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Hotels and Restaurants of Britain, 1990, Inhouse Staff, Prentice Hall, Inhouse, Alpha Books, 1990, ,
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H.W. JANSON" is a legendary name in art history. During his long career as a teacher and scholar, he helped define the discipline in the United States through his impressive books and other publications. "History of Art," for which he is best known, has been translated into more than a dozen languages.

Historians tell us the genesis of food service dates back to ancient times. Street vendors and public cooks (caterers) were readily available in Ancient Rome. Medieval travelers dined at inns, taverns, monestaries and hostelries. Colonial America continued this tradition in the form of legislated Publick Houses. The restaurant, as we know it today, is said to have been a byproduct of the French Revolution. Modern food service is a product of the Industrial Revolution. Advances in technology made possible mass production of foodstuffs, quick distribution of goods, safer storage facilities, and more efficient cooking appliances. Advances in transportation (most notably trains, automobiles, trucks) also created a huge demand for public dining venues. Another thought to ponder: how military foodservice impacted civilian industry.

"Foodservice organizations in operation in the United States today have become an accepted way of life, and we tend to regard them as relatively recent innovations. However, they have their roots in the habits and customs that characterize our civilization and predate the Middle Ages. Certain phases of foodservice operations reach a well-organized form as early as feudal times...Religious orders and royal households were among the earliest practitioners of quantity food production...Records show that the food preparation carried out by the abbey brethren reached a much higher standard than food served in the inns at that time...The royal household, with its hundreds of retainers, and the households of nobles, often numbering as many as 150 to 250 persons, also necessitated an efficient foodservice...In providing for the various needs, strict cost accounting was necessary, and here, perhaps, marks the beginning of the present-day scientific foodservice cost accounting..."

While public eateries existed in Ancient Rome and Sung Dynasty China, restaurants (we know them today), are generally credited to 18th century France. The genesis is quite interesting and not at all what most people expect. Did you know the word restaurant is derived from the French word restaurer which means to restore? The first French restaurants [pre-revolution] were not fancy gourmet establishments run by ex-aristocratic chefs. They were highly regulated establishments that sold restaurants (meat based consommés intended to "restore" a person's strength) to people who were not feeling well. Cook-caterers (traiteurs) also served hungry patrons. The history of these two professions is historically connected and often difficult to distinguish.

According to the current edition of Larousse Gastronomique (p. 194-5), the first cafes (generally defined as places selling drinks and snacks) was established in Constantinople in 1550. It was a coffee house, hence the word "cafe." Cafes were places educated people went to share ideas and new discoveries. Patrons spent several hours in these establishments in one "sitting." This trend caught on in Europe on the 17th century. When cafes opened in France they also sold brandy, sweetened wines and liqueurs in addition to coffee. The first modern-type cafe was the Cafe Procope which opened in 1696.

The French Revolution launched the modern the restaurant industry. It relaxed the legal rights of guilds that [since the Middle Ages] were licensed by the king to control specific foods [eg. the Pâtisseries, Rotisseurs, Charcutiers] and created a hungry, middle-class customer base who relished the ideals of egalitarianism (as in, anyone who could pay the price could get the same meal). Entrepreneurial French chefs were quick to capitalize on this market. Menus, offering dishes individually portioned, priced and prepared to order, were introduced to the public for the first time.

"According to Spang, the forgotten inventor was Mathurin Roze de Chantoiseau, a figure so perfectly emblematic of his time that he almost seems like an invention himself. The son of a landowner and merchant, Roze moved to Paris in the early 1760s and began floating a variety of schemes he believed would enrich him and his country at the same time."

"...France was the birthplace of what we now call the restaurant...this happened toward the end of the eighteenth century. With the exception of inns, which were primarily for travelers, and street kitchens...where in Europe at that time could one purchase a meal outside the home? Essentially in places where alcoholic beverages were sold, places equipped to serve simple, inexpensive dishes either cooked on the premises or ordered from a nearby inn or food shop, along with wine, beer, and spirits, which constituted the bulk of their business. Such tavern-restaurants existed not only in France but also in other countries. In Germany, Austria, and Alsace, Brauereien and Weinstuben served delicatessen, sauerkraut, and cheese, for example; in Spain bodegas served tapas. Greek taverns served various foods with olive oil...where meals were exempt from taxes, served a variety of fortifying dishes such as stews, meat with sauce, and organ meats...All of these places...were apt to serve plain and simple fare rather than more elaborate culinary creations...For a genuine meal one had to look either to a good inn or go to a rotisseur or traiteur (caterer, from the Italian trattorie). In France, these two guilds, together with the charcutiers, had been granted a monopoly on all cooked meat other than pates...Only common people actually ate in the traiteur's shop, perhaps seated at a table reserved for guests in some establishments. Even a moderately well-to-do person would have preferred to order food delivered to a private home or a room at an inn or hotel or an elegant salon rented for the occasion...In 1765 a man by the name of Boulanger, also known as "Champ d'Oiseaux" or "Chantoiseau," opened a shop near the Louvre...There he sold what he called restaurants or bouillons restaurants--that is, meat-based consommés intended to "restore" a person's strength. Ever since the late Middle Ages the word restaurant had been used to describe any of a variety of rich bouillons made with chicken, beef, roots or one sort or another, onions, herbs, and, according to some recipes, spices, crystallized sugar, toasted bread, barley, butter, and even exotic ingredients..."

"Restaurant...The word appeared in the 16th century and meant at first a food which "restores" (from restaurer, to restore), and was used more specifically for a rich, highly flavoured soup thought capable of restoring lost strength...Until the late 18th century, the only places for ordinary people to eat out were inns and taverns. In about 1765, a Parisian "bouillon-seller" named Boulanger wrote on his sign: Boulanger sells restoratives "fit for the gods"...This was the first restaurant in the modern sense of the term. Boulanger was followed by Roze and Pontaille, who in 1766 opened a maison de sante (house of health). However, the first Parisian restaurant worthy of the name was the one founded by Beauvilliers in 1782...called the Grand Taverne de Londres. He introduced the novelty of listing the dishes available on a menu and served them at small individual tables during fixed hours. One beneficial effect of the Revolution was that the abolition of the guilds and their privileges made it easier to open a restaurant. The first to take advantage of the situation were the cooks and servants from the great houses, whose aristocratic owners had fled. Moreover, the arrival in Paris of

numerous provincials who had no family in the capital created a pool of faithful customers, augmented by the journalists and businessmen. The general feeling of well-being under the Directory, following such a chaotic period, coupled with the chance of enjoying the delights of the table hitherto reserved for the rich, created an atmosphere in which restaurants became an established institution."

An eye-witness, Grimod de La Reyniere advances three reasons why restaurants emerged in France with the French Revolution: the rage for English fashions, including the taking of meals in taverns; the influx of large numbers of revolutionary deputies from the provinces; and cooks seeking re-employment after the break-up of the aristocratic households....We need to remember that the near universal way to serve meals until this time [1825] was to place the pot of pots on the table for all to share. The grander the meal, the more dishes. In fancy dining, the artistic creation was at the table...Hotels served limited ranges at fixed time...The caterers (traiteurs) did not provide portions, but whole courses'-an entire joint, say--and anyone who wished to entertain a few friends must order them well in advance'. With the restaurant, artistic creation became the individual plate. In one blow, high quality became publicly available; even more significantly, cooking/sharing was individualized...Restaurants hastened the emergence of the sovereign consumer. At the table of a first-class restaurateur, any person could dine as well as a prince..."

"Restaurant. According to contemporary dictionaries, a restaurant is simply an eating place, an establishment where meals are served to customers. By this definition, restaurants--by whatever name they have been given--are almost as old as civilization. The ruins of Pompeii contain the remnants of a tavern which provided foods and wines to passers-by...the prime function to these early eating places' was to cater to the needs of people away from home who, unless they had brought their own food and cooks with them, were obliged to take whatever was available--or go hungry. From the second half of the 17th century there were cafes, public places where people could meet and talk, eat and drink....In England there were also taverns which, catering to a socially superior clientele, employed well-known cooks and offered an extensive choice of dishes. The restaurant, as it was conceived in Paris towards the end of the 18th century, had a different vocation. Its principal advantage was that it offered diners a choice: according to Brillat-Savarin [he was lawyer and gourmand who wrote the Physiology of Taste], restaurants allowed people to eat when they wanted, what they wanted, and how much they wanted, knowing in advance how much this would cost. The top restaurants of the day boasted a vast menu, with a choice of 12 soups, 65 entrees...and 50 desserts. Prior to this, French catering was highly regulated and shared between various corporations [guilds]...The regulations surrounding these trades gave each one certain privileges. The rotisseur, for example, roasted meat but was not allowed to bake dishes in the oven, nor to make ragouts'[stews]...By 1771 the world restaurateur' was defined...as someone who has the art of preparing true broths, known as restaurants', and the right to sell all kinds of custards, dishes of rice, vermicelli and macaroni, egg dishes, boiled capons, preserved and stewed fruit and other delicious and health-giving foods...The word restaurant', used to describe an eating house, first appeared in a decree of 1786...Restaurants were...an important consequence of the Revolution and concurred with its aims in promoting equality around the table. Eating was no longer the privilege of the wealthy who could afford to maintain a cook and a well-supplied kitchen."

Colonial taverns and inns sold food, but they were not generally known for their cuisine. Nor was the food offered on menus. The French restaurant concept was introduced to the newly established USA in the very last years of the 18th century. Food historians place the genesis of grand city restaurants, often based in fine hotels, to the first quarter of the 19th century.

While competing in the marketplace, cooks have, since ancient times, formed guilds. A little booklet of Notes on the History of the Company of the Mystery of Cooks of London, published by the Cooks' Company perhaps in the early 1960s, dates the Fraternity's formation to 1311-12. The trades regulated themselves and were regulated in terms of fair trading and health, were taxed and given some protection by the City and crown. That is, they operated as a profession, with its mutual promotion and restrictive trade practices--limiting entry through (often exploited) apprenticeships, sharing tricks of the trade, and fixing prices...The guild of cook-caterers, the cuisiniers, paralleled the hierarchy in the court kitchens...Do not forget we are talking about public cooks: cuisiniers are not to

be confused with queues, master cooks employed in noble households and convents. Furthermore, the guild of cuisiniers was forever splitting and being challenged by new specializations...The tradesmen sold goods to be carried away, but a further offshoot of the cuisiniers was the traiteurs--eating-house keepers or caterers. They were popular with the modest people, for they sold small quantities at low prices. From statutes in 1559, they specialized in weddings and banquets, held on their own premises or elsewhere...When Antoine Beauvilliers opened the first great restaurant, La Grande Taverne de Londres--in 1782, according to Brillat-Savarin, and in 1786 according to others--a new trade, deriving partly from English taverns, had broken from the the traiteurs...The caterers had an exclusive right to sell cooked meat dishes, but limited themselves to selling whole cuts of meat, not an individual helping. That monopoly was contested in 1765 by Boulanger, a seller of bouillons. While the traiteurs claimed the exclusive right to sell ragout, stock fell outside their monopoly and was sold under the name restaurant, in the sense of restorative'."

"When he went to Paris in the early eighteenth century, Joachim Nemeitz quickly discovered what was wrong with the French capital: the food...Forced to eat at an innkeeper's or traiteur's (cook-caterer's) table d'hote, the simple visitor to Paris would soon discover that he "does not fare well at all, either because the meat is not properly cooked, or because they serve the same thing every day and rarely offer any variety."...Throughout the eighteenth century, many a traveler would have cause for similar complaints...food served by French innkeepers and cook-caterers, though inexpensive, would further ruin...health...For centuries before the first restaurants opened their doors, travelers and Parisians without their own kitchens had depended upon the inns, cookshops, and wineshops...Early eighteenth-century Paris was, in fact, home to thousands of retail food and drink merchants, all organized by monarchical decrees into twenty-five different guilds. As defined in their statutes, the retail food trades were characterized by extreme divisiveness and exaggerated compartmentalism...Master cook-caterers held the right to serve full meals to large parties...The cook-caterers (traiteurs), it is said, quickly brought legal charges against one particularly aggrandizing restaurateur named Boulanger who dared to sell a dish (sheeps' feet in white sauce) that was not a restaurant but a ragout (anything composed of several different ingredients and cooked in sauce). After a series of appeals, we are told, the courts eventually decided in favor of the cook-caterers, and restricted the "restaurateurs" to selling bouillons...The retail food trades were notoriously difficult to delimit, The futility of enforcing divisions among the food trades derived in part from the combinative nature of the work itself...Already in 1704, almost three-quarters of the master traiteurs were also cabaret-keepers; in 1748 the traiteurs' guild noted that "most of our masters" also have the privileges of pastrycooks or roast-meat-sellers...A 1760 decision of Parliament instructed that, in order to prevent monopolies, the Paris caterers should henceforth elect their four "syndics in charge"...The combination of titles, while fairly common in all the retail food trades, was particularly prevalent among the traiteurs. It is evident that the cook-caterers of Paris had long had their fingers in numerous pies, and that by far the majority of them would have been well within their legal rights had they run businesses that sold a variety of foods and a wide range of potables. Such an accumulation of tasks was easily possible, but it did not distinguish the first restaurateurs from the established cook-caterers. Indeed, many of the first restaurateurs were also master traiteurs with close business ties to many of the other established Paris food and drink trades." ---The Invention of the Restaurant: Paris and Modern Gastronomic Culture, Rebecca L. Spang [Harvard University Press:Cambridge MA] 2000 (p. 7-11)

Historic newspapers and scholarly articles provide but brief glimpses into the catering businesses run by blacks in the late 19th century. They do confirm general observations regarding being edged out by new immigrant arrivals. W.E.B. Dubois observed and studied this trend. For a comprehensive study of this topic we recommend the resources held by the Schomburg Center for Research in Black Culture/NYPL

"The African American caterers in particular were comparatively well-to-do; they employed other members of their community, met with prominent white families, and were social leaders and noted abolitionists...Philadelphia caterers developed reputations for particular dishes, such as terrapin stew and chicken croquettes, which were seen as African American specialties and prestigious foods on the tables of socially prominent white families...African Americans continued to dominate the catering business in northeastern cities into the 1890s...African American caterers also held

positions of respect in southern cities throughout the era of segregation."

"Ten per cent of the colored people are skilled laborers--cigarmakers, barbers, tailors and dressmakers, builders, stationary engineers, &c. Five and one-half per cent are in business enterprises of various sorts. The negroes have something over a million and a half dollars invested in small business enterprises, chiefly real estate, the catering business, undertaking, drug stores, hotels and restaurants, express teaming &c. In the sixty-nine leading establishments \$800,000 is invested-- \$13,000 in sums from \$500 to \$1,000 and \$200,000 in sums from \$1,000 to \$25,000. Forty-four of the sixty-nine businesses were established since 1885, and seventeen others since the war...Five leading caterers have \$30,000 [invested]..."

"It seemed natural at this time that this leading class of upper servants would step into the economic life of the nation from this vantage ground and play a leading role. This they did in several instances: the most conspicuous being the barber, the caterer, and the steward...he held his own in the semi-servile work...until he met the charge of color discrimination from his own folk and the strong competition of Germans and Italians...the caterer was displaced by the palatial hotel in which he could gain a foothold."

"The Italian, Sicilian, Greek, foreign to America's language and institutions, occupy quite every industry that was confessedly the negro's forty years ago...Think of our city's most famous caterers of forty or fifty years ago. They were the Downings, Mars, Watson, Vandyke, Ten Eyck, Day, Green, and others, all colored. Their names were as familiar and as representative in high class work as are Delmonico and Sherry today. Who have succeeded to the business that these colored caterers had on those days? With one exception, Italians."

"For more than a century the Negro has dominated the catering field in Philadelphia. This business has been intimately linked with the history of the Quaker City from its earliest days until the present. One of the first successful Negro caterers was Peter Augustine, who started an establishment on Third street above Spruce in 1816. His fame was world-wide. Often he sent his terrapin for which he was noted, to Paris. The firm of Augustine & Baptiste, his successor, continues to provide eatables for some of Philadelphia's oldest and wealthiest families. For 100 years this business has been kept in the family. Mrs. Clara Augustine and Miss Tillie Baptiste now conduct it on Fifteenth street, between Locust and Walnut streets. Among others of the old guild of caterers was Thomas J. Dorsey whose culinary accomplishments won for him both name and wealth. Henry Jones was equally as well known and successful. James Prosser was given credit for being one of the pioneer caterers and is said to have systematized and stabilized the business. His establishment was at Fourth and Market streets. A contemporary of Prosser was James Porter Sr., who conducted a restaurant at Eighth and Market streets. He was the first steward of the exclusive Philadelphia Club, which in the beginning was housed in the old Napoleon residence on Ninth street above Spruce. George Porter, a son, was associated with him. Prominent Negro caterers in Philadelphia of a later date were Henry Minton at Fourth and Chestnut streets and subsequently Twelfth street, near Walnut and Richard Thompkins on Fourth street, near Walnut. The catering and restaurant business was brought to a degree of perfection by these men of antebellum days and by many who followed. Years ago the Negroes practically controlled these profitable avenues of endeavor and were materially responsible for Philadelphia becoming famous as 'a city of good food.' Philadelphia's Original caterer and creator of this branch of business was Robert Bogle."

"The institution of catering...reaches its highest excellence in Philadelphia. This occupation was originated by a Philadelphia Negro, Robert Bogle, whose services were marked by such superlative excellence that one of his discriminating patrons, Nicholas Biddle, the leading Philadelphia financier of this time, was moved to poetic expression, and wrote his 'Ode to Bogle' in 1829. The Negro caterers have given to this art a quality and flavor which is unique and distinctive and which tradition is being continued along admirable lines by Holland's, Augustine and Baptiste, and others."

"William Walker, a colored caterer, living at 439 West Thirty-ninth Street, with his wife, went into the restaurant of John Stark, at 436 and 438 Ninth Avenue for supper several weeks ago. Walker alleged that the proprietor snatched the bill of fare from his wife's hand, and told both that he would

not serve them because of their color. Walker was corroborated by his wife in his testimony that Restaurant Keeper Stark said he would not serve them because of their color. Mr. Stark denied the statements of Mr. and Mrs. Walker, and said that when they entered his restaurant he was closing up one of the rooms, which he usually does every night. When the plaintiffs entered he requested them to take a seat in the other part of the restaurant, which was to remain open all night. He said that the plaintiff became very indignant, and ordered his wife to sit down in the room they were in..."

[In 18th century America some] "women in the food workplace were caterers or confectioners of a sort. They sometimes ran small shops that specialized in their own preserves, candies, or baked delicacies. They were more likely to be situated in towns in which people followed fashion and made their purchases with cash (rather than bartering)...Some women baked to order and undertook simple catering from their homes. Their advertisements appeared regularly in eighteenth-century newspapers."

The rich and famous have long enjoyed the services of personal chefs. Until recently, personal chefs were retained by wealthy families, royalty, top government officials, prosperous businessmen, and the like. Personal chefs traveled with their employers, serving them in battlefields, summer retreats, foreign lands, and voyages. Napoleon's personal chef is reputed to have invented Chicken Marengo for his finicky boss on the battlefield. Jacques Pepin traveled with Charles De Gaulle as his personal chef. Oprah Winfrey's personal chef was elevated to adjunct celebrity status by helping her employer lose weight.

The modern American personal/private chef industry descends from this grand culinary tradition. After World War II America entered an age of economic growth. Baby Boomers reaped the benefits of higher education and unprecedented job opportunities. Those attaining "Yuppie" status freely spent their newly acquired wealth on expensive goods and premium services. Savvy entrepreneurs capitalized on the growing demand for specialized personal services. Personal financial planners, personal trainers, personal nutritionists, personal shoppers, personal party planners, & related fields proliferated. Personal and private chefs took the general concept of catering (cooks for hire) from special occasion to everyday. Before long, having one's own personal chef was THE ultimate status symbol. Brand-name chefs were actively recruited for lucrative positions.

The industry mushroomed as people with cooking experience seeking alternative work opportunities were drawn into the mix. Both chefs and clients grew at a remarkable pace. When the economy slowed in the 1990s, the personal chef industry reinvented itself. Chefs began to penetrate the middle class market, targeting dual-income career couples. The new hooks were economics (less expensive option than eating out), health (balanced, specialized diets), and convenience (professional meals ready to heat). The economic problems facing our country today [2009] present significant hardship for the personal chef industry. New clients are difficult to source. Old clients are scaling back or dropping this service altogether. Time for another reinvention.

"What is the difference between a personal chef and a private chef? A private chef is employed by one individual or family full time, and often lives in, preparing up to three meals per day. A personal chef serves several clients, usually one per day, and provides multiple meals that are custom-designed for the clients' particular requests and requirements. These meals are packaged and stored, so that the client may enjoy them at his or her leisure in the future...Who hires personal chefs? The typical client mix includes two-income couples with or without children, career-focused individuals, those with special dietary or health needs, seniors and those who enjoy fine dining. How many personal chefs are out there? The current number of personal chefs is estimated at 9,000 serving 72,000 customers. Industry observers predict the number will double in the next 5 years. What do personal chefs do? Personal chefs design and execute menus for clients. They plan, purchase and prepare meals (usually once a week) either at the clients' home or in a rented professional kitchen. Meals are packaged and stored, either in the clients' refrigerator or freezer with heating-instruction labels."

"While there are many similarities between personal chefs and private chefs, it's important that we distinguish between these two culinary professions. A private chef is one who is employed by a

specific person or organization exclusively. She earns a paycheck and is responsible for providing her culinary services to one person or group. She works scheduled hours, cooks menus to satisfy the needs of her employer, whether a family or an organization...a personal chef is a chef for hire who works for herself as a small business operator. There is no exclusivity agreement involved, and she can choose the number of clients with whom she will associated and for whom she will prepare custom menus. As the profession began to gain popularity among culinarians and the attention of the media, many critics called personal chefs a fad profession that would be around only as long as it was fashionable. However, over time, this supposed fad became a trend and gave chefs and cooks around the world the opportunity to work with food on their own terms. The personal chef trend has become a legitimate career path in the culinary industry and a viable alternative career for culinarians looking to leave traditional cooking situations."

"Culinary history has not officially recorded when the first personal chef opened his doors for business. Was it hundreds of years ago, when a talented chef cooked for several affluent families traveling from one estate to another? Or was the first personal chef someone who cooked for a friend's family that had fallen on hard times and needed help with the day-to-day chores of the household? History provides us with clues, but determining when the personal chef profession emerged is open to discussion."

<http://eduln.org/206.pdf>