

[fast fact]

Did You Know...?

During this period, scientific advancements were made which impacted the foodservice and hospitality industries. Louis Pasteur (1822–1895), developed a process called pasteurization which made milk safer to drink by heating it to a certain temperature to destroy harmful bacteria. Another scientist, Nicolas Appert (1749–1841), discovered a way to can food to keep it fresh and safe to eat. He is known as “the father of canning.” Nurse Florence Nightingale (1820–1910) argued that health was dependent on appropriate diet, surroundings, activity, and hygiene. Figure 1.8 is a photo of Louis Pasteur.

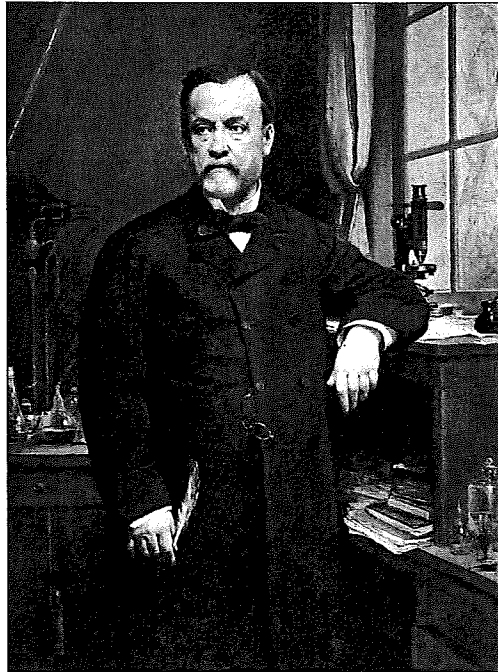


Figure 1.8: Louis Pasteur developed the process of pasteurization.

The Gilded Age

The Renaissance sparked the scientific revolution known as the Enlightenment, which changed the way knowledge was obtained and accepted. The new scientific method relied on information from direct observation and mathematical logic. This period of intellectual growth in the 18th century changed the way scientists looked at the world.

The Enlightenment’s concept of progress, which was measured in production and profit, was adopted by America’s industrial leaders. Workers were subjected to long hours at low wages while the profits for the owners continued to rise.

When high society dined out, they did so in style. Entrepreneurs opened fancy restaurants such as Delmonico’s and the Astor House so that people could dine and be seen in elegant surroundings. Dinners of up to 18 courses were not uncommon. Figure 1.9 on the following page shows Delmonico’s.

In 1848, gold was discovered in California and people poured into the state to claim their fortunes. Some travelers hit the jackpot and, with their newfound wealth, wanted to enjoy the fine dining that they knew existed in New York. A number of fine restaurants quickly opened. Unfortunately, many of the new residents struggled to stay afloat. With such a sudden growth of people coming into Northern California, meeting the demand to feed them was nearly impossible. Clever restaurateurs developed the **cafeteria**, an assembly-line process of serving food quickly and cheaply without the need for servers.

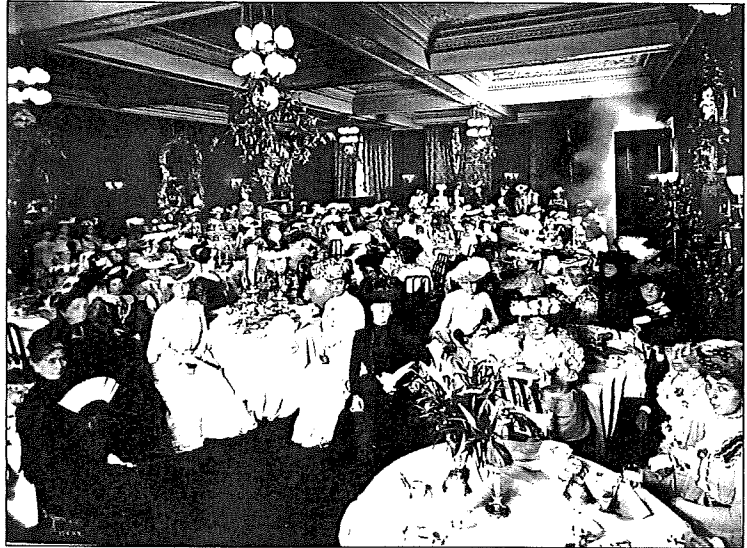
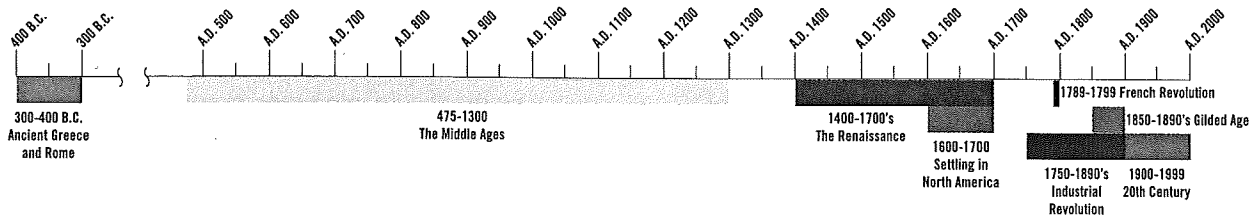


Figure 1.9: Delmonico's during the Gilded Age.



[fast fact]

Did You Know...?

In the 1800s, Marie-Antoine Carême redesigned the chef's uniform. He believed that white would represent cleanliness. He also believed that there should be different sizes of hats to differentiate between the cooks and the chefs. Chefs wore tall hats and younger cooks wore shorter hats.

The 20th Century

By the turn of the century, employment in the United States was at an all-time high. More and more people went to work in new factories, stores, and office buildings. People were therefore eating out more, especially for lunch.

Table 1.3: Chefs in History

Today, the term chef is a mark of respect and distinction that describes a professional cook who has reached the position through hard work and dedication to quality. Two important figures that helped the role of the chef earn the level of respect and admiration it has today are Carême and Escoffier.

In the late 18th century, dining in France was elevated to new heights. More and more restaurants were opening and serving food to a wide variety of people, from the very wealthy to the very poor. A few of these restaurants focused on serving grand cuisine, or fancy meals with many courses of complex food.

Marie-Antoine Carême (1784–1833)

Accomplishment: Defined the art of **grand cuisine**

History: Carême was born just before the French Revolution into a large and very poor family. He was abandoned as a child and found work as a kitchen boy, then became an apprentice to a pastry chef. Carême soon developed a reputation for excellence. He opened his own shop, and worked for some of the most famous people of his time.

Contribution to Foodservice: Carême believed that cuisine was simply a branch of architecture, as demonstrated by his **elaborate pièces montées**, which were masterpieces of decorative art. Figure 1.10 is an example of one of Carême’s pièces montées. He also perfected the recipes for many fine French sauces, codifying them into four categories. Many would agree that Carême’s greatest claim to fame was training many famous chefs who became his followers and continued his tradition in many fine hotels and restaurants.

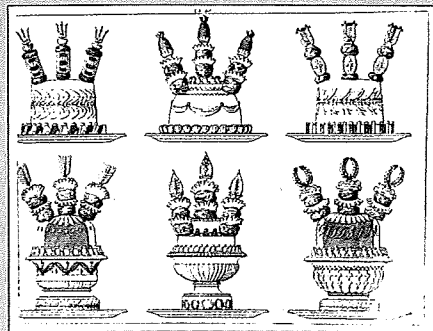


Figure 1.10: One of Carême’s pièces montées.

Georges August Escoffier (1846–1935)

Accomplishment: Credited with refining Carême’s grand cuisine into the more contemporary **classical cuisine**

History: In 1898, along with Cesar Ritz, he opened London’s Savoy Hotel. He simplified the flavors, dishes, and garnishes of Carême. He believed that fewer ingredients in a meal maintained balance and perfection. For example, he simplified Carême’s system of categorizing sauces by identifying five grand sauces. He was also renowned for creating dishes named for famous individuals or events, and he wrote a number of influential articles and books, some of which are still in use today.

Contribution to Foodservice: Escoffier not only took great care in his food preparation, he also established **exact rules of conduct and dress for his chefs**. In the kitchen, Escoffier’s staff always dressed neatly and worked quietly. He also organized and defined the role of workers in the professional kitchen, developing the kitchen brigade system, which assigns certain responsibilities to kitchen staff. For example, Escoffier introduced the *aboyeur*, or expediter, who takes orders from servers and calls out the orders to the various production areas in the kitchen. This system has been adapted to fit the modern restaurant and is still widely used. Figure 1.11 is a photo of Escoffier, known as the “King of the Kitchen.”



Figure 1.11: Escoffier refined the grand cuisine of Carême into classical theme.

[fast fact]

Did You Know...?

In the 1900s:

- (1) Restaurants opened that specialized in serving lunch, like Child's, Schrafft's, and Savarin. These were among the first lunchtime restaurants and coffee shops, a foodservice trend which has continued to grow.
- (2) The discovery of vitamins in 1919 provided additional benefits to public health. Widespread commercial use of refrigeration kept food from spoiling quickly and helped to feed larger numbers of people.

Later, during the Depression in the 1930s, hotels and fine restaurants started to close. But the 1930s brought an important advancement in the foodservice industry.

[trends]

The Birth of Quick-Service Restaurants

The first White Castle restaurant opened in 1921 in Wichita, Kansas, serving food that could be prepared and eaten quickly. This was the birth of the fast-food operation, or quick-service restaurant. Figure 1.12 shows the first White Castle restaurant.

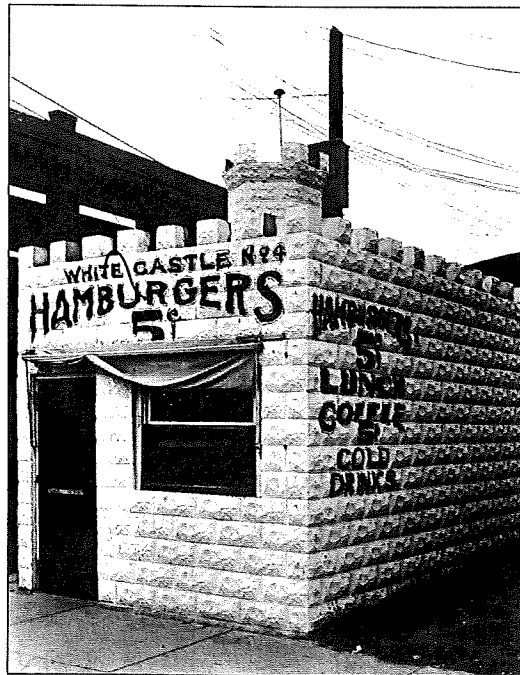


Figure 1.12: The first White Castle restaurant, circa 1921.

During World War II in the 1940s, the lodging industry prospered. Many people were traveling for war-related reasons. No new hotels were being built because all construction materials and labor were devoted to the war efforts. Finding an empty hotel room was difficult for travelers.

After World War II, in the 1940s and 1950s, the quick-service restaurant segment of the industry grew quickly.

[fast fact]

Did You Know...?

Some of the early restaurants, like KFC and McDonald's, are still serving food today. Consistency was a major factor in the success of these establishments. Patrons were guaranteed a specific level of quality, taste, food safety, and price. The high volume of fast-food restaurants offset the low prices, so profits could be quite high.

The increased availability and popularity of the automobile, together with a new interstate freeway system, made cross-country vacations a popular option for many American families during this time period.

[fast fact]

Did You Know...?

The first motels developed along highways across America, offering travelers a convenient place to bathe, sleep, and eat before getting back on the road.

In 1958, transportation technology advanced and commercial airlines became a popular and increasingly economical way of traveling. Builders turned their eyes toward land near airports as the next new place to situate hotels, motels, and foodservice facilities.

The rapid growth of national chains from the 1970s to today has changed the face of the foodservice industry. It has caused a major shift in how people look at food and the social context of food. "Eating out" has become almost as commonplace as eating at home, not just for special occasions or as a convenience. In the last few decades, lifestyles have moved steadily toward busier households that no longer have a dedicated daily food preparer. Large restaurant chains

such as Red Lobster, Pizza Hut, and Denny's lead the way for full-service, casual dining chain restaurants. Growth in this area has been matched only by the growth in the quick-service sector.

[fast fact]

Did You Know...?

The Food Network was launched in November 1993 with a show called *Food News and Views* followed by *Talking Food*, a call-in show. Today, the Food Network offers more than 140 hours of programming weekly. The Food Network is distributed to more than 96 million U.S. households.

[trends]

The Growth of Home Meal Replacements

In the 1990s, there was major growth in the home meal replacement sector. Food-service outlets were created to serve a growing customer base: those who did not want to cook, but wanted to eat at home. Development in this area led to expansion of the restaurant as an integrated part of the grocery industry. Grocery stores sell salads and main dishes that are ready to take home and serve. There is also the take-home option for ordering food and bringing a dinner home to eat, such as at KFC, Boston Market, and Applebee's.

In addition, the 1990s also saw the return to the coffeehouse type of establishment that began in Oxford, England, in 1650. The "Starbucks movement" delivers the same feelings of community and comfort to the guest that made the coffeehouse so popular earlier in history. Figure 1.13 shows customers at a coffee house.

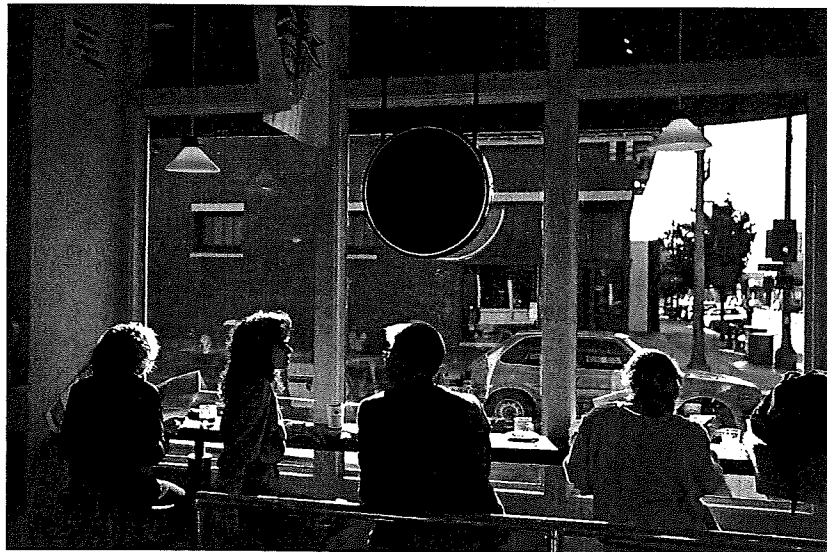


Figure 1.13: People enjoy passing time at a coffee house.

The creativity of chefs has resulted in major developments in culinary style and form. Table 1.4 lists the famous chefs from the 20th century.

Table 1.4: Chefs of the 20th Century	
Name	Contribution
Fernand Point (1897–1955)	Known as the father of modern French cuisine, or nouvelle cuisine. He created lighter sauces and used regional ingredients to great effect. He mentored many other renowned chefs, including Paul Bocuse.
Julia Child (1912–2004)	Responsible for popularizing French cuisine and techniques with the American public. She starred in many television series and wrote bestselling cookbooks, including <i>Mastering the Art of French Cooking</i> . Her engaging personality was as much a part of her success as her practical recipes.
Paul Bocuse (1926–)	Built on the principles he learned from Fernand Point, creating lighter, healthier dishes that still reflected classical French flavors and traditions. He is one of the first chefs to be widely known, partly because of his dedication to educating young chefs. L’Auberge du Pont de Collognes is his most famous restaurant in Lyon, France.
Alice Waters (1944–)	Opened her award-winning restaurant, Chez Panisse, in Berkeley, California, in 1971. Her goal was to provide dishes that used only seasonal, local products at the height of freshness and quality. Even today, the menu changes every day. Her success placed her at the forefront of sustainable agriculture in foodservice and has influenced countless chefs.
Ferdinand Metz (1941–)	A Certified Master Chef who served as the president of the Culinary Institute of America. Leader of the U.S. Culinary Olympic Team, winning unprecedented back-to-back gold medals in the prestigious Hot Foods category, each for almost 20 years. His contributions to the education of American chefs have helped to foster professionalism and innovation and strengthen the system for chef apprentices and certification.

Throughout history, entrepreneurs have made great contributions to the food-service industry by developing restaurant chains, diners, and franchising operations. Table 1.5 describes some of these developments.

Table 1.5: Contributions from Entrepreneurs

Gilded Age	<p>(1837) The Delmonico brothers open additional restaurants in Manhattan, beginning the first restaurant chain, or group of restaurants owned by the same business organization.</p> <p>(1876) Fred Harvey opens Harvey House Restaurant in Topeka, Kansas, which becomes one of the most popular restaurants serving the needs of people riding the new transcontinental railroad. Harvey opened multiple locations at train stations across the country, building one of the earliest nationwide chain restaurants.</p> <p>(1872) Walter Scott of Providence, Rhode Island, begins selling dinners from a horse-drawn wagon to workers outside their factories, a precursor to the diner.</p>
20th Century	<p>(1921) Roy Allen and Frank Wright begin selling rights allowing people to sell their root beer (A&W), creating the first franchise company.</p> <p>(1921) Walter Anderson and E.W. Ingram open the first White Castle in Wichita, Kansas. It becomes the first chain of quick-service hamburger restaurants, providing a consistent product from unit to unit.</p> <p>(1935) Howard Johnson begins franchising restaurants, using a standardized design and menu intended to make traveling customers feel comfortable in familiar surroundings.</p> <p>(1954) Ray Kroc partners with the McDonald brothers to franchise their small hamburger restaurants. He eventually buys his partners out, and by 1963 over 500 McDonald's restaurants are open. His marketing techniques and emphasis on building consistent, family-centric operations are keys to his success.</p> <p>(1957) Joe Baum opens The Forum of the Twelve Caesars in New York City. It becomes the city's first sophisticated theme restaurant. In 1959, he opens The Four Seasons, which becomes one of the most expensive culinary establishments in Manhattan.</p> <p>(1958) Frank Carney creates the Pizza Hut franchise, one of the first quick-service franchises to focus on a menu other than hamburgers.</p> <p>(1966) Norman Brinker opens the first Steak and Ale, a full-service restaurant designed for middle-class customers.</p> <p>(1968) Bill Darden opens the first Red Lobster, focusing on affordable prices and full service. Eventually, Darden Restaurants includes the Olive Garden and Bahama Breeze chains, becoming one of the largest casual-dining companies in the United States. It recently added The Capital Grille, a high-end steak house, to its group.</p> <p>(1971) Zev Siegel, Jerry Baldwin, and Gordon Bowker open Starbucks in Seattle, Washington. Starbucks has grown to the largest coffeehouse company in the world, with more than 16,000 stores in 49 countries.</p> <p>(1971) Richard Melman founds Lettuce Entertain You Enterprises, a multifaceted restaurant group. LEYE has quick-service, casual-dining, and fine-dining restaurants under its umbrella. Innovative and creative concepts help to build both the brand of the group and the brand of several restaurants, including Wildfire, Café Ba-Ba-Reeba!, and Big Bowl.</p> <p>(1977) Ruth Fertel opens a second Ruth's Chris Steak House, starting one of the first national fine-dining chains. Fertel insists on consistent product and very high quality. Each restaurant offers the same menu, but has a unique building design.</p>

The Future

The spread of civilization, growth of international trade, and improvements in science and technology all played a part in making foodservice the successful industry it is today.

The foodservice industry is one that is often bound by tradition, but it must also be responsive to changes in the society it serves. It provides the familiar and comfortable, while also working to deliver innovation and adventure. The restaurant of the 21st century does not differ from Boulanger's 1765 *restorante* in that they both "restore" guests' comfort. The goal is to provide guests with an opportunity to reenergize.

Summary

In this section, you learned the following:

- The foodservice industry is divided into two segments. The commercial segment makes up 80 percent of the industry and includes operations in restaurants, catering and banquets, retail, stadium, airlines, and cruise ships. The noncommercial segment includes schools and universities, the military, health care, business and industry, and clubs. There are five restaurant segments in the foodservice industry:
 - Family dining full-service restaurants provide serving staff and orders are taken while the patron is seated. The average per-person dinner is \$10 or less.
 - Casual dining full-service restaurants provide serving staff and the order is taken while the patron is seated. The average per-person dinner is \$10-\$25.
 - Fine dining full-service restaurants provide serving staff and the order is taken while the patron is seated. The average per-person dinner is \$25 or more.
 - Quick-service (fast food) restaurants provide foodservice where patrons generally order or select items and pay before eating. Food and drink can be eaten on premises, taken out, or delivered. The average per-person dinner is \$3-\$6.
 - Quick-casual restaurants serve freshly prepared, wholesome quality, authentic foods in a reasonably fast service format. The average per-person dinner is \$7-\$9.

- The travel and tourism industry is comprised of transportation and hospitality services.
- Throughout history, social and political events have impacted the hospitality and foodservice industry:
 - In Ancient Greece and Rome, the desire for exotic foods and spices increased trade and contributed to the Roman Empire's expansion further east and north.
 - During the Middle Ages, the German tribes brought Christianity to Germany, which ended the view that gods and spirits inhabit forests, which led in turn to Europeans eventually developing a farming society. The need to develop land led to feudalism. Trade to the Far East and India was reduced when the Moors invaded Spain and blocked shipment of spices and fine goods from reaching Europe.
 - During the Renaissance, Catherine de Medici brought haute cuisine, sweet foods, and the use of silverware from Italy to France. The first café opened in which women were welcome, and eating in public became acceptable. Guilds formed, establishing many of the professional standards and traditions that exist today.
 - Settlers moving across the wide expanse of North America led to a need for food and lodging for travelers. Stagecoach routes were established, which included staging inns where travelers could expect a meal and place to sleep.
 - The Industrial Revolution resulted in mass migration to cities so that workers (who often used to be farmers) could be close to new factories. This led to the development of horse-and-buggy transit buses. The invention of the railroad allowed many more travelers to reach remote locations. Many famous hotels were built during this time.
 - Scientific advancements in the 19th century included the discovery of pasteurization by Louis Pasteur and development of the process of canning by Nicolas Appert.
 - During the 20th century, the Depression caused many hotel properties to close. The first fast-food restaurant, White Castle, opened. During World War II, the lodging industry prospered. After World War II, other quick-service restaurants were opened. The 1950s and '60s saw growth in chain restaurants.

Section 1.1 Review Questions

- 1 Describe the different restaurant segments, the services offered, and the average price per person for dinner.
- 2 What were the significant contributions made to foodservice by Pasteur and Appert?
- 3 Describe the historical events that impacted the foodservice industry in the following time periods:
 - a. Ancient Greece and Rome
 - b. The Middle Ages
 - c. The Renaissance
 - d. Colonial North America
 - e. The Industrial Revolution
 - f. The Gilded Age
 - g. The 20th Century
- 4 Why was the Industrial Revolution important to the foodservice industry?
- 5 Michael Santos says that the hospitality industry is all about serving your guests. Historically, when do you think that the concept of serving guests became really important? Why?
- 6 Linda has to analyze her strengths and weaknesses to determine her career path. Why do you think you might be interested in a career in the foodservice industry rather than remaining in the broader resort industry?
- 7 How did the Germanic conquest of Rome affect the development of European eating patterns?
- 8 Describe three changes in foodservice during the 20th century.
- 9 How did the development of the railroad system in the United States cause the foodservice industry to grow?

Section 1.1 Activities

1. Study Skills/Group Activity: The Banquet

Work with two other students to plan a typical Greek or Roman banquet. Your plan should include the menu, guests, and atmosphere. How would this be similar to a contemporary feast? How would it be different?

2. Activity: Time Line

Select a 20-year period of time between 1850 and today. Develop a time line that indicates at least ten historical events in foodservice that took place during that period.

3. Critical Thinking: Advancement in Foodservice

Write a brief paper on the discovery or advancement that you consider to be most important to the foodservice industry in the last 100 years. Justify your selection.

