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## Food Service Module Questions

### 1. Define the following terms:

- a. FTE – number of hours one employee works full-time
- b. “Danger Zone” – temperature in which bacteria grow most rapidly (40°F – 140°F)
- c. Break Even Point – where the total cost and total revenue are equal.
- d. FIFO – stands for “First In First Out”, this is a method of evaluating product inventory where the first products that were purchased are also the first ones to be used.
- e. Marketing Mix – the way to make decisions to execute a marketing plan. The marketing mix consists of the 4 P’s which are product, price, promotion, and place. These four factors need to be evaluated in order to come up with an effective marketing plan.
- f. CQI – stands for Continuous Quality Improvement. This management method focuses on the “process” and how it can be improved. It also recognizes “customers” within and outside of the business.
- g. HACCP – stands for Hazard Analysis Critical Control Points. This is a method to evaluate food safety in different stages of the food service process from production, procurement and handling, manufacturing, distribution, and consumption in order to look for or control biological, chemical and physical hazards.
- h. Standard of Identity – gives a specific definition as to what a food product is (name, ingredients it must contain, and what ingredients need to be written on the food label)
- i. Benchmarking – it is a measure of the quality of a company’s policies, products, programs, and strategies in comparison to standard measures.
- j. Social Marketing – social marketing is a tool used to develop activities that are intended to change or maintain people’s behaviors.
- k. Micromanagement – controlling the actions or activities of an individual or a group with excessive attention to the details
- l. IBR Approach – IBR stands for “Interest-Based Relational Approach”. This type of conflict resolution approach acknowledges the fact that each individual is different

while also helping individuals are open to hearing new thoughts and opinions so that they are not stuck in a fixed position.

**2. Discuss the importance of the menu in food service operations. Consider the relationship between the menu and:**

- a) the purchasing process:  
With regards to the purchasing process, menu development is important because without a menu, a food service operation or establishment would not know what items to purchase and how much to purchase.
- b) the staff required:  
With regards to the relationship between menu and staff, the menu determines the amount of people that would be working at a food service operation. If the items of the menu require a lot of preparation, then the establishment would need to bring in more employees to prepare, cook, and serve. On the other hand, if the items on the menu just need to be reheated, then the amount of staff needed would be significantly smaller.
- c) the equipment required:  
Having a developed menu is extremely important since this determines what kitchen equipment are needed. If the kitchen does not have a specific equipment that is needed to make a food item, then either the item cannot be made, or the equipment needs to be purchased. The types of equipment vary depending on the type of food service establishment. For instance, for a restaurant that offers French fries in their menu, a deep fryer is crucial. On the other hand, if a restaurant has nothing deep fried on their menu, then a deep fryer is not needed.
- d) the budget (cash flow and expenses)  
Without a budget, the items needed to make the food items cannot be purchased. It is extremely important to know the budget allocated to food so that the kitchen knows how much they can buy. The budget also dictates the types of ingredients that can be purchased. For instance, if a food service establishment has a limited budget they should not serve high-priced items such as oysters and caviar. Having a budget basically dictates the types of food they can serve as well as how many personnel can be hired.
- e) Marketing  
Marketing and the menu go hand in hand because without a menu, it is hard to advertise a food service establishment. Once a menu has been determined, it is easier for the marketing team to pick an angle (ex. healthy entrees) and highlight the menu items that best represent the angle they have picked (ex. salads)

### **3. Discuss how the availability of food relates to menu planning. Why is it important to use seasonal products?**

It is important to use seasonal products because not only will the products be fresher, the prices will also be much cheaper since they have a higher availability. Products that are not in season are harder to find and would have to come from farther locations which means that by the time they get to the food service establishment they won't be as fresh, and their shelf-life will be shorter which means that they would have to be used right away to prevent spoilage.

### **4. Describe at least 3 ways in which an institutional food service (hospital, prison, school, etc.) is different from a restaurant kitchen and food service.**

Institutional food service establishments differ from a restaurant kitchen and food service in the following ways:

1. Institutional food service need to follow government nutritional guidelines to that everyone at their facilities are getting adequate nutrition.
2. At institutional food service facilities, their primary operation is not food production. On the other hand, commercial establishments are in the business of making and serving food for profit.
3. Institutional caters to a smaller range of groups (ex. schools cater to kids) as opposed to restaurants which cater to a wider range of people.

### **5. Describe at least 3 ways in which they are the same.**

Institutional food service establishments are similar from a restaurant kitchen and food service in the following ways:

- Both establishments still need to practice food safety
- Both need menus
- Both need cooks and employees to operate

### **6. Food Order Preparation**

- a. Based on the information below, what can you surmise about food usage at this facility?
- b. Should the par stock levels be adjusted? Why or why not?
- c. What would be on the weekly food order submitted for this facility?

Item	Par Stock Level	Weekly Inventory
rice (5 lb bags)	10	4
canned potatoes (#10 cans)	6	2
applesauce (#10 cans)	5	1
pork and beans (# 303 cans)	10	6
rye bread (loaves)	4	3
wheat bread (loaves)	10	1
eggs (dozen)	8	1
vegetable oil (liters)	2	0
hot dogs (1 lb packs)	10	5
chicken quarters (5 lb pkg)	10	2

a. Based on the information given, the facility goes through the food items quickly every week.

b. The facility's par stock level needs to be increased since by the end of the week they are either running very low on items or running out of them. Par stock inventory is supposed to be the minimum quantity of an item that must always be in stock in this case, their par stock levels are too low because they seem to be running low on almost everything.

c. The weekly food order for this facility would be:

- Rice (5 lb bags) -- 6
- Canned potatoes (#10 cans) -- 4
- Applesauce (#10 cans) -- 4
- Pork and beans (# 303 cans) -- 4
- Rye bread (loaves) -- 1
- Wheat bread (loaves) -- 9
- Eggs (dozen) -- 7
- Vegetable oil (liters) -- 2
- Hot dogs (1 lb packs) -- 5
- Chicken quarters (5 lb pkg) -- 8

**7. Marketing campaigns often pair the overt (stated) benefit(s) of using their product or service with another desire of the target demographic group. For example: Using toothpaste brand X will give you shiny white teeth – paired with – having shiny white teeth will make cute people want to socialize with you.**

**Describe a promotional campaign for a nutrition program that could utilize this marketing strategy.**

The American Heart Association launched a campaign called Healthy for Good which encourages eating smart, adding color to meals, exercising, and promoting wellness. Although this campaign is targeted for individuals with cardiovascular disease, high-blood pressure, and other heart conditions, this campaign is also applicable for the general population. Individuals or groups utilizing this campaign can relay the message that by following these diet and lifestyle changes, they can live longer and spend more time with their friends and families.

**8. A foodservice operation uses hamburger patties at an average rate of six cases per day. It takes 3 days after an order is placed to receive the order. Management wants to keep 2 days' supply on hand. The reorder point would be how many cases?**

$$\begin{aligned}\text{Reorder Point Formula} &= \text{Lead Time Stock} + \text{Safety Stock} \\ &= (2 \text{ days supply on hand} \times 6 \text{ cases/day}) + (3 \text{ days for delivery} \times 6 \text{ cases/day}) \\ &= (12) + (18) \\ &= \mathbf{30 \text{ cases}}\end{aligned}$$

**9. Foodservice data indicate 31% of the 360 clients served ordered roasted chicken when it was a menu item. Based on the historical data, approximately how many servings of chicken should be forecasted?**

Historical customer count + (Historical customer count X % of estimated increase or decrease)

$$360 \text{ clients} \times 31\% = 111.6 \sim \mathbf{112 \text{ servings of chicken should be forecasted}}$$

**10. A business pays 3% of its income as rent (\$1,500), 65% towards labor and food costs, and \$2,800 towards other monthly expenses. How much profit does this business make per month?**

$$\begin{aligned}\$1500 / .03 &= \$50,000 \text{ total income} \\ \$50,000 \times .65 &= \$32,500 \text{ labor and food costs} \\ \$2800 &= \text{other expenses}\end{aligned}$$

$$\begin{aligned}\text{Total Income} &= \$50,000 \\ \text{Monthly Expenses} &= \$1500 + \$32,500 + \$2800 = \$36,800\end{aligned}$$

$$\begin{aligned}\text{Profit} &= \text{Income} - \text{Expenses} \\ &= \$50,000 - \$36,800 \\ &= \mathbf{\$13,200 \text{ monthly profit}}\end{aligned}$$

**11. You are planning the budget for next year. Labor costs will increase by 12%. Food costs will increase by 8%. Operating costs will increase by 2%. This year, sales totaled \$1,000,000. Labor costs were 40% of income, food cost was 40% of income and operating costs were 20% of income. What is the projected budget?**

This year:

$\$1,000,000 \times .4 = \$400,000$  (labor costs)

$\$1,000,000 \times .4 = \$400,000$  (food costs)

$\$1,000,000 \times .2 = \$200,000$  (operating costs)

Next Year:

$\$400,000 \times 1.12 = \$448,000$  (labor costs)

$\$400,000 \times 1.08 = \$432,000$  (food costs)

$\$200,000 \times 1.02 = \$204,000$  (operating costs)

**Total Projected Budget for the next year = \$1,084,000**