Local area task 2012 Term 1. Mr Morris.

Year 10 Introduction to hospitality

Criteria: Reasoning – Genre: report

Within the local community, there are a variety of different food and beverage outlets. The needs of the community often drive the styles of food and beverage outlets operating within any community. Through the tasks below, investigate food outlets in your local community. Compare your findings against the predictions made for the 2012 Australian food trends article. Make recommendations for your community based on your investigation.

Your task

**1**.**Investigate** the existing food and beverage outlets in the local area. You may select the area you live or the local Caboolture area.

These tasks are to be presented as a document on your posterous page.

**2.** **Identify** the service styles in each of the outlets that exist.

**3.**Using ***survey-moneky,*** create a ***survey*** to gather data from the local community to gain an insight into the preference of food outlets with regards to food and beverage options in the community. The survey must contain a minimum of **5 questions** and you must ask at least **10 people** who live in the local area.

Provide a copy of the survey to your teacher. Results are graphed using a word document.

**4.** **Graph** the results of your survey

Presented in a word document

500 words min

**5.** Using the **survey data, justify** ways the existing food and beverage outlets meet the needs of the local community, the expected trends stated in the article.

**6.** Make **recommendations** to the local community about the possibility for establishing new food/eating habits and beverage outlets in your chosen area.



**Australian culinary trend predictions for 2012.**

* December 8, 2011
* Matt Paish

**Public relations agency Weber Shandwick’s inaugural ‘Food Forward 2012’ food trend report has identified four big trends that it predicts will shape Australia’s food culture in 2012.**

**Weber Shandwick commissioned Australian research company, Pure Profile, to undertake the survey of more than 1,000 consumers and food industry professionals including food editors, chefs, food bloggers and nutritionists.**

**The report revealed trend clusters – commonalities between individual trends. These are:**

* **Gourmet convenience**  
  Innovative food products and quality foodstuffs are making gourmet-style meals more hassle-free than ever before.
* **Global flavour combinations**  
  Home cooks will take a more borderless approach to food preparation in 2012.  Australian kitchens will trend toward a cooking style that combines ethnic flavours and ingredients from around the world. In the coming year, global flavour pairings from the Americas and Korea, in particular, will explore unexpected combinations and unique regional cuisines.
* **Farm to fork**  
  Australian consumers want to understand the journey food has taken, from the farm to their forks. Whether it is a bunch of bananas or a hamburger, it is more important than ever to understand where food comes from, how it is made and whether the flavour is natural or manufactured.
* **Culinary crusading**  
  From sustainable products to good purpose brand initiatives, food purchases are now based on more than just good taste. Activism is now expressed through food choices, and with this comes an expectation that brands or retailers are doing the most they can for the community.

http://www.ausfoodnews.com.au/





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**Task Review.**

**Investigation 1.**

Investigate food outlets in your local area, provide their names and a short description of what they serve to the communities. Make sure you provide a ***variety*** of outlets.

**Investigation 2.**

Provide ***detailed*** service styles that are present in each of the food outlets you have stated in task 1.

**Investigation 3.**

Create a **questionnaire (5)** to gain knowledge of your community’s food preferences, this will include questions about current food outlets, why they have suggested their preferences and food outlets that are not present but perhaps could be, E.g. Healthier eating options.

**Investigation 4.**

Graph the results you gain from your questionnaire, this should clearly explain the **purpose and outcomes** of your survey.

**Investigation 5.**

Justify why the information you have gathered is relevant to the existing food outlets in your local community. Tell me ***Why and How*** they meet the needs of the community.

**Investigation 6.**

**Using the information provided by the culinary trends article, make recommendations to the local community comparing current trends found through your investigation and the trends stated through the article. Make links to how this will benefit the communities eating and lifestyle habi**

Types of restaurants include:

Fast Casual Dining: A fast casual restaurant is a type of restaurant that does not offer full table service but promises a higher quality of food and atmosphere than a fast food restaurant.

Bibliography: Google Definition

Café: A small restaurant where drinks and snacks are sold.

Bibliography: Google Definition

Hotel or Pub: A pub is a small bar where drinks and snacks are sold.

Bibliography: Google Definition

Casual Style Dining: Also known as family style dining in the United States. Casual style restaurants offer moderately priced entrees. This is one of the largest markets in the US right now. Causal style dining can be any number of themes, from Italian, seafood, Mexican.

Bibliography: Google Definition

Fine Dining: Fine dining is a restaurant that provides elegant decor, high-quality food prepared from scratch, and professional, attentive service.

Bibliography: Google Definition

Styles of service are:

Buffet: A meal consisting of several dishes from which guests serve themselves.

Plate: A flat dish, typically circular and made of china, from which food is eaten or served

Bibliography: Google Definition

Silver service: A style of serving food at formal meals in which the server uses a silver spoon and fork in one hand to serve the food item by item on to the diner's plate.

Bibliography: Google Definition

English

http://luvintkandtj.hubpages.com/hub/Styles-of-Service

English service is like a hybrid of Family style service and Modern American Plated service. The host carves the main course and the side dishes are passed amongst the guest. It is kind of like Christmas, east or thanksgiving dinner, when the head of the house carves the meat for everyone else.

Breakfast: A meal eaten in the morning, the first of the day, which is serviced in bolls and plates.

Bibliography: Google Definition

Gueridon: Gueridon service is when food is be presented, cooked, or finished in a trolley in front of the guest.

Counter: Counter service is a form of service in [restaurants](http://en.wikipedia.org/wiki/Restaurant), [pubs](http://en.wikipedia.org/wiki/Pub), and [bars](http://en.wikipedia.org/wiki/Bar_(establishment)) where food or drinks are ordered at the counter.

Room: Room service is when someone is staying in a hotel and orders food and then it is delivered to the room they are staying in.

Cafeteria: A restaurant or dining room in a school or a business in which customers serve themselves or are served from a counter and pay before eating.

Bibliography: Google Definition

American: The American Style is the one that the waiter serves the guest from the left with the right hand, goes clockwise around the table, and start serving the lady sitting to the left of the host.

Types of Menus are

Table d’hôtel: A full-course meal offering a limited number of choices and served at a fixed price in a restaurant or hotel.

A la Carte: The expression à la Carte signifies a menu item that is priced individually, rather than as part of a meal. À la Carte can also refer to a menu in which the items are thus presented.

Carte du jour: A list of dishes available at a restaurant

Cyclic: Menu that changes on a weekly basis to ensure optimum nutrition as well as offering a variety of foods so as to not bore the people eating. 

Function: Function menus are prepared for particular occasions such as weddings, company functions or birthday celebrations. They mostly consist of two to three courses and are decided by the host, who pays in advance giving details about the number of people and service time.

Buffet: An informal way of serving food at wedding receptions where dishes are set out on a long table or sideboard.

Degustation: A menu in which a series of small portions of unusual dishes is offered for tasting.

Bibliography: Google Definition

1. The beachmere tavern

The beachmere taverm is casual is a casual style dinning restaurant that offers plate services and many different types of food from pizza, pasta, steak, fish, salad and burgers. The opening hours are 7 days a week from Suday to Thursday, 10am to 10pm Friday to Saturday 10am to midnight. They often offer musical entertainment.

1. Sizzler is a fast casual dining restaurant that offers a buffet food but also offers plate service. There menus consist of everything so you never run out of options. There hours are seven days a week.
2. Macdonals is a fast dinning restaurant that offers fast food. There menu is manly burgers but they now also have a healthy choice range. They are also open twenty four seven.
3. Ningi fish and chip shop is fast casual dining restaurant that offers fast food. There menu is fish and chips but they do offer some burgers. They are open from 8 am to 7pm.

Survey

1.

Q. Are you happy with the restaurants in your local community?

Happy 70%

Unhappy 30%

2. How good do you think the service is?

Good 90%

Not good 10%

3. Are you happy with the health choice menu?

Yes 100%

No 0%

4. How clean do you feel the restaurants are?

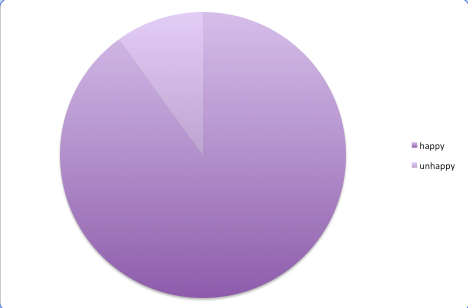
Clean 80%

Not clean 20%

5. Are you overall happy with the restaurants in your area?

Yes 90 %

No 10%



The information that I have gathered is relevant to the existing food outlets in my local community because it helps know if the people are happy with the food they are spending there money on it also helps to know what the community is wants so that there needs can be met. It the community is not happy with the food the survey can help make it better do that people will be happy with the restaurant and can stay open because people will keep coming if they are happy with what they are spending there money on.

Recommendations to the local restaurant community would be to have a lot more healthy choices than are available and to also have more entertainment or music playing through the restaurant. I think that one thing many restaurants in the area do very well is that they all provide a good Italian style menu options.