

**FYI    MOBILE FOODSERVICE UNITS**

Hot dog stands have been a part of the New York City street scenes for years. However, we see a growing number of mobile food trucks popping up in major cities in the United States. They provide limited menu items and many of them are specialized in a particular type of food or beverage. Examples include sandwich trucks, ethnic food trucks, cupcake trucks, and coffee trucks. The idea of mobile food business, or street food, is not new. Actually, many cities and countries around the world are so famous for their street food that it is part of the major tourist attractions. For example, night markets with street food vendors are always featured in Taiwan’s tourism promotional materials. Night bazaars with food stalls are also popular among visitors to Bangkok or Phuket of Thailand.

food quality attributes (presentation, menu item variety, healthy options, taste, freshness, and temperature) that were tested; food presentation, taste, and temperature were found to be significantly related to customer satisfaction among restaurant patrons.<sup>14</sup>

The fifth and final step in planning to meet guest expectations is accomplished when the type of service is selected for delivering menu items. Service may range from moving down a cafeteria line to formally orchestrated **Russian service**. Whatever the selection, the ultimate goal is meeting guests’ needs. Proper planning, as shown in Table 8.2, sets the stage for enjoyable dining experiences.

**It All Comes Down to Rhythm, Timing, and Flow**

Developing menus and having the right equipment, ingredients, and talent to produce these items is only the beginning of a successful foodservice operation. Just like the conductor of an orchestra who brings a musical score to life, F&B managers bring menus to life. The **brigade** system, developed by Escoffier, was designed to make this task possible. Under this system, each position has a station (assigned workplace) and clear-cut responsibilities. For example, one station in the kitchen makes all of the **stocks** and **reductions** needed for the bases of soups and sauces instead of having each station make its own. Although the brigade systems were originally designed for use in fine-dining establishments, they are flexible and can be modified for use in any size or style of foodservice operation and, even with new innovations, are still used today.<sup>15</sup>

Professionally planned menus, a properly designed and equipped kitchen, well-trained employees, and effective preparation and production systems make up the basic ingredients for delivering high-quality food and service. However, it takes more. A dedicated team constantly striving to balance the rhythm, timing, and flow of production and service delivery adds the final ingredients that bring the dining experience to life. To achieve this balance, managers must focus on being team leaders or coaches for their employees and move away from the authoritarian approach that has been traditionally used by foodservice managers.<sup>16</sup>

- Rhythm is the coordination of each required task and activity.
- Timing is the sequencing of each task and activity to produce desired results.
- Flow is the combination of rhythm and timing resulting in a smooth, efficient operation.

Table 8.2    Menu Planning Essentials	
Step 1.	Decide on items to include on the menu.
Step 2.	Design menu appearance.
Step 3.	Select appropriate service ware and place settings for menu items.
Step 4.	Determine plate presentation for all menu items.
Step 5.	Select appropriate level of service for menu items.