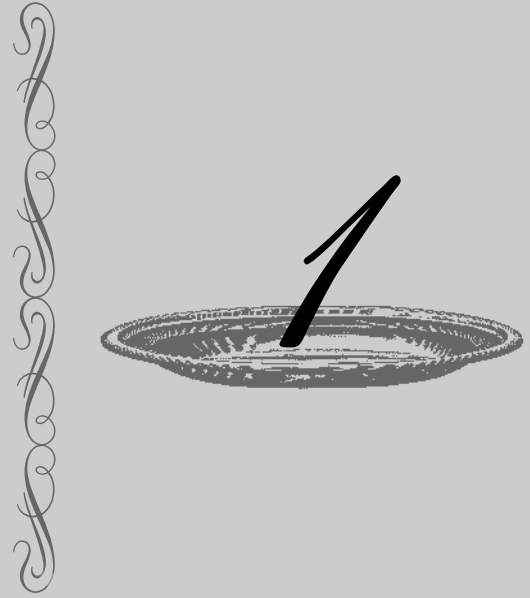


# A HISTORICAL OVERVIEW OF SERVICE



## OUTLINE

- I. Introduction
- II. The Age of Service
- III. Service: A Total Concept
  - A. The Meaning of Service
    1. The Tradition of Hospitality
    2. Meeting and Exceeding Guest Expectations
  - IV. A Historical Overview of Service
    - A. Beginnings
      1. Ancient Times
      2. Greek and Roman Times
      3. Street Vending
      4. Service in Inns and Taverns
    - B. The Dignification of Dining
      1. Well Being
    2. Religion
    3. Socializing and Recreation
    - C. The Development of European Haute Cuisine
      1. The Gastronomic Influence of Catherine de Medici
      2. The *Restorante*
      3. Discriminating Gourmets
    - D. The Growth of Service in Modern Times
      1. The Rise of Hotels
      2. Restaurants and Service in the United States
- V. Chapter Summary
- VI. Chapter Review
- VII. Case Studies

## LEARNING OBJECTIVES

After reading this chapter, you should be able to:

- Describe the importance of excellent service to a successful operation.
- Provide a historical overview of service.
- Explain how haute cuisine developed, and how it influenced modern service.



## INTRODUCTION

Excellent service is vital to the success of every foodservice operation. Many operations fail not because the food or atmosphere are inadequate, but because the service fails to please guests. The National Restaurant Association has reported that 49 percent of all customer complaints involve service, compared to 12 percent for food, 11 percent for atmosphere or environment, and 28 percent for other reasons.

Fifteen years ago, American selected restaurants based on the following, by rank:

1. Quality of service
2. Quality of food
3. Ambiance
4. Price and value relationship
5. Parking and accessibility
6. Various other factors

According to a 2005 report by the National Restaurant Association, restaurant selection has been redefined. Currently trends for choosing a dining facility are:

1. Cleanliness of the premises (sanitary standards)
2. Quality of service
3. Quality of food
4. Price and value relationship

The complete subject of cleanliness is too extensive to discuss here. For those interested in an extensive treatment of sanitation refer to the National Restaurant's *Applied Food Service Sanitation*.

Excellent service depends on excellent, professional servers who not only know their jobs and perform them well, but understand their guests and how to best meet and exceed their needs. This includes the ability to work with others as a team to deliver great service, and the attitude to approach the job as a professional.

Serving is not an easy job. It requires hard work, time to learn to do it well, and a commitment to serving people.



## THE AGE OF SERVICE

Not long ago, the economies of the world's most advanced nations were based largely on the production of goods. This is no longer true. Increased productivity, disposable income, and leisure time have contributed to a growing demand for service industries, so much so that we say we are in the *Age of Service*.

**FIGURE 1.1**

Excellent service is just as important in a dining operation as the food.



Serving food and beverages is a significant part of a huge and profitable industry in the dominant service sector. The National Restaurant Association estimates that yearly foodservice sales in the 900,000 eating and drinking places in the United States were over \$437 billion 2003, nearly 4 percent of the U.S. gross domestic product. (See **Exhibit 1.1**.) The foodservice industry employs more than 12 million people, making up 9 percent of the work force. Nearly one-half of all the adults living in the United States eat out at least once a day.

As the economy changes, people are finding that work in the service sector offers good and permanent opportunities. The foodservice industry is essential to this economy and will continue to grow, probably at a greater rate than many other service industries. Joining the service staff in the foodservice industry can provide a permanent position that pays well and gives adequate job benefits.

The foodservice industry is thriving, and highly competitive. What differentiates one foodservice establishment from another? It is often a distinctive and excellent reputation for service. Food services have found that price wars to meet competition usually do not work, but raising the level of service can be highly effective in rising above competition. People who dine out are much more service-sensitive than they used to be and will often select where they will dine by the level of service given. Food services have found that it costs very little more to provide good service rather than poor service.

#### EXHIBIT 1.1 Projected Sales 2005—Foodservice Industry

2005 Sales	(Billion \$)
Commercial	437
Eating places	326
Drinking places	15
Managed services	32
Hotel/motel restaurants	25
Retail, vending, recreation, mobile	39
Other	39

SOURCE: National Restaurant Association



## SERVICE: A TOTAL CONCEPT

### The Meaning of Service

What do we mean by *service*? It is more than taking orders, placing down food and beverages, and clearing up after a meal. It is the act of providing customers with a wide range of meal-related benefits and experiences. Service is what makes people feel good about spending their money to eat out.

Serving should not be looked upon as menial. Too frequently, servers downgrade their work. This is because they fail to understand what their task is and do not realize that serving can be professional work.

But, is serving a profession? The answer is yes. One definition of a profession is qualified persons in one specific occupation or field. We can be more precise if we

add the phrase “serving the needs of others,” to then say qualified persons of one specific occupation or field serving the needs of others.

Many professional people have positions that require them to serve others. A doctor serves the sick. A religious leader serves those in need of spiritual guidance. A dietitian helps others to select healthful foods. In many cultures, teaching is a highly respected service profession. Food servers meet the needs of others by serving their needs. Thus, those who serve food and drink are professionals in that they are a large body of qualified people working in one occupation, serving others’ needs.

Being a professional brings on responsibilities. Professional people are supposed to meet the highest standards of moral and ethical behavior. They are expected to treat others in a professional manner. Those who serve should be proud of their work. Servers who approach their jobs professionally and are proud to serve others enhance the industry as well as their own careers. Mastering the art of service builds pride and self-esteem, and opens up a world of career opportunities.

### *The Tradition of Hospitality* —————

Hospitality encompasses two important concepts: Guests should always be made to feel welcome and wanted, and all efforts should be made to see that no guest comes to any harm. These are ancient rules of custom in nearly every culture.

Many ancient peoples formalized ways in which guests were to be received when they came to one’s home. An old Irish custom was to offer a pinch of salt and a small glass of wine when guests came to visit, both wine and salt being precious commodities. In ancient times, Jewish people greeted their guests by bathing their feet and rubbing them with fragrant oil. The Chinese offered special foods and drink to guests.

Another social rule that developed many years ago was that when guests were in the premises they should be protected from any harm. The concept of **sanctuary** was especially important to the early Christians, whose churches, monasteries, and convents were recognized as places of protection even from government or royal authorities. This feeling of sanctuary strongly influenced the rules of how guests should be treated at inns and restaurants. This old European value has evolved into modern laws holding innkeepers especially liable for the safety of guests. The concept has been extended, to restaurants and other hospitality operations.

### *Meeting and Exceeding Guest Expectations* —————

Service is often the single most influential factor in customers’ decisions as to where to eat out. Great service gives operations a competitive edge, and keeps people coming back. A good server must learn how to read each guest to determine how to meet particular needs, and how to exceed guests’ expectations.

Good servers do three things well: They pay close attention to detail, they work efficiently, and they are consistent even when a dozen things go wrong and threaten their demeanor. They seek the rewards—good tips, higher wages, recognition from

their peers and employers—of focusing completely on the details of their work. To be efficient, servers need not kill themselves with hard work, or be rude or abrupt with customers. Instead, they must learn to plan and organize to make the best use of their time by doing the following:

- ☛ Set up work stations carefully at the start of a shift so all supplies are available.
- ☛ Replace supplies before they run out.
- ☛ Don't walk from one area to another empty-handed if there is something to carry.
- ☛ Combine trips.
- ☛ Stay organized.
- ☛ Follow the most efficient routine.
- ☛ Save steps whenever possible.
- ☛ Prepare for busy times.
- ☛ Stay on top of the job during slower times.

Today's guests are quite sophisticated. They expect good service, so the challenge is to impress them by exceeding their expectations. To do this, servers must:

- ☛ Focus completely on customers.
- ☛ Show a sense of urgency.
- ☛ Acknowledge, greet, and say goodbye to every customer with whom they come in contact.

Good servers also must anticipate guests' needs, and try to accommodate them before they think to ask. This means watching and listening to customers carefully for clues as to what their needs might be, doing whatever is reasonably possible to please them, and thinking creatively when serving customers. For example:

- ☛ If a customer is standing at a quick-service operation's counter staring at the menu, a server should suggest several items, or ask if the customer has any particular questions about the menu.
- ☛ If guests in a full-service operation slow down, pause, and look around the dining room as they and their host(ess) approach a table, the host(ess) should ask if that table will be all right.
- ☛ If customers come into a quick-service restaurant with a small child but do not order food for the child, the server should ask whether they want an extra set of utensils or any appropriate children's items (coloring place mats, etc.).
- ☛ Any time a customer is looking around confusedly, a server should ask whether they need help finding something.
- ☛ A server whose customers are writing on a napkin should ask if they would like some paper.



## A HISTORICAL OVERVIEW OF SERVICE

The growth of service in food establishments is not well documented, especially in its early stages. What it was and how it grew must be gleaned from brief references in literature. In *The Canterbury Tales*, Geoffrey Chaucer writes of a nun wiping her lips daintily with a napkin, from which we can infer that fourteenth-century Englishwomen used napkins. Another source of how service developed is to note events or practices among people of the times. Thus, from evidence about the nearly one hundred different dishes served at a formal seventeenth-century dinner in France, and the elegant tableware used, we infer that elaborate service must have marked these royal events.

### Beginnings

#### Ancient Times

Early people ate largely for survival. There was little ceremony involved. With the discovery of fire, some foods were cooked. Clay was used to make dishware and other utensils that could hold food while it was cooked over the fire. Thus, the diet changed from raw foods to stewed and roasted meat, cooked seeds, vegetables, and other items. Many of these ancient cooking pieces have been discovered. We find that the earliest pieces are crudely made, but gradual improvements were made in the clay mixtures used, and their design. People enlarged and perfected the kinds of ware used and began to make pieces from which to eat and drink. They found out how to color and glaze this ware. In some cases, ladles and cooking spoons were made. These improvements were undoubtedly a boost to their level of service.

After humans moved from caves and built dwellings, fireplace cooking developed. This was an advancement in cooking technique but service remained crude and rudimentary. Excavations in the Orkney Islands near Denmark show that around 10000 B.C., people built their dwellings around a common kitchen and cooked their food and ate together as a communal group. There is no evidence of eating utensils.

Diggings from somewhat later times in the Mohenjo-Daro region in modern Pakistan reveal the existence of restaurant-type units where the public went to dine. The ancient Chinese also had restaurants that served food and drink in fine pottery and porcelain dishware. It is thought that the Chinese have used chopsticks since 6000 B.C. It was not until six or seven thousand years later that the knife, fork, and spoon, as a place setting, were developed somewhere in southwest Asia.

#### Greek and Roman Times

The Romans had small eating and drinking establishments called *taberna vinaria*, from which we get the word *tavern*. These *tabernas* were so popular in the third cen-

ture B.C. that they were found tucked away into every corner of every large city. Ruins in the volcanically preserved city of Pompeii tell us that diners could eat and drink in restaurants that featured stone counters outside and stone benches and tables inside. Cooked food was kept warm in *thermopoliums*, stone counters with holes in them to keep food warm. The *tabernae* dispensed a significant amount of wine. Huge stone jars contained the wine, which was preserved by pouring oil over the top to prevent air from contacting it and turning it into vinegar.

There are many accounts of pagan feasts in honor of the gods of ancient times. From the vast amount of food and drink prepared and the numbers that attended, a fairly high level of catering service must have been developed. Greeks held feasts and celebrations that lasted for several days. Their feast to Dionysus, the god of wine, was one of great rejoicing, revelry, and excitement.

The ancient Romans rivaled the Greeks in their use of elaborate public feasts. One Roman emperor bankrupted the state treasury by stealing money for his private feasts. The wealthy and influential also gave sumptuous private feasts for large numbers of their friends, spending huge sums on them. The service was elaborate. A typical banquet had four courses. The first was called *mensa prima*, the second *mensa secunda*. Many different kinds of rare and exotic foods from all over the Roman Empire were elegantly served. Tableware included beautiful glassware and ceramic and metal dishware. Hosts vied with each other to see who could put on the most elaborate banquets. One Roman, named Apicius, spent so much money on one that he bankrupted himself and committed suicide. He wrote the first cookbook that we know of, and today his recipes are still used in many food services.

### Street Vending

Street vending service also developed early. Wall paintings in ancient Egyptian tombs show vendors selling food in markets, where people ate standing in the street. Vending and street eating were also common in ancient China, when a vendor would come down a lonely, dark street at night crying out his menu. People would come out of their homes and make a purchase. Vending of this kind is still done in many countries.

### Service in Inns and Taverns

Inns and taverns were established in many ancient countries to care for land and sea travelers. China and India had laws regulating inns. Another law in China required monasteries to provide care for travelers. The writings of the thirteenth-century Italian explorer Marco Polo describe his stays at Chinese inns and monasteries. The ruins of some of these inns are still to be found in the dry desert areas along the ancient Silk Route. Wherever enough travel developed along these ancient routes, a hostel or inn was certain to be found.

For the most part, these units offered limited service. Beds and space for travelers' animals was provided; some offered food and libations. Usually, servers served the food, but in some inns, food was prepared by travelers or travelers' servants.

## The Dignification of Dining

Ancient peoples also did much to dignify and formalize food service. Instead of just making eating an exercise in gaining sustenance, they began to attach to it philosophic or symbolic meanings, so that in the act of eating they were expressing a feeling or belief. These practices greatly influenced the kind of food served, how it was prepared, and how it was served. These customs arose around the concepts of well being, religion, entertainment, and social reasons. Very few cultures failed in one way or another to develop such practices in these areas.

### Well Being

A number of cultures selected certain foods to eat primarily for health or sanitary reasons. Some beliefs were so firmly held that even though the results were not positive, the practices were continued with religious zeal.

However, many food remedies were effective. Today, we know much more about the need for a nutritional diet. We have the benefit of scientific knowledge, but in ancient times people learned by trial and error what one should serve, and it is surprising how well some cultures did in achieving a diet that led to better health.

The Chinese led the way in establishing rules for achieving good health through food. To the Chinese, food was medicine, and medicine was food, since both nourished the body. Confucius established strict rules as to what foods to serve, how to combine foods, the amount to serve, and when foods should be eaten. More than 2,800 years ago, the Chinese emperor Shennung wrote a cookbook, the *Hon-Zu*, that is still used. The art of eating well has been part of many Asian cultures for millennia.

The Chinese, and many other cultures, believed that when one ate certain foods, one took on the characteristics of the source of the food; eating tiger meat could make one fierce and aggressive, or eating an eye or a liver would make these organs in the body stronger. Even today, cultures of the world believe that the service of certain foods can bring about desirable results. Today, for example, it is the custom of many southern people in this country to eat black-eyed peas on New Year's Day to ensure good luck for the rest of the year.

A number of cultures also used the service of food and drink to signify delicate social relationships such as respect, love, contempt, devotion, or other feelings. The service of cold noodles to a guest in China indicates a lack of warmth for the relationship but, if served warm, indicates deep respect. If a Hopi Indian woman wanted to indicate a romantic interest in a man, she would give him two small pieces from a maiden's cake, made of blue corn meal and filled with boiled meat. To show matrimonial interest, she placed this on a plate of blue corn flat bread outside the door of the man's house. If he too had an interest, he took the plate inside, but if not, the plate was left outside and some family member of the girl retrieved it so she would not be embarrassed by having to remove it herself.



## Religion

The Jewish people probably developed the most complete set of religious practices using the service of food to symbolize the practices. In fact, one section of the Torah is given over completely to a delineation of dietary, or **kosher**, laws. Certain rules are followed in kosher dietary laws. Only mammals that have split hooves and chew their cud are allowed. This excludes pork. Only a specific list of birds, including most birds commonly eaten, are allowed. Both mammals and birds must be slaughtered in a specific manner by a *shochet*, a trained Jewish slaughterer. Meat and poultry must also be *koshered*, or soaked and salted to remove all blood, which is forbidden. Only fish with fins and scales are allowed. This excludes all shellfish. Cooking on the Sabbath is forbidden, so food must be prepared in advance and eaten cold or heated without direct contact to fire. Milk and meat cannot be eaten together or even at the same meal. Kosher rules completely regulate dining.

Even today, people of the Jewish faith practice customs that include dining restrictions. For example the *Seder* dinner on the first two evenings of Passover and the eating of matzo or unleavened bread during Passover symbolize the escape of the Jewish tribes from Egypt, a time in which they had no chance to prepare the leavened product. The serving of *haroset*, a mixture of nuts, fruits, wine, and spices, symbolizes the mortar the enslaved Jews were forced to use to build the Pharaoh's pyramids. Fresh parsley or other vegetables call to mind their hopes of spring and freedom. Bitter herbs are served to symbolize the years as slaves in Egypt. Saltwater represents the people's tears during that time.

Similarly, The Koran describes Muslim dietary laws, allowing only food that is **halal**, which is Arabic for permitted or lawful. Those who observe *halal* do not consume pork, carnivorous animals, birds of prey, land animals without external ears, most reptiles and insects, blood, or alcohol and intoxicants. Permitted animals must be slaughtered in a specific manner. Ramadan, the ninth month of the Islamic year, is still spent in fasting from sunrise to sunset. There are a number of rules that establish customs, such as the washing of hands before dining and the proper use of the hands in eating.

The Buddhist religion also established a number of practices. Eating meat at certain times is forbidden, making room for a wide number of different foods with special service requirements. On feast days, food is brought to the temples and laid at the feet of the statue of Buddha. Hindu mythology relates how Prajapati, the Lord of Creation, created *ghee*, or clarified butter, by rubbing butter in his hands over a fire, dropping some into the fire. He discovered the heat of the fire drove off the liquid in the butter. The people of India still consider ghee precious and ritualistically reenact Prajapati's act of creation by pouring it over a fire.

The rice farmers of Bali still practice ancient customs. The growing of rice, their basic food, has been woven into their religion. A group of farmers using water from a dam join together in a group called a *tempek*. This group worships and works to-

gether in the fields. They have two temples: one in the fields, and one near the dam. These temples contain their ritual calendars that indicate the time of planting, harvesting, and other activities. They have a main temple on the island's only mountain and two more near a lake in the island's center. Delegates from all tempeks meet every 210 days at the main temple to perform rituals, celebrate, and mark the intertwining of their lives with the cultivation of their rice.

The Christian religion uses food and drink to symbolize theological tenets. The use of bread and wine to symbolize the body and blood of Christ is an example. Easter and Christmas are celebrated by the service of special foods and drinks.

### *Socializing and Recreation*

Food and beverages were used to support public entertainment and social affairs. The Greeks often used their eating places as a sort of club where they could gather and talk together about common affairs while they ate and drank. The word *colloquium* comes from the Greek word meaning to gather together to eat and drink.

Many other early cultures also used food and beverages to promote social life and entertainment. China had wine shops where people gathered to drink. Several of their greatest poets wrote their poetry there, reading it out loud to other guests. In Europe the tavern acted as a similar gathering place where people could meet socially. In the Arab countries people gathered together to dine and be entertained by acrobatic feats.

Back then, there were no electric lights, no radios, and no televisions. Newspapers, magazines, and other printed matter had not been introduced. Transportation was limited, and few ever left the area where they were born. Food was their major concern, and it was natural that they would use it as a way to enrich and extend their lives.

In ancient Egypt, meals were often simple, yet important occasions at which family, friends, neighbors, and even traveling strangers were welcome. Egyptian people ate bread, cured fish from the Nile and its tributaries, and cooked leeks and onions with meat, small game, and birds. Usually the meal was accompanied by barley wine or sweet fruit wine. Though the foods of various classes were similar, their tableware differed. Poor people ate out of glazed pottery and dishes, while the rich ate from metal dishes, used ivory and wooden spoons, and drank from glass goblets. The poor usually drank barley wine, while the rich drank fruit wine. Unlike Greeks and Romans, who often dined according to gender (a custom that continued in Europe until this century and a custom that still exists today in some south Asian nations), Egyptian women and men dined together.

In almost every ancient culture of the world, food and beverages were used as a means of worship or reverence. The Japanese tea ceremony has strong overtones of religious worship. The previous restriction against eating meat on Fridays in the Roman Catholic faith was viewed as an act of reverence to Jesus Christ. The refusal to eat meat by the Buddhists and others of different faiths is a further example of ritualistic eating.

In all of these customs, people would pray or otherwise indicate in their reverence their deep belief in what the service symbolized. As a result, the service of certain foods and beverages became very important by symbolizing faith and religion.

Pagan cultures also developed similar customs of reverence. Some feasts to the gods were marked by drinking wine and celebration. Often animals were sacrificed, or specially prepared and served. The use of chicken or other fowl bones and blood to foretell the future was also practiced. In Shakespeare's *Julius Caesar*, Calpurnia, Caesar's wife, begs him not to go to the senate because she has had a chicken's entrails read and the forecast was not good.

Many ancient cultures had beliefs about food and beverages that influenced their service. These ranged from strict taboos to customary practices.

## The Development of European Haute Cuisine

During the Middle Ages in Europe, from the sixth to the fourteenth century, dining and culture in general progressed little and, in some respects, regressed. Still, inns and hostelries continued to serve travelers. In one publication from the period, we learn that inns offered three levels of service according to one's ability to pay. Monasteries took in and fed travelers on their way to the Holy Land. Public life revolved around the Church, which often sponsored community feast days. Markets offered food and drink for street consumption.

With the beginning of the Renaissance in the fifteenth century, the great flourishing of art, music, and architecture helped foster an environment in which dining and service, too, became more elaborate and sophisticated. Artisans and skilled tradesmen formed **guilds** to help regulate the production and sale of their goods. Several guilds involving food professionals—*Chaine de Rotessiers* (roasters of meat), *Chaine de Traiteurs* (caterers), *Chaine de Patissiers* (pastry makers)—grew in number and power until they effectively restricted their market.

During the fifteenth and sixteenth centuries, as more people ascended from poverty, the demand for better service and cuisine rose, especially in Italy. Books on social and dining etiquette appeared. In 1474, Bartolomeo de Sacchi, also known as Platina da Cremona, wrote a book on acceptable behavior while dining, dining room decoration, and good living in general. Soon after, the book *Il Cortegiano* (*The Courtier*) by Baldassare di Castiglione, became widely accepted throughout Europe as the official manual of behavior and etiquette. In 1554, Giovanni della Casa, a bishop who later was named Italy's secretary of state by Pope Paul IV, published *Il Galateo*. It was widely read and followed in its time as a guide to desirable conduct in society, and it became a classic of upper-class tastes of the European Renaissance. These last two works formed the foundation of hospitality service.

## *The Gastronomic Influence of Catherine de Medici*

In 1533, the future king of France, Henry II, married **Catherine de Medici**, a member of one of Europe's richest and most powerful families. When she moved to France from her home in Florence, Italy, Catherine was shocked at the inferior level of food preparation and service. Even the French court and nobility ate common stews, soup, and roasted meats. Food was brought to the table in large pots or on platters, and diners

helped themselves, dishing liquids up with ladles and picking solid foods up with their hands. They ate from wooden trenchers; daggers were their only eating utensil. Liquid in the trenchers was sopped up by bread and the solids scooped up by hand. Bones and waste were thrown on the floor to be picked up by household dogs and cats.

Catherine brought a staff of master cooks and servers to her new home. Tablecloths and napkins went on the tables, and the crude dishware and trenchers were replaced with fine dishes and carved goblets made of silver and gold. She introduced French society to knives, forks, and spoons, which the Florentines had been using since they were introduced to them by a Byzantine princess in the tenth century. The foods now were sumptuous and refined, and the service was lavish and elegant.

The French court and nobility quickly adapted to the new regime, and began to imitate it. Because the use of eating utensils was so new, those who entertained did not own many, and guests were expected to bring their own.

Fortunately, the king's nephew, who would later become King Henry IV and an enthusiastic gourmet, approved heartily of his aunt Catherine's standards. When he ascended the throne, he too required the highest levels of service at court level. France's nobility became connoisseurs of fine food, drink, and service. Upper-class standards continued to rise until formal dining reached lavish and elegant levels during the reigns of Louis XIII to XVI in the 1600s and 1700s.

The great majority of Europeans who were not members of the court, the nobility, or the privileged classes continued to eat and drink simply. They ate meals primarily at home, though inns and taverns catered to travelers and continued as gathering places for people.

### *The Restorante*

In 1765, a Parisian named **Boulanger** opened the first *restorante* on the Rue des Poulies. Above the door was a sign in Latin reading, "Venite ad me omnes qui stomacho laboratis et ego vos restaurabo." (Come to me you whose stomachs labor and I will restore you.) Boulanger claimed the soups and breads he served were healthful, easy to digest, and could restore people's energy; hence, the name *restorante*.

The guilds objected, claiming that only they had the right to prepare and serve food to the public. They sued Boulanger to stop him legally. Boulanger countersued and started a campaign to gain publicity. He had friends in high places that supported him. Soon he made his case a celebrated cause, even getting the Assembly and King Louis XV into the controversy. Boulanger won his suit. He protected his right to compete with the guilds, and opened the door for others to start similar operations. Soon *restorantes* opened in Paris and other cities in Europe, and the foodservice industry began.

Coffee was introduced to Europe in the seventeenth century. This brought about the development of the coffeehouse where coffee was served along with other beverages and some light food. Coffeehouses became popular as social gathering places for local people and acted as places where people could discuss common affairs and gain the latest news. They quickly spread all over Europe.

The **French Revolution** (1789–1799) ended the rule of the kings. Many of noble, wealthy, and influential people were killed or fled France. A new class arose, composed of artisans, capitalists, merchants, and intellectuals. This new middle class began patronizing restaurants, and the public demand for high-quality food, drink, and service increased. At the same time, many highly skilled cooks and servers who previously had served the upperclass found jobs in the new foodservice industry.

By 1805, only six years after the Revolution, fifteen fine-dining restaurants could be found in the area of the Palais Royal alone, serving the *nouveau riche* (new rich) the finest food with the best service.

### *Discriminating Gourmets*

As this new class grew in stature, a group of discriminating gourmets appeared, and a number of them began to write about the art of fine dining. The French statesman Brillat-Savarin wrote *The Physiology of Taste*. Grimrod de la Reyniere edited the first gourmet magazine. Vicomte de Chateaubriand wrote many authoritative works on fine dining, and Alexandre Dumas père (father, or senior) compiled his classic *Grand Dictionnaire de Cuisine*.

At the same time a group of chefs developed who also were interested in a high level of cuisine and service. The first of these was **Marie-Antoine Carême**, who trained a large number of very famous chefs to follow him and continue his high level of food service. They not only invented new dishes and new service, but also established rules on what foods should be served together, when they should be served during the meal, and the manner of service. Thus, it was Carême who first said that a heavy meal should be accompanied by a light soup such as a consommé, and a light meal should be accompanied by a heavy soup, such as a hearty lentil purée. Grimrod de la Reyniere later voted his approval by writing, “A meal should begin with a soup that, like the prelude to an opera or a porch to a house, gives promise of what is to follow.”

## *The Growth of Service in Modern Times*

The development of service after 1900 revolves around the tremendous growth of the foodservice industry—a direct result of increased industrialization, mobility, and disposable income. Today, one-fourth of all meals eaten in a day are consumed away from home. This represents 42 percent of the total dollars Americans spend for food and drink. People are eating out often and are demanding high-quality, yet increasingly casual service.

### *The Rise of Hotels*

Greater mobility led to the growth of hotels and motels, which, in turn, affected food service. Luxury hotels were built to serve affluent patrons. One of the first of these was Low’s Grand Hotel, built in London in 1774. It had more than 100 rooms and extensive stables for horses and carriages. It soon had many imitators throughout



FIGURE 1.2

Boston's Union Oyster House is the oldest continuous service restaurant in the United States. Courtesy of the Union Oyster House, Boston, MA.

England and Europe. Tremont House, which opened in Boston, Massachusetts, in 1829, was the first luxury hotel in the United States. The four-story building had 170 rooms with two bathrooms on each floor with running water. For the first time, guests could stay in their own rooms with their own key, all for \$2 a night.

As railroads developed, hotels sprang up in every place with enough patronage to support them. New York City had eight in 1818; in 1846 there were more than a hundred. Chicago had more than 150.

The marriage of fine hotels, fine dining, and fine service culminated in the partnership of **César Ritz**, a hotelier, and **Auguste Escoffier**, one of history's greatest chefs. Ritz oversaw the front of the house and hotel management, while Escoffier saw to the kitchen and dining services. They made an unmatched team; both had the highest standards. Ritz strove for elegant and luxurious service and spared nothing for the comfort and enjoyment of guests. Escoffier adapted and simplified the elaborate classic menus of his time to highlight top-quality cuisine and service. The wealthiest members of English and European society were their guests.

Ritz and Escoffier soon had many imitators. In the United States, a number of fine hotels appeared, such as New York's Astor House and Waldorf-Astoria, Chicago's

Palmer House, San Francisco's Palace and St. Francis Hotels, the Silver Palace in Denver, and the Butler Hotel in Seattle. The grand balls, banquets, dinners, and social affairs held in these urban hubs displayed the finest in elaborate socializing.

In 2005, more than 46,000 lodging properties, with 3.8 million rooms, have been built to accommodate American travelers, diners, and trade and professional events.

### *Restaurants and Service in the United States*

The first taverns in the United States were patterned after those in England. Their number increased throughout the seventeenth and eighteenth centuries, and they became an essential part of early colonists' lives. In 1656, the Massachusetts Commonwealth passed a law requiring every town to have at least one tavern. Not only did taverns provide food and drink, but they served as meeting places for people to discuss events and get the latest news. Inns also were established about the same time as taverns. They came into being largely to serve travelers and were located on the main travel routes.

The first recorded restaurant in the United States, The Exchange Buffet, a self-service, cafeteria-type operation, was built in the early 1800s opposite the current New York Stock Exchange. Boston's Union Oyster House, still in operation, opened in 1826. Delmonico's, Sans Souci, and Niblo's Garden were other fine eating establishments.

In the nineteenth century, dining out was restricted largely to the wealthy and to travelers. Around 1900, as the United States industrialized, workers began eating away from home more often. Cafeterias and lunch counters sprang up to serve both blue-collar laborers and white-collar professionals. As cities grew, shoppers and others were customers for cafes, coffee shops, family restaurants, and cafeterias. Institutional food service grew as well. The federal government mandated lunches in public schools in 1946. Dining out became a common experience.

According to the National Restaurant Association, today the foodservice industry is one of this country's largest industries, numbering 900,000 eating places doing approximately \$437 billion in sales. This places it among the top ten industries in America in numbers of units and sales. It also employs more people than any other industry, a large number of whom are servers performing an essential and important service, without which this industry—and economy—could not exist. Each year, hundreds of thousands of people are needed to fill the demand for highly qualified and well-trained servers and managers.



FIGURE 1.3

Professional and well-trained staff are essential to the dining experience.





## CHAPTER SUMMARY

Although the public service of food and drink began as a rather crude craft, over the centuries it grew until, by the end of the Roman Empire, it had reached fairly high professional levels. Restaurants, inns, hostelrys, and other services had developed to allow the public to eat out.

Not until the tenth century did Europeans use eating utensils, although people living in the Middle East and Asia used utensils since the sixth century B.C.

Since ancient times, eating and drinking have played important parts in public gatherings and celebrations. Every culture has established service and culinary customs based on their religious beliefs and physical environment.

The Renaissance ushered in an era of fine dining in Europe limited to noble and royal families. Catherine de Medici changed French eating when she became their queen, starting the growth of dining standards that reached lavish and elegant standards. Many of these

standards were taken over by *restorantes*, which started just before the French Revolution and were open to the public. Standards for fine dining also were set with the writings of a number of great French gourmets. These standards developed in France, influencing eating all over Europe and other parts of the world.

After the French Revolution, a new middle class arose with adequate incomes to eat out. Often, such dining was more casual but much fine dining still existed. Restaurants thrived.

Both ancient customs and modern values dictate that guests should be treated well by their hosts, and that hosts should make every effort to see that their guests come to no harm.

Servers who approach their work professionally are able to deliver exceptional service. This entails anticipating guests' needs and wants and exceeding their expectations.



## RELATED INTERNET SITES

### *Food and Nutrition Information Center*

This Site provides the principles that the food service industry has utilized to fight food-borne illnesses.

[www.nal.usda.gov/fnic/pubs\\_and\\_db.html](http://www.nal.usda.gov/fnic/pubs_and_db.html)

### *History of Foodservice and its Role Today*

From early kitchen productions to menus all around the modern world, this site enables you to understand the different aspects of food service at its best.

[www.schonwalder.org/Menu\\_1\\_Iq.htm](http://www.schonwalder.org/Menu_1_Iq.htm)

### *Restaurant and Hotel Services*

Research and input from industry professionals

[www.restaurantedge.com](http://www.restaurantedge.com)

### *Prohibition of Alcohol*

[www.prohibition.org](http://www.prohibition.org)



## KEY TERMS

Boulangier

Marie-Antoine Carême

Auguste Escoffier

French Revolution

guilds

Halal

Kosher

Catherine de Medici

*restorante*

César Ritz

sanctuary

*taberna vinaria*

*thermopolium*





## CHAPTER REVIEW

1. What part did early Christian churches, monasteries, and convents play in promoting travel and service in Europe?
2. What was a common reason for ancient Greek feasts?
3. How have religious symbols and traditions influenced food?
4. What were Catherine de Medici's contributions to French dining?
5. What was a guild? What control did a guild have?
6. Who was Boulanger? What was his contribution to food service?
7. What were some of the special contributions of the gourmet chefs of the 1800s?
8. How did industrialization contribute to the U.S. foodservice industry?
9. How has the concept of sanctuary affected modern notions of hospitality?
10. Why is it important to exceed guests' service expectations?

## CASE STUDIES



### Excavating Ancient Ruins

You have taken a job with a company hired by the Turkish government to excavate some ruins of an ancient city in Turkistan. The company comes across evidence of a large communal kitchen and dining area. What would you hope to find there that would tell one much about this ancient culture's foods, methods of preparation, dining methods and cultural dining practices, etiquette customs, and social dining practices?

### Ancient Foods

Ancient peoples did not have the food resources we have today. What do you think they ate? Do you think it may have had other meanings to these cultures than just being something to sustain life? Dig up information about this on the Internet and other sources. For instance, the novel *Quo Vadis* by Henryk Sienkiewicz and W.S. Kuniczak includes a marvelous description of a Roman banquet. Books on the history of Rome will have descriptions of the feeding of the masses from the grain stores of the Roman government.

