

CHAPTER ONE:

CAREER OPPORTUNITIES FOR BAKING AND PASTRY PROFESSIONALS

CHAPTER OVERVIEW

Bakers and pastry chefs can pursue many options. You might own your own company or work for someone else. It can be a commissary setting, restaurant, or shop specializing in wedding cakes or handcrafted breads. To get a foundation you may work in a cross section of bakeries and kitchens—then specialize in a discipline.

LEARNING OBJECTIVES

After reading and studying this chapter, you should be able to:

- Discuss the wide variety of careers available for baking and pastry professionals.
- Discuss the importance and available options of formal education and certifications.
- Explain networking and how it can help develop a baking and pastry career.
- Discuss the elements of a successful baking and pastry business, such as physical assets, human resources, and time management.
- Describe “what it takes” to be a baking and pastry professional and the kind of responsibilities that come from that role.

KEY TERMS

American Culinary Federation
caterers
Certified Baker
Certified Bread Baker
Certified Decorator
Certified Journey Baker
Certified Master Baker

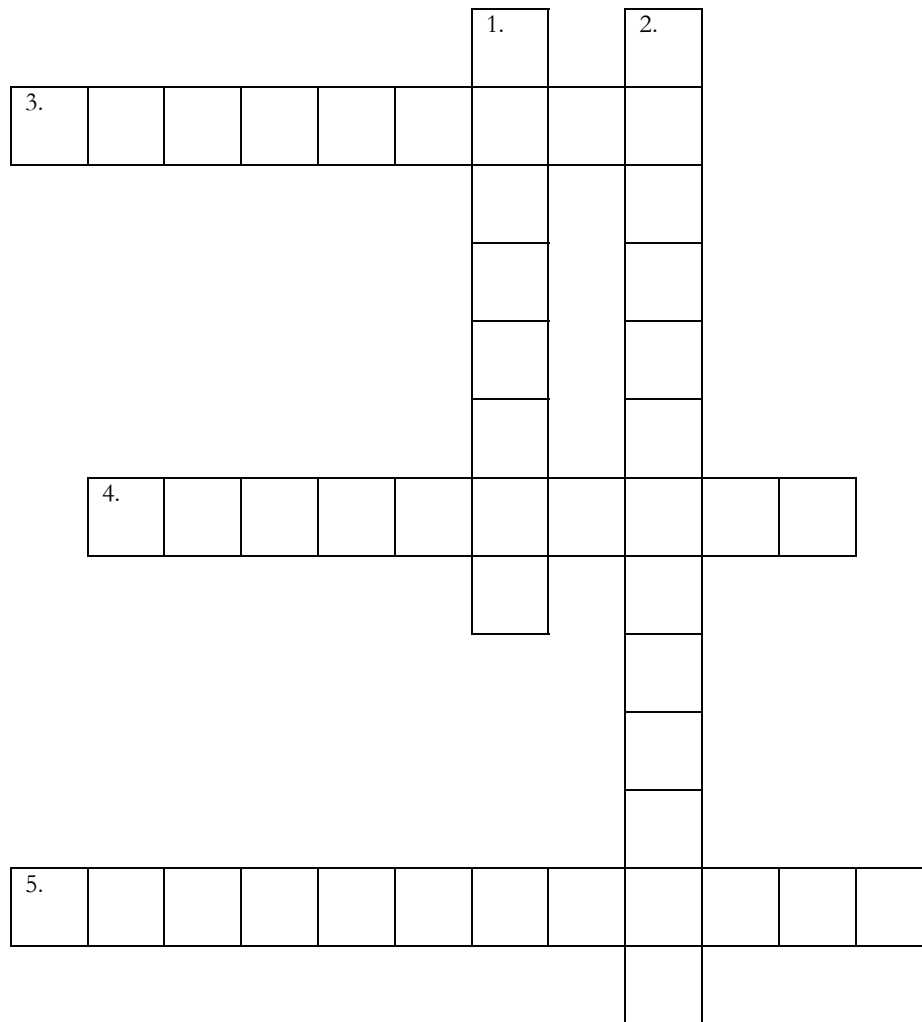
Certified Master Pastry Chef
commercial bakeries
continuing education
Executive Pastry Chef
front of house
human resources
networking

physical assets
Retailer’s Bakery Association
volume production
wholesale bakeshops
Working Pastry Chef

STUDY QUESTIONS

A. Key Terms Crossword

Use the hints below to fill in the crossword puzzle with the appropriate key terms.



Down

1. Meet the desires of a special client for a particular event.
2. Continuing education, maybe by the Retailer's Bakery Association or American Culinary Federation.

Across

3. Focus on large-scale production, selling finished or unbaked items and batters to supermarkets, cafés, gourmet shops, etc.
4. Developing a professional network.
5. Not back of house; interacts with customers, makes sales, and promotes a business.

B. Key Terms Matching

Match the terms on the left with the phrase that best describes them on the right.

- | | |
|----------------------------------|---|
| 1. Volume production | a. Certifies bakers and pastry chefs, starting with Certified Journey Baker. |
| 2. Retailer's Bakery Association | b. The equipment and supplies needed to do business. |
| 3. American Culinary Federation | c. Beginning certification for pastry culinarians by the ACF. |
| 4. Networking | d. Meet the desires of a special client for a particular event. |
| 5. Physical assets | e. Focus on large-scale production, selling finished or unbaked items and batters to supermarkets, cafés, gourmet shops, etc. |
| 6. Human resources | f. Making contact to build a professional network of contacts and resources. |
| 7. Working Pastry Chef | g. 10-day exam, combining written and practical tests. |
| 8. Certified Master Pastry Chef | h. A large amount of product, typically a commercial bakery or wholesale producer. |
| 9. Wholesale | i. Ensures that employees of a food service business are given safe work environments, as well as the tools to succeed. |
| 10. Caterers | j. Certifies bakers and pastry chefs, offering the Certified Master Pastry Chef exam. |

C. Multiple Choice Questions

Select the correct answer for each of the questions below.

1. The position of pastry chef has evolved from the brigade system, introduced by:
 - a. Escoffier
 - b. Beard
 - c. Child
 - d. Carême
2. As it pertains to culinary certification, what does RBA stand for?
 - a. Restaurant Baker's Association
 - b. Rye Bread Association
 - c. Retailer's Bakery Association
 - d. Retailer Bread Artisans

3. What is the highest certification offered by the American Culinary Federation?
 - a. Working Pastry Chef
 - b. Certified Master Pastry Chef
 - c. Certified Master Baker
 - d. Executive Pastry Chef
4. When you first make a good network contact, it is important to:
 - a. ask for a job
 - b. ask for their salary information
 - c. follow up with an e-mail or phone call
 - d. give them a small gift
5. Replacing an outdated point-of-sale system is an example of:
 - a. managing information
 - b. managing physical assets
 - c. managing time
 - d. managing human resources
6. Offering employee benefits can:
 - a. cause employees to take extra sick days
 - b. violate the Americans with Disabilities Act
 - c. lower staff morale
 - d. attract higher-caliber employees
7. Asking the kitchen staff to record how long a particular task might take is an example of:
 - a. reviewing daily operations
 - b. learning to communicate clearly
 - c. managing physical assets
 - d. creating an orderly work environment
8. Giving kitchen staff the tools to evaluate their time and jobs will help to:
 - a. save time
 - b. improve communication
 - c. increase efficiency
 - d. all of the above

D. True/False Questions

Determine whether each of the statements below is true or false. Write your answer on the lines provided.

- _____ 1. Food writers typically do not have a background or education in food service.
- _____ 2. The culinary industry is not founded on formal education, and most employers still prefer to hire bakers and pastry chefs with only practical experience.

- _____ 3. Only pastry culinarians and bakers with a college degree are qualified for RBA certification.
- _____ 4. The Certified Master Pastry Chef (CMPC) certification is a ten-day exam that combines a written and practical test of classical and contemporary applications.
- _____ 5. It is frowned upon to use social media to expand a professional network.
- _____ 6. Professional networking is a good resource for job-hunting, as well as for finding employees to hire.
- _____ 7. Physical assets are the equipment and supplies needed to do business: everything from industrial-size mixers to flour to cash registers.
- _____ 8. Replacing a broken oven is an example of managing physical assets as well as managing human resources.
- _____ 9. Maintaining an organized work environment can increase efficiency and help manage time.
- _____ 10. It is too challenging to switch to a career in baking and pastry from another industry, and is therefore incredibly rare.

E. Fill-in-the-Blank Questions

Fill in the blanks as required.

1. _____ bakeshops focus on large-scale production, selling finished or unbaked items and batters to supermarkets, cafés, and other large-scale facilities.
2. Food producers operate _____ and development kitchens to test products and formulas and fine-tune them.
3. Pastry chefs and bakers often hire _____, who meet the desires of a special client for a particular event.
4. All employers look for experience and _____ —even entry-level positions can require a degree.
5. An established _____ will make it much easier for you to find your next job—or your next employee.
6. As your career evolves, you will move into those positions where your skills as an executive, administrator, and _____ are in demand.
7. Physical assets are the _____ and supplies needed to do business: everything from industrial-size mixers to flour to cash registers.
8. The _____ allows your customers to interact with you in a variety of ways, from making reservations to posting comments on a social networking site.
9. The management of _____ entails legal responsibilities, because everyone has the right to work in an environment that is free from physical hazards and with properly maintained equipment.
10. If you look at your operation carefully, you will discover how _____ is wasted.

F. Short Essay Questions

1. What are some ways that a bakeshop or pastry kitchen can save time?
2. In the culinary industry, how important is a culinary education?