



## CHAPTER 7



# What's on the menu?

Mark Fergus

### FOCUS AREA

#### FOCUS AREA: FOOD SERVICE AND CATERING

Throughout history, there have always been occasions when non-family members prepared meals for the family. Wealthy ancient Greeks and Romans employed chefs to prepare elaborate feasts. Travellers have always needed food and accommodation. Large cultural celebrations such as weddings have traditionally depended on the assistance of outside caterers.

## CHAPTER OUTCOMES

### In this chapter you will learn about:

- different food service and catering ventures and their value to society
- employment opportunities in the food/hospitality industry
- employer, employee and consumer rights and responsibilities
- menu planning
- recipe development
- purchasing systems
- food service and catering
- operating a small food business.

### In this chapter you will learn to:

- examine the operations and contribution of different food service ventures
- conduct web searches
- outline employer, employee and consumer responsibilities

- identify and demonstrate safe work practices
- compare and develop menus and recipes for different catering events
- identify elements of a recipe
- design, plan and prepare food for functions
- set tables
- create a proposal for a small food business.

## RECIPES

- Bruschetta, p. 244
- Sweet potato soup, p. 245
- Salt and pepper squid, p. 246
- Steak Diane, p. 247
- Mini baked cheesecakes, p. 248
- Thai chicken cakes, p. 249

## FOOD FACTS



The word 'restaurant' derives from the French verb *restaurer*,

meaning 'to restore'. It was first used in France in the 16th century to describe soups sold by street vendors that were advertised to restore your health.

The word 'bistro' comes from the Russian word *bystro*, meaning 'quickly'.

Casual workers make up just over half of workers in the food service industry.

There are many more male chefs than female chefs, yet in the home, more females cook than males.

Workers can choose whether to join a union or not; however, unions play a valuable role in protecting the rights of workers and improving their conditions.

The NSW Food Authority website lists names of businesses that have breached the *Food Act*.

Today, instead of using the term 'restaurant', food entrepreneurs employ terms like 'grill', 'bar', 'diner', 'shack', 'stand' and 'cafe'.

Famous French chef Fernand Point said, 'If the menu is not appealing, the people will lose their appetites and their desire to part with their money'.

Smorgasbord is the Swedish term for 'buffet'.

For safety reasons, dining venues have a set number of seats they can offer in both their indoor and outdoor dining areas. This is determined by the local council.

If cooked rice is left in the danger zone of 5–60°C for a few hours, it can give you food poisoning because the bacteria *Bacillus cereus* in rice multiplies rapidly in warm conditions.

## FOOD WORDS

**duty of care** legal obligation imposed on an individual requiring adherence to a standard of reasonable care while performing any acts that could foreseeably harm others

**employee** a person working for another person or business for pay

**employer** a person or business that employs one or more people, especially for wages or salary

**enterprise** a company organised for commercial purposes

**finger food** small appetiser or sweet item that you can pick up and eat using your fingers

**media** forms of communication – radio, television, newspapers, magazines, social media, world wide web – that reach large numbers of people

**portion size** specific size, shape and weight of food to be served

**stock control** determination of the supply of goods kept by a business



# 7.1 Food service and catering ventures

While catering itself is all about the cooking of food, food service involves the serving of food to customers, patients, students and clients.

## Profit and non-profit ventures

Most food service and catering ventures operate to make a profit (monetary gain). Some ventures are non-profit operations that support communities or provide an essential service.

Table 7.1 Profit-making and non-profit-making ventures

| TYPICAL PROFIT-MAKING VENTURES  | TYPICAL NON-PROFIT-MAKING VENTURES   |
|---|--|
| Restaurants<br>Cafes<br>Bistros<br>Hotels and motels – room service, bar service and restaurants<br>Function centres<br>Fast food and take-away stores<br>Food stalls<br>Mobile food vans and food trucks<br>Caterers for: <ul style="list-style-type: none"><li>• public events</li><li>• private functions</li><li>• transport, such as airlines</li><li>• film and television</li><li>• canteens and cafeterias.</li></ul> | Canteens for: <ul style="list-style-type: none"><li>• schools, colleges and universities</li><li>• sport</li><li>• work.</li></ul> Fundraising food stalls<br>Caterers in: <ul style="list-style-type: none"><li>• hospitals</li><li>• nursing homes</li><li>• prisons</li><li>• defence service</li><li>• boarding schools</li><li>• childcare centres</li><li>• charities</li><li>• relief and emergency services.</li></ul> |

## Economic and social value

### Economic contribution

Food ventures contribute to the economy as they pay government taxes that allow many community projects and services to be funded, such as education, welfare, highways and defence. Food ventures purchase food and supplies from other businesses, such as butchers, bakers and coffee merchants. They therefore assist other businesses to make money and employ staff.

Preparing and serving food requires staff. Workers use wages to purchase goods and services and this assists to promote economic growth. Workers also pay taxes to the government. Even customers pay taxes through the Good and Services Tax (GST) applied to food that is prepared.

### Social contribution

Australians are relying more on food service providers. Working parents find that it often saves time and energy to eat out, buy take-away or organise a function outside the home. Australian households are also, on average, much smaller than in the past, and preparing meals for one or two people is considered more difficult than purchasing a meal already prepared.

Non-profit food service organisations provide essential social contributions. For example,

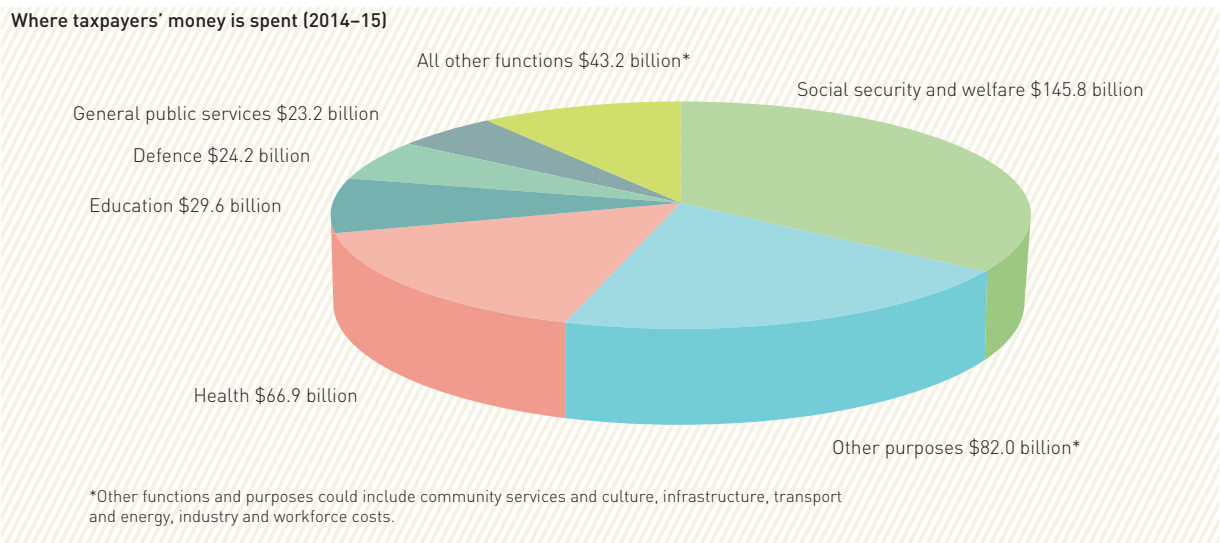


Figure 7.1 Where Australian taxpayers' money is spent

charities often feed people who are sick, frail and homeless, and others provide emergency services during disasters.

Many sporting and service clubs operate or lease ventures such as bistros and canteens to earn

income to help provide facilities, equipment and services for their members, as well as for other groups in society. Some community organisations and charities hold food stalls to raise money to fund local community projects.



Alamy Stock Photo/MBI

**Figure 7.2** Many families often enjoy sharing meals together at restaurants as occasional alternatives to eating at home.

## FOOD IN FOCUS

### KARIMBLA COMMUNITY RESTAURANT

The Karimbla Restaurant offers a variety of services to the South East Sydney Regions' frail aged, younger people with a disability and their carers. Some clients only need the service for a short time as they have just left hospital and/or are recovering from an illness. Others are more regular, particularly those who live on their own and find it is easier, more enjoyable and more affordable to eat at the restaurant than having to cook for themselves. Like with most restaurants, bookings are encouraged.

In a relaxed and friendly atmosphere, clients can enjoy a nutritious and affordable meal for \$10.00, consisting of a warm bread roll and butter, a choice of two main meals followed by a choice of two desserts with an after-dinner mint, served with tea, coffee, hot chocolate or apple juice. Menus change twice a week to offer plenty of variety.

The restaurant also offers internet & computer classes to clients. Internet access is available for clients who would like to organise internet grocery shopping. Frozen meals are available to order to enable clients to have healthy, easily-prepared meals at home.

Source: Adapted from the Karimbla Community Restaurant website

#### ACTIVITIES

- 1 Who are the restaurant's clients?
- 2 What do the customers get for their money?
- 3 Besides a sit-down meal, what else does the restaurant offer?
- 4 Plan a menu for the restaurant. Give reasons for your food selection.

## UNIT REVIEW

### LOOKING BACK

- 1 Distinguish between the terms 'catering' and 'food service'.
- 2 Give three examples of profit-making food service and catering ventures.
- 3 What does the acronym GST stand for?
- 4 Identify three groups in society who may benefit from the services of non-profit food service and catering ventures.

### FOR YOU TO DO

- 5 Write a paragraph about your favourite food service and catering establishment. Give reasons why you like the establishment.
- 6 If you were in charge of catering for a school or sporting canteen, list 10 healthy foods and drink items you would have on your menu.

- 7 Plan a dinner menu that could be prepared by an airline catering company for a flight from Sydney to Auckland. Make sure to include a dessert and drink.
- 8 Brainstorm at least seven ways the Australian government uses money gained from taxes.

### TAKING IT FURTHER

- 9 Set up your own catering company and produce a social media page, leaflet or brochure providing prospective customers the following information:
  - company name and contact details
  - food services you provide, such as function and corporate catering
  - examples of foods you offer, such as platters and finger foods
  - appropriate images.

## 7.2

## Employment opportunities in the industry

Food service and catering is a large, expanding and diverse industry that offers full-time, part-time and casual work opportunities.

Full-time **employees** work between 35 and 40 hours a week, while part-time employees work between 12 and 35 hours a week. Both are permanent positions that entitle staff to leave such as sick days, family leave and holidays. Casual employees work when required. Most casuals receive no or limited leave entitlements, but do earn a higher rate of pay.

### Back-of-house and front-of-house careers

In the hospitality industry, 'back of house' refers to where meals are prepared, meaning the kitchen. Those working 'front of house' are responsible for serving and greeting guests.

**Table 7.2** Personal requirements for working in food service and catering

| REQUIREMENTS          | BENEFITS AND OPPORTUNITIES                          |
|-----------------------|---|
| Communication skills  | Select from a variety of careers                    |
| Good manners          | Work in a variety of venues                         |
| Smart presentation    | Work full-time or part-time                         |
| Team work             | Learn about different cultures                      |
| Food skills           | Travel  |
| Dedication            | Start at the bottom and work up to management level |
| Organisational skills | Learn skills in food preparation                    |
| Initiative            |   |
| Enthusiasm            |   |
| Fitness               |   |

**Table 7.3** Careers in hospitality: back of house and front of house

| BACK OF HOUSE      | FRONT OF HOUSE              |
|--------------------|-----------------------------|
| Kitchen hand       | Food and beverage attendant |
| Catering assistant | Bar staff                   |
| Counter hand       | Barista                     |
| Sandwich hand      | Customer service assistant  |
| Cook               | Supervisor                  |
| Chef               | Host                        |

**Table 7.4** Career pathways in hospitality: front of house**CAREER PATHWAY OF FRONT-OF-HOUSE**

**Owner, operator, manager:** Manages the whole operation – hiring staff, marketing and ensuring profitability

**Head waiter (maitre d'):** Organises service staff, allocates tables for bookings, greets guests and compiles staff rosters

**Food and beverage attendant:** Takes orders, serves food and/or drinks to guests

**Trainee attendant/runner:** Assists food and beverage attendant by removing plates, setting tables and collecting glasses

**Table 7.5** Career pathways in hospitality: back of house**CAREER PATHWAY OF BACK-OF-HOUSE**

**Owner, operator, manager:** Manages the whole operation – hiring staff, marketing and ensuring profitability

**Executive/head chef (chef de cuisine):** Manages the whole operation of the kitchen such as ordering, stock control, planning menus and training kitchen staff

**Sous chef:** Second in command, manages day-to-day activities of the kitchen

**Chef de partie:** Specialist cook in area such as sauces, soups, fish, pastries, or grills and roasts

**Commis chef:** Has completed apprenticeship and works in any area of the kitchen preparing, cooking or finishing food

**Apprentice:** Chef who works under the direction of a chef. Apprenticeships last four years

**Kitchen hand:** Carries out cleaning duties and helps with simple food preparation



amanaimages/Milton Brown

**Figure 7.3** Cooks have usually undergone some professional cooking training, but you cannot be classed as a chef unless you have completed an apprenticeship.

## Management

Managers make decisions regarding the operations of an establishment. The food service and catering industry provides a good opportunity for employees to progress into management positions. It is not uncommon for chefs to open and manage their own food businesses after just a few years working in the industry, or for team leaders in some establishments to become managers. There are also tertiary courses where you can attain degrees in management skills specific to hospitality.

## Delivery

Consumers like the convenience of prepared foods – from pizzas to diet foods – delivered to them, both at home and at their workplaces. For instance, many companies use a nationwide phone number or app for customers to place orders. The order is sent to a local store that prepares the food, places it in appropriate storage containers and then delivers it to the customer. Most food service establishments rely on suppliers to deliver ingredients and foods, which results in many employment opportunities in this field.



istock.com/mediaphotos

**Figure 7.4** A barista is a beverage attendant who specialises in making coffee.



## FOOD IN FOCUS

### THE TRIPPAS WHITE GROUP

The Trippas White Group is a very large catering company operating restaurants, cafes and catering facilities across Australia. Their venues include Sydney Opera House Western Foyers, 360 Bar and Dining at Sydney Tower, Botanic Gardens Restaurant and Centennial Parklands Dining. Additionally, the company provides corporate catering services that include:

- first and business class lounge airport catering
- school boarding and staff catering
- boardroom catering
- office catering
- event catering
- cafe, kiosk and restaurant management.

The company employs more than 500 full-time, part-time and casual employees nationally. The company also claims to be an

equal opportunity employer and is committed to providing a safe and supportive work environment for all staff. Jobs advertised on their website have included bartenders, wait staff, casual baristas, chefs, chefs de parte, catering assistants and casual kitchen hands, among others.

### ACTIVITIES

- 1 Name two dining venues operated by the the Trippas White Group.
- 2 Give three examples of corporate catering the Trippas White Group provided.
- 3 What is the company committed to in relation to its workers?
- 4 Using the notes in the textbook, answer the following questions.
  - a What is the difference between part-time and casual employment?
  - b What is a chef de parte?
  - c What is the difference between a chef and a cook?

## UNIT REVIEW

### LOOKING BACK

- 1 List four back-of-house employment opportunities in the food service and catering industry.
- 2 List four front-of-house employment opportunities in the food service and catering industry.
- 3 Outline the role of management in an establishment.

### FOR YOU TO DO

- 4 You are planning to operate your own cafe.
  - a Choose a location and give reasons why you have selected this location.
  - b List five dishes on your menu board.
  - c List five beverages on your menu board.

- d Outline the roles of three staff members required to operate your cafe.
- e Justify four qualities you would expect from staff.
- f Write an advertisement for a staff position available at your cafe.

### TAKING IT FURTHER

- 5 Plan and prepare a function for your teachers, parents or community members such as morning tea or a dinner. Your event could also help to raise money for a charity. Assign front- and back-of-house positions to different class members; for example, kitchen hand, food and beverage attendant, head chef and manager.
- 6 Visit a restaurant or cafe and interview the staff about their role in the operation of the venture.

## KYLIE KWONG

### CHEF

Kylie Kwong is a chef, author, television presenter and restaurateur. As a third-generation Chinese Australian she learned Cantonese cooking from her mother's side. She loved hanging around her uncles' noodle factory and enjoyed family gatherings involving banquets and steamboat parties.

Kylie undertook much of her apprenticeship at Neil Perry's Rockpool and later as head chef at Wokpool, a modern Asian noodle bar and restaurant. Later she became head chef at Bill's, owned by Bill Granger. In 1999, Kylie and Bill opened a restaurant together called Billy Kwong. It was Kylie's first restaurant and it was located in Sydney's Surry Hills.

In addition to her Chinese heritage, Kylie says her cooking style has been shaped by living in Australia, where we have access to some of the world's finest produce, including seafood from pristine waters and a bountiful array of Asian fruit, vegetables and herbs. According to Kylie, 'I have incorporated these ingredients into my food to create a distinctly Australian Chinese cuisine.'

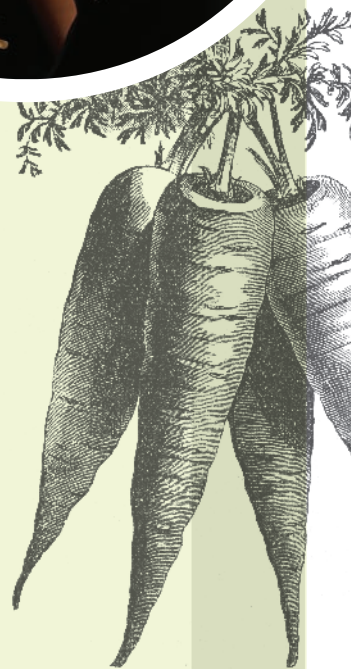
She has also made a commitment to sustainability by only using organic and biodynamic food and Fairtrade tea, coffee and chocolate. Kwong explains, 'I wanted my work and social life to reflect my Buddhism. Offering my customers healthy, life-giving, precious food is the best way for me to help them.'

Kylie has also fused Indigenous food into her cooking. At Carriageworks Farmers Market in Sydney, Kylie sells dumplings and pork buns, pancakes with salt bush, and sticky rice parcels of macadamia and warrigal greens. Kylie says she has been inspired and influenced by some great cooks and food writers: 'From my mother to Alice Waters, Stephanie Alexander, Neil Perry, Stefano and Franca Manfredi, Maggie Beer, Elizabeth David, Fergus Henderson, Rene Redzepi and Alex Atala.' She is also inspired by her travels, which provide her the opportunity to learn more about food traditions worldwide.

Source: Adapted from information from the Kylie Kwong website. Photo: Newspix/John Fotiadis

### ACTIVITIES

- 1 Where did Kylie undertake her apprenticeship?
- 2 At what restaurant was Kylie first in the position of head chef?
- 3 Kylie specialises in what cuisine?
- 4 How does Kylie commit to sustainability?
- 5 Give an example on how Kylie has incorporated Indigenous food into her cuisine.
- 6 Name five people who have influenced Kylie.
- 7 How has travelling inspired Kylie?





## 7.3

## Employer and employee rights and responsibilities

**Employers** and employees have specific rights and responsibilities to follow in order to ensure safety and fairness at work.

### Work health and safety

The food service and catering industry is fast-paced and involves heat, water, tools and machinery. Common injuries include:

- slips and falls
- sprains and strains
- scalds and burns
- cuts and abrasions.

To prevent injury, it is important that food service and catering staff:

- use safety signage
- wear protective clothing and shoes
- have easy access to first aid and emergency contact numbers
- are trained in safety
- keep work areas clean and clear
- store chemicals appropriately
- lift objects correctly.

**Table 7.6** Employer **duty of care** and employee rights and responsibilities

| EMPLOYER DUTY OF CARE                                       | EMPLOYEE RIGHTS AND RESPONSIBILITIES  |
|---|---|
| Ensure a safe work environment                              | Look after your own personal health and safety                                |
| Ensure safe systems at work                                 | Help other employees' health and safety, where possible                       |
| Provide WHS information and training to staff               | Complete all WHS training   |
| Ensure and supervise the safe use of equipment and products | Follow safety policies and procedures, including personal protective clothing |
| Provide emergency procedure training                        | Follow emergency procedures (e.g. fire evacuation)                            |
| Keep records of incidents and safety checks                 | Report unsafe or unhealthy conditions and report injuries                     |
| Monitor employees' health and wellbeing                     | Follow laws about alcohol and drugs   |



Shutterstock.com/Di Studio

**Figure 7.5** Chefs wear protective clothing and shoes.

The *Work Health and Safety Act 2011* (NSW) aims to protect the health, safety and welfare of people at work. It covers employees, employers and self-employed people. Failure to provide safety for workers can result in heavy fines, business closure or imprisonment of offenders. The government organisation WorkCover can inspect premises at any time to check on health and safety issues. It must close and inspect all workplaces where a death has occurred as a result of an accident.



Figure 7.6 Signs help with safety.

## Industrial legislation

### Industry awards

Awards are the minimum working conditions of employees in a particular industry or occupation. They are negotiated between unions and employers and are permanent until new improved awards are agreed to. Employers who provide less than award conditions can be prosecuted.

Awards usually deal with:

- minimum wage rates
- leave entitlements such as holiday and sick leave
- hours of work
- penalty rates, overtime and casual rates
- allowances, such as for travel or uniform.

### Enterprise agreements

Under **enterprise** agreements, employees or their unions can negotiate with employers to gain conditions better than the award. Once an agreement has been reached, the improved working conditions are then written down and cannot be breached.

### Anti-discrimination legislation

Under anti-discrimination legislation, employees and customers cannot be discriminated against on the basis of:

- age
- gender
- religion
- race
- disabilities
- sexual preference
- marital or parental status.

### Equal employment opportunity principles

Equal employment opportunity (EEO) means that all people, regardless of gender, race, age, marital or parental status, sexual preference, disability or religious belief, have the right to be given fair consideration for a job, or other job-related benefits such as staff training and development, if they have the qualifications, skills and experience for the employment opportunity.

## UNIT REVIEW

### LOOKING BACK

- 1 Name the legislation that ensures workers have a right to safety.
- 2 Name four injuries common to the food service and catering industry.
- 3 What are three areas covered by industry awards?
- 4 Employees and customers cannot be discriminated against on the basis of several personal aspects of their lives. List five of these.

### FOR YOU TO DO

- 5 Produce a safety sign that can be displayed in your school kitchen.

- 6 What personal protection items are worn in commercial kitchens and why are the items necessary for safety?

### TAKING IT FURTHER

- 7 Investigate current award wages and conditions of different careers in hospitality, using the internet to access government and union websites. Use keywords in your search such as Australia, awards or chefs.
- 8 Examine the first aid kit for your food technology classroom and state how the items can be used in relation to first aid.

## 7.4

## Consumer rights and responsibilities

When you purchase goods or use a service you become a consumer. Consumers have a right to:

- safety
- choice
- be heard
- satisfaction of basic needs such as food and shelter
- redress (refund, repair or exchange on faulty goods)
- consumer education
- a healthy environment.

Consumers also have a responsibility to:

- use products wisely
- choose carefully
- make use of available information
- seek redress with faulty goods or express dissatisfaction with poor service.

- fair trading is promoted; for example, a food cannot be advertised with false and misleading information.

Environmental health officers enforce legislation by inspecting food premises. They can enter at any time and have the power to take samples, issue warnings, and fine or close food premises if hygiene standards are not met.

Under this legislation, food for sale must be prepared in a commercial kitchen where materials and equipment meet set standards. Most food ventures need council approval and inspection before they can operate. Food businesses also need to have a supervisor in charge of food safety in order to implement practices that prevent food poisoning.

Under the law, establishments serving alcohol require a licensee and staff trained in Responsible Service of Alcohol (RSA). Public liability insurance is also compulsory in case customers are injured or fall sick as a result of an establishment's operations.

Under the *Smoke-Free Environment Act 2000* (NSW), smoking is banned both indoors and outdoors at commercial dining areas such as restaurants and cafes. Smoking is also not permitted near a food stall. The law protects the rights of non-smokers as passive smoking is a health risk.

## Safety and hygiene

In NSW, the *Food Act 2003* and *Food Regulation 2010* are the primary laws protecting the right of consumers to clean and safe food. According to these instruments:

- food has to be fit for human consumption
- foods must meet certain standards; for example, meat pies must contain a certain percentage of meat
- consumers must not be deceived; for example, beef meat pies must contain beef



**Figure 7.7** Smoking is prohibited both inside and outside dining areas.





iStock.com/shalamov

**Figure 7.8** Staff need to be trained in responsible service of alcohol (RSA) before they can serve alcohol.

## FOOD IN FOCUS

### FOOD POISONING ON THE RISE

The number of Australians struck down by food poisoning has leapt almost 80 per cent in a decade and the number of outbreaks linked to restaurants has more than doubled, according to the latest government statistics. The figures capture only a fraction of infections since most victims don't go to a doctor, experts say.

People cook less and eat out more, say public health experts. 'Traditionally, food is prepared and eaten immediately, but now food might be prepared and left longer before eating. Also, the exposure is greater; if someone accidentally contaminated food in their home and fed it to their family, the organism is only being exposed to five people rather than 500', says CSIRO food microbiologist Cathy Moir.

The dramatic increase of salmonella poisoning is largely attributed to a shift in preference towards chicken, with contamination by raw or undercooked chicken a major cause. However, raw or minimally cooked eggs are the largest cause of food-

borne illness in Australia, particularly with the popularity of raw egg-based dishes like aioli.

There have also been outbreaks of salmonella in fresh produce such as rockmelons and cucumbers as health-conscious consumers favour salads, raw vegetables and minimally processed foods with lower salt and fat contents. 'The majority of dishes are safe and don't have salmonella on the surface, but once you start handling them – and handling them in a way that doesn't cook them – you're allowing more opportunities for salmonella to spread.' Food Safety Information Council CEO Juliana Madden says following one simple habit would go a long way. 'Honestly, a lot of the problem would be fixed if we just washed our hands'.

An ageing population is also 'a huge challenge', says food industry consultant Patricia Desmarchelier. Older people are particularly susceptible to illness and reduced mobility could mean that elderly people shopped less often, stored food for longer and ate more pre-prepared food, which could put them at risk.

Source: Adapted from 'Food poisoning on the rise' Inga Ting, Goodfood.com, 4 March 2014. This work has been licensed by Copyright Agency Limited (CAL). Except as permitted by the Copyright Act, you must not re-use this work without the permission of the copyright owner or CAL.

### ACTIVITIES

- 1 Read the text and produce a mind map of the causes for the rise in food poisoning.
- 2 What advice would you give an elderly person who lives on their own to avoid food poisoning?

## Value for money

Consumers know that it costs more to purchase a meal than to make it at home, but they still have a right to receive value for money. Consumers expect fresh, high-quality, nutritious ingredients and adequate, consistent **portion sizes**. They also expect friendly and efficient service. At restaurants, consumers often tip staff if the food is appealing and the service is exceptional.

By law, food service providers must provide menus where items are correctly priced and adequately described. Consumers also have the right to complain and be compensated if the food or service is poor.

## Food labelling and marketing

Food service providers are not required to label their products like packaged foods, but they must

still inform the consumer of the main ingredients, cooking method and portion size of the dishes available. Some providers use photographs and displays to inform customers, while others describe their menu items verbally; for example, 'Chicken Montrose (grilled chicken breast served with a fresh tomato and basil sauce)'.

A consumer has the right to ask if a dish has ingredients such as peanuts to which they may be allergic. Many food service providers now label vegetarian and gluten-free options on their menus to cater to a wider clientele.

The food service and catering industry is very competitive. Common marketing practices employed to entice customers include **media** advertising, sponsorships, competitions, food deals, memberships and giveaways.

### UNIT REVIEW

#### LOOKING BACK

- 1 List four rights of consumers.
- 2 Name two pieces of legislation that the food service and catering industry must abide by when preparing food.
- 3 Describe the role of an environmental health officer.
- 4 What marketing practices do food service providers use to entice customers to purchase from them?

#### FOR YOU TO DO

- 5 Search for images of poor kitchen hygiene and make a list of any rules that have not been followed in one of the images you have found.

- 6 A restaurant reviewer has given a restaurant one star out of 10 for value for money. List factors that may contribute to poor value for money in food service.
- 7 Write informative but short descriptions for each of the following menu items:
  - a seafood family feast
  - a chocolate lover's dream
  - healthy tropical chicken.

#### TAKING IT FURTHER

- 8 Produce a short video or other form of visual presentation on how to maintain food safety for the food industry.

## 7.5 Menu planning considerations

A menu is a list of dishes available to customers, which are ordered and usually presented in courses. Many factors need to be considered when planning menus.

### Scale of function

Functions can involve a small or large number of guests. With smaller functions it is easier to provide more courses and options than it is when dealing with larger numbers.

Typical courses in a menu are as follows.

- Appetiser: Tasty food that is not too filling and stimulates the desire for more food
- Entrée (or first course): Usually a fish, soup, or salad in small portions
- Main course: Usually meat, fish or poultry with vegetable accompaniment
- Dessert: Sweet dishes, fruit or cheese.



7.5 Menu planning considerations

**Table 7.7** Types of menus

| TYPES OF MENUS | CHARACTERISTICS   |
|----------------|---|
| à la carte     | <ul style="list-style-type: none"> <li>• Lists all the dishes available, arranged in courses and each priced separately</li> <li>• Provides an extensive choice of menu items</li> <li>• Allows the customer to choose the number and type of dishes</li> <li>• There food is cooked to order so there is a waiting time</li> <li>• Can be expensive because skill is required to prepare each dish individually</li> </ul> |
| Table d'hôte   | <ul style="list-style-type: none"> <li>• A restricted menu</li> <li>• Offers a small number of courses – usually two or three</li> <li>• Offers limited choice within each course</li> <li>• Set price</li> <li>• Faster service</li> <li>• Controls catering costs</li> </ul>  |
| Function menu  | <ul style="list-style-type: none"> <li>• For special occasions such as weddings and High Teas</li> <li>• Usually a fixed menu with little or no choice</li> <li>• Customer usually selects a menu package</li> <li>• Priced per head</li> <li>• Choice of sit-down meal, buffet or finger food service</li> </ul>   |
| Du jour menu   | <ul style="list-style-type: none"> <li>• Changes daily</li> <li>• Presented on a blackboard or verbally to the customer</li> <li>• A useful way to accommodate seasonal produce, test new recipes or use excess ingredients</li> </ul>  |
| Cyclic         | <ul style="list-style-type: none"> <li>• A series of fixed meals (usually breakfast, lunch and dinner) that rotates over a period of time, such as a week, fortnight or month</li> <li>• Provides only a few choices to pick from for each meal</li> <li>• Usually well-balanced nutritionally</li> <li>• Commonly used by schools, hospitals, nursing homes, camps and airline catering</li> </ul>                         |
| Degustation    | <ul style="list-style-type: none"> <li>• Sampling many courses of small portions of food that show off the chef's specialities</li> </ul>   |

### Facilities, staff, time and money

An establishment plans menus according to the facilities, staff, time and money they have available. For example, an à la carte menu requires chefs with skill. It also requires a lot of equipment to prepare the varied dishes and is costly because many ingredients are required. Offering a table d'hôte menu limits choice and may help an establishment to save time and money.

Some caterers, such as those in nursing homes, need to feed a large number of people at one time. They usually have limited funding and facilities, and many dishes on their menus contain inexpensive ingredients and methods of cooking such as baking, which allows a lot of food to be cooked at once.



## Arnold's Riverside Restaurant à la carte menu

### STARTERS

|  |        |
|--|--------|
| Garlic and herb damper                               | \$3.70 |
| Soup of the day served with Turkish bread            | \$5.00 |
| Wedges served with sweet chilli sauce and sour cream | \$5.00 |

### ENTRÉES

|   |         |
|---|---------|
| Garlic prawns served on a jasmine rice timbale  | \$11.90 |
| Caesar salad – cos lettuce, egg and croutons served with chef's own<br>Parmesan and anchovy dressing            | \$8.90  |
| South Australian oysters (½ dozen)  | \$11.50 |
| Chicken skewers – two skewers served on cos lettuce with a creamy sweet chilli sauce                            | \$8.90  |
| Penne pasta Dijon – chicken tossed in cream, sundried tomatoes and Dijon mustard<br>and served with penne pasta | \$9.20  |

### MAIN COURSES

|  |         |
|--|---------|
| Chargrilled prime eye fillet – 350 grams, with your choice of sauce and cooked<br>to your liking                   | \$21.00 |
| Chicken filo – chicken breast fillet pocketed with sundried tomatoes and ham, wrapped<br>in filo pastry and baked  | \$21.00 |
| Fettucini puttanesca – olives, chilli and anchovies, tossed in tomato concasse and served<br>with Parmesan cheese  | \$16.00 |
| Honey and soy duck – pan-fried with crispy skin with honey and soy jus, served<br>on bok choy                      | \$18.90 |
| Fisherman's catch – grilled barramundi, prawns, oysters, scallops and calamari,<br>with lemon and mango mayonnaise | \$21.00 |
| Herb-crusted lamb racks – local lamb, oven-baked and served with couscous and a<br>basil pesto sauce               | \$19.90 |
| All main meals served with your choice of seasonal vegetables or a fresh garden salad                              |         |

### DESSERTS

|   |        |
|---|--------|
| Chocolate bavarois served with raspberry coulis and fresh chantilly cream | \$6.90 |
| Banana crêpes served with banana and mango parfait                        | \$6.90 |
| Bailey's cheesecake – homemade cheesecake served with Tia Maria sauce     | \$7.20 |

Figure 7.9 An à la carte menu

## Jordan's table d'hôte menu

**\$45 THREE COURSES**  
**\$39 TWO COURSES**

### APPETISERS

Chicken Caesar – chicken, bacon, croutons, cos lettuce and anchovy dressing  
Deep-fried salted calamari served with a marinated green paw-paw and mint salad  
Vegetarian nori roll plate – vinegared rice, pickled and fresh vegetables, wasabi and soy

### MAIN COURSES

Chargrilled Atlantic salmon served with baby spinach, roasted red onion and tzatziki  
Free range chicken breast served with grilled sweet potato, chive and coriander salad  
Penne pasta – tomato, pesto, eggplant and kalamata olives

### DESSERT

Fresh seasonal fruit plate  
Chocolate pudding served with double cream  
Ice-cream terrine

All mains served with bread rolls, chips, salad  
Coffee or tea also provided

## LILLYPILLY'S COUNTRY COTTAGE FUNCTION MENU \$80.50 PER PERSON

### PRE-DINNER STARTER

Homemade dips served with crudités and a selection of crackers

### ENTRÉE

Entrée Savoury pancake topped with roasted Mediterranean-style vegetables and rustic salsa

### MAIN COURSES

Rib fillet of beef served with a mushroom and green peppercorn glaze

### DESSERT

Chocolate, date and almond torte served with chocolate sauce and double cream  
Tea and coffee

Figure 7.11 A set function menu

## Specials of the day

### ENTRÉE

|   |        |
|---|--------|
| Herbed eggplant, cheese and tomato stacks | \$7.00 |
| Creamy gnocchi with prosciutto            | \$8.00 |

### MAINS

|   |         |
|---|---------|
| Searched fish cutlets with creamy pesto | \$13.00 |
| Chargrilled Mexican chicken             | \$16.00 |

### DESSERTS

|                            |        |
|----------------------------|--------|
| Coconut and almond pudding | \$7.50 |
| Zabaglione                 | \$6.00 |

Figure 7.10 A table d'hôte menu

Figure 7.12 A du jour menu

| Meal                  | Monday   | Tuesday   | Wednesday  | Thursday   | Friday   |
|-----------------------|--|---|--|--|--|
| <b>Breakfast</b>      | <ul style="list-style-type: none"> <li>Fried eggs</li> <li>Grilled tomatoes</li> <li>Banana pancakes</li> <li>Fresh fruit platter</li> <li>Cereals/milk /yoghurt</li> <li>Fresh juices</li> </ul>                                    | <ul style="list-style-type: none"> <li>Scrambled eggs</li> <li>Bacon and sausages</li> <li>Cinnamon waffles</li> <li>Fresh fruit platter</li> <li>Cereals/milk /yoghurt</li> <li>Fresh juices</li> </ul>  | <ul style="list-style-type: none"> <li>Omelette</li> <li>Breakfast burrito</li> <li>Miso and rice</li> <li>Fresh fruit platter</li> <li>Cereals/milk /yoghurt</li> <li>Fresh juices</li> </ul>   | <ul style="list-style-type: none"> <li>Frittata</li> <li>Bacon and sausages</li> <li>Hash browns</li> <li>Fresh fruit platter</li> <li>Cereals/milk /yoghurt</li> <li>Fresh juices</li> </ul>  | <ul style="list-style-type: none"> <li>Fried eggs</li> <li>Bacon and sausages</li> <li>Sautéed mushrooms</li> <li>Fresh fruit platter</li> <li>Cereals/milk /yoghurt</li> <li>Fresh juices</li> </ul>  |
| <b>Lunch: Main</b>    | <ul style="list-style-type: none"> <li>Lemon couscous</li> <li>Moroccan lamb</li> <li>Harissa chicken</li> <li>Steamed vegetables</li> <li>Roast beef with Yorkshire pudding</li> <li>Fresh garden salad</li> <li>Tabouli</li> </ul> | <ul style="list-style-type: none"> <li>Vegetarian jambalaya</li> <li>Cajun chicken and dumplings</li> <li>Blackened snapper and tofu</li> <li>Beef and sausage gumbo</li> <li>Steamed seasonal vegetables</li> <li>Oven-roasted chicken</li> <li>Windsor court salad</li> <li>Tossed green salad</li> </ul> | <ul style="list-style-type: none"> <li>Greek spiced rice pilaf</li> <li>Moussaka</li> <li>Chicken kebabs</li> <li>Spanakopita</li> <li>BBQ marinated calamari</li> <li>Roast lamb with mint sauce</li> <li>Greek salad</li> <li>Green salad</li> </ul> | <ul style="list-style-type: none"> <li>Herb-tossed noodles</li> <li>Beef stroganoff</li> <li>Portuguese chicken</li> <li>Eggplant marsala</li> <li>Tomato and rosemary quiche</li> <li>Steamed vegetables</li> <li>Fresh garden salad</li> <li>Potato salad</li> </ul> | <ul style="list-style-type: none"> <li>Fragrant rice</li> <li>Lamb rogan josh</li> <li>Tandoori chicken</li> <li>Pumpkin curry</li> <li>Roast pork with apple</li> <li>Pappadums</li> <li>Banana and coconut salad</li> <li>Fresh green salad</li> </ul> |
| <b>Lunch: Dessert</b> | <ul style="list-style-type: none"> <li>Chocolate pudding</li> <li>Ice-cream</li> <li>Fruit salad</li> </ul>  | <ul style="list-style-type: none"> <li>Pecan pie with cream</li> <li>Ice-cream</li> <li>Fruit salad</li> </ul>  | <ul style="list-style-type: none"> <li>Chocolate mousse</li> <li>Ice-cream</li> <li>Fruit salad and toppings</li> </ul>  | <ul style="list-style-type: none"> <li>Sticky date pudding</li> <li>Ice-cream and caramel sauce</li> <li>Fruit salad</li> </ul>  | <ul style="list-style-type: none"> <li>Crème brûlée</li> <li>Praline icecream</li> <li>Fruit salad</li> </ul>  |
| <b>Afternoon tea</b>  | <ul style="list-style-type: none"> <li>Vietnamese spring rolls</li> <li>Meat and cheese platters</li> <li>Fresh fruit</li> </ul>   | <ul style="list-style-type: none"> <li>Hot dogs</li> <li>Vege dogs</li> <li>Fresh fruit</li> </ul>  | <ul style="list-style-type: none"> <li>Pasties</li> <li>Potato wedges</li> <li>Fresh fruit</li> </ul>  | <ul style="list-style-type: none"> <li>Assorted wraps</li> <li>Hot chicken kebabs</li> <li>Fresh fruit</li> </ul>  | <ul style="list-style-type: none"> <li>Sushi</li> <li>Sausage rolls</li> <li>Fresh fruit</li> </ul>  |

**Figure 7.13** A cyclic menu used for film catering to feed cast and crew. Buffet service is provided for crew to select meals from. When filming at night, dinner options are available from a menu.





**Figure 7.14** A degustation menu involves many small portions of foods to taste.

## Year, time and occasion

Menus are often planned with consideration to the time of year. In winter, more soups and warm desserts are on a menu, while more salads and cold desserts are available in summer. In spring, lots of fresh vegetables are offered.

Depending on the time of day, many establishments will offer a breakfast, lunch or dinner menu. Breakfast menus and lunch menus are often lighter, quicker to prepare and include fewer options than dinner menus.

Different occasions also influence menus. For example, a wedding commonly uses function menus. Barbecues are often used to feed a large number of people for occasions such as school fundraisers.

## Types of customers

The health, occupation, gender, age, preferences and number of people a food service provider has to cater for affect menu planning. For example, hospital caterers must account for the health, gender and age of patients in order to provide a nutritious meal. They consult with dietitians to plan suitable meals. Men, for instance, often have a higher energy requirement than women, and those recovering from heart disease may require low-fat meals. To cater for personal preferences, they often include several options as part of their menus, such as vegetarian or gluten-free items.

Today, strict nutritional guidelines exist for childcare and school catering services.

## UNIT REVIEW

### LOOKING BACK

- 1 List three courses on a menu.
- 2 Explain the difference between an à la carte and a table d'hôte menu.
- 3 List the factors you need to consider when planning menus for different customers.

### FOR YOU TO DO

- 4 Plan a blackboard menu of four breakfast options for cafe.
- 5 Plan a three-day menu (breakfast, lunch and dinner) for Year 9 and 10 students at school camp. The food will be prepared and served in a mess hall. Make sure you do not include nut products.

### TAKING IT FURTHER

- 6 You are catering for a school formal. Prepare a professional-looking three-course function menu for the occasion. Set a price for the menu.
- 7 Find an example on the internet of the following menus:
  - à la carte
  - table d'hôte
  - buffet function menu.

## 7.6 Recipe development

Many food service and catering establishments develop new recipes or modify existing recipes to add interest to their menus or to suit the needs of diners. For example, a restaurant chef may modify a basic recipe for apple crumble and turn it into a deconstructed apple crumble, while a hospital cook may produce a low-fat, low-sugar version of this dish to offer patients with heart disease.

Once they are proved reliable, recipes in the food service and catering industry become known as standard recipes. These recipes make it easier to cater for both large and small functions.

### Ingredients

Ingredients in a recipe must always be of high quality, and preferably fresh, but in large-scale production some prepared ingredients may be more viable; for example, frozen vegetables. When modifying ingredients to provide healthier options, many low-fat, low-sugar and high-fibre ingredient alternatives are available.

### Method of preparation

The method in a recipe provides instructions on preparing the ingredients.

When serving a large number of people at one time, baking and roasting are more suitable methods than frying or grilling, as they require less constant attention. These methods are also more

appropriate than frying when developing low-fat recipes. Dishes that can be made in advance, such as chilled desserts, save time when preparing food for functions.



### Portion size

A standard recipe indicates a number of servings, or the number of people it should feed. It also assists with ordering. For example, if a recipe serves 10, and 100 portions are required, then the quantity of each ingredient is multiplied by 10.

### Cost per portion

The cost per portion is useful in assisting to set menu prices. It is also useful when selecting recipes to suit a budget.

### Measuring

No matter how small or large the quantity of ingredients that are required in a recipe, they must be measured accurately. Too much or too little could spoil the appearance or flavour of a dish.

### Recipe writing

When a recipe has been developed, it is important that it is written as procedural text so that others can follow it and produce a quality product.

#### HANDS-ON

### DESIGN A CANAPÉ

#### PURPOSE

To engage in developing and creating canapés. Canapés are popular finger foods that are easy to prepare.

#### MATERIALS

Cream cheese

Mini toast

Choice of ingredients cut to size, such as stuffed olives, gherkins, smoked salmon, cold meats or caviar

Finely chopped herbs such as dill, parsley or chives

Piping bag

#### STEPS

- 1 Whip cream cheese.
- 2 Pipe onto mini toast.
- 3 Decorate the toast with a topping of your choice so that the canapés look colourful and appealing. You can garnish with herbs if necessary.
- 4 Take a photo of your design.

# Tuna quiche Name

Preparation time: 10 minutes

Cooking time: 40 minutes

Cost per serve: \$1.90 Cost per portion

List of ingredients  
to be used

Quantities required

| Serves 10    | Serves 25      | Serves 50      | Ingredient                    |
|--------------|----------------|----------------|-------------------------------|
| 10           | 25             | 50             | eggs                          |
| 940 mL       | 2.3 litres     | 4.7 litres     | reduced-fat milk              |
| 2½ cups      | 625 grams      | 1.25 kilograms | reduced-fat cheese,<br>grated |
| 2            | 6              | 12             | onion, chopped                |
| 460 grams    | 1.15 kilograms | 2.3 kilograms  | tuna, drained and<br>flaked   |
| 1¼ cups      | 400 grams      | 800 grams      | wholemeal plain flour         |
| 2½ teaspoons | 1½ tablespoons | 3 tablespoons  | baking powder                 |

## Method

- 1 Beat eggs and milk together.
- 2 In a separate bowl, mix together the cheese, onion, tuna, flour and baking powder.
- 3 Add the egg and milk mixture to the flour mixture.
- 4 Pour into a lightly greased dish.
- 5 Bake in 200°C oven for 35–40 minutes.

Method of  
preparation

Figure 7.15 The elements of a recipe

## HANDS-ON

### PRODUCE YOUR VERSION OF SCONES

#### PURPOSE

In this activity you will find and practise a scone recipe then change it to make it your own recipe, such as pizza scrolls.

#### MATERIALS

Cookbooks or recipe websites  
Ingredients for scones  
Other ingredients you want to use

#### STEPS

- 1 Find a basic scone recipe that uses Australian standard measurements.
- 2 Practise this recipe.
- 3 Come up with a variation for your scone, such as other ingredients or changes in shape.
- 4 Write up your idea as a recipe.
- 5 Trial the recipe.
- 6 Evaluate the recipe.
- 7 Rewrite the recipe with any changes you made.



# Lemon and passionfruit butter

Goal or aim

## Ingredients

2 egg yolks  
1 teaspoon lemon rind, grated  
2 dessertspoons fresh lime juice  
125 grams softened butter  
1 tablespoon passionfruit pulp

## Equipment

double saucepan  
whisk  
paring knife  
chopping board  
wooden spoon

## Method

- 1 *Place* egg yolks, lemon rind and juice **in the top of a double saucepan**.
- 2 *Stir* with a wooden spoon over simmering water for 1 minute.
- 3 *Cut* softened butter **into small pieces**.
- 4 *Whisk* into mixture **gradually**.
- 5 *Continue* whisking **until sauce thickens**.
- 6 *Remove* from heat **immediately**.
- 7 *Stir* in passionfruit pulp and *cool* to **room temperature before serving**.

Delicious served on toast.

Optional serving suggestion

Materials/resources

Steps in order  
*Italicised text* indicates verbs or adverbs, which usually begin sentences containing instructions.  
**Bold** text indicates words that qualify given information – about how, where, when and for how long.

Figure 7.16 Procedure text is used for writing recipes.

## UNIT REVIEW

### LOOKING BACK

- 1 Identify the five elements of a standard recipe.
- 2 Explain the importance of cost per portion in a standard recipe.
- 3 Explain the importance of measuring in recipe.

### FOR YOU TO DO

- 4 Here are the ingredients for 20 serves of fruit muffins:
  - 2 cups flour
  - 1 teaspoon baking powder
  - $\frac{1}{3}$  cup caster sugar
  - 1 teaspoon nutmeg
  - 2 tablespoons oil
  - 1 cup creamy yoghurt
  - 1 egg
  - 1 cup fruit, such as fresh blueberries or strawberries.

Using your knowledge of food and nutrition, suggest how a caterer at a sports and recreation camp could modify the below ingredients list so that the recipe:

- feeds 100 athletes
- is low in cost
- is highly nutritious.

### TAKING IT FURTHER

- 5 Watch a cooking show. Report to the class the following information:
  - the name of the chef or presenter
  - the name of the dish they prepared
  - a description of how the dish was prepared and what the chef did to make the dish interesting and appealing.
- 6 In groups, produce your own five-minute cooking segment of an interesting recipe you have developed or modified.

## 7.7 Purchasing systems

### Ordering

In the food service and catering industry, food is usually ordered in bulk quantities, often from food wholesalers. Some establishments have contracts with suppliers to ensure that they receive consistent and exclusive products. Some caterers and chefs do their own shopping and will attend fresh food markets, selecting the best quality produce for their establishments. A business will telephone, email or use the internet to place orders.

### Receiving

When receiving supplies of food, staff members are responsible for checking that:

- orders are correct
- food and packaging are undamaged
- ingredients are fresh.

If the stock meets the standards, it is quickly stored in its correct location to prevent risks to hygiene and safety. Incorrect or poor quality stock is not accepted.

### Controlling

**Stock control** is very important as it ensures that there is sufficient good-quality stock when required, but

not so much stock that there is waste or a problem with storage.

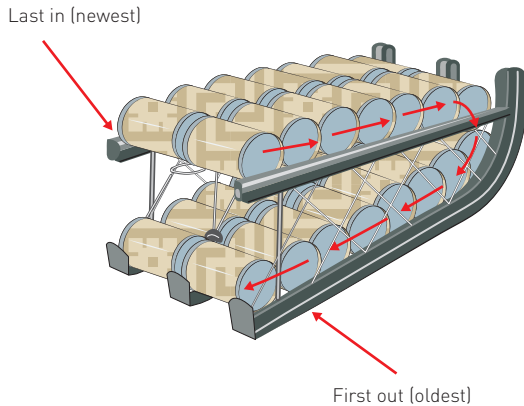
Some stock is checked daily while other stock is checked weekly or monthly. For example, cafes check milk supplies daily and coffee supplies weekly. Supplies of items such as straws may also be checked monthly.

There are different systems used in stock control. Some establishments use computer programs and others use a card system, while some simply list foods that are low in stock on a board or piece of paper.

### Issuing

In most food establishments, food is collected from the dry, cool or frozen storage area as required. In larger establishments, food required may be requested using a requisition sheet and then issued by a stock controller.

The first-in, first-out (FIFO) system is employed when issuing food. When new stock arrives, the fresher ingredients go to the back while the older stock moves to the front so that it is used first. This helps to prevent food wastage.



**Figure 7.17** A FIFO food rotation system



**Figure 7.18** Labelling with dates helps to use up older stock first.

## UNIT REVIEW

### LOOKING BACK

- 1 What is checked when a food is received?
- 2 Why is it important to quickly store food after it has been delivered?
- 3 What procedures are involved in FIFO?

### FOR YOU TO DO

- 4 Consider a take-away shop located near a busy workplace.
  - a Estimate how often (daily, weekly or monthly) you think they would need to order:
    - bread
    - frozen chips
    - fresh tomatoes.

- b For each food in part a, describe how you would judge the freshness of food delivered.
- c What drinks may a take-away order from a supplier?

### TAKING IT FURTHER

- 5 Visit your school canteen and interview the manager about their food purchasing system.
- 6 Find wholesale food suppliers in your area and produce a database to store the information about three of these suppliers.
- 7 Practise ordering food supplies over the internet from one of the supermarket websites.

## 7.8

## Food service and catering considerations

When serving food, a number of factors need to be taken into consideration.

### Plating food

Depending on the occasion and the establishment there are different ways of plating food, but no matter what form of plate service is used, good presentation of food is essential as first impressions count. So when plating foods, remember to:

- control the portion so that everyone gets the same amount but neither overload nor have too little on the plate
- arrange foods so that they look colourful
- use garnishes and decorations to add interest to dishes but ensure that they complement the food
- use clean and unchipped plates and wipe away any spills with a clean cloth
- place the best side of the food facing up.

## Style of meal

Styles of meals can range from casual to formal. Take-away food is served packaged and taken away, or eaten at the venue on uncovered tables with plastic cutlery. For many casual meals, such as those served in bistros, plates and cutlery are provided, and again tables are commonly uncovered.

A popular style of meal is the buffet, where diners select foods from a variety of prepared dishes on display either on a table or from behind a counter. Providing **finger foods** for a guest to select at a function is also considered self-service. With more formal meals, the food and beverage attendant will be more involved in serving the guests and the table setting will be more structured.

## Number of courses

Buffet and self-service work well when there are only a few courses to be served. As courses increase in number, it may be easier to provide plate service using traditional formal table setting.

When setting a table for formal service:

- allow 60 cm from the centre of one place setting to the centre of the next
- use clean, crisp tablecloths with dry, shiny, clean and undamaged glassware, cutlery and crockery
- working from the outside in, arrange cutlery 2 cm from the table edge in the order of courses with the knife blades facing the plate (in à la carte service, only the main course knife and fork are set; the rest are laid out after orders have been placed)
- dessert cutlery may be presented with the dessert or laid on the table before the meal, either next to the other cutlery or horizontally above the

plate; if horizontal, the dessertspoon handle faces right and the dessert fork is placed below the dessertspoon with its handle facing left

- clear all plates, condiments and unused cutlery prior to serving desserts
- place glasses at the top of the dinner knife; in formal settings there are different glasses for different drinks
- place serviettes in the centre of the plate, to the left of the forks, above the plate, on the bread-and-butter plate or in the wine glass
- use attractive and appropriate table decorations that do not interfere with service or communication between guests.

## Customer requirements

Families, couples, groups, business people, young children and seniors all require different styles of food service. For example, families with young children often prefer low-cost dining with prompt service and a children's menu.

## Cost

Service where dining facilities are provided, as well as waiting staff to serve food, is more costly than self-service, buffet or take-away service. Usually, the more a customer pays, the more an elaborate and attentive service can be expected.

## Time available

When a meal needs to be eaten quickly, take-away service or self-service works well. When more time is available, a more formal table service may be appropriate.

**Table 7.8** Styles of plating food

| SERVICE             | DESCRIPTION   |
|---------------------|---|
| Plate service       | All the food is put on a plate before being served.   |
| Part plate service  | The main item is put on the plate while the vegetables are served in a separate container from which customers help themselves. |
| Semi-silver service | The main item is put on a plate while vegetables are placed onto the plate at the table by a food attendant.                    |
| Silver service      | An empty plate is presented to the customer and the food attendant serves all the food using a fork and spoon.                  |
| Guéridon service    | The food attendant prepares all or part of a dish at a small table or trolley beside the customer's table.                      |



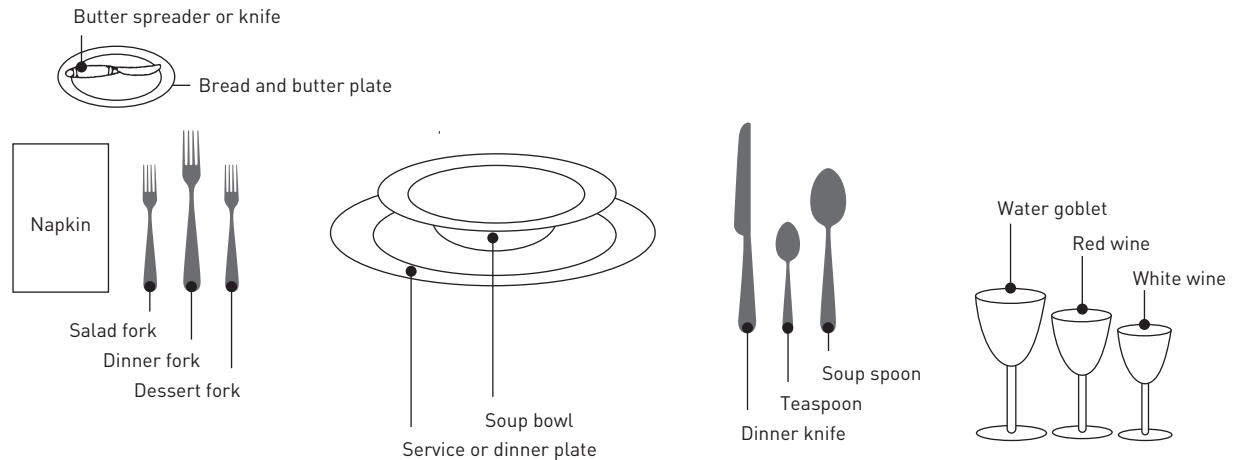


Figure 7.19 A formal place setting guide

## FOOD IN FOCUS

### BOURKE STREET BAKERY

Paul Allam and David McGuinness were bakers and chefs who shared a love of good food and an appreciation of all things hand-made. In 2004, they opened the Bourke Street Bakery in edgy Surry Hills as a little corner store bakery cafe where all their produce was freshly made on the premises.

While undertaking the fit-out of the bakery, the pair would hand out samples of test-bakes. By the time the store opened, the neighbours were hooked. Soon, customers would queue for their rustic sourdoughs, hazelnut and raisin loaves, pork and fennel sausage rolls, chicken pies, *pain au chocolat*, flourless chocolate cake and their renowned ginger *brûlée* tarts.

Over the years, Bourke Street Bakery has grown to over 100 staff and expanded its locations throughout Sydney. They have also expanded their business with some venues offering restaurant service, while some others offer sourdough bread-making classes and catering menus for both adults and children. The business has increased so much that now their pastries are made off-site at their Marrickville premise.

As a separate entity to Bourke Street Bakery, the owners established the Bread and Butter Project, Australia's first social enterprise bakery, where they teach refugees the art of baking in order to help them find jobs.



Fairfax Photos/Marco Del Grande

### ACTIVITIES

- 1 In two words, describe what type of food establishment Bourke Street Bakery was when its first store was opened.
- 2 How did they promote their first store before it was opened for business?
- 3 List four items you would find at Bourke Street Bakery.
- 4 How has the Bourke Street Bakery expanded their business?
- 5 Complete a mind map on how Bourke Street Bakery contributes to the community.

## UNIT REVIEW

### LOOKING BACK

- 1 Compare two styles of plating food for service.
- 2 List five tips for plating food attractively.
- 3 Identify four different types of customers common to the food service and catering industry.

### FOR YOU TO DO

- 4 You are a wedding planner. Make some suggestions to a couple with 100 guests on:
  - styles of meal service
  - number of courses

- costs per head
- reception time
- decorations.

- 5 Practise setting tables for the following function menu (or sketch the table setting):
  - spring vegetable soup
  - rack of lamb served with puréed kumara
  - lemon ricotta tart.

### TAKING IT FURTHER

- 6 Prepare a dish suitable for a Valentine's Day dinner in class and then set the table appropriately for the occasion.

## 7.9

## Additional content: operations of a small business venture

A small business usually has fewer than one hundred employees. Many restaurants, cafes, take-away outlets and function caterers are run as small businesses.

Most owners of small businesses claim that working in their own business is enjoyable and rewarding but it is also time-consuming and hard work. To ensure success, small food ventures are encouraged to write proposals prior to establishing new businesses.

A proposal usually includes:

- a description of the business – where, what and why
- a market analysis – the opposition and the opportunities, strengths and weakness of the business
- a marketing plan – how the business will be promoted
- a financial plan – where finances will be obtained and how income is expected.

**Table 7.9** Factors to consider when establishing and operating a small business

| ECONOMIC   | LEGAL   | ENVIRONMENTAL  | COMMERCIAL  |
|--|---|--|---|
| <ul style="list-style-type: none"> <li>• Equipment and decor</li> <li>• Menus</li> <li>• Advertising</li> <li>• Rent</li> <li>• Utilities such as water and gas</li> <li>• Labour costs</li> <li>• Food</li> <li>• Insurances</li> <li>• Cleaning</li> <li>• Taxes such as GST</li> <li>• Loans</li> </ul> | <ul style="list-style-type: none"> <li>• Businesses registration</li> <li>• Council approval</li> <li>• Legislation – health and hygiene, occupational health and safety, fair trading, industrial</li> </ul> | <ul style="list-style-type: none"> <li>• Environmentally friendly packaging</li> <li>• Recycling glass, paper, water and grease</li> <li>• Energy-saving techniques</li> </ul> | <ul style="list-style-type: none"> <li>• Producing goods and services that consumers want</li> <li>• Setting prices to cover costs and that consumers are willing to pay</li> <li>• Appropriate location and operating times</li> </ul> |

## FOOD IN FOCUS

### FOOD TRUCKS

Rafael Rashid operates two food trucks that operate every day at various Melbourne locations as well as at music festivals. Beatbox Kitchen serves up burgers and fries while Taco Truck sells the Mexican favourite.

While it might seem like a low-stress, low-maintenance business, that's not necessarily the case, says Rashid. 'The hardest part of the job is debunking the myth that street food is low quality, and perfecting the right balance of freshness and speed. You have to have the right menu, with simple and great food.'

Rashid says, 'There's much more to operating a food truck than just driving from venue to venue, dishing out simple but tasty meals. There are serious costs involved too; for instance, you have to pay high rent at some music festivals. We rent a warehouse to store supplies; it has a kitchen where we prep food, which allows us to get out a lot more often than if we just had the truck.'



Fairfax Photos

Sydney's Eat Art Truck has a barbecue theme. Favourite menu items include pulled pork in a bun with barbecue sauce; shichimi wings (Japanese pepper seasoned barbecue chicken wings); and beef ssam, a Korean-style lettuce wrap with twice-cooked beef. The flashy van is covered with canvas, painted by a different street artist each month.

Operator Stuart McGill agrees that the costs of operating a food truck aren't to be dismissed. 'We use a prep kitchen, and then we've got wage costs for myself and two other chefs. The labour cost is definitely our biggest expense. We have a 15 kVA generator we have to fill with premium petrol and that takes a tank every three hours. Running costs aren't minimal.'

The Eat Art truck has a basic kitchen that comprises two combi ovens, a chargrill, a deep fryer and a touchscreen point-of-sale system. 'It's essentially like a commercial kitchen, just on the back of a truck,' McGill says. 'We had to abide by the same standards and build it to the criteria that any other restaurant would have to abide by. So we had to think about exhaust fans and things like that. We obviously have to have hot running water and we have to deal with waste water, all those sorts of things that you wouldn't automatically think of, but a crucial part to you operating in a normal manner.'

Source: 'The Business of Street Food', by Danielle Bowling, *Hospitality Magazine*, 23 August 2012.

The Intermedia Group

### ACTIVITIES

- 1 List four foods that are sold from food trucks, as described in the article.
- 2 Using the article, make a list of costs involved in operating a food truck.
- 3 Predict other costs that may be involved in operating a food truck.

## UNIT REVIEW

### LOOKING BACK

- 1 Define the term 'small business'.
- 2 Give three examples of small businesses that operate in the food service and catering industry.
- 3 List five economic costs in operating a business.
- 4 List two legal issues that need to be considered when starting a business.

### FOR YOU TO DO

- 5 Make a proposal for a small food business that you would like to operate. Include the following information in your proposal:

- the type of business you would like to start
- where your business will be located and why
- the foods that will be sold
- what equipment your business will need and why
- what staff will be required and why
- how you will promote your business.

### TAKING IT FURTHER

- 6 Visit a small food business in your community and report on the business; for example, products sold, opening hours, location and staff duties.



## Chapter review

### LOOKING BACK

- 1 List three profit-making food service ventures.
- 2 Describe the role of two back-of-house career opportunities in the food service industry.
- 3 Describe the role of two front-of-house career opportunities in the food service industry.
- 4 Describe the role of a manager in the food service industry.
- 5 List three requirements for working in the food service and catering industry.
- 6 Outline two responsibilities of employees.
- 7 What is an award?
- 8 Outline four consumer rights.
- 9 What does the acronym FIFO stand for?
- 10 Identify four parts of a recipe.

### FOR YOU TO DO

- 11 **a** Find examples of an à la carte menu and a table d'hôte menu, and compare them.  
**b** Discuss the advantages and disadvantages of both menus.
- 12 Explain how a menu may be different for a sit-down function than for a function where the guests stand.
- 13 Make a list of different ways to modify a basic muffin recipe.

### TAKING IT FURTHER

- 14 Plan and prepare a Mother's Day menu suitable to serve on a tray. Justify your food selections.
- 15 **a** Look up employment opportunities in the food industry on the internet.  
**b** Find a front-of-house and a back-of-house opportunity.  
**c** Identify the qualities and qualifications required for the job.



# Bruschetta

This appetiser is popular at many dining establishments.

 **Preparation time** 10 minutes  **Cooking time** 5 minutes  **Serves** 2

## INGREDIENTS

2 slices of Italian or Vienna bread  
1 tomato  
A few basil leaves  
¼ Spanish onion  
1 tablespoon olive oil

## METHOD

- 1 Toast the bread.
- 2 Wash, dry and cut the tomato in half.
- 3 Deseed the tomato. Square off and then dice.
- 4 Dice the onion.
- 5 Chop the basil.
- 6 Combine the tomato, onion, oil and basil.
- 7 Divide onto the toast just before serving.

## QUESTIONS

- 1 From where does bruschetta originate?
- 2 Why should the tomato be washed?
- 3 What other breads could be used for bruschetta?
- 4 What are some other popular appetisers and cocktail (finger) foods?





Mark Fergus

## Sweet potato soup

When garnished, soup makes an appealing winter entrée.



**Preparation time** 10 minutes



**Cooking time** 15 minutes



**Serves** 2

### INGREDIENTS

- 1 teaspoon olive oil
- 1/3 onion, chopped
- 1/4 teaspoon crushed garlic
- 1 teaspoon curry powder
- 300 grams orange sweet potatoes (kumara), peeled, cut into 2 cm cubes
- 400 mL chicken stock
- 1/4 cup coconut cream

### METHOD

- 1 Heat the oil in a large saucepan over medium-high heat.
- 2 Sauté the onion and garlic.
- 3 Add the curry powder, stirring for 1 minute or until aromatic.
- 4 Add the sweet potato and stock. Stir to combine. Bring to the boil.
- 5 Reduce heat to low. Simmer, partially covered, for 15 minutes or until the sweet potato is tender. Remove from heat.
- 6 Using a food processor or hand blender, puree the soup in batches until smooth.
- 7 Return the soup to saucepan over low heat. Stir in the coconut cream (do not allow to boil). Add more stock if soup is too thick. Season.
- 8 Serve.

### QUESTIONS

- 1 What is the difference between simmering and boiling?
- 2 What does it mean to season?
- 3 How could you garnish the dish?
- 4 What are some other types of soups?
- 5 How many millilitres would 1/4 cup coconut cream be?

**Hint:**  
Eyedroppers are useful when making a pattern on soup; the drops can be feathered with a toothpick or skewer.



## Salt and pepper squid

Calamari has become a staple on many dining menus.



**Preparation time** 10 minutes



**Cooking time** 15 minutes



**Serves** 2

### INGREDIENTS

- 2 cleaned squid hoods – fresh or frozen
- ¼ cup cornflour and ¼ cup of fine semolina flour (or ½ cup rice flour)
- 1 teaspoon salt
- 1 teaspoon ground white pepper
- ½ teaspoon Chinese five-spice
- ¼ teaspoon chilli powder
- Vegetable oil, for shallow frying

### METHOD

- 1 Combine the flours, pepper, salt, five-spice and chilli in a shallow dish.
- 2 Cut the squid into 5 mm wide strips or cut into rings.
- 3 Pat dry with a paper towel.
- 4 Lightly toss the squid in the flour mixture, shaking off excess.
- 5 Heat the oil in a frypan over medium-high heat.
- 6 Cook, turning, for 2 minutes or until light golden.
- 7 Drain on absorbent paper.
- 8 Serve with lemon, tartare sauce or aioli.

### QUESTIONS

- 1 How much oil is used when shallow frying?
- 2 How can you tell when the oil is ready to add food?
- 3 Why should you not overcrowd the pan with food?
- 4 What types of oil are suitable for frying?





Mark Fergus

## Steak Diane

The steak in this popular dish from the 1970s can be easily replaced with chicken slices.



**Preparation time** 10 minutes



**Cooking time** 15 minutes



**Serves** 2

### INGREDIENTS

- 15 grams butter
- 1 tablespoon oil
- ½ cup corn flour or plain flour
- 2 tablespoons olive oil
- 2 slices of minute steak
- ½ teaspoon minced garlic
- 1 teaspoon Dijon mustard
- 1 teaspoon Worcestershire sauce
- ¼ cup cream
- 1 tablespoon finely chopped flat-leaf parsley

### METHOD

- 1 Coat the steaks in flour.
- 2 Heat the butter and oil in a frypan over medium heat.
- 3 Cook the meat for 2–3 minutes on each side until golden and remove from pan.
- 4 Add the garlic to the frypan and cook for 30 seconds.
- 5 Add the meat and then stir in the mustard, sauce and cream.
- 6 Simmer on medium heat for 2–3 minutes until a thick sauce covers the meat.
- 7 Stir in the parsley.
- 8 Serve with cooked vegetables.

### QUESTIONS

- 1 What is the role of the butter in this recipe?
- 2 What is the role of the flour in this recipe?
- 3 Where does Dijon mustard originate from?
- 4 What are two ingredients in Worcestershire sauce?



## Mini baked cheesecakes

Desserts are often prepared well in advance of the main meal. Have fun decorating this dessert.

 **Preparation time** 15 minutes  **Cooking time** 25 minutes **Chilling time** 3 hours  **Makes** 2

### INGREDIENTS

125 grams cream cheese  
¼ cup caster sugar  
¼ teaspoon vanilla extract  
1 teaspoon lemon juice  
1 egg  
2 Arnott's Granita biscuits  
2 paper muffin cases

### METHOD

- 1 Preheat oven to 180°C. Line a muffin tin with paper cases.
- 2 Beat together the cream cheese, sugar, lemon juice and vanilla until fluffy.
- 3 Mix in the egg.
- 4 Pour the cream cheese mixture into the muffin cups, filling each  $\frac{3}{4}$  full.
- 5 Top the filling with the biscuits.
- 6 Bake for 15–20 minutes or until firm.
- 7 Refrigerate the cheesecakes until chilled. Remove paper cases.
- 8 Ensuring biscuit is the base, decorate the cheesecakes with canned peaches, passion fruit, berry coulis or chocolate shavings.

### QUESTIONS

- 1 Predict the equipment required for this recipe.
- 2 What berries could be used to decorate the cheesecakes?
- 3 How many times would you need to multiply this recipe if you had to cater for 30 people?

Mark Fergus



Mark Fergus

## Thai chicken cakes

These are great to serve as finger food for a function.



**Preparation time** 25 minutes



**Cooking time** 10 minutes



**Serves** 2

### INGREDIENTS

- 250 grams chicken mince
- 1 tablespoon of beaten egg ⅓ cup fresh breadcrumbs
- 1 teaspoon fish sauce
- 1 teaspoon red curry paste
- 1 tablespoon finely chopped coriander
- ⅛ teaspoon of chilli powder
- 1 shallot, finely chopped
- ¼ cup vegetable oil for frying
- sweet chilli sauce for serving

### METHOD

- 1 Place the mince, egg, breadcrumbs, fish sauce, curry paste, coriander, chili and shallots in a bowl and use your hands to combine.
- 2 Using a tablespoonful of mixture, shape into 12 small patties, pressing to flatten slightly. Transfer to a large baking tray and chill for 10 minutes.
- 3 Heat oil in a frypan over medium-high heat. Cook the patties for 2 minutes each side or until cooked through.
- 4 Drain on absorbent paper.
- 5 Serve with some toothpicks and sweet chilli dipping sauce.

### QUESTIONS

- 1 How do you make fresh breadcrumbs?
- 2 What is the main ingredient in fish sauce?
- 3 What are other suitable finger foods that could be served at a large function?