

# ProStart 2 Key Terms

## Chapter 1 The History of Food Service

**Chain** – a group of restaurants owned by the same business organization.

**Commercial Segment** – segment of the food service industry that includes restaurants, bars, supermarket delis, convenience stores, lodging facilities; any location that prepares and serves food for profit.

**Guilds** – associations of people with similar interests or professions formed during the Middle Ages to organize the growing number of merchants and craftsman.

**Hospitality** – being kind and respectful to those that visit the foodservice operation.

**Noncommercial Segment** – segment of the foodservice industry that includes businesses and industry.

**Toque** – special pleated hat worn only by chefs.

## Chapter 2 Potatoes and Grains

**All-Purpose Potato** – irregularly shaped potato that is usually less expensive; also called chef's potato.

**Dumpling** – small dough or batter item that can be steamed, poached, or simmered.

**Legume** – seeds from pod-producing plants, including beans and peas with high nutritional value.

**Multiple-Stage Technique** – technique where potatoes under go several processes before they are finished.

**New Potato** – small, immature, red potato that is usually prepared by boiling or steaming, and is often eaten with its skin.

**Single-Stage Technique** – technique in which potatoes are taken directly from raw stage to cooked state in only one cooking method.

**Whole Grain** – grain that has not been milled.

### **Chapter 3 The Lodging Industry**

**Back of the House** – positions in all areas outside of public space; the team of individuals who perform all the food production tasks for an operation; support areas or departments that operate behind the scenes.

**Business Travelers** – anyone who travels primarily for the purpose of business.

**Central Reservation Systems (CRS)** – service that allows guests to reserve a room at any branch property by calling one telephone number.

**Front of the House** – positions involved with guest services, including host/hostess, cashier, bar staff, wait staff, and bus persons; all areas or departments that come into direct contact with guests.

**General Manager** – responsible for the overall performance of the establishment and its employees.

**Guest Folio** – record of guest charges and payments.

**Leisure Travelers** – anyone who travels primarily for pleasure.

**Rack Rate** – highest rate category offered by a lodging industry.

### **Chapter 4 The Art of Service**

**American Service** – service style in which food is portioned onto plates in the kitchen by employees and brought directly to guests' table.

**Captain** – employee responsible for a serve area of usually 15-25 guests.

**Headwaiter** – oversees service in a dining room or banquet area.

**Service Station** – location in dining area where additional cups and saucers, menus, napkins, silverware, condiments, and water glasses are kept.

**Suggestive Selling** – cost effective way to promote an operation's products and services; personal selling; assisting guests by describing and recommending menu items.

## **Chapter 5 Desserts and Baked Goods**

**Gluten** – protein found in flour that develops into long, elastic strands during the mixing and kneading process; it produces a light, even texture in the finished bread product.

**Knead** – working and handling yeast dough to develop the gluten in the dough and give the dough the “stretch” and “give” it needs to develop the proper texture.

**Leavener** – any ingredient or process that produces air bubbles and causes the rising of baked goods.

**Pastry Cream** – denser than custards and frequently used as a filling for éclairs and as a soufflé’ base.

**Proof** – in yeast dough production, the final rising stage that occurs after the dough is panned and just before baking.

**Quick Bread** – bread made with chemical leaveners, which work more quickly than yeast.

**Straight Mix Method** – all ingredients are combined at once and blended into a batter.

**Tempering** – heat chocolate gently and gradually so it will harden into a smooth even shell.

**Torte’** – elegant, rich, many-layered cake often filled with buttercream or jam.

## **Chapter 6 Marketing and the Menu**

**A la Carte Menu** – menu that offers items separately at separate prices.

**Cyclical Menu** – menu that is made up for a certain time period and is then repeated; a cycle usually varies for 3 to 7 or more days.

**Demographics** – information about people, such as their ages, sex, incomes, occupations, home or office locations, lifestyles, business patterns, and tastes.

**Market Research** – information collected for a specific reason or project.

**Marketing** – communication and plan for taking a product or service to market.

**Menu Analysis** – procedure that helps managers make decisions about keeping, cutting, or adding menu items.

**Public Relations** - management of an organization's relationships with consumers, communities, and other public segments.

**Unique Selling Proposition (USP)** – differentiates the organization's products-service mix from the competitions.

## **Chapter 7 Purchasing and Inventory Control**

**Inventory** – record of all goods that a restaurant has on hand both in storage and in the kitchen prep area.

**Invoice** – supplier's bill that lists all items delivered and their prices.

**Issuing** – official procedures employees use when taking an item out of the storeroom and putting it into production.

**Lead Time** – the gap between placing an order and its delivery, shorter lead times are more convenient for the buyer.

**Packers' Brand** – packing company's own personal grading system.

**Quotes** – verbal notice of a price that a supplier gives to buyer during the purchasing process.

**Receiving** – process of inspecting, accepting, and, in some cases, rejecting deliveries of goods and services.

**Specifications (specs)** – detailed information about the products and services that an operation wants to buy.

**Supply and Demand** - economic imbalance between buyers and sellers that determines whether the price of a good or service will go up or down.

**Vendor** – person or company that sells food or supplies to retailers, such as restaurants.

## **Chapter 8 Meats, Poultry, and Seafood**

**Charcuterie** – specially prepared pork products, including sausage, smoked hams pates, bacon and terrines.

**Fabricated** – process of cutting primal cuts of meat into usable portions.

**Game Meats** – meats from animals that are not raised domestically.

**Garde-mange** – kitchen's pantry section, where cold meat items are prepared and stored.

**Marbling** – fat that builds up between muscle fibers in meat.

**Marinade** – liquid used to marinate foods; generally containing herbs, spices, and other flavorings ingredients, as well as an oil, and an acid, such as wine, vinegar, or lemon juice.

**Primal Cuts** – primary division of meat produced by the initial butchering of an animal carcasses.

**Quality Grade** – standards given to meats based on their freshness and quality.

**Searing** – to brown food quickly over high heat; usually done as a first step for combination cooking methods.

### **Chapter 9 Standard Accounting Practices**

**Balance Sheet** – financial report showing a company's assets, liabilities, and Owner's equity at a particular date.

**Credit** – amount entered on the right side of a double entry account (T-account).

**Debit** – amount entered on the left side of a double entry account (T-account).

**Depreciation** – method of recording the value of an asset as it gradually decreases over its lifetime.

**Income Statement** – financial statement showing revenue and expenses over a period of time, as well as the resulting profit or loss.

**Loss** – when a business's expenses are greater than its revenue.

**Profit** – money left when expenses have been subtracted from revenue.

**T-Account** – chart (resembling the capital letter "t") used in double entry accounting to record debits and credits.

**Transaction** – when money is exchanged for business reasons ; needs to be recorded in accounting records.

### **Chapter 10 Stocks, Soups, and Sauces**

**Bouquet Garni** – fresh vegetables and herbs tied together and used to flavor stocks.

**Broth** – liquid that results from simmering meats; also called bouillon.

**Consommé'** – broth or stock that has been clarified.

**Grand Sauce** – one of 5 base sauces that are used in the preparation of many other sauces; also called mother sauces.

***Béchamel*** – made from milk and white roux.

***Volute'*** – made from veal , chicken, or fish stock and brown roux.

***Brown*** (spangle) – made from brown stock and brown roux.

***Tomato*** – made from a stock and tomatoes. Roux is optional.

***Hollandaise*** – rich, emulsified sauce made from butter, egg yolks lemon Juice and cayenne pepper.

**Puree Soup** – thick soup whose solids are pureed and mixed into the remaining liquid.

**Roux** – equal parts of cooked flour and fat used to thicken liquids; used in Cajun cooking.

**Sachet d'épices** – bag of spices used to flavor stocks.

**Stock** – flavorful liquid made by gently simmering bones and vegetables to extract their flavor, aroma, color, body, and nutrients.

### **Chapter 11 Tourism and the Retail Industry**

**Charter** – arrangement by which a bus is rented by a tour company for a travel group.

**Convention** – gathering of people, all of who have something in common.

**Itinerary** – travel plan.

**Passport** – document for an international traveler, bearing the person's name, photo, date and place of birth, and country citizenship.

**Retail** – sale of products directly to consumers.

**Tourism Office** – office established by state and local governments to provide information to people whom are visiting or would like to visit the area.

**Travel Agent** – professional who helps travelers with all of their travel arrangements.

**Time Zone** – geographical area in which the same standard time is used.

## **Chapter 12 Communicating with Customers**

**Crisis** – situation that has, or threatens to have, a significant negative effect on people's lives.

**Media** – newspaper, television, radio, magazine, and other outlets that provide news and information to the public.

**Nonverbal Communications** – subtle body language conveyed by the facial expressions, tone of voice, gestures, and overall posture of a speaker.

**Premium** – merchandise items offered at a reduced price or free with the purchase of other services or products.

**Rule of 10** – theory that one dissatisfied customer tells an average of ten people about their bad experience.

**Word of Mouth** – indirect promotional strategy that relies on positive communication between satisfied customers and their friends and family.

