce oven temperature to 375°F (190°C).
5. Cook bacon in a large skillet over medium heat, stirring occasionally, until browned and crisp, about 8 minutes. Transfer bacon to a paper-towel-lined plate to drain and cool to room temperature. Crumble or cut bacon into 1/4-inch pieces.
6. Whisk eggs with heavy cream, salt, pepper, and nutmeg in a medium bowl until well-blended. Scatter half of the cheese in an even layer on bottom of crust and top with bacon. Pour custard on top, then top with remaining cheese. Bake quiche on middle rack of oven until custard is set and quiche is nicely browned on top, about 35 minutes. Transfer quiche to a rack and let cool for 15 minutes. Unmold quiche and serve.

Quiche Lorraine Modifications

- Substitute whole milk for either the heavy cream or half-and-half for a lower fat version.
- Swap out bacon for sautéed mushrooms to make it vegetarian.
- If gruyere is difficult to find where you live, swap it out for Swiss cheese or your favorite cheese.
- Swap out the white pepper and nutmeg for two of your favorite spices in equal amounts.

Quiche Lorraine Questions

Tasting notes

Answers will vary.

Did anything surprise you while preparing this item?

Answers will vary.

What would you change if you prepared this item again?

Answers will vary.

What type of dining establishment do you imagine would serve Quiche Lorraine today? Explain why.

Fast casual

Full service

Answers will vary but may include: Fairly easy to make, pie crust could be purchased, simple ingredients.
