

Министерство науки и высшего образования Российской Федерации
НОВОСИБИРСКИЙ ГОСУДАРСТВЕННЫЙ ТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ

М.В. ГОРДИЕНКО

ОСНОВЫ РЕСТОРАННОГО
БИЗНЕСА

THE BASICS
OF RESTAURANT BUSINESS

Утверждено
Редакционно-издательским советом университета
в качестве учебного пособия

НОВОСИБИРСК
2018

ББК 81.432.1-7-923+65.431.14p30
Г 682

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Г 682 Основные аспекты ресторанного бизнеса. The Basics of
restaurant business: учебное пособие / М.В. Гордиенко – Ново-
сибирск: Изд-во НГТУ, 2018. – 80 с.

ISBN 978-5-7782-3753-7

Учебное пособие “The Basics of the Restaurant Business” предназначено для студентов второго курса, обучающихся по направлениям подготовки 19.03.04 «Технология продукции и организация общественного питания: профиль: Технология и организация ресторанного сервиса», 38.03.02 «Менеджмент: профиль: Менеджмент в индустрии питания».

Цель пособия – формирование иноязычной коммуникативной компетенции на основе заданного ситуативного профессионально-ориентированного контекста.

Пособие состоит из трёх модулей: Module I. Предприятия общественного питания: Catering Establishments; Module II. Типы ресторанов и их концепция: Restaurant Concepts; Module III. Как начать ресторанный бизнес: How to Start a Restaurant Business.

Каждый раздел пособия содержит тематические текстовые материалы и разработанный к ним комплекс заданий, нацеленный на развитие языковых, речевых и коммуникативных умений и навыков. Изучение тематического материала завершается выполнением заданий творческого характера в устной или письменной форме.

Учебное пособие может использоваться как в аудиторном режиме работы, так и в самостоятельной работе обучающихся.

Работа выполнена на кафедре иностранных языков НГТУ

ББК 81.432.1-7-923+65.431.14p30

ISBN 978-5-7782-3753-7

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ПРЕДИСЛОВИЕ

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Module II. Типы ресторанов и их концепция: Restaurant Concepts.

Module III. Как начать ресторанный бизнес: How to Start a Restaurant Business.

Содержание модулей разработано на основе аутентичных текстов, представленных на английских и американских сайтах. Тексты подобраны по тематическому принципу и предназначены для развития различных видов чтения (изучающего, просмотрового, поискового). Тематика текстов охватывает разнообразный спектр вопросов, связанных с ресторанным бизнесом, позволяет повысить мотивацию овладения английским языком для профессиональной деятельности.

Каждый раздел включает основной тематический текст, снабженный словарем, и блоком языковых, речевых, коммуникативных заданий творческого дискуссионного характера.

Языковые задания построены на основе терминологии ресторанного бизнеса, общеупотребительных слов и словосочетаний, овладение которыми позволяет обучающимся вести беседу на общепрофессиональные и социокультурные темы.

Коммуникативные задания каждого раздела модуля направлены на развитие познавательной и творческой активности, навыков критического мышления обучающихся в процессе работы над профессионально-ориентированными материалами. Большая часть заданий предполагает интерактивный режим выполнения.

Материалы учебного пособия были апробированы и успешно использованы в работе со студентами 2-ых курсов НГТУ данных направлений подготовки.

Пособие можно использовать как в аудиторной так и самостоятельной работе студентов.

Module I

CATERING ESTABLISHMENTS

Walk around the class and talk to other students about types of catering establishments that you know then read the text and check your knowledge.

Text A



Basic types of catering establishments

Numerically, the largest group of catering establishments is still represented by the conventional restaurants. They come in many types and price categories ranging from the simplest premises such as the French “Bistro”, the Italian “Locada” to the restaurants of international fame.

The reputation of widely famed restaurants can only be maintained by offering a considerably high quality of all dishes and drinks. They have a ritualized service from the reception at front door and to the ceremonial itself where the service from a trolley or the preparation of famed dishes plays an important role.

Another category of catering establishments is represented by the quick-service restaurants – the coffee shops, quick-lunch restaurants and snack bars with the service counter placed along a quick production kitchen. They are characterized by a high number of customers from early morning to the end of office hours, with a marked peak at lunch time.

Now some words about self-service catering establishments which you may see in city streets, some department stores, as canteens at industrial enterprises and educational establishments. Self-service gives the visitor a feeling of independence, especially because the unpleasant waiting time after ordering and before paying are eliminated. The service counter is so equipped and designed that it can also be used as a kind of conveyer belt for serving meals.

As a variant of “cafeteria”, restaurants with automatic vending machines can be operated with a minimum labour force. The customer can obtain the dishes, which have been prepared and suitably packaged at central kitchens, from the vending machines by inserting a coin.

Among the types of catering establishments working few staff are mainly the coffee-rooms, wine taverns and “hot dog” shops.

The bar represents the catering unit with the lowest labour requirement and the highest profit.

<https://lektsia.com/3x249d.html>

Learn the Vocabulary:

Vocabulary

1. canteen – столовая
2. catering establishment – предприятие питания, предприятие общественного питания
3. coffee room – кофейная комната, чайная комната, буфетная, столовая
4. front door – входная дверь, парадный вход; парадное, передняя дверь
5. labour force – численность работающих
6. numerically – в количественном отношении
7. premises – помещение (с прилегающими пристройками и участком)
8. service counter – раздаточная (окно выдачи блюд), прилавок самообслуживания
9. the reception – служба регистрации и обслуживания гостей, стойка регистрации, администратор
10. trolley – столик на колёсиках, столик на колёсиках для подачи пищи
11. vending machines – торговые автоматы
12. wine taverns – рюмочная

Comprehension Check:

I. Answer the following questions according to the text.

1. What is the largest group of catering establishments?
2. How can widely famed restaurants maintain their reputation?
3. What kind of catering establishments do the coffee shops, quick-lunch restaurants and snack bars represent?
4. What are they characterized by?
5. Where can we see self-service catering establishments?
6. Why does the self-service give the visitor a feeling of independence?
7. How are the restaurants with automatic vending machines operated?
8. In what way do the customers obtain the dishes in such kind of restaurants?
9. What other types of catering establishments working few staff can you innumerate?
10. What type of the catering unit represents the lowest labour requirement?

II. Complete the following sentences according to the text.

1. Widely famed restaurants can only attract their customers by offering a...
2. Widely famed restaurants ceremonialize service...
3. The quick-service restaurants are characterized by...
4. Self-service gives the visitor...
5. The service counter of the self-service catering establishments is so equipped and designed...
6. Restaurants with automatic vending machines can be operated...
7. The customer of restaurants with automatic vending machines can obtain the dishes...

III. PHRASE MATCH: (Sometimes more than one choice is possible.)

1. international	a) restaurant
2. front	b) enterprise
3. industrial	c) door
4. educational	d) fame

5. quick-service	e) counter
6. catering	f) force
7. conveyer	g) establishment
8. service	h) belt
9. automatic	i) unit
10. labour	j) vending machine

IV. Gap fill . Put the words into the gaps in the text.

A. ceremonial, role, service, reception, quality, trolley, reputation.

The 1)_____ of widely famed restaurants can only be maintained by offering a considerably high 2)_____ of all dishes and drinks. They have a ritualized 3)_____ from the 4)_____ at front door and to the 5)_____ itself where the service from a 6)_____ or the preparation of famed dishes plays an important 7)_____.

B. eliminated, educational, words, visitor, conveyer, independence, department, ordering.

Now some 1)_____ about self-service catering establishments which you may see in city streets, some 2)_____ stores, as canteens at industrial enterprises and 3)_____ establishments. Self-service gives the 4)_____ feeling of 5)_____, especially because the unpleasant waiting time after 6)_____ and before paying are 7)_____. The service counter is so equipped and designed that it can also be used as a kind of 8)_____ belt for serving meals.

Language Focus:

V. Unjumble the words

Model: velideyr → delivery

1. ngrtceia →

2. luayitq →

3. peretcino→
4. vesceir→
5. nicthek→
6. natcene→
7. rusmtoce→

VI. Match the words on the left with the corresponding definition on the right:

word	definition
1. counter	a) is the activity of providing food and drink for a large number of people, for example at weddings and parties and other places.
2. customer	b) the beliefs or opinions that are generally held about someone or something
3. reputation	c) the system whereby customers select goods for themselves and pay at a checkout
4. canteen	d) is a long narrow table or flat surface at which customers are served
5. trolley	e) is someone who buys goods or services
6. self-service	f) is the place where people's appointments and questions are dealt with
7. reception	g) is a small table on wheels which is used for serving drinks or food.
8. catering	h) is a place in a factory, shop, or college where meals are served to the people who work or study there.

VII. Match the following synonyms from the article.

1. cater	a) buildings
2. premises	b) portable kitchen
3. canteen	c) receiving
4. vending machine	d) provide
5. reception	e) automat
6. service	f) characteristic
7. reputation	g) aid
8. quality	h) fame

VIII. Form the nouns from the following verbs

1. establish→...
2. educate→...
3. depend→...
4. equip→...
5. require→...
6. produce → ...
7. represent→...
8. eliminate→...
9. pay→....
10. prepare→....

HOMEWORK:

- 1. Vocabulary extension: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.**
- 2. Write a summary of the text.**

Text B



What Is the Food Service Industry?

The food service industry refers to any company or business essential to the preparation and distribution of food products outside of the home. Components of this industry include food service distributors, counter and table servers, and food service providers. All of these companies and staff are dedicated to making food products or serving these products to customers. The very start of the food service industry is credited to restaurants that began in France during the 18th century.

The food service industry has many facets. Restaurants, pubs, and bars are all a part of it. These establishments fall under the category of counter and table service. The food is typically prepared by a cook or chef and is presented by wait staff. Alternately, patrons can serve themselves from the counter or buffets.

Table service is common in restaurants and bars. There are varying types of table service available. Bottle service is strictly for serving drinks. Silver service requires the waiter to serve the food from trolleys and platters onto the diners' plate at the table.

Food service providers and distributors are those companies that provide food products to restaurants, grocery stores and catering companies. There are many different food service providers. Some providers specialize in specific products, while others provide a wide range of food choices. These companies will deliver the products directly to the restaurant at prearranged times.

Another aspect of the food service industry are those companies that make the equipment needed to produce, transport, store, and serve food products. This type of equipment ranges from large freezers and ovens to the small appliances sold at kitchen stores. Equipment is available as industry grade equipment. Some is made for large manufacturers and other versions made for smaller food providers.

The types of food products made will depend upon the local culture. Spending, purchasing, and product use is tracked by companies to uncover current trends and predict what will be popular in the future. Each food service provider will target specific types of customers. The food service industry is one of the largest employers in the United States, with more than 60 percent of employees younger than 30.

<http://www.wisegeek.com/what-is-the-food-service-industry.htm>

Learn the Vocabulary:

Vocabulary

1. buffet = buffet table ['bʊfɪt] – буфет, буфетная стойка
2. counter services – кассовое обслуживание
3. counter – прилавок, стойка
4. credit – приписывать (кому-л., чему-л. что-л.)
5. dedicated ['dedɪkeɪtɪd] – предназначенный (для чего-л.)
6. employer – наниматель, работодатель,

7. essential [ɪ'sen(t)ʃ(ə)l] – внутренне присущий, неотъемлемый; затрагивающий сущность, обязательный; необходимый; существенный
8. facet ['fæsɪt] – грань
9. food products – продовольственные товары, продукты питания, пищевые продукты
10. food service counter – линия раздачи питания
11. food service industry – индустрия общественного питания
12. grade – марка; сорт; класс
13. patron ['pætr(ə)n] – постоянный покупатель, клиент
14. platter ['plætə] – большое плоское блюдо, стол
15. provider – поставщик;
16. service distributor – распределительная компания, оптовая фирма, оптовый торговец
17. silver service – серебряное обслуживание (тип обслуживания в ресторане английский метод обслуживания (при котором официант раскладывает еду на блюда прямо у столика клиента) .
18. table service – обслуживание официантами
19. track – отслеживать
20. uncover [ʌn'kʌvə] – раскрывать, обнаруживать

Comprehension Check

I. Answer the following questions.

1. What is the food service industry?
2. What do the components of this industry include?
3. What category do the establishments of FSI (Food Service Industry) fall under?
4. How many types of table services are mentioned in the text and what are they?
5. What is the silver service?
6. Who are the FSI providers and distributors and what do you know about them?
7. What for the equipment is used in restaurants and other places of the FSI?
8. What is tracked by companies to uncover current trends?
9. Why is the FSI called the largest employers in the United States?
10. Who do food service providers target for?

II. Complete the following sentences according to the text.

1. The food service industry refers to...
2. Components of the FSI food service industry)include...
3. The very start of the food service industry is credited to...
4. Restaurants, pubs, and bars fall under the category...
5. Silver service requires the waiter to serve the food...
6. Food service providers and distributors will deliver the products directly...
7. Another aspect of the food service industry are those companies that make the equipment needed to...
8. The types of food products made will depend...
9. Spending, purchasing, and product use is tracked by companies to...
10. Each food service provider will target....

III. Gap fill . Put the proper words into the gaps in the text.

A.

staff, restaurants, distributors, preparation, products, outside

The food service industry refers to any company or business essential to the 1) _____ and distribution of food products 2) _____ of the home. Components of this industry include food service 3) _____, counter and table servers, and food service providers. All of these companies and 4) _____ are dedicated to making food products or serving these 5) _____ to customers. The very start of the food service industry is credited to 6) _____ that began in France during the 18th century.

B.

predict, employers, uncover, local, purchasing, target

The types of food products made will depend upon the 1) _____ culture. Spending, 2) _____, and product use is tracked by companies to 3) _____ current trends and 4) _____ what will be popular in the future. Each food service provider will 5) _____ specific types of customers. The food service industry is one

of the largest 6) _____ in the United States, with more than 60 percent of employees younger than 30.

IV. Unjumble the words.

Model: veots → stove

- 1) rnapto→...
- 2) krind→...
- 3) onev→...
- 4) zferere→...
- 5) rtyolel→...
- 6) uqpeientm_→...

V. Put the words in the right order to form sentences.

1. service food facets industry The many has.
2. restaurants service Table in is common bars and.
3. are There providers different many service food.
4. culture products The of food types will depend made the local upon.
5. grade available is industry as equipment Equipment .
6. counter serve can Patrons buffets from the themselves or.

VI. Translate the following phrases into English.

1)Подпадать под категорию,2) обслуживание официантами, 3) самое начало,4) широкий выбор чего-либо,5) зависеть от местных обычаев, 6)раскрывать текущие тенденции,7) индустрия общественного питания, 8) продукты питания,9) оптовая фирма, 10) нацеливаться на определённого покупателя (работать с определённой целевой аудиторией)

Module II

Restaurants Concepts

Text A



Restaurant Types and Concepts

Definitions and Examples of Restaurant Concepts

Today there are many different types of restaurants, from fast food to family casual. Here is a brief overview of some of the more popular restaurant concepts.

1.	
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Fast food is the most familiar restaurant to most people. Chains like McDonalds and Burger King became popular in the 1950s, and helped spawn countless other concepts like Taco Bell, KFC, and In&Out Burger. Fast food service attracted customers for its speed and convenience.

Fast food restaurants are typically chains. If you are thinking of opening a fast food franchise, keep in mind that the initial costs of franchising are more expensive than opening an independent restaurant.

2.	
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This is one of the biggest trends right now. Fast casual is slightly more upscale than fast food. Fast-casual restaurants offer disposable dishes and flatware, but their food tends to be presented as more upscale, such as gourmet breads and organic ingredients. Open kitchens are popular with fast casual chains, where customers can see their food being prepared. Boston Market is classified as fast casual.

3.	
----	--



Café is a restaurant that does not offer table service. Customers order their food from a counter and serve themselves. A café menu traditionally offers things such as coffee, espresso, pastries, and sandwiches. Cafes originated in Europe and are strongly associated with France. They are known for their casual, unhurried atmosphere. Outdoor seating is another trademark of a café. Panera Bread is an example of a popular bakery-café chain. The term bistro is sometimes interchanged with café. A bistro is actually a café that offers full meals (albeit, cheaper than a full-fledged sit-down restaurant).

4.	
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Pub is short for Public House; pubs date back hundreds of years to Europe, especially Great Britain. Pubs have a timeless appeal, for their laid back atmosphere. Brewpubs offer beer made in-house, as well as a wide selection of other beers and ales. Pubs can offer full menus, as well as appetizers. Many casual style restaurants have a separate pub side to their establishment.

5.	
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Casual Style Dining is 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. Casual style dining can be any number of themes, from Italian (Olive Garden) to seafood (Red Lobster) to Mexican (Chilis). Casual style restaurants offer table side service, non-disposable dishes, while still keeping the menu moderately priced.

6.	
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Just as the name implies, fine dining is used to describe a much more upscale restaurant, one that offers diners an elegant atmosphere with high-

quality service. The chefs in fine dining restaurants are usually professionally trained, and the food is fairly expensive, but worth it.

7.	
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Another hugely popular restaurant concept are food trucks. These mobile eateries are popular for a variety of reasons: they have low start-up costs, low labor costs, and little overhead. Starting your own food truck still requires many of the same steps as opening a new restaurant. You need a business plan, financing, a menu, equipment, and good name. A trademark of a food truck business is the use of social media to announce where the truck is each day.

8.	
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If you are looking for a way to try out a restaurant without any longtime commitment, a pop-up restaurant is one solution. Some professional chefs open their own pop-ups to build their culinary reputation, since the short-term nature of a pop-up allows chefs total freedom and creativity in the kitchen. Others open a pop up restaurant to test out a restaurant concept, using it as an avenue to entice investors as well as the public to try it out. On a more philosophical note, other people use pop up restaurants as a way to offer gourmet dining at reduced prices, so everyone can enjoy it. Lastly, pop-ups are sometimes used as a vehicle for fundraising by civic and community groups.

<https://www.thebalance.com/types-of-restaurants-2888525> (3489)

After reading:

Look through the text again and choose the best heading for each paragraph

- A. Pub
- B. Food Trucks
- C. Fast Food Restaurant
- D. Fine Dining
- E. Fast Casual Dining
- F. Pop Up Restaurant
- G. Café
- H. Casual Style Dining

1.	2.	3.	4.	5.	6.	7.	8.

Study the vocabulary:

Vocabulary

1. albeit [ɔ:l'bi:t]; от "all though it be (that)" хотя (и)
2. appeal – привлекательность, притягательность
3. appetizer ['æpɪtaɪzə]; = appetiser 1) закуска (кушанье, подаваемое перед горячими блюдами)
4. bistro ['bi:stɹəʊ] – бистро, закусочная
5. brewpub сущ. – брьюпаб – паб или ресторан, который торгует пивом собственного производства, как правило малотоннажного
6. casual dining restaurant-семейный ресторан полного обслуживания
7. chain [tʃeɪn] – сеть заведений под общим управлением
8. civic ['sɪvɪk] – городской
9. diner ['daɪnə] – гость, приглашённый к обеду
10. dining – прил. – обеденный; ресторанный ;питание; посещение ресторана
11. dishes – посуда
12. disposable [dɪs'pəʊzəbl] – выбрасываемый (после употребления); разовый, одноразовый
13. eatery – закусочная, забегаловка, столовка (небольшой дешевый ресторан)

14. entice [in'taɪs,] – соблазнять; заманивать; сманивать; переманивать
15. entree ['ɒntri:] ; ['ɑ:ntreɪ] – главное блюдо
16. fine dining restaurant – ресторан высокой кухни; гастрономический ресторан; элитный ресторан
17. flatware ['flætweə] – столовые приборы (ножи, вилки и ложки)
18. food truck – передвижная закусочная; автофургон быстрого питания; передвижная торговая точка
19. franchise ['frænfʌɪz] – франшиза (на использование торговой марки) ;
20. fast casual dining restaurant – семейный ресторан быстрого обслуживания
21. full meals – полное столование
22. fully fledged – 1) полноправный, полноценный
23. fund(-)raising ['fʌnd, reɪzɪŋ] – сбор денег (на благотворительные нужды)
24. gourmet ['guəmeɪ] – гастроном, гурман
25. in-house – собственный, внутренний, внутрифирменный
26. labor costs – затраты на рабочую силу, трудовые затраты, трудозатраты
27. laid-back общ. – спокойный, ненапряжённый; расслабленный
28. moderately priced – за умеренную цену (как определение к сущ.); по умеренной цене (как определение к сущ.) ;недорогой
29. open kitchen – открытая кухня
30. outdoor seating – столики на улице (о ресторане)
31. overhead costs – накладные расходы
32. pop up – временный ресторан
33. side-находиться рядом, соприкасаться (с чем-л.)
34. sit-down restaurant – ресторан, не относящийся к какой-л. сети быстрого питания, классический ресторан, амер. традиционный ресторан (ресторан, в котором посетителей официант обслуживает за столиком)
35. social media – социальные медиа вебсайты и приложения, используемые для построения социальных сетей.
36. spawn [spɔ:n] – порождать, вызывать
37. start-up costs – первоначальные издержки; первоначальные расходы; учредительские издержки; учредительские расходы, организационные расходы ;расходы на создание нового предприятия

- 38. table service – обслуживание официантами
- 39. themes- тематика
- 40. timeless – неподвластный времени; непреходящий; неустаревающий
- 41. trademark ['treɪdmɑ:k] – 1) торговая марка, товарный знак; 2) отличительный знак, типичная черта
- 42. try out – тщательно проверять; испробовать; опробовать; пробовать; испытывать; отбирать;
- 43. upscale [ʌp'skeɪl]; up-market – высококачественный, высшего качества, высококласный (о товарах, услугах)

Comprehension Check

I. Complete the following sentences according to the text.

1. Fast food service attracted customers... .
2. Open kitchens are popular with fast casual chains,
3. Café is a restaurant that
4. A café menu traditionally offers things
5. Brewpubs offer beer
6. Casual style restaurants offer
7. The chefs in fine dining restaurants are
8. Food trucks are popular for a variety of reasons:
9. Pop-ups are sometimes used

II. Answer the following questions and give examples.

1. When did fast food chains become popular?
2. Why did fast food service attract customers?
3. What should you keep in mind while opening a fast food franchise?
4. What do fast-casual restaurants offer?
5. What is an open kitchen?
6. In what way cafes are different from other types of eateries?
7. Where did cafes originate?
8. What is the difference between bistro and a café?
9. Why do pubs have a timeless appeal?
10. What are peculiarities of a casual style dining?
11. What restaurants can be called fine dining ones?
12. Why are food trucks so popular?
13. Why do people open pop-ups?

III. Correct the following false statements according to the text.

1. Fast food is the most unknown restaurant to most people.
2. If you are thinking of opening a fast food franchise it will be cheaper than opening an independent restaurant.
3. Pubs have a timeless appeal, for their strict atmosphere.
4. Casual style restaurants offer cheaply priced entrees.
5. Fine dining is used to describe a casual restaurant.
6. Food trucks are not popular with people.
7. Pop-up restaurants are opened to cheat others.

IV. Fill in the appropriate words in to the gaps.

offers, France, Europe ,chain, atmosphere, bistro, trademark, full meals, table service, counter.

Café is a restaurant that does not offer 1. Customers order their food from a 2. and serve themselves. A café menu traditionally 3. things such as coffee, espresso, pastries, and sandwiches. Cafes originated in 4. and are strongly associated with 5. They are known for their casual, unhurried 6. Outdoor seating is another 7. of a café. Panera Bread is an example of a popular bakery-café 8. The term 9. is sometimes interchanged with café. A bistro is actually a café that offers 10. (albeit, cheaper than a full-fledged sit-down restaurant).

Language Focus

V. Match the words with their definitions.

1) franchise	a) is designed to be thrown away after it has been used.
2) disposable	b) give rise to produce or generate a large number of
3) spawn	c) is an authority that is given by an organization to someone, allowing them to sell its goods or services or to take part in an activity which the organization controls.

4) gourmet	d) a small, informal restaurant or a bar where food is served.
5) bistro	e) an establishment, typically one including a restaurant, selling beer brewed on the premises
6) brewpub	f) Is nicer or more unusual or sophisticated than ordinary food, and is often more expensive.

VI. Match the English and Russian equivalents.

1) chain	a) высоко качественный
2) flatware	b) сеть заведений под общим управлением
3) upscale	с) столовые приборы (ножи, вилки и ложки)
4) table service	d) собственный
5) outdoor seating	e) семейный ресторан полного обслуживания
6) sit-down restaurant	f) столики на улице
7) in-house	g) традиционный ресторан
8) casual dining restaurant	h) обслуживание официантами

VII. Match the synonyms.

1) upscale	a. eternal
2) gourmet	b. high-quality
3) bistro	c. relaxed
4) timeless	d. gastronome
5) appeal	e. lunchroom
6) laid-back	f. attraction
7) appetizer	g. reasonable
8) moderate	h. starter

VIII. Form the nouns from the following adjectives.

1. Popular→...
2. Independent→...
3. Casual→...

4. Moderate→...
5. Vary→...
6. Free→...

7. Creative→...
8. Elegant→...
9. the

IX. Make a presentation about your favorite restaurant in Novosibirsk according to the plan.

Name...Location...Type...Décor...Cuisine...Price...Conclusion...

X. Write a summary of the Text A and retell it.

Text B



Italian restaurant named as best in the world

A restaurant in the city of Modena, Italy, has been named as the best restaurant in the world. The restaurant Osteria Francescana was crowned number one at the World's 50 Best Restaurants awards ceremony in New York. The ceremony is like the Oscars of the food world. Italian food is loved worldwide, but surprisingly, this is the first time an Italian eatery has won the annual prize. The Osteria Francescana came second in 2015 and third in 2013 and 2014. The chef and owner of the Osteria Francescana is Mr Massimo Bottura. He was very emotional on stage when he collected the award. He said: "I want to thank everyone because it has been so hard. Our job is all about art...in the kitchen."

Winning the award has been good for business. The Osteria Francescana is fully booked until November. Anyone who wants to eat there must make a reservation six months in advance. Customers will now fly to Italy just to

eat at Mr Bottura's restaurant. The competition judges gave Bottura the award for his creative and original food and traditional ingredients. In particular, Bottura makes amazing shapes with cheese and creates, "forms and textures most diners will never have previously experienced." One of his best-known dishes is a dessert called, "Oops, I Dropped the Lemon Tart". This is a pastry that the chef drops from half a metre and smashes on the plate.

After reading.

I. True / false: Read the headline. Guess if a-h below are true (T) or false (F).

- a. An Italian restaurant in Medina is the best restaurant of 2016. T / F
- b. The restaurant was top of a list of 50 restaurants. T / F
- c. It is the third time an Italian restaurant has won this award. T / F
- d. The chef said his job is to create art in the kitchen. T / F
- e. Winning the award has not been good for the chef's business. T / F
- f. People need to book 24 hours ahead to get a table at the restaurant.

T / F

- g. The chef creates amazing shapes with cheese. T / F
- h. The chef drops a lemon tart from 50 cm onto a plate. T / F

II. Synonym match: Match the following synonyms from the article.

1. restaurant	a. booking
2. like	b. amazingly
3. surprisingly	c. shapes
4. annual	d. completely
5. award	e. eatery
6. fully	f. recipes
7. reservation	g. prize
8. in advance	h. similar to
9. forms	i. ahead
10. dishes	j. yearly

III. Phrase match: (Sometimes more than one choice is possible)

1. crowned	a. of the food world
2. The ceremony is like the Oscars	b. hard
3. an Italian eatery has won the	c. six months in advance
4. it has been so	d. been good for business
5. Our job is all about art	e. number one
6. Winning the award has	f. is a dessert
7. fully	g. ingredients
8. make a reservation	h. in the kitchen
9. original food and traditional	i. booked
10. One of his best-known dishes	j. annual prize

IV. Gap fill .Put these words into the spaces in the paragraph below.

crowned
annual
emotional
ceremony
art
named
surprisingly
chef

A restaurant in the city of Modena, Italy, has been (1) _____ as the best restaurant in the world. The restaurant Osteria Francescana was (2) _____ number one at the World's 50 Best Restaurants awards ceremony in New York. The (3) _____ is like the Oscars of the food world. Italian food is loved worldwide, but (4) _____, this is the first time an Italian eatery has won the (5) _____ prize. The Osteria Francescana came second in 2015 and third in 2013 and 2014. The (6) _____ and owner of the Osteria Francescana is Mr Massimo

Bottura. He was very (7) _____ on stage when he collected the award. He said: "I want to thank everyone because it has been so hard. Our job is all about (8) _____ ...in the kitchen."

V. Put these words into the spaces in the paragraph below.

advance
drops
award
amazing
booked
dishes
diners
original

Winning the (9) _____ has been good for business. The Osteria ncescana is fully (10) _____ until November. Anyone who wants to eat there must make a reservation six months in (11) _____. Customers will now fly to Italy just to eat at Mr Bottura's restaurant. The competition judges gave Bottura the award for his creative and (12) _____ food and traditional ingredients. In particular, Bottura makes (13) _____ shapes with cheese and creates, "forms and textures most (14) _____ will never have previously experienced." One of his best-known (15) _____ is a dessert called, "Oops, I Dropped the Lemon Tart". This is a pastry that the chef (16) _____ from half a metre and smashes on the plate.

VI. Comprehension questions

1. In which Italian city is the award-winning restaurant?
2. How many restaurants are on the awards list?
3. How many Italian restaurants have won this prize before?
4. Who is Massimo Bottura?
5. Who did the chef want to thank?
6. Until when is the restaurant fully booked?
7. How long in advance should you book a table?
8. What kind of ingredients does the chef use?

9. What does the chef make amazing shapes with?
10. What is "Oops, I Dropped the Lemon Tart"?

VII. Multiple choice quiz

- 1)** In which Italian city is the award-winning restaurant?
a) Modena
b) Milan
c) Moncalieri
d) Modica
- 2)** How many restaurants are on the awards list?
a) 30
b) 40
c) 50
d) 60
- 3)** How many Italian restaurants have won this prize before?
a) 3
b) 0
c) 27
d) 7
- 4)** Who is Massimo Bottura?
a) a speed-eating champion
b) a customer
c) a judge
d) the chef
- 5)** Who did the chef want to thank?
a) everyone
b) the cheese makers
c) his staff
d) Italians
- 6)** Until when is the restaurant fully booked?
a) early August
b) late July
c) the middle of next month
d) November

7) How long in advance should you book a table?

- a) a week or so
- b) 6 months
- c) 24 hours
- d) 48 hours

8) What kind of ingredients does the chef use?

- a) ingredients from his garden
- b) Italian ingredients
- c) organic ingredients
- d) traditional ingredients

9) What does the chef make amazing shapes with?

- a) spaghetti
- b) lemons
- c) cheese
- d) textures

10) What is "Oops, I Dropped the Lemon Tart"?

- a) a famous Italian movie
- b) a dessert
- c) a book
- d) an Internet site

VIII. Language — Cloze (Gap-fill)

A restaurant in the city of Modena, Italy, has been (1) ____ as the best restaurant in the world. The restaurant Osteria Francescana was (2) ____ number one at the World's 50 Best Restaurants awards ceremony in New York. The ceremony is (3) ____ the Oscars of the food world. Italian food is loved worldwide, but (4) ____, this is the first time an Italian eatery has won the annual prize. The Osteria Francescana came second in 2015 and third in 2013 and 2014. The chef and owner of the Osteria Francescana is Mr Massimo Bottura. He was very emotional (5) ____ stage when he collected the award. He said: "I want to thank everyone because it has been so hard. Our job is (6) ____ about art...in the kitchen."

Winning the award has been good (7) ____ business. The Osteria Francescana is fully booked until November. Anyone who wants to eat there

must make a reservation six months (8) ____ advance. Customers will now fly to Italy just to eat at Mr Bottura's restaurant. The competition judges gave Bottura the award for his creative and original food and traditional ingredients. In (9) ____, Bottura makes amazing shapes with cheese and creates, "forms and textures most (10) ____ will never have previously experienced." One of his best-(11) ____ dishes is a dessert called, "Oops, I Dropped the Lemon Tart". This is a pastry (12) ____ the chef drops from half a metre and smashes on the plate.

Which of these words go in the above text?

1. (a) naming (b) names (c) named (d) name
2. (a) crowned (b) crowed (c) clowning (d) crawled
3. (a) like (b) liking (c) similar (d) similarly
4. (a) surprisingly (b) surprised (c) surpasses (d) surprise
5. (a) by (b) at (c) in (d) on
6. (a) total (b) every (c) whole (d) all
7. (a) for (b) from (c) to (d) of
8. (a) of (b) to (c) on (d) in
9. (a) particular (b) practical (c) peculiar (d) partially
10. (a) dinners (b) diners (c) dines (d) din-dins
11. (a) knowledge (b) known (c) knowing (d) knew
12. (a) that (b) what (c) for (d) so

IX. Put the text back together

(a) amazing shapes with cheese and creates, "forms and textures most diners will never have previously

(b) because it has been so hard. Our job is all about art...in the kitchen."

(c) experienced." One of his best-known dishes is a dessert called, "Oops, I Dropped the Lemon

(d) Winning the award has been good for business. The Osteria Francescana is fully booked until

(e) this is the first time an Italian eatery has won the annual prize. The Osteria Francescana came second in 2015 and

(f) gave Bottura the award for his creative and original food and traditional ingredients. In particular, Bottura makes

(g) November. Anyone who wants to eat there must make a reservation six months in

(h) advance. Customers will now fly to Italy just to eat at Mr Bottura's restaurant. The competition judges

(i) ceremony in New York. The ceremony is like the Oscars of the food world. Italian food is loved worldwide, but surprisingly,

(j) A restaurant in the city of Modena, Italy, has been named as the best restaurant in the world. The restaurant

(k) third in 2013 and 2014. The chef and owner of the Osteria Francescana is Mr Massimo Bottura. He was very

(l) Tart". This is a pastry that the chef drops from half a metre and smashes on the plate.

(m) emotional on stage when he collected the award. He said: "I want to thank everyone

(n) Osteria Francescana was crowned number one at the World's 50 Best Restaurants awards

X. Put the words in the right order

1. of world is Oscars food ceremony the the The like .
2. an has is time eatery This first Italian won the .
3. collected when very the emotional award on He stage was he .
4. because it has been so hard I want to thank everyone .
5. all kitchen about Our art job in is the .
6. has award the Winning business for good been .
7. reservation wants there a who eat make Anyone to must .
8. will diners most Textures experienced previously have never .
9. is One best dishes dessert his known a – of .
10. a half from drops chef the that pastry a is This metre .

***XI. INTERNET:* Search the Internet and find out more about restaurants from around the world. Share what you discover with your partner(s) in the next lesson.**

***XII. ART AND FOOD:* Write a magazine article about art and food. Include imaginary interviews with people who think food is art, and with people who think it isn't.**

<https://breakingnewsenglish.com/1606/160618-restaurants.html>

Text C



Abu Dhabi opens government 'Happiness Cafe'

The Abu Dhabi government has opened a special cafe for its employees that is dedicated to their happiness. The new 'Happiness Cafe' is located in the headquarters of the Ministry of Culture and Knowledge Development. Staff are being encouraged to take time out from their busy days to unwind and chill out so they can revitalize and rejuvenate themselves. The cafe is full of plush sofas and couches and has a specially designed decor to provide the perfect ambience for feeling happy and create an atmosphere of positivity. It even has its own garden and fountain to add a touch of nature to the surroundings. One worker enthused about the new cafe, saying it would help her to smile more at work.

The cafe was opened by Sheikh Nahyan bin Mubarak, Minister of Culture and Knowledge Development. He hoped it would create a positive environment in the workplace, allow employees to better release their productive energy, and improve the work environment in the ministry. The Happiness Cafe is part of a program initiated by Sheikh Mohammed bin Rashid, Vice President and Ruler of Dubai, called the National Program for Happiness and Positivity. He said happiness was, "a renewable and sustainable asset". Sheikh Nahyan said this program intended to establish, "the values of positivity and happiness as a way of life in the UAE". He hoped it would eventually put the UAE in the top five of the world's happiest countries.

I. True / false: Read the headline. Guess if a-h below are true (T) or false (F).

1. The Abu Dhabi government opened a happiness cafe for all workers. T / F

2. The Abu Dhabi 'Happiness Cafe' can be found in a top shopping mall. T / F
3. The cafe has its own garden and fountain. T / F
4. A worker said the cafe didn't really make her happier. T / F
5. The UAE's President opened the cafe. T / F
6. The Ruler of Dubai started a program based on national happiness. T / F
7. The Ruler of Dubai said happiness was a renewable asset. T / F
8. The UAE is currently outside the world's top five happiest countries. T / F

II. Synonym match: Match the following synonyms from the article.

1. headquarters	a. rec
2. chill out	b. relax
3. ambience	c. meant
4. enthused	d. raved
5. create	e. customized
6. dedicated	f. HQ
7. release	g. benefit
8. asset	h. generate
9. Intended	i. in time
10. Eventually	j. atmosphere

III. Phrase match: Sometimes more than one choice is possible.)

1. opened a special café	a) about the new cafe
2. dedicated to	b) energy
3. take time out	c) a way of life
4. a specially designed decor to provide	d) their happiness
5. one worker enthused	e) world's happiest countries

6. release their productive	f) from their busy days
7. improve the work	g) environment
8. happiness was a renewable	h) for its employees
9. the values of positivity and happiness as	i) and sustainable asse
10. in the top five	j) and sustainable asset

IV. Gap fill

Put these words into the spaces in the paragraph below.

<i>positivity</i>
<i>dedicated</i>
<i>unwind</i>
<i>enthused</i>
<i>located</i>
<i>touch</i>
<i>ambience</i>
<i>plush</i>

The Abu Dhabi government has opened a special cafe for its employees that is (1) _____ to their happiness. The new 'Happiness Cafe' is (2) _____ in the headquarters of the Ministry of Culture and Knowledge Development. Staff are being encouraged to take time out from their busy days to (3) _____ and chill out so they can revitalize and rejuvenate themselves. The cafe is full of (4) _____ sofas and couches and has a specially designed decor to provide the perfect (5) _____ for feeling happy and create an atmosphere of (6) _____. It even has its own garden and fountain to add a (7) _____ of nature to the surroundings. One worker (8) _____ about the new cafe, saying it would help her to smile more at work.

Put these words into the spaces in the paragraph below.

<i>initiated</i>
<i>values</i>
<i>positive</i>
<i>eventually</i>
<i>part</i>
<i>release</i>
<i>way</i>
<i>asset</i>

The cafe was opened by Sheikh Nahyan bin Mubarak, Minister of Culture and Knowledge Development. He hoped it would create a (9) _____ environment in the workplace, allow employees to better (10) _____ their productive energy, and improve the work environment in the ministry. The Happiness Cafe is (11) _____ of a program (12) _____ by Sheikh Mohammed bin Rashid, Vice President and Ruler of Dubai, called the National Program for Happiness and Positivity. He said happiness was, "a renewable and sustainable (13) _____ ". Sheikh Nahyan said this program intended to establish, "the (14) _____ of positivity and happiness as a (15) _____ of life in the UAE". He hoped it would (16) _____ put the UAE in the top five of the world's happiest countries.

V. Comprehension questions

1. Who can go to the 'Happiness Cafe'?
2. Where is the cafe located?
3. What kind of couches is the cafe full of?
4. Besides a garden, what adds a touch of nature to the cafe?
5. What did a worker say she could do more of at work?
6. What did Sheikh Nahyan hope the cafe would create in the workplace?
7. What did Sheikh Nahyan hope would be released among employees?
8. Who started the National Program for Happiness and Positivity?
9. What values did Sheikh Nahyan say were a way of life in the UAE?
10. Where does the UAE want to be among the world's happiest countries?

VI. Multiple choice quiz

- 1) Who can go to the 'Happiness Cafe'?
 - a) people from Dubai
 - b) anyone
 - c) Abu Dhabi government employees
 - d) UAE citizens

- 2) Where is the cafe located?
 - a) the Ministry of Culture and Knowledge Development
 - b) the Ministry of Happiness
 - c) a premium shopping mall
 - d) the parliament building

- 3) What kind of couches is the cafe full of?
 - a) plush ones
 - b) blue ones
 - c) antique ones
 - d) leather ones

- 4) Besides a garden, what adds a touch of nature to the cafe?
 - a) a mountain
 - b) a fountain
 - c) birdsong
 - d) paintings

- 5) What did a worker say she could do more of at work?
 - a) meeting deadlines
 - b) sleep
 - c) overtime
 - d) smile

- 6) What did Sheikh Nahyan hope the cafe would create in the workplace?
 - a) harmony
 - b) a positive environment
 - c) shorter working hours
 - d) the smell of coffee

- 7) What did Sheikh Nahyan hope would be released among employees?
- a) productive energy
 - b) doves
 - c) stress
 - d) fear
- 8) Who started the National Program for Happiness and Positivity?
- a) the ruler of Abu Dhabi
 - b) a school child
 - c) the ruler of Dubai
 - d) a company CEO
- 9) What values did Sheikh Nahyan say were a way of life in the UAE?
- a) self-expression and self-confidence
 - b) 100 and 1,000
 - c) patriotism and identity
 - d) positivity and happiness
- 10) Where does the UAE want to be among the world's happiest countries?
- a) top 5
 - b) number one
 - c) top ten
 - d) better than now

VII. Discussion - Abu Dhabi opens government 'Happiness Cafe'

STUDENT A's QUESTIONS (Do not show these to student B)

1. What did you think when you read the headline?
2. What springs to mind when you hear the word 'happiness'?
3. What might be in a happiness cafe to make you happy?
4. Should there be happiness cafes everywhere?
5. How good are the cafes in your town at making you happy?
6. What should employers do to make their employees happy?
7. How might a happier workforce affect a company or organization?
8. What do you do to unwind or chill out?
9. What is the perfect ambience for happiness?
10. What makes you happy?

STUDENT B's QUESTIONS (Do not show these to student A)

1. Did you like reading this article? Why/not?
2. What do you think of when you hear the word 'cafe'?
3. What do you think about what you read?
4. What do you do to release your productive energy?
5. How important is happiness?
6. Some countries measure happiness. What benefits does this have?
7. Should our top focus in life be on happiness?
8. Can money always make you happy?
9. How happy is your country?
10. What questions would you like to ask visitors to the cafe

VIII. Language – Cloze (Gap-fill)

The Abu Dhabi government has opened a (1) ____ cafe for its employees that is dedicated (2) ____ their happiness. The new 'Happiness Cafe' is located in the headquarters of the Ministry of Culture and Knowledge Development. Staff are being encouraged to take time out from their busy days to (3) ____ and chill out so they can revitalize and rejuvenate themselves. The cafe is full of (4) ____ sofas and couches and has a specially designed decor to provide the perfect (5) ____ for feeling happy and create an atmosphere of positivity. It even has its own garden and fountain to add a (6) ____ of nature to the surroundings. One worker enthused about the new cafe, saying it would help her to smile more at work.

The cafe was (7) ____ by Sheikh Nahyan bin Mubarak, Minister of Culture and Knowledge Development. He hoped it would create a positive environment in the workplace, allow employees to (8) ____ release their productive energy, and improve the work environment in the ministry. The Happiness Cafe is part of a program (9) ____ by Sheikh Mohammed bin Rashid, Vice President and Ruler of Dubai, called the National Program for Happiness and Positivity. He said happiness was, "a renewable and sustainable (10) ____". Sheikh Nahyan said this program intended to establish, "the values of positivity and happiness (11) ____ a way of life in the UAE". He hoped it would eventually put the UAE in the (12) ____ five of the world's happiest countries.

Which of these words go in the above text?

- 1.(a) special (b) especial (c) specially (d) especially
- 2.(a) of (b) at (c) to (d) on

- 3.(a) winding (b) windy (c) rewind (d) unwind
 4.(a) flush (b) plush (c) crush (d) rushed
 5.(a) ambrosia (b) ambivalence (c) ambulance (d) ambience
 6.(a) pat (b) hold (c) touch (d) grip
 7.(a) opener (b) opened (c) opening (d) open
 8.(a) better (b) good (c) well (d) goodly
 9.(a) initiated (b) instituted (c) imbued (d) instilled
 10.(a) cosset (b) assert (c) asset (d) gusset
 11.(a) has (b) was (c) ease (d) as
 12.(a) topping (b) top (c) topped (d) tops

IX. Put the text back together

- (a) The cafe was opened by Sheikh Nahyan bin Mubarak, Minister of Culture and Knowledge Development. He hoped it would
 (b) Knowledge Development. Staff are being encouraged to take time out from their busy days to unwind and chill
 (c) own garden and fountain to add a touch of nature to the surroundings. One worker enthused
 (d) out so they can revitalize and rejuvenate themselves. The cafe is full of plush sofas and couches and has a specially
 (e) Happiness and Positivity. He said happiness was, "a renewable and sustainable
 (1-f) The Abu Dhabi government has opened a special cafe for its employees that is dedicated to their
 (g) happiness. The new 'Happiness Cafe' is located in the headquarters of the Ministry of Culture and
 (h) of life in the UAE". He hoped it would eventually put the UAE in the top five of the world's happiest countries.
 (i) about the new cafe, saying it would help her to smile more at work.
 (j) designed decor to provide the perfect ambience for feeling happy and create an atmosphere of positivity. It even has its
 (k) asset". Sheikh Nahyan said this program intended to establish, "the values of positivity and happiness as a way
 (l) by Sheikh Mohammed bin Rashid, Vice President and Ruler of Dubai, called the National Program for
 (m) energy, and improve the work environment in the ministry. The Happiness Cafe is part of a program initiated
 (n) create a positive environment in the workplace, allow employees to better release their productive

X. Put the words in the right order

1. Dhahi special government cafe has The opened Abu a .
2. are Staff days busy their from out time take to encouraged being .
3. A provide specially the designed perfect decor ambience to .
4. To nature add to a the touch surroundings of .
5. One help would it saying , cafe new the about enthused worker .
6. environment would in create the a workplace positive It .
7. better to employees Allow energy productive their release .
8. sustainable was asset a He renewable said and happiness .
9. way of life in the UAE Positivity and happiness as a .
10. world's the of five top the in UAE the Put countries happiest

XI. Write a magazine article about opening happiness cafes everywhere. Include imaginary interviews with people who are for and against this.

<https://breakingnewsenglish.com/1705/170504-happiness.html>

Text D



In New York, Food Halls Are Becoming Popular

Food halls, where different food sellers gather in one place, are becoming popular in New York City.

The real estate company Cushman & Wakefield says the number of food halls in the United States grew more than 37 percent in the first nine months of 2016. Property developers have even opened food halls inside large apartment buildings.

Todd English, a famous chef, helped the trend begin in New York when he opened Todd English's Food Hall at the Plaza Hotel in 2010. A food hall called Eataly, which sells mostly Italian food, opened soon after. It is operated by the well-known chefs Mario Batali and Lidia Bastianich.

In the last 6 months, four new food halls have opened in New York.

Jonathan Butler is the co-founder of the popular outdoor food market Smorgasburg and the Berg'n food hall, which opened in 2014.

"Food is kind of the new rock and roll – it's the thing that the public is just so excited about."

Butler spoke recently at a conference called "Cities for Tomorrow." He discussed the difficulties of operating a food hall. The New York Times newspaper organized the conference .

In large cities like New York, it costs a lot to open and operate a restaurant. Food halls give chefs the chance to open a smaller space with less risk.

The food sellers at Berg'n began their careers at outdoor food stands, food trucks or as caterers. Food halls are a way for them to test the popularity of their food without opening a restaurant.

Danie Garcia is general manager at Landhaus which sells food at festivals and outdoor markets. But its only permanent place to sell food is at the Berg'n food hall.

"This gives us a little bit of flexibility because, you know, it's less maintenance than having an entire restaurant. It's a little bit easier to manage."

<https://learningenglish.voanews.com/a/in-new-york-food-halls-are-becoming-popular/3961974.html>

Vocabulary

1. apartment building – многоквартирный дом
2. entire [ɪn'taɪə], полный, целый, весь Syn: total , whole
3. food hall – ресторанный дворик (место в крупном торговом центре, где находятся закусочные и кафе), гастрономический отдел.
4. general manager главный управляющий
5. maintenance ['meɪnt(ə)nəns(t)s] – эксплуатационные расходы (включая текущий ремонт)
6. property developer – застройщик

Comprehension Check:

I. Answer the following questions:

1. What are food halls?
2. Are food halls becoming popular in New York City?
3. Who helped to begin the trend in New York?
4. What kind of chance is given to chefs with food halls?
5. What are the advantages of opening the food hall? Name all of them which are mentioned in the article.
6. What does Eatly sell?
7. How many food stalls have been opened in the last 6 month in New York?
8. Who is Jonathan Butler?
9. Who is Daniel Garcia?
10. What does he think about food halls?

II. What do these numbers from the article refer to?

37, 2016, 2010, 2014, 6, 4, 9.

III. Fill in the gaps with the appropriate words given below:

shelter, concept, increase, breakout, elements, contain, exceed, revival, chefs

According to Pamela Flora, director of research for global real estate services firm Cushman & Wakefield, the number of food halls operating in the U.S. is expected to 2)_____ 200 by 2019, just about doubling the number that were opened in late 2016. That represents a roughly 700 percent 1)_____ since 2010.

Though the 3)_____ was originally conceived generations ago to 4)_____ the chaos of street markets and provide 5)_____ from the 6)_____, the food hall has experienced a serious 7) _____ in recent years. Today, the retail-restaurant operations blend old and new, featuring open floor plans¹, a variety of fresh and prepared foods crafted by local 8)_____, and, for up-and-coming ²kitchen talent, a chance at a brick-and-mortar³ 9)_____.

<https://upserve.com/restaurant-insider/now-trending-food-halls-popping-across-u-s/>

1. open floor plan – открытая планировка
2. up-and-coming [,ʌp(ə)ŋ'kʌmɪŋ], [-(ə)n(d)-] – подающий надежды, многообещающий, перспективный
3. brick-and-mortar – нечто устоявшееся, традиционное

IV. Translate the following into English:

Фуд-Холлы это рестораны с блюдами из натуральных продуктов приготовленными шеф поварами, но по приемлемым ценам. Рестораны используют в приготовлении блюд свежие мясо, овощи и морепродукты полученные напрямую от поставщиков и фермеров с рынков. Эти факторы, делают блюда более привлекательными для посетителей.

Speaking:

V. Would you like to open a food hall in Novosibirsk? If not why? Give the full answer.

Language Focus:

VI. Match the words with their definitions:

word	definition
1. apartment building	a) are people or companies that provide food and drink for a place such as an office or for special occasions such as weddings and parties.
2. real estate	b) a professional cook, typically the chief cook in a restaurant or hotel
3. chef	c) property consisting of land or buildings
4. caterers	d) is the process of keeping it in good condition by regularly checking it and repairing it when necessary.
5. maintenance	e) willingness to change or compromise
6. flexibility	f) lasting or intended to last or remain unchanged indefinitely
7. permanent	g) a large building divided into separate apartments

VII. Match the synonyms:

different	well-known
popular	obstacle
conference	vogue
food	dealer
seller	fare
trend	meeting
difficulty	various

VIII. Fill in the appropriate prepositions according to the text D:

1. sell food _____ festivals and outdoor markets.
2. be operated _____ the well-known chef
3. discuss the difficulties _____ operating a food hall.
4. become popular _____ New York City
5. gather _____ one place
6. co-founder _____ the popular outdoor food market
7. begin a career _____ caterers

Module III

How to Start a Restaurant Business

Text A



Valuable Pointers on How to Start a Restaurant Business

Starting a restaurant business requires a lot of preparation and hard work. You will have to learn the tricks of the trade and spend some time in the business to make a name for yourself.

Consistency and quality are the two most essential things, which you should inculcate in yourself in order to become a successful restaurateur. Your initial days in this business might be very tough, and you may have to face financial losses. The main reason behind this is that, you would have to compete with established and famous restaurants in your locality, with very few resources, employees, and capital at hand. Reputation is of prime importance in this business, as people prefer to go to only those places, which offer quality food and a fair deal for the money spent. Mentioned below are some tips to start your own restaurant business.

Capital

Initial capital is necessary, as this will be used to set up the basic infrastructure. You can apply for a loan from a bank that has a low rate of interest, which will make your initial journey easy.

Location

Choose a good location. This will help to increase your turnover substantially over the years. The selected location should be ideally in the

heart of the city, which will be good for you from the business point of view. It is mandatory to secure the essential permissions and licenses in advance from the concerned authorities, for implementing your business plan.

Get a Partner (Optional)

Sometimes, starting a restaurant on your own can take a toll on you, both financially and physically. In this case, you can look for a partner and have a legal agreement with him/her, which will have details regarding the sharing of the profits and ownership rights of the restaurant. You can also consider buying a franchise of a reputed chain. The advantage of franchise buying is that, you get guidance from the company, and the established brand name will help you in creating a large customer base easily.

Designing

Be very particular when it comes to designing the interiors of your restaurant. You can pick a theme and design it accordingly. Make sure you adhere to all the specifications that the government has laid down. Lighting is another aspect that you cannot ignore. Make sure it's neither too bright nor too dim for people to eat.

The Essentials

Pay close attention to the kind of crockery, cutlery, silverware, and other utensils that are purchased. They should be of superior quality and able to last you a decent amount of time. The utensils used for cooking as well as serving, should be kept spotless at all times.

Recruitment

While recruiting employees, be very careful because hospitality and good reception is the key to succeed. Train your employees in all the aspects related to the smooth functioning of the restaurant like cooking, serving, receiving guests, etc. If you can afford a very experienced chef, then why not. Otherwise, you can always try out with freshers, who have that enthusiasm to prove themselves, which makes them work hard.

Advertising

Advertising is very essential, at least in the initial stages. People should be aware of what you offer and at what prices. All the above mentioned things are vital, if you want to survive in the tough competition. And once you see an improvement in the business, change the strategy and wait for the returns.

The food business is one that will never go out of style, nor will it see too much loss. At the same time, the customer knows exactly what he wants, so make sure that quality is something you never compromise on.

Read more at Buzzle: <http://www.buzzle.com/articles/how-to-start-a-restaurant-business.html>

Study the following vocabulary:

Vocabulary

1. adhere [əd'hiə] (adhere to) твёрдо держаться, придерживаться чего-л.; оставаться верным (чему-л.)
2. apply [ə'plai] обращаться с просьбой,
3. at hand -под рукой, близко
4. be aware -знать
5. brand name 1) = trade name 2) знаменитая фирма – производитель товаров данной категории, признанный стандарт качества, торговая марка изделия
6. compromise ['kɒmprəmaɪz] пойти на компромисс
7. concerned [kən'sɜ:nd] заинтересованный
8. consistency [kən'sɪst(ə)n(t)sɪ] стойкость, слаженность, ,
устойчивость; прочность,
9. crockery ['krɒk(ə)rɪ]/ посуда (глиняная, фаянсовая)
10. cutlery ['kʌtl(ə)rɪ]- столовые приборы (ножи, вилки, ложки)
11. designing [dɪ'zaɪnɪŋ] -планирование, конструирование, проектирование; рисование эскизов
12. dim [dɪm] – тусклый, неяркий; слабый (о светящихся объектах)
dim light – тусклый свет
13. essentials – жизненно необходимые вещи, предметы первой необходимости
14. established [ɪs'tæblɪʃt], – авторитетный, заслуживающий доверия, признанный
15. franchise ['frænfʌɪz] – франшиза (на использование торговой марки) ; коммерческая концессия
16. fresher ['freʃə] – новичок
17. go out of style – стать немодным ,выходить из моды
18. implement ['ɪmplɪmənt] – выполнять, осуществлять; обеспечивать выполнение, приводить в исполнение
19. in advance – заблаговременно, заранее

20. inculcate ['ɪnkʌlket] (inculcate in(to)) – прививать, внушать (что-л. кому-л.), вселять (в кого-л. что-л.); внедрять, насаждать
21. initial stage – начальный этап; начальная стадия
22. interest rate – процентная ставка, ставка процента (плата за кредит в процентном выражении к сумме кредита)
23. last – [lɑ:st] – v.быть достаточным (на какой-то промежуток времени)
24. lay down – устанавливать, утверждать (условия, правила)
25. lighting ['laɪtɪŋ] – освещение, свет
26. locality [ləʊ'kæləti] – местность; район, участок, край; место
27. mandatory ['mændət(ə)rɪ] – обязательный, принудительный
28. ownership ['ɒnəʃɪp] – право собственности
29. point of view – точка зрения
30. pointer ['pɔɪntə] – подсказка, наводка, ЦУ, совет
31. profit sharing – участие в прибылях, распределение, распределение прибыли
32. prove oneself – самоутвердиться
33. reputed [rɪ'pjʊ:tɪd] – имеющий хорошую репутацию; известный
34. restaurateur [ˌrestɔrə'tɜ:] – владелец ресторана
35. return – доход, прибыль
36. secure [sɪ'kjʊə] – получать
37. silverware ['sɪlvəweə] – изделия из серебра; столовое серебро
38. specification [ˌspesəfɪ'keɪʃ(ə)n] – 1) спецификация, детализация; детализирование (действие, процесс); 2) а) (specification of) подробное изложение (чего-л.) б) деталь, подробность (контракта и т. п.); 3) обычно спецификация, подробное описание, технические условия to meet the specifications – соответствовать техническим условиям
39. spotless ['spɒtləs] – без единого пятнышка, чистый
40. substantially [səb'stæn(t)ʃ(ə)li] – существенно, в значительной степени
41. take a toll on – не пройти бесследно для; негативно сказаться на
42. to make a name for oneself – сделать себе имя
43. try out ['traɪaʊt] – испытывать, опробовать, тщательно проверят
44. turnover ['tɜ:n, əʊvə] – товарооборот
45. utensil [ju:'ten(t)s(ə)l] – посуда, утварь kitchen utensils – кухонная утварь
46. vital ['vaɪt(ə)l] – (жизненно) важный, насыщенный, существенный; необходимый

Comprehension Check:

I. Answer the following questions:

1. What does starting a restaurant business require?
2. What should the person instill in himself in order to become a successful restaurateur?
3. Why your initial days in this business might be very tough?
4. What is of the principal importance in this business and why?
5. What is compulsory for implementing your business plan?
6. How can a good location of the restaurant help you?
7. What is the benefit of franchise buying?
8. What should be taken into consideration in designing the interiors of your restaurant?
9. What should be of superior quality?
10. What are you to do if you can't afford a very experienced chef?
11. What moments are important in recruiting?
12. What should you never compromise on?

II. Translate from Russian into English

- 1) негативно сказаться на...
- 2) твёрдо держаться, придерживаться чего-л
- 3) распределение прибыли
- 4) самоутверждаться
- 5) сделать себе имя (напр., в мире бизнеса)
- 6) под рукой
- 7) справедливая сделка
- 8) во все времена
- 9) заблаговременно
- 10) выйти из моды

III. Fill in the gaps with the suitable words given below:

for , established, toll , reputed, legal , rights, base , own

Sometimes, starting a restaurant on your 1) _____ can take a 2) _____ on you, both financially and physically. In this case, you can look 3) _____ a partner and have a 4) _____ agreement with him/her, which will have details regarding the sharing of the

profits and ownership 5) _____ of the restaurant. You can also consider buying a franchise of a 6) _____ chain. The advantage of franchise buying is that, you get guidance from the company, and the 7) _____ brand name will help you in creating a large customer 8) _____ easily.

Language Focus:

IV. Fill in the correct prepositions, translate the phrases, then choose any three items and make up sentences of your own.

In; for ;on; for; at; for; on

1) inculcate... oneself; 2) apply ...a loan;3) take a toll... smb.4) look... a partner;5)... all times;6) wait... the returns;7) to compromise ...

V. Match the words with their definitions

word	definition
1. inculcate	a) a person just starting to learn a skill or take part in an activity
2. franchise	b) an act of describing or identifying something precisely or of stating a precise requirement
3. locality	c) an authority that is given by an organization to someone, allowing them to sell its goods or services or to take part in an activity which the organization controls.
4. mandatory	d) an area or neighborhood, esp. as regarded as a place occupied by certain people or as the scene of particular activities
5. restaurateur	e) instill (an attitude, idea, or habit) by persistent instruction
6. substantially	f) required by law or rules; compulsory
7. silverware	g) a person who owns and manages a restaurant
8. vital	h) to a great or significant extent
9. fresher	i) dishes, containers, or cutlery made of or coated with silver
10. specification	j) absolutely necessary or important; essential

VI. Find the synonyms for the words from 1-10:

1. locality	a) fulfil
2. concerned	b) request
3. reputed	c) compulsory
4. spotless	d) stick
5. dim	e) receive
6. adhere	f) obscure
7. secure	g) clean
8. apply	h) interested
9. implement	i) known
10. mandatory	j) district

VII. Unjumble the words:

onal →

hncia →

rtarpen →

atocilno →

tliuaqy →

ltapiac →

VIII. Make the nouns from the following verbs

1. require →

2. concern →

3. implement →

4. point →
5. improve →
6. compete →
7. employ →
8. establish →
9. apply →
10. guide →

Speaking:

TOPICS DISCUSSION

RESTAURANTS

IX. Discuss the questions below with your partner.

1. How many times a week / month do you eat at restaurants?
2. When was the last time you ate at a restaurant? / What did you eat?
3. Would you like to work as a waiter or waitress (food server)? Why? / Why not?
4. Is eating at a restaurant better than eating at home? Why? / Why not?
5. Do you think you spend too much money eating at restaurants?
6. Have you ever eaten at a really bad restaurant? If 'yes', tell me about it.
7. What is your favorite kind of restaurant food?
8. How much money should you give a waitress or waiter as a tip?
9. Do you think there should be restaurants for cats and dogs? Why? / Why not?
10. How do you think restaurants will be different 100 years in the future?

X. Kevin Poulter, an English chef, has just opened a restaurant in Santiago, the capital of Chile. Read the interview and be ready to discuss it.

I: Kevin, why did you decide to open a restaurant in Chile?

K: I'd always wanted to have my own restaurant and it would have been very expensive to do that in England. I'd visited Chile as a tourist and loved it, and I thought it would be a good place because Chileans are very pro-European, and are quite open to new things, new ideas. So I opened Frederick's.

I: Right. Why did you call the restaurant Frederick's?

K: Because Frederick's my father's name. It's my second name too.

I: What kind of food do you serve?

K :Many international dishes like pasta, steak and fries, risotto – but we also do several English dishes as well.

I: Were Chileans surprised when they heard that an English chef was going to open a restaurant here?

K :Yes, they were – very! I think people don't usually expect the English to be good cooks.

I: Is your chef English?

K: No, he is Chilean – but I've taught him to make some English dishes.

I: What kind of English dishes do you have on your menu?

K: Well, we're open in the morning, and we serve traditional English breakfasts, and then we have a lot of English desserts at lunchtime, for example trifle –that's a typical English dessert made with fruit and cake and cream. And we do proper English teas in the afternoon – tea with cakes or sandwiches.

I: Are the English dishes popular?

K: Yes, especially the desserts and cakes. I think people here in Chile have a very sweet tooth.

I: People who visit England always say that the food isn't very good, or that you have to spent a lot of money to eat well. Do you agree?

K: I think eating good food is never cheap. But I think that today, the best place for a tourist to eat in England is in a pub, especially the ones called gastropubs – pubs which are also restaurants. These pubs are beginning to serve really good food that's not too expensive.

I: I see. You said earlier that your chef was a man. Do you have any women working in your kitchen?

K: Yes, one, but the rest are all men. In fact, I think that's typical all over the world – there are far more men than women in restaurant kitchens.

I: do you think that is?

K: I think there are a lot of reasons. The most important reason is probably the unsocial hours. Most women don't want a job where you have to work until late at night. Then there's the atmosphere. Women don't like being shouted at, and there's a lot of shouting in restaurant kitchens.

I: And finally is there any English food that you really miss here?

K: The thing I miss most living in Chile is English cheese. I really miss Stilton – which is a wonderful English blue cheese. It's not as famous as some of the French cheeses like Roquefort but I think it should be. You should try it!

I: I will! Kevin, thank you very much.

a) Answer the following questions.

1. Why were Chileans surprised when he opened his restaurant?
2. What English dishes does he serve in his restaurant?
3. What English food does he miss most?
4. Do you think an English restaurant would be a success if it opened in your town?
5. What food from your country would you miss most if you went to live abroad?

b) Retell the dialogue in the form of the monolog.

XI. Put the verbs in brackets in the right tense:

Do you eat “Slow Food”?

The Slow Food movement **(found)** 1. _____ the day that an Italian journalist, Carlo Petrini, saw that Mc Donald’s **(open)** 2. _____ a restaurant in Piazza di Spagna, the beautiful square in Rome. He thought it was tragic that many people today live too quickly to sit down for a proper meal and only eat mass-produced fast food. He decided that he **(have)** 3. _____ to try to do smth about it and so he started the Slow Food movement. Although he 4. _____ **(not succeed)** in banning Mc Donald’s from Piazza di Spagna, Slow Food **(become)** 5. _____ a global organization and now **(have)** 6. _____ more than 80 000 members in 100 countries.

“We believe,” says Fiona Richmond of Slow Food UK, “that people should take time to enjoy food.”

Slow Food also **(encourage)** 7. _____ people to eat local and regional food, to use local shops and markets, to eat out in small family restaurants, and to cook with traditional recipes. Richmond says, “There is nothing more satisfying than relaxing around a lively table in the company of family and friends. The pleasure of **(eat)** 8. _____ quality food should **(celebrate)** 9. _____.”

<http://mylektsii.ru/13-43170.html>

<http://iteslj.org/Articles/>

Read the following text, study the vocabulary and answer the questions

Text B



Functions Of Management In The Food Service Industry

There are four basic functions of management that all businesses must employ in order for a company to succeed. Those functions (planning, organizing, leading, and controlling) are utilized daily by members of management in the food service industry. Without the proper implementation of these four ingredients, the day-to-day operations suffer and loss of revenue will be the result. These functions do not guarantee the elimination of problems, but it does allow a successful start and the means to which a solution can be achieved to correct problems in order for the organization to remain effective and productive.

Every organization and company, whether it is big or small, has developed its own management concepts so that it may operate smoothly while accomplishing the goals and objectives it has set forth. There are four fundamentals of management that allow the company to meet those goals: planning, organizing, leading, and controlling.

The planning phase requires management to evaluate where the company is currently at and where it is going in the future. In the food service industry, this phase is began each day with an evaluation of the team members regarding the particular skills that each has mastered and the areas for improvement. This also includes inventorying the store to make sure enough product is available to produce a quality product for the consumers.

Organization: We now enter the second phase of the functions of management with organization. Through this process, a company will

determine the organizational structure and the allocation of resources needed to perform the required tasks. Organization ensures that the food service personnel is assigned tasks according to mastery of skills while keeping in mind the need to train other employees in those areas as well. Organization also ensures that all the necessary resources and products are dispersed in such a manner that allows ease of use and proximity to the location where such resource is needed to meet time frame demands.

Leadership is often the strongest asset that the food service managers can possess. By motivating and encouraging the team members, managers can help meet the company goals and uphold its standards. Food service managers often find ways to reward team members for going above and beyond the standards that have been set through incentives. While demonstrating job knowledge and developing effective communication, managers can maintain a productive working atmosphere. Communication and problem solving are key ingredients to the success of the food service manager as a leader.

Controlling is last, but definitely not the least, in the four functions of management. In the planning phase, standards were set along with goals and objectives. The controlling phase measures those goals and objectives against actual job performance to determine what corrective or preventive measures must be taken to uphold those policies. The food service managers must constantly and consistently check those standards to control food and paper cost along with labor control to ensure that the restaurant is operating at or below those costs to ensure profitability. Corrective action must be taken if those costs exceed the limits that have been set but standards of quality must not be sacrificed or customer retention will be lost. It is a careful balance of corrective action along with preventive action that dictates success or failure for the food service industry

<https://educheer.com/functions-of-management-in-the-food-service-industry/>

Learn the new vocabulary:

Vocabulary

1. actual – наличный; подлинный; действительный (actual speed – действительная скорость); фактически существующий;
2. allocation of resources – распределение ресурсов
3. along with – вместе

4. customer retention – сохранение клиентской базы, удержание клиентов удержание клиентской базы, лояльность покупателей
5. day-to-day operations – повседневная деятельность
6. dispers – распределять
7. ease of use – простота в использовании ,простота использования
8. effective communication – эффективная коммуникация, эффективные методы коммуникации, эффективные методы общения
9. elimination of problems – устранение трудностей
10. exceed the limit – превысить лимит
11. food services – общественное питание
12. fundamentals of – основы
13. go above and beyond – выйти за рамки стандартных требований, разбиваться в лепёшку; пойти на все, лезть из кожи вон, делать всё возможное и невозможное
14. in order for – для того чтобы
15. in such a manner – таким образом, так, чтобы
16. inventory – составлять описание; инвентаризировать; вносить в инвентарь; инвентаризовать; переучесть производить переучёт товаров ,проводить инвентаризацию
17. job performance – профессиональная работа; профессиональная работоспособность, исполнение обязанностей по специальности; специальная подготовка, результаты деятельности результаты труда результаты работы, производительность труда
18. keep in mind – иметь в виду, что (keep in mind that...); не забывать
19. key ingredients – ключевые составляющие
20. labor control – управление рабочей силой, персоналом
21. last but not the least -хотя и последний, но не менее важный
22. loss of revenue – потеря дохода
23. management concept – концепция управления
24. mastery of skills – овладение ,совершенное владение умениями
25. measure against – измерить относительно ,оценить с учётом
26. objectives – ориентиры
27. personnel – штат; кадры
28. problem solving – способность решать задачу; способность решать проблему
29. proximity – близость; соседство; вероятность; достижимость
30. quality product – качественная продукция

31. sacrifice – жертвовать; приносить жертвы
32. set forth – выдвигать
33. time frame – период проведения, временные рамки, сроки проведения
34. to meet time frame demands – уложиться в требуемые временные рамки(сроки)
35. uphold standards – соблюдать стандарты ,соблюдать нормы , держать марку

Comprehension Check:

I. Answer the following questions and give examples.

1. How many basic functions of management in the food service industry can you name?
2. What will happen if these functions wouldn't be implemented properly by the manager?
3. What do these functions assure?
4. What does the planning phase include and why is it so important?
5. What will the company be able to determine through the organization phase?
6. What does the organization ensure?
7. How do we call the strongest asset that the food service managers can possess?
8. How can the manager maintain a productive working atmosphere?
9. What are the key ingredients to the success of the food service manager as a leader?
10. Why are goals and objectives measured against actual job performance at the controlling phase?
11. What determines the success or failure for the food service industry?

II. Complete the following sentences according to the text.

1. There are four basic functions of management that all businesses must employ ...
2. Without the proper implementation of these four ingredients, the day-to-day operations suffer and....
3. There are four fundamentals of management that allow the company to meet those goals:....

4. The planning phase requires management to evaluate where the company is currently at...

5. Through this process, a company will determine the organizational structure and ...

6. While demonstrating job knowledge and developing effective communication, managers can....

7. It is a careful balance of corrective action along with preventive action that ...

III. Complete the text choosing the appropriate word or phrase from the following list:

A. mind ,allocation ,location, determine, management, manner, resources

Organization: We now enter the second phase of the functions of
1) _____ with organization. Through this process, a company will
2) _____ the organizational structure and the 3) _____ of resources needed to perform the required tasks. Organization ensures that the food service personnel is assigned tasks according to mastery of skills while keeping in 4) _____ the need to train other employees in those areas as well. Organization also ensures that all the necessary
5) _____ and products are dispersed in such a 6) _____ that allows ease of use and proximity to the 7) _____ where such resource is needed to meet time frame demands

B. knowledge, reward, goals ,asset, maintain, success

Leadership is often the strongest 7) _____ that the food service managers can possess. By motivating and encouraging the team members, managers can help meet the company 8) _____ and uphold its standards. Food service managers often find ways to 9) _____ team members for going above and beyond the standards that have been set through incentives. While demonstrating job 10) _____ and developing effective communication, managers can 11) _____ a productive working atmosphere. Communication and problem solving are key ingredients to the 12) _____ of the food service manager as a leader.

Language Focus:

IV. Unjumble the words.

Model: veots → stove

Vreeuen →

Uarnateeg →

mcanoyt →

losag →

drocutp →

msonrcue →

V. Match the words with their definitions

word	definition
1. management	a) are the materials, money, and other things that can be used by an organization to function properly.
2. allocation	b) is their position or state of being in control of a group of people
3. resources	c) is the decision that something should be given to a particular person or used for a particular purpose.
4. leadership	d) the process of dealing with or controlling things or people
5. communication	e) people employed in an organization or engaged in an organized undertaking such as military service
6. atmosphere	f) the pervading tone or mood of a place, situation, or creative work
7. controlling	g) is a lack of success in doing or achieving something, especially in relation to a particular activity.
8. failure	h) a thing that motivates or encourages someone to do something
9. personnel	i) the power to influence or direct people's behaviour or the course of events
10. incentive	j) the imparting or exchanging of information by speaking, writing, or using some other medium

VI. Match the English and Russian equivalents.

1. day-to-day operations	a. концепция управления
2. loss of revenue	b. повседневная деятельность
3. elimination of problems	c. выдвигать
4. in order for	d. основы
5. management concept	e. потеря дохода
6. set forth	f. устранение трудностей
7. fundamentals of	g. для того чтобы
8. quality product	h. простота использования
9. allocation of resources	i. общественное питание
10. food services	j. распределение ресурсов
11. mastery of skills	k. иметь в виду
12. keep in mind	l. совершенное владение умениями
13. time frame	m. качественная продукция
14. ease of use	n. временные рамки.

VII. Match the synonyms.

1. implement	a) assure
2. guarantee	b) fulfil
3. elimination	c) skill
4. solution	d) coordination
5. organization	e) answer
6. mastery	f) destruction

VIII. Form the verbs from the following nouns.

elimination →
communication →
solution →
organization →
mastery →
implementation →
management →
service →

IX. Translate the following words and phrases into English using the vocabulary of the text.

1. таким образом, так, чтобы; 2. делать всё возможное и невозможное; 3. ключевые составляющие; 4. способность решать проблему; 5. эффективная коммуникация; 6. профессиональная работа; 7. измерить относительно..; 8. хотя и последний, но не менее важный; 9. управление рабочей силой; 10. удержание клиентов; 11. превысить лимит 12. вместе

X. Write a summary of the text and retell it.

Answer the following question and read the text below to check your answer.

Why writing the Restaurant Business Plan is so important?

Text C



Restaurant Business Plan

Elements of a Restaurant Business Plan

A typical restaurant will have these elements:

Description – In the description you will talk about what kind of restaurant it is going to be, whether it is a small-time one or a medium one. It also talks about what kind of food will be served and the location. Besides this, this section should also include:

Mission statement

Development status

Future plans

Industry Analysis – here you will talk about the restaurant industry. We all know that this industry is a growing one and at the same time, one that is highly competitive. This is because more and more people are relying on restaurants to provide them with their daily food, because of lack of time and hectic schedule. You can also talk about:

How the industry is in this day and age, its revenue on an average, and other statistics.

Future trends and opportunities for growth

Products and Service – this is where you discuss what sort of service and products are going to be a part of your business. Are you going to be a self-service restaurant, a fast food joint, a fine dining restaurant, or a family style casual restaurant? Will you be dealing with take-out and home delivery too? These things are important. Other than these, details include:

Menu

Production of food

Service

Future growth

Target Market – here you mention what kind of clientele you are looking to target, this will be your target market. Are you catering to families, teenagers, people on the move, or social butterflies? This will depend on your type of restaurant and cuisine. Here you have to be completely sure of the demographics you will be catering to. In this section, you also have to talk about:

The location and customers therein

The kind of customers you hope to attract

Future market trends

Competition – like they say, "keep your friends close and your enemies closer", we are not talking about enemies here, but competition. Healthy competition is good for every business; it keeps the venture fresh and on its toes. Just like any other business, you should always know about the competition. This section should also include:

Profile of competitors

Strategy to deal with competition

Marketing and Sales Strategy – Each and every business should have a strategy regarding marketing and sales efforts. This is important more so for a restaurant business, because you need to know how to attract clientele and how to publicize the new venture. In this section, you should give a detailed report on:

Penetration in the market

Strategy used for marketing

Future plans and strategies relating to marketing

Operations – this is where you will discuss the actual operations of the business. What should be included is:

Office space and facilities

Operating hours and days

Employee induction, training, and scope of duties

Systems

Production of food

Catering and delivery details

Management – this is where you will be talking about the kind of management, the management style, and should also include:

Principals and core employees

Incentives, compensations, and salaries

Board of directors

Consultants

Future management

Management structure and style

Ownership and share holding

Future Development – here you talk about how you expect the restaurant to grow and develop, it could be in a five-year plan or however else it suits you. Key points should be:

Long-term goals

Strategies for growth and development

Evaluation of any and all risks

Drafting this plan isn't going to be easy. It is a detailed job, requiring extensive study. Make sure you go through your plan at least 10 times before you actually start working on it. Best of Luck!

<https://www.buzzle.com/articles/restaurant-business-plan.html>

Vocabulary

1. clientele [ˌkli:ən'tel] – 1) клиентура, клиенты (врача, юриста, банка) Syn: clientage; 2) постоянные посетители; постоянные покупатели, заказчики Syn: patronage

2. deal with – заниматься; обращаться с; справляться с; вести процесс

3. demographics сущ. демографические данные; демографическая статистика;

4. development status – статус разработки

5. fast food joint – точка быстрого обслуживания

6. hectic ['hektɪk] беспокойный, лихорадочный а hectic day – суматошный день

7. induction – сущ. официальное введение в должность; вступление; введение; выпуск; призыв на военную службу; индукция; процесс стимулирования; введение в курс обязанностей

8. mission statement – общ. кредо компании

9. on one's toes – активно; наготове; настороже

10. operation – работа; деятельность; операция; действие; эксплуатация

11. penetration – сущ. проникание

12. publicize гл. – рекламировать;

13. regard гл. – рассматривать; считать; относиться; рассматривать (так или иначе); касаться (к кому-либо, чему-либо); иметь отношение;

14. scope of duties – экон. – круг обязанностей

15. small-time – мелкий; небольшой

16. social butterfly – светская красавица

17. therein [ˌðeə'rɪn] – здесь; там; в этом (месте), в том (месте)

18. to cater to – удовлетворять to cater to all tastes — учитывать все вкусы cater to стараться угодить, приспособливаться (к вкусам, запросам потребителей)

19. trust, rely on – надеяться

Comprehension Check:

I. Answer the following questions according to the text.

1. Why do more and more people trust restaurants?
2. Why healthy competition is good for business?
3. What are the key points of Management in your business plan?
4. What should be reported in Marketing and Sales Strategy part?
5. Target Market what is it?
6. What will be discussed in the part of Operations?
7. Where the evaluation of any and all risks will be included?
8. In what part incentives, compensations, and salaries are discussed?
9. Where the profile of competitors should be put down?
10. Where catering and delivery details can be shown?

II. Complete the following sentences according to the text.

1. Each and every business should have a strategy regarding...
2. Here you mention what kind of clientele you are looking to...
3. Here you will talk about the restaurant industry...
4. Healthy competition is good for every business; it keeps...
5. In the description you will talk about...
6. More and more people are relying on restaurants to provide them...
7. Are you going to be a self-service restaurant, a fast food joint...?
8. Are you catering to families, teenagers...?
9. They say, "keep your friends close and..."
10. Here you have to be completely sure of the demographics...

III. Fill in the suitable word

A. served ,kind , location, food ,description

In the 1) _____ you will talk about what 2) _____ of restaurant it is going to be, whether it is a small-time one or a medium one. It also talks about what kind of 3) _____ will be 4) _____ and the 5) _____.

B. clientele , venture ,strategy , publicize ,efforts ,business

Each and every 6) _____ should have a 7) _____ regarding marketing and sales 8) _____. This is important more so for a

restaurant business, because you need to know how to attract
9) _____ and how to 10) _____ the new 11) _____.

IV. Phrase match

Form the appropriate word combinations.

- 1) it keeps the venture ...
- 2) a strategy regarding ...
- 3) because of lack of time and ...
- 4) discuss the actual ...
- 5) industry is ...

- a) marketing and sales efforts
- b) hectic schedule
- c) fresh and on its toes
- d) highly competitive
- e) operations of the business

Language Focus

V. Unjumble the words

Model: velideyr → delivery

- 1) tanerigc → ...
- 2) tpcmeoitoni → ...
- 3) vreeuen → ...
- 4) nganemaetm → ...
- 5) rtgateys → ...
- 6) ltniecele → ...

VI. Form the nouns from the following verbs

1. compete → ...
2. discuss → ...
3. manage → ...
4. grow → ...
5. develop → ...
6. evaluate → ...
7. risk → ...
8. penetrate → ...

VII. Match the words on the left with the corresponding definition on the right:

words	defenitions
1. management	a) is one where you get things for yourself rather than being served by another person
2. self-service restaurant	b) is the bringing of letters, parcels, or other goods to someone's house or to another place where they want them
3. venture	c) is a general plan or set of plans intended to achieve something, especially over a long period.
4. competition	d) is a project or activity which is new, exciting, and difficult because it involves the risk of failure
5. delivery	e) is an activity involving two or more firms, in which each firm tries to get people to buy its own goods in preference to the other firms' goods
6. strategy	f) is the place where something happens or is situated.
7. location	g) the extent to which a product is recognized and bought by customers in a particular market
8. penetration	h) is the control and organizing of a business or other organization

VIII. Match the synonyms

1. hectic	a) rely on
2. publicize	b) profile
3. description	c) busy
4. trust	d) worker
5. clientele	e) advertise
6. incentive	f) clientage
7. employee	g) inducement

IX. Fill in the correct prepositions, translate the phrases, then choose any five items and make up sentences of your own.

- a) ...the description you will talk ...
- b) what kind ...food
- c) ...the same time
- d) more and more people are relying ...restaurants
- e) how the industry is ...this day
- f) revenue ...an average
- g) trends and opportunities ...growth
- h) people ...the move
- i) ...its toes
- j) give a detailed report ...
- k) lack ...time

X. Make a presentation about how to write a good business plan.

XI. Write a summary of the text and retell it.

What do you know about menus? Exchange the info with your partner.

Read the text and find out what new facts you have learned from it.

Text D



The Menu

The word menu means: • A list of dishes served in this restaurant • The list of dishes and wines with prices. Sometimes it is called bill of fare. It is usually printed in the form of a card and each guest receives a copy of the

menu. In popular fast food restaurants there are one or two big menus on blackboards.

Modern menus usually have two or three courses: • Appetizers [ˈæpɪtaɪzə] or snacks • Soups • Entrées [ˈɒntreɪ]; • Main courses • Desserts [dɪˈzɜːts] Many restaurants call the first three courses «starters». 1. Appetizers can be hors-d'oeuvres, pâtés, or natural oysters. These dishes are usually cold. They stimulate the appetite and are served at the beginning of the meal. 2. Soups may be thick potage or thin consommé. Soups are usually served hot, but can be served cold.

The entree in the classical French menu is a course served between the fish and the main meat courses. In the modern menu it can be seafood dishes, salads, small fried sausages or fish. 4. The main course is the most substantial course of the meal. Guests usually choose their main courses first and then select other courses. When chefs design menus, they usually start with the main course and then plan the other courses. 5. Dessert is the sweet course at the end of a meal or before coffee. In Britain it can be fruit and nuts, or a pudding. Coffee can be served with chocolates, biscuits or fruits. The most popular dessert is ice cream.

Vocabulary

1. bill of fare меню
2. chef [ʃef] шеф-повар, главный повар
3. cold холодный
4. consommé [kən'sɒmeɪ] жидкий суп , консоме (крепкий бульон из мяса или дичи)
5. course [ˈkoːs] блюдо (a dinner of three courses обед из трех блюд)
6. dessert [dɪˈzɜːt] десерт
7. entrée [ˈɒntreɪ] горячая закуска; блюдо, подаваемое между рыбой и жарким
8. fare еда, провизия, съестные припасы
9. fast-food restaurant закусочная быстрого обслуживания
10. hors-d'oeuvre [ˌɔːˈdʒ:v(ə)] закуска
11. hot горячий
12. list список
13. main course вторые (основные) блюда
14. oysters [ˈɔɪstə] устрицы
15. potage [pɒˈtɑːʒ] суп-пюре, густой суп
16. starter закуска

17. substantial важный, существенный

18. to receive [ri'si:v] получать

I. Answer the following questions

1. How many courses are there in a modern menu?
2. What are starters?
3. When are the appetizers served?
4. What kinds of soups do you know?
5. When are the entrees served?
6. What is the main course?
7. What is a dessert? What can be served for a dessert?
8. When is coffee served?

II. Translate into English

1. Каждый гость получает напечатанную копию меню.
2. Современные меню обычно имеют 5 перемен блюд.
3. Закуски стимулируют аппетит и подаются в начале еды.
4. Супы могут быть густыми или жидкими.
5. Супы обычно подаются горячими, но могут подаваться холодными.
6. Гости обычно выбирают сначала основные блюда.
7. Десерт подается в конце обеда перед кофе.
8. Кофе может подаваться с конфетами или пирожными.

Text E



Some Factors Considered at Menu

Planning

There are some significant factors that affect menu planning and that must be taken into consideration. They include the availability of particular foods, the kitchen and its equipment, the capabilities of the staff, and the variety of dishes served.

Availability covers both what is on hand in the restaurant and what can be obtained in the market. Waste is to be avoided but inevitably some food that is not served one day can be used again, perhaps in another form: Monday's vegetables often become Tuesday's soup. Other kinds of food, such as salad greens, are perishable and must be used while they are fresh. What is available in the market is an important consideration for most dishes. Some foods are in season only at certain times of the year, or their price and quality may vary. The best gourmet restaurants serve only fresh foods in season; such high standards require daily shopping. But there is a growing trend amongst restaurants of all prices, cuisines, and qualities to use frozen or prepared foods to some degree.

The limitations of the kitchen and its staff are also considered while planning, so that the menu will not include dishes which the kitchen cannot properly prepare. For instance, an experienced cook who makes sandwiches at a lunch counter or hamburgers at a fast food café will not make the sauces expected of a chef in a gourmet restaurant without adequate equipment.

Menus must also include a variety of foods that appeal to customers in different ways. Institutional food service establishments with a steady clientele—factory cafeterias, hospitals, school lunchrooms—make a special effort to vary their menus to avoid complaints. In restaurants trying to attract the general public the daily menu often remains the same for a long period of time but offers a large number of different dishes. This is a characteristic of Chinese restaurants where the list of dishes may cover several pages. (This is possible because Chinese dishes mix a limited number of basic foods in many different combinations.) Other restaurants may offer different dishes every day.

The normal procedure is to plan the menu for several days in advance; some large institutions work out menus for a whole year in advance. It is customary to decide first on the main courses or dishes, and then plan the rest of the meal around them. Some features—appetizers, desserts, and beverages—may change very little or not at all over a long period of time.

Food appeal is another factor in menu planning. This includes not only the way the food tastes but the way it looks on the plate, the way it smells,

and even its texture. Appeal to the eye is especially important: the shapes and forms, the color combinations, even the dishes in which the food is served. The Japanese have raised the eye appeal of food to an art.

Vocabulary

1. appetizer, n – закуска
2. availability, n – наличие
3. avoid complaints – избегать жалоб
4. be on hand – иметься в наличии
5. course, n – блюдо
6. institutional [ˌɪn(t)stɪ'tjuːʃ(ə)n(ə)l] – относящийся к организации, учреждению; ведомственный
7. main course – основное блюдо
8. smell, v – пахнуть
9. work out, v – разрабатывать

Comprehension Check

I. Complete the following sentences according to the text.

- 1) ... are some significant factors that affect menu planning and that must be taken into consideration.
- 2) ... are perishable and must be used while they are fresh.
- 3) ... serve only fresh foods in season
- 4) But there is a growing trend amongst restaurants of all prices, cuisines, and qualities... .
- 5) The menu will not include dishes
- 6) The normal procedure is to plan the menu
- 7) Some large institutions work out menus for... .
- 8) ... is another factor in menu planning,

II. Answer the following questions and give examples.

- 1) What significant factors must be taken into consideration while planning the menu?
- 2) What does availability cover?
- 3) What kinds of food must be used while they are fresh?

- 4) What is the growing trend amongst restaurants?
- 5) What do high standards of the best gourmet restaurants require?
- 6) How do the restaurants try to attract the general public?
- 7) For how long do the restaurants normally plan the menu?
- 8) How long are the lists of dishes in the Chinese restaurants?
- 9) What is it customary to decide first on?
- 10) Why food appeal is so important in menu planning?

III. What parts of the text can you define? Do they correspond to the paragraphs? Name each part.

1. _____
2. _____
3. _____
4. _____
5. _____

IV. Write a summary of the Text¹

Language Focus:

V. Match the synonymes:

1. important	a) stable
2. reflection	b) unspoiled
3. institution	c) food
4. inevitably	d) consideration
5. prepared	e) attract
6. steady	f) significant
7. fresh	g) unavoidably
8. dish	h) establishment
9. appeal	i) ready

¹ Summary – a short statement (in 150 words) that gives only the main points of something, not the details.

VI. Fill in the gaps with the appropriate word:

Customary; in advance; not at all ; rest; plan; institutions.

The normal procedure is to 1) _____ the menu for several days
2) _____; some large 3) _____ work out menus for a
whole year in advance. It is 4) _____ to decide first on the main
courses or dishes, and then plan the 5) _____ of the meal around
them. Some features—appetizers, desserts, and beverages—may change
very little or 6) _____ over a long period of time.

VII. Match the English and Russian equivalents.

1. on hand	a) составлять
2. gourmet restaurants	b) в некоторой степени
3. take into consideration	с) ведомственные учреждения общественного питания
4. in season	d) принимать во внимание
5. to some degree	e) ресторан изысканной кухни
6. Institutional food service establishments	f) имеющийся в распоряжении
7. in advance	g) по сезону
8. work out	h) заранее

VIII. Match the words with their definitions:

word	definition
1. equipment	a) thick liquid served with food, usually savory dishes, to add moistness and flavor
2. cuisine	b) try to persuade someone to do something by calling on (a particular principle or quality)
3. dessert	c) a style or method of cooking, especially as characteristic of a particular country, region, or establishment
4. appeal	d) the necessary items for a particular purpose
5. sauce	e) a list of dishes available in a restaurant
6. menu	f) the sweet course eaten at the end of a meal

Vocabulary Exercises:

IX. Give English equivalents.

Влиять на составление меню; доступность определенных продуктов питания; возможности персонала; иметься в наличии; следует избегать излишних отходов; свежие овощи по сезону; среди ресторанов всех ценовых категорий; подходящее оборудование; различными способами притягивать посетителей; избегать жалоб; смешивать ограниченное количество пищевых ингредиентов; планировать меню заранее; внешняя привлекательность блюд.

X. Give Russian equivalents.

Availability of particular foods; while they are fresh; an important consideration for most dishes; to require daily shopping; the limitations of the kitchen and its staff; to prepare properly; to appeal to customers; institutional foodservice establishments; a steady clientele; to attract the general public; to plan the menu for several days in advance; to work out menus; food appeal.

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ОСНОВЫ РЕСТОРАННОГО БИЗНЕСА

**THE BASICS
OF RESTAURANT BUSINESS**

Учебное пособие

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Налоговая льгота – Общероссийский классификатор продукции
Издание соответствует коду 95 3000 ОК 005-93 (ОКП)

Подписано в печать 10.12.2018. Формат 60 × 84 1/16. Бумага офсетная
Тираж 50 экз. Уч.-изд. л. 4,65. Печ. л. 5,0. Изд. № 294. Заказ № 84
Цена договорная

Отпечатано в типографии
Новосибирского государственного технического университета
630073, г. Новосибирск, пр. К. Маркса, 20