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CHAPTER 1

The Foodservice Industry

Chapter Overview

This chapter sets the stage for succeeding chapters by providing the reader with a picture of the history of food and the foodservice industry. A timeline traces the development of foodservice in religious orders, royal households, colleges, schools, social organizations, healthcare organizations, retirement communities, industry and business, restaurants, and transportation companies from earliest records to present-day.

Chapter Outline

INTRODUCTION

KEY CONCEPTS

THE HISTORY OF FOODSERVICE
A Foodservice Industry Timeline

SUMMARY

APPLICATION OF CHAPTER CONCEPTS
The Case Study

CRITICAL-THINKING QUESTIONS

CHAPTER REVIEW QUESTIONS

SELECTED WEB SITES

Learning Objectives

Following completion of this unit, the student will be able to:

- trace the history and development of foodservice organizations from early times to the present.
- describe how the history and development of foodservice organizations has made an impact on present-day operations.
- discuss the role of religious orders and royal households in the development of institutional foodservice organizations.
- describe the trends in college and university foodservice.
- identify how advances in microbiology, physics, and industrial engineering have led to improvements in how food is produced.
- discuss how wars and economic conditions have impacted the foodservice industry.
- identify the legislation that has influenced school foodservice.

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- describe the evolution of foodservice in hospitals, nursing homes, and other health care centers.
- discuss the impact of the popularity of automobile travel on the foodservice industry.
- trace the history of restaurants from early times to the present.

Learning Enhancement Activities

1. Have the students select one segment of the foodservice industry and do further research on its history in order to develop "timelines" or time charts for that segment.
2. Ask the students to compare cookbooks in the library that were published in the early 1900s to some present day cookbooks. In what ways do they differ?
3. Conduct a research study among students on campus to determine what percent of those surveyed have worked in the foodservice industry at some time in their lives. How does this compare to the statistics stated in the chapter?
4. In small groups, have the students discuss their early experiences with school foodservices. What did they like about it and what did they dislike, and why?

Test Questions

Multiple Choice

1. The restaurant industry Pocket Factbook indicates that the industry's share of the food dollar from 1955 to the present has:
   A. decreased slightly
   B. decreased by almost half
   C. increased slightly
   D. almost doubled

Ans: D Page 5

2. Scientific food cost accounting was first practiced in:
   A. colleges and universities
   B. medieval inns
   C. royal households
   D. hospitals

Ans: C Page 7

3. In medieval household kitchens the diet was largely dependent on
   A. meat
   B. bread
   C. fresh vegetables and fruit
   D. fish

Ans: A Page 9

4. The biggest problem identified in the foodservice operations in the medieval households was:
   A. monotonous menus
   B. poor service
   C. lack of organization
   D. unsanitary conditions

Ans: D Page 9

5. The earliest records of a restaurant culture come from:
   A. Europe
   B. China
   C. France
   D. United States

Ans: B Page 10

6. The word “restaurant” is derived from a French word that means:
   A. bouillon
   B. ragout or stew
   C. to rest
   D. to restore

Ans: D Page 11

7. The first recorded U.S. hospital menu consisted primarily of:
   A. fruits and vegetables
   B. milk and meat
   C. mush and molasses
   D. soup and pork

Ans: C Page 11

8. Improvement made in kitchen equipment came about because of advances in the understanding of the laws of:
   A. chemistry
   B. microbiology
   C. physics
   D. thermodynamics

Ans: C Page 12

9. The Child Nutrition Act of 1966 authorized:
   A. reduction in the reimbursement rate to school foodservices
   B. the National School Lunch Program
   C. the School Breakfast Program and Special Milk Program
   D. use of federal commodities to improve nutritional value of school lunches

Ans: C Page 28

10. The development of the nursing home as a distinct type of health care institution came about as a result of federal funds made available to pay for nursing home care by:
   A. the Kerr-Mills bill (1951)
   B. Medicare/Medicaid (1965)
   C. the Federal Conditions of Participation Regulations (1974)
   D. Social Security Act (1935)

Ans: C Page 28-29

True / False (Circle the appropriate response.)

1. T F Foodservice is the number two retail employer in the country.

Ans: F Page 4

2. T F The foodservice industry is the largest employer of the handicapped.

Ans: T Page 4

3. T F An automat was the first type of drive-in restaurant.

Ans: F Page 20, 25-26

4. T F During prohibition, "speakeasies" were not known for the quality of the food served.

Ans. F Page 21

5. T F Giant Marriott Corporation began as an A & W Root Beer Stand.

Ans: T Page 24

Answers: 1-F, 2-T, 3-F, 4-F, 5-T

Matching (Match the type of foodservice with the decade in which it was introduced and proliferated.)

1.	1840-1850	A.	fast food
2.	1900-1910	B.	coffee shop
3.	1920-1930	C.	fine dining with live entertainment
4.	1930-1940	D.	cafeteria
5.	1940-1950	E.	automat
6.	1950-1960	F.	drive-in
7.	1970-1980	G.	ethnic restaurants

Answers:	1-D	15
	2-E	20
	3-F	22-23
	4-C	25
	5-A	25-27
	6-B	27
	7-G	28

Short Answer / Essay (Answer the question completely and concisely in the space provided.)

1. Discuss how advances in the areas of microbiology and physics led to improvements in foodservice operations.

   Key Points
   - microbiology led to improvements in methods of food storage and preparation techniques
   - physics led to improvements in kitchen equipment particularly the replacement of open hearths with iron stoves

Pages 10, 12

2. Beginning in the mid-1800s the desire for speedy foodservice had impacted the food-service industry. Discuss the innovative methods that have been devised to satisfy this requirement through the years.

   Key Points
   - 1849 gold rush days "forty-niners" demands were met with cafeteria style service
   - 1920s drive-in restaurants with carhops
   - 1940s fast food restaurants with walk-up windows triggered the currently emerging trend of "grab and go" options

Pages 15, 22, 26

3. Events in history have impacted the foodservice industry in several ways. Discuss how the 1848 Gold Rush, Prohibition, the Great Depression, World Wars I and II, and the 1904 St. Louis World's Fair have had an effect on foodservice operations.

   Key Points

   Gold Rush - introduction of cafeteria-style service
   Prohibition - improved quality of food and emphasis on fine dining
   Great Depression - automat
   World Wars I and II - focus on need for improved nutrition led to school foodservice
   St. Louis World's Fair - introduction of the hamburger

Pages 15, 19-21

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4. The economic downturn of the 1980s was a time of great turmoil for the foodservice industry. Describe what occurred during this decade and its impact on the various segments of the industry.

Key Points

* Restaurants - unbridled expansion, over-leverage buyouts, employee buyouts, Chapter 11 bankruptcies, system-wide restructuring, downsizing, job layoffs, and major chain casualties
  Federal regulations went into effect reducing meal deductibility from 100% to 80%, mandating tax on tips, the Americans with Disabilities Act, and the Family Leave Bill
  Schools - enrollments decline but spending continues to climb - foodservice departments must switch from being subsidized to being self supporting and they attempt to do this by implementing:
  centralized food production, raising pricing for paying students, attracting more paying students, offering high profit fast food style a la carte items, reaching out to the community for customers

Pages 29-31

5. The modern day cafeteria is very different from that introduced over 150 years ago. Describe the all the innovations that are often found in today's cafeteria style service.
   - scramble style rather than straight line service
   - salad bars, pasta bars, vegetarian bars, carving stations, deli bars, hot grills, dessert bars, potato bars, etc.
   - multiple cashier stations
   - self service drink stations
   - self service condiments
   - self service microwave ovens, toasters, waffle irons
   - grab and go items

Use the student's personal experiences.