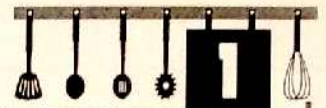


# The café and restaurant industry



In the Food Service industry, hundreds of thousands of people are employed at various levels. Being a part of this industry generally involves a fast-paced lifestyle - and the industry is currently experiencing shortages of qualified staff. Cafés and restaurants cater for locals, but also rely on the tourism sector.

1 Use the code to complete the article on food service industry facts.

## CODE

- 0 ●
- 1 \*
- 2 ■
- 3 ⊙
- 4 ▽
- 5 ◊
- 6 ■
- 7 ✕
- 8 ☺
- 9 ◊

A café is generally considered a small business as (☺▽) \_\_\_% employ less than (■●) \_\_\_ people. (▽☺) \_\_\_% of these employees are part time or casual.

In (■●●●☺) \_\_\_\_\_, over (■▽●●●●) \_\_\_\_\_ people were employed in cafés and restaurants in Australia. Waiters, kitchen hands and baristas have good career prospects and are in short supply, as are qualified chefs. The average wage of a chef is over \$(◊●●●●) \_\_\_\_\_ for (▽◊) \_\_\_ hours per week. The average wage of a barista is from \$(■◊●●●) \_\_\_\_\_ - \$(⊙☺●●●) \_\_\_\_\_ for (⊙☺) \_\_\_ hours per week.

The term barista was not popularised until about the year (■●●●●) \_\_\_\_\_ - it was generally unknown before then. The term *barista* is thought to have originated from the Italian word for bartender. (■✕) \_\_\_% of baristas are female, and (■⊙) \_\_\_% of all baristas have (\* ) \_\_\_ to (▽) \_\_\_ years' experience.

A well run café can return a (■●) \_\_\_% profit per annum. However, (✕●) \_\_\_% of cafés fail during the first year and (◊●) \_\_\_% are closed before the end of (■) \_\_\_ years.

Owning a café is often seen as a glamorous job - the reality is that an owner and operator works an average of (■◊⊙▽) \_\_\_\_\_ hours per year. This is a contributing factor to the changing over of café ownership every (■) \_\_\_ to (⊙) \_\_\_ years.

2 Explain why a café is considered a small business.

3 What percentage of food service employees are casual or part time? \_\_\_\_\_

4 Explain what the term *short supply* means for chefs, waiters, kitchen hands and baristas.

5 What is the yearly wage of a chef? How does this compare to the wage of a barista? Suggest why.

6 When did the term *barista* become common usage? \_\_\_\_\_

7 What percentage of baristas are male? \_\_\_\_\_

8 Calculate how many hours a café owner-operator works on average each week. \_\_\_\_\_

9 Unjumble each word and rewrite the personal attributes of a quality barista on the next page.

- bAel ot eb no (their) tefe rfo a glno tiem
- nosEyj kwgrion sa arpt fo a mtae
- nCmomtmiet ot pgrivdion ihhg lleev rveseic
- ghiH elelv fo lprnesoa nhigeey
- tcExnlele opnerals reisntatpone
- elAb ot rkwo leficyiefnt
- dooG adnh-yeec nrditnoaioo
- A aopssin ofr cecelenxel ni fecoef

**PERSONAL ATTRIBUTES OF A QUALITY BARISTA**

---

---

---

---

---

---

---

---

---

---

---

---

**10** List as many food service and Hospitality Industry roles as you can think of.

--	--	--

**11** Compare your list in question 10 with two other students in your class. Add any new roles to your own list.

**12** There are two main categories of Hospitality Industry roles: front of house and back of house. Front of house roles involve customer contact. Back of house roles are located in places the customers do not have access to, and therefore are limited in their customer contact.

Annotate your list for question 10 to show which roles are front of house, and which are back of house.

**13** Select a Hospitality Industry role that interests you. Outline why you are interested in this role, the qualifications required, the qualities needed, average working hours and standard wage.

---

---

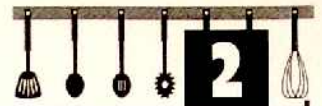
---

---

---

---

# The rise of café culture



2



Coffee is thought to have been discovered by an Ethiopian goat herder when his goats ate the red cherries of a plant and became highly excited. Coffee cherries have two seeds (beans) inside each cherry. These are processed to make coffee beans ready for consumption.

Coffee bean production was once a highly guarded secret in the Middle East - only roasted beans were sold, as they cannot germinate to grow a coffee plant.

The main types of coffee grown are Arabica and Robusta. Robusta is the inferior of the two types in terms of flavour, and is higher in caffeine content. Italians made coffee their own when they invented the commercial espresso machine in 1947. This machine was operated by a trained barista. Italian and Greek immigrants have heavily influenced hot drink habits in Australia, moving from British tea-drinking habits to the consumption of espresso.



1 Which part of a coffee plant is used in espresso coffee?

\_\_\_\_\_

2 Young coffee cherries are green in colour. As they ripen, they turn red then finally dark red or purple when they are ready to harvest. However, within a particular clump, the cherries ripen at different rates.

Given that coffee cherries ripen at different rates, what does this suggest regarding harvesting methods?

\_\_\_\_\_

3 Why were coffee beans once only traded as roasted beans from the Middle East?

\_\_\_\_\_



4 Research the issues of sustainability and Fair Trade associated with coffee production. Outline the main issues below.

\_\_\_\_\_

5 Fill in the missing words to complete the information below and on the next page about café culture in Australia. Some words are used more than once.

Coffee consumption in Australia is said to have been introduced by \_\_\_\_\_ and \_\_\_\_\_ immigrants. Up until the late 1990s, the general population only drank \_\_\_\_\_ coffee. Coffee consumption in Australia has increased from about \_\_\_\_\_ per person in 1940 (before post-war Italian and Greek immigration) to about \_\_\_\_\_ per person in 2008.

The first coffee bean roasting business opened in \_\_\_\_\_ in Sydney. But it wasn't until the \_\_\_\_\_ that \_\_\_\_\_ machines were introduced to produce coffee commercially - in 1952 in Sydney and in 1954 in Melbourne.

The type of coffee offered during the 1950s was mainly \_\_\_\_\_ (short black) just like Italian coffee-drinking habits. A few \_\_\_\_\_ were sold, but according to European tradition, cappuccinos are a breakfast drink and not served later in the day. \_\_\_\_\_ and flat whites did not exist. Some schools of thought believe that Australians invented the \_\_\_\_\_.



Coffee plant with cherries

- ❖ 1910
- ❖ 1950s
- ❖ 2.4 kg
- ❖ 500 g
- ❖ caffeine
- ❖ cappuccino
- ❖ cappuccinos
- ❖ espresso
- ❖ flat white
- ❖ flavour
- ❖ Greek
- ❖ instant
- ❖ Italian
- ❖ Italians
- ❖ lattes
- ❖ milk
- ❖ paper
- ❖ quality
- ❖ relax

Unlike European café culture, Australians like coffees with \_\_\_\_\_. The most popular way to drink coffee in Australia is \_\_\_\_\_, closely followed by \_\_\_\_\_, then latte, with a much smaller percentage of coffee sold as mocha, long black and espresso.

The way that coffee is prepared is not the only difference in the coffee-drinking habits of Australians. Australians like to sit and \_\_\_\_\_ with a cup of coffee in a ceramic cup. They are not likely to order at a stand up bar as a \_\_\_\_\_ hit like the \_\_\_\_\_ do. However, Australian café culture is more similar to \_\_\_\_\_ than the American café culture. Few people drink coffee from \_\_\_\_\_ cups, unless taking away. People are also highly concerned with the \_\_\_\_\_ of the bean and the way that the coffee is produced to give a quality result. Traditionally, therefore, Australians do not like to complicate the \_\_\_\_\_. While a whipped cream-topped caramel macchiato is not the Australian coffee of choice, there is a small but growing interest in sweet, flavoured 'coffees'.

6 Use the information above to complete the questions below.

- A What nationalities are thought to have introduced coffee into Australia? \_\_\_\_\_
- B When did the first espresso machine arrive in Australia to sell coffee commercially? \_\_\_\_\_
- C What type of coffee was available in the 1950s? \_\_\_\_\_
- D In the 1950s, cappuccinos were not sold later in the day. Why? \_\_\_\_\_
- E What is the main difference between Australian and European types of coffee? \_\_\_\_\_
- F What is the most popular type of coffee sold in Australia? \_\_\_\_\_
- G Explain how the Australian café culture is different to the American and European café cultures.  
\_\_\_\_\_  
\_\_\_\_\_

7 Australian coffee-drinking habits have moved from instant coffee to espresso coffee, and perhaps are moving towards sweet, flavoured coffees. Use the Venn diagram below to compare and contrast these coffee categories. Use the word list to get you started.

- ❖ bitter
  - ❖ creamy
  - ❖ granules
  - ❖ smooth
  - ❖ strong
  - ❖ sweet
  - ❖ watery

