



21世纪高职高专规划教材

旅游酒店类系列

餐饮管理 English 英语入门

孙冰 编著



清华大学出版社
<http://www.tup.tsinghua.edu.cn>



北京交通大学出版社
<http://press.bjtu.edu.cn>



21 世纪高职高专规划教材 · 旅游酒店类系列

餐饮管理英语入门

An Introduction to Restaurant Management in English



孙 冰 编著

清华大学出版社
北京交通大学出版社

· 北京 ·

内 容 简 介

本教材为餐饮(饭店)管理英语的入门教程,主要以英语介绍餐饮管理方面的基础知识和行业知识的应用,涉及餐饮行业方方面面的知识,包括菜单设计、厨房布局、前厅服务、采购与储存、成本控制、服务方式等。本教材共10个单元,每个单元由两部分构成:Part I为术语,介绍餐饮管理中常见的术语;Part II为课文,每单元两篇(Text A、Text B),提供关于餐饮管理方面的阅读材料,兼有语言学习和知识传授两种功能。其中,第一篇课文主要介绍理论知识,第二篇课文则侧重具体的应用实例。本教材参考了国外这方面的优秀教材,并结合中国餐饮行业的特点进行编写,既有知识部分,又有实际应用部分,具有理论与实践相结合的特点。

本教材适用于餐饮管理专业、英语专业学生,或者是有意于从事餐饮管理工作的有识之士。

本书封面贴有清华大学出版社防伪标签,无标签者不得销售。

版权所有,侵权必究。侵权举报电话:010-62782989 13501256678 13801310933

图书在版编目(CIP)数据

餐饮管理英语入门/孙冰编著. —北京:清华大学出版社;北京交通大学出版社, 2007. 11

(21世纪高职高专规划教材·旅游酒店类系列)

ISBN 978-7-81123-077-2

I. 餐… II. 孙… III. 饮食业-经济管理-英语-高等学校:技术学校-教材
IV. H31

中国版本图书馆CIP数据核字(2007)第116478号

责任编辑:张利军 特邀编辑:易娜

出版发行:清华大学出版社 邮编:100084 电话:010-62776969

北京交通大学出版社 邮编:100044 电话:010-51686414

印刷者:北京东光印刷厂

经 销:全国新华书店

开 本:185×230 印张:11.25 字数:312千字

版 次:2007年11月第1版 2007年11月第1次印刷

书 号:ISBN 978-7-81123-077-2/H·82

印 数:1~4000册 定价:22.00元

本书如有质量问题,请向北京交通大学出版社质监组反映。对您的意见和批评,我们表示欢迎和感谢。
投诉电话:010-51686043, 51686008; 传真:010-62225406; E-mail:press@bjtu.edu.cn。

出版说明

高职高专教育是我国高等教育的重要组成部分，它的根本任务是培养生产、建设、管理和服务第一线需要的德、智、体、美全面发展的高等技术应用型专门人才，所培养的学生在掌握必要的基础理论和专业知识的基础上，应重点掌握从事本专业领域实际工作的基本知识和职业技能，因而与其对应的教材也必须有自己的体系和特色。

为了适应我国高职高专教育发展及其对教学改革和教材建设的需要，在教育部的指导下，我们在全中国范围内组织并成立了“21世纪高职高专教育教材研究与编审委员会”（以下简称“教材研究与编审委员会”）。“教材研究与编审委员会”的成员单位皆为教学改革成效较大、办学特色鲜明、办学实力强的高等专科学校、高等职业学校、成人高等学校及高等院校主办的二级职业技术学院，其中一些学校是国家重点建设的示范性职业技术学院。

为了保证规划教材的出版质量，“教材研究与编审委员会”在全国范围内选聘“21世纪高职高专规划教材编审委员会”（以下简称“教材编审委员会”）成员和征集教材，并要求“教材编审委员会”成员和规划教材的编著者必须是从事高职高专教学第一线的优秀教师或生产第一线的专家。“教材编审委员会”组织各专业的专家、教授对所征集的教材进行评选，对所列选教材进行审定。

目前，“教材研究与编审委员会”计划用2~3年的时间出版各类高职高专教材200种，范围覆盖计算机应用、电子电气、财会与管理、商务英语等专业的主要课程。此次规划教材全部按教育部制定的“高职高专教育基础课程教学基本要求”编写，其中部分教材是教育部《新世纪高职高专教育人才培养模式和教学内容体系改革与建设项目计划》的研究成果。此次规划教材按照突出应用性、实践性和针对性的原则编写并重组系列课程教材结构，力求反映高职高专课程和教学内容体系改革方向；反映当前教学的新内容，突出基础理论知识的应用和实践技能的培养；适应“实践的要求和岗位的需要”，不依照“学科”体系，即贴近岗位，淡化学科；在兼顾理论和实践内容的同时，避免“全”而“深”的面面俱到，基础理论以应用为目的，以必要、够用为度；尽量体现新知识、新技术、新工艺、新方法，以利于学生综合素质的形成和科学思维方式与创新能力的培养。

此外，为了使规划教材更具广泛性、科学性、先进性和代表性，我们希望全国从事高职高专教育的院校能够积极加入到“教材研究与编审委员会”中来，推荐“教材编审委员会”成员和有特色的、有创新的教材。同时，希望将教学实践中的意见与建议，及时反馈给我们，以便对已出版的教材不断修订、完善，不断提高教材质量，完善教材体系，为社会奉献更多更新的与高职高专教育配套的高质量教材。

此次所有规划教材由全国重点大学出版社——清华大学出版社与北京交通大学出版社联合出版，适合于各类高等专科学校、高等职业学校、成人高等学校及高等院校主办的二级职业技术学院使用。

21世纪高职高专教育教材研究与编审委员会

2007年11月

前 言

中国的教育改革方兴未艾,教育内容和教学对象已打破原有的结构,对我们当今的教学研究和教材提出了新的要求。具体到今天的教育模式,我们已看到,高等教育模式也已经发生了巨大的变化,即由精英教育模式向应用型教育模式的转变。高等职业教育如雨后春笋般迅速地占领了中国高等教育的半壁江山。教育部为高等职业教育提出“实用为主,够用为度”的原则恰好反映了当今社会对英语实用型人才的需求。社会所需要的实用人才应该是将所学到的知识应用到行业中去,不在于学得有多深,而在于应用效果。教育部对英语教学的思路做出重大调整,即强调英语的实际应用能力。从中我们看到,专业人才,尤其是具有一定行业英语基础知识的人才才能立足于当今的社会,成为社会需求的有用人才。

随着企业对从业人员英语运用能力的要求不断提高,专业英语教学有了很大程度的发展。各高校专业英语课出现了百花齐放、百家争鸣的良好局面。

《餐饮管理英语入门》正是符合高等职业教育的宗旨,为了适应这样的需要而编写的一本实用英语教材。本教材适用于餐饮管理专业、英语专业学生,或者是有意于从事餐饮管理工作的有识之士。本教材旨在引导学习者全面进入该行业领域,无论是学生,还是餐饮行业工作者,通过本教材的学习,都能在对该行业了解的基础上,学到相关的专业知识,对未来的职业规划将大有裨益。

本教材为餐饮(饭店)管理英语的入门教程,主要以英语介绍餐饮管理方面的基础知识和行业知识的应用,涉及餐饮行业方方面面的知识,包括菜单设计、厨房布局、前厅服务、采购与储存、成本控制、服务方式等。本教材参考了国外这方面的优秀教材,并结合中国餐饮行业的特点进行编写,具有理论和实践相结合的特点,既有知识部分,又有实际应用部分。此外,本教材颇具现代感,是适合培养新型人才的教材。本教材共10个单元,每个单元由两部分构成:Part I 为术语,介绍餐饮管理中常见的术语;Part II 为课文,每单元两篇(Text A、Text B),提供关于餐饮管理方面的阅读材料,兼有语言学习和知识传授两种功能。每单元中的第一篇课文主要介绍理论知识,第二篇课文则侧重具体的应用实例。每篇课文篇幅适中,难度适宜,旨在介绍行业知识及本行业常用的术语。为了方便学习者使用,每篇课后面都附有词汇与短语注释。为了帮助学习者巩固所学的知识,每篇课文后均配有相关的练习,练习也分别重点突出理论和实践两个方面。此外,为了方便学习者熟悉和使用中西方菜名,附录中还有常用西式菜名和中餐菜谱。

由于编者水平有限,书中的错误和缺点在所难免,恳请广大读者和专业人士批评指正。

孙 冰

2007年11月

Unit One	(1)
Part I Terms to Know	(1)
Part II Text	(3)
Text A Foodservice and Restaurants in General	(3)
Text B Franchising	(8)
Unit Two	(13)
Part I Terms to Know	(13)
Part II Text	(15)
Text A Operation and Personnel	(15)
Text B Assigning Stations	(20)
Unit Three	(24)
Part I Terms to Know	(24)
Part II Text	(26)
Text A Dinning Room Organization	(26)
Text B Quality Control System in a Dining Room	(31)
Unit Four	(35)
Part I Terms to Know	(35)
Part II Text	(37)
Text A Service Styles	(37)
Text B Table Settings	(43)
Unit Five	(49)
Part I Terms to Know	(49)
Part II Text	(50)
Text A Kitchen Design	(50)
Text B French Cuisine	(56)
Unit Six	(61)
Part I Terms to Know	(61)
Part II Text	(62)
Text A Menu Designing	(62)
Text B Presenting the Menu and Taking the Orders	(67)

Unit Seven	(71)
Part I Terms to Know	(71)
Part II Text	(72)
Text A Purchasing and Storing	(72)
Text B Food Protection	(79)
Unit Eight	(82)
Part I Terms to Know	(82)
Part II Text	(85)
Text A Cost Control	(85)
Text B Sales Income Control	(93)
Unit Nine	(96)
Part I Terms to Know	(96)
Part II Text	(99)
Text A Beverage Service	(99)
Text B Responsible Beverage Service	(106)
Unit Ten	(110)
Part I Terms to Know	(110)
Part II Text	(112)
Text A Merchandising and Sales Promotion	(112)
Text B Satisfying Needs and Expectations	(117)
Appendix A	(121)
New Words and Expressions	(121)
Appendix B	(142)
Terms	(142)
Appendix C	(158)
西式食品、饮料举例	(158)
Appendix D	(170)
中式菜谱举例	(170)
参考文献	(173)

Unit One

课文提要

本单元 A 课文着重介绍餐饮服务和各种餐馆。餐饮服务的产品以有形和无形两种形式存在。服务销售决定产品销售。不同的人对餐饮要求不同。餐馆按其场所、规模等分为 4 类：美食餐厅、家庭型餐馆、特色餐馆、经济型餐馆；按其提供的服务类型分为：餐桌式服务餐馆、柜台式服务餐馆、自助式服务餐馆和外卖服务餐馆。B 课文介绍特许经营的来历及其在餐饮行业的发展。

Part I Terms to Know

banquet 宴会，盛宴，宴席

a formal meal for a large number of people, usually for a special occasion, at which speeches are often made

buffet 自助餐馆，快餐部

a self-service restaurant or place, for example in a train or bus station, that offers a very limited variety of foods or drinks

cafeteria (通常设在学校或工厂等) 自助食堂，自助餐厅

a self-service restaurant where you choose and pay for your meal at a counter and carry it to a table; cafeterias are often found in factories, colleges, hospitals, etc.

carry-out service 外卖餐厅服务，外卖服务

a foodservice establishment from which customers take prepared food to eat at some other place such as a car, an office, home, or a park; also called take-out or take-away service

caterer (聚会、婚礼等的) 酒席承办人或公司, 提供饮食服务的人或公司
a person or a firm whose job is to provide food and drinks at a business meeting or for a special occasion such as a wedding, etc.

catering (聚会、招待会、娱乐活动等的) 酒席承办, 提供饮食及服务
a mobile service or the work of providing food and drinks for special events or under special circumstances; unlike a restaurant, a catering service does not need to operate at a fixed location

chain 联号, 连锁店
a group of businesses operated under a central management, as in a hotel or restaurant chain

counter service 柜台服务
restaurant service in which customers are seated at a counter where they are served by the person who prepares the food or by a waiter or waitress

cuisine 烹调, 烹饪 (术)
a French word used in English for a particular style of cooking such as Chinese cuisine, French cuisine, Italian cuisine

décor (饭店的) 装饰, 装潢, 布置
the decorative furnishing and arranging of a restaurant

foodservice 餐饮服务
a term used for the entire restaurant and catering business that provide mainly food and service to customers

franchise (给个人或公司的) 特许经营权, 特许经营权
formal permission given by a company to sb. who wants to sell its goods or services in a particular area; an arrangement in which an operator from a central organization leases the name and procedures for a business

***franchisee** 特许经营人
a person who obtains a lease or permission to purchase a business from a franchisor

***franchisor** 授予特许者 (公司)
a parent company that owns or leases other businesses

gourmet 美食家, 美食者

a person with educated taste in food and drink who enjoys choosing, eating and drinking them

***real estate** 不动产

(also **real property**) the property in the form of land and house

restaurant 餐馆

an establishment at a fixed location where you can buy and eat a meal

self-service restaurant 自助餐馆

a restaurant in which customers serve themselves from food displayed on a counter and then pay for the food

street stand 街边摊, 小吃摊

a small often outdoor shop or place for selling foods; often the foods are quickly prepared

table service restaurant 有餐桌服务的餐馆

a restaurant in which customers are seated at a table where they are served by a waiter or waitress

***trademark** 商标 (也指对某一品牌的认可)

the name given to a product or business; it also refers to the public recognition and therefore the economic value of such a name

Part II Text



Text A

Foodservice and Restaurants in General

Food serves as one of the most important material conditions that people rely on for survival. The history of food is as long as the history of human being. The courtesy, concept, custom and culture of food have developed in the **foodservice** activities. In modern

society, the **restaurant** and **catering** business is the result of the development, which feeds millions of people who choose to or have to eat out. It has been a business defined as foodservice industry.

The task of the foodservice industry is to provide both an invisible service and a visible product to those who have their meals away from their homes. The final commercial actualization of any product is based on the service offered. No one should doubt that a timely, proper, understanding service is half a success of the product sale even before the real sale contract is done.



The sales of products and services take place mainly in restaurants. Restaurants offer their service and product at a fixed location while the catering business is a mobile one providing foodservice either for special occasions or for places where meals are usually not prepared. The first kind of service can be found in most large hotels which provide special meals for groups holding celebrations, meetings,

or **banquets** on their premises. The meal served by airlines, for example, is the second kind of service; foods are prepared in kitchens which are operated by a catering company or **caterer**, then delivered to the airplane, and simply heated before they are served to the passengers.

Restaurants, though operated at fixed locations, vary a great deal. They can be as big as one serving hundreds of people at a time, or as small as a stand. Restaurants range from **street stands** for a bowl of noodles or a hamburger to elaborate restaurants with the best cooking to meet different needs and demands. Because of these different needs from different groups of people, restaurants generally fit into four categories: the **gourmet** restaurants, the family-type restaurants, the specialty restaurants, and the convenience restaurants. Most of these kinds of restaurants offer table service.

A gourmet restaurant offers meals that appeal to those who eat and appreciate the best in food and drink. Such a person is a gourmet. Usually the service and the price are in accord with the quality of the meal so that these restaurants are the most expensive and luxurious of all foodservice establishments.

A family-type restaurant is an eating place serving simple food at moderate prices that appeal to family groups. Many of these restaurants are owned by **chains** or operated under a

franchise, an arrangement in which the name and procedures of the business are leased from a central organization. Their major feature is the reliability they offer their customers through standardized food and service.

A specialty restaurant offers a limited variety or style of food. It may specialize in a certain food steaks or in a particular kind of national food like dumplings or it may depend on the atmosphere, theme, **décor**, or personality of the owner to attract customers. Both the quality and the price of the food rank lower than those of the gourmet and higher than those of the family-type restaurants.

A convenience restaurant offers service and food to customers who prefer to eat in a hurry and want fast service, cleanliness, and low price. A typical variation of this type is the fast food operation. Fast foods are those which can be prepared, served, and eaten quickly. Most institutional foodservices fall into the convenience category, including **cafeterias** and restaurants in factories, offices, and hospitals, etc.

In terms of the kind of service restaurants offer, there are basically four types of restaurants: **table service**, **counter service**, **self-service** and **carry-out** or take-out.

In **table service restaurants**, customers are seated at tables where food is served by a waiter or waitress. In **counter service restaurants**, customers sit at a counter and are served either by the person who prepares the food or a waiter or waitress. A self-service restaurant is often called a **buffet** or cafeteria; there customers pass in front of a counter where food is displayed and help themselves.



Carry-out restaurants often serve fast foods; customers place their orders at a counter or by telephone ahead of time, then “take-out” the food and eat out of the restaurants.

All these kinds of restaurants fulfill the customer’s immediate convenience and satisfy all kinds of customers. Customers may choose a restaurant in terms of service kind or restaurant type, or the **cuisine** a restaurant can offer. With the rising of life standard, public attention is more atoned to the balanced nutrition, the sanitation of restaurant environment, the individualized service, etc. All these reflect the modern people’s improvement of habit and life quality.

Witnessing a meteoric rise in chain and franchise restaurant operations in recent years, the restaurant industry is still one of the strongholds of small business so that a great number of restaurants around the world are independently-owned and often owner-operated. The restaurant and catering industry, like lodging business, employs literally millions of people throughout the world. Particularly in tourist areas, the foodservice and accommodations industries play a great role in balancing the employment in the regional economy.



New Words and Expressions

accommodation	[ə'kɒmə'deɪʃən]	n.	膳宿, 住处
category	['kætɪgəri]	n.	类别, 种类, 类型
convenience	[kən'vi:njəns]	n.	方便, 便利
deliver	[di'livə]	vt.	送货, 递送
elaborate	[i'læbəreɪt]	a.	精致的, 细致的
establishment	[is'tæblɪʃmənt]	n.	(饭店、旅馆等) 商业单位
institutional	[ɪnstɪ'tju:ʃənəl]	a.	公共机构的, 慈善机构的
lease	[li:s]	vt.	租出, 出租, 租得
meteoric	[ˌmi:tɪ'ɔ:ɪk]	a.	极为迅速的, 令人眼花缭乱的
operation	[ˌɒpə'reɪʃən]	n.	营业, 业务; 经营, 管理
premise	['premis]	n.	(企业、机构等使用的连地基和附属设施的) 房屋, 经营场所
rank	[ræŋk]	v.	排列, 归类于
		n.	排名
reliability	[rɪˌlaɪə'bɪlɪti]	n.	可靠, 稳定
specialty	['speʃəlti]	n.	(又作 speciality) 特色产品
standardize	['stændədaɪz]	vt.	使标准化, 按标准检验
stronghold	['strɒŋhəʊld]	n.	要塞, 大本营, 安全地
appeal to			有吸引力, 有感染力
fall into			分成
fit into			适合, 适应

in accord with

in terms of

on one's premises

specialize in

与……一致, 与……相符合

用……字眼, 以……来衡量, 以……作为尺度, 在……方面

在……的屋内, 在……的场所内

专攻, 专门从事



Exercises

I. Choose the answer that best completes the statement or answers the question.

- The task of foodservice business is to provide both _____.
A. food and drink
B. food and service
C. restaurant and catering service
D. fixed and mobile service
- The successful selling of a product is based on _____.
A. good management
B. low price
C. proper service
D. staff's servility
- Generally speaking, restaurant industry can include both _____.
A. restaurant and hotel
B. restaurant and catering
C. food and service
D. drink and service
- Which of the following may be a restaurant service?
A. Meals at hotels.
B. Meals on airplanes.
C. Meals at a wedding celebration.
D. Meals at school.
- How many types of restaurants do we have?
A. 2. B. 3. C. 4. D. 5.
- Which of the following may be a gourmet restaurant?
A. Guolin Family Dishes.
B. McDonold's.
C. Quanjude Peking Roast Duck.
D. Malan Noodles.
- In terms of the kind of services, cafeteria is a _____.
A. table service
B. counter service
C. self-service
D. carry-out or take-out service

II. Complete the following statements with the appropriate word or phrase.

1. A place which provides foodservice at a fixed location is a _____.
2. A _____ or _____ takes orders and serves meals in a table service restaurant.
3. A _____ service is basically a mobile foodservice operation that provides food for special events or in special circumstances.
4. Many people patronize _____ restaurants so they can eat the food in their offices or cars.
5. The foodservice industry is _____ because it employs a large number of people for the service it provides.

III. Questions for discussion or consideration.

1. Why has the restaurant and catering business become one of the largest and fast-growing industries in the world?
2. If you are going to open a restaurant of your own, what kind of restaurant would you like it to be?



Text B

Franchising

The term franchise originated from a French word, meaning “free from servitude.” Strictly from the business point of view, a franchise is a right or privilege granted to an individual or a group. Franchises may be granted by government or by private bodies. From the point of view of economics, a franchise is a right granted to operate a business under the general regulation of one who grants it. The **franchisor** must provide the product, a proven marketing plan or business format, management and marketing support, and training. The **franchisee** brings financing, management skills, and a determination to own and operate a successful business. What constitutes a franchise is the legal agreement between a franchisor and a franchisee for the conduct of specific business. Further, a franchise-granting corporation may itself be a wholly owned subsidiary of another corporation. A good example is Pizza Hut, Inc., which is a subsidiary of Pepsi Co., Inc., which (as of 1991) also owns Taco-Bell Corporation and Kentucky Fried Chicken Corporation, in addition to several snack food and soft drink corporations. Thus Pizza Hut, Inc., is a component of a large

conglomerate. Components of these types of conglomerates are not considered franchises, although some of them may individually be franchise-granting corporations.

In summary, under the terms of the franchise contract, a franchisor grants the right and license to franchisees to market a product or service, or both, using the **trademark** and/or the business system developed by the franchisor.



Franchising in principle, if not in its current form, has existed for many centuries. In early ages, kings and rulers granted the right to certain individuals to collect taxes. In the Roman republic, members referred to as publican were responsible for collecting taxes, a portion of which they withheld as compensation. In medieval ages, churches granted individuals privileges to conduct business enterprises within their jurisdiction. In England many companies received their charters of incorporation from the crown.

The rapid development of franchising started in the late 1800s, coinciding with the industrial revolution. Changes became evident in the way business was conducted and innovative distribution methods were sought. All these industrial and business changes, coupled with the mass movement of populations to cities and suburbs, led to the development of franchising. Individual enterprises found it profitable to expand into larger franchises, particularly in **real estate**, hardware, auto repair, and other retail businesses.

An estimate of franchising activity during the 1990s suggests that there will be about 458,000–465,000 franchise businesses with sales of approximately \$605 – 612 billion.

Many U. S. franchises are expanding throughout the world. From Europe to South Asia to the Pacific Rim, U. S. franchise companies have found receptive market niches for their products and services. The opening of a McDonald's restaurant in Moscow's Pushkin Square in January 1990 captured the world's attention, attesting to the fact that franchising can play a significant role in the development of needed consumer and service sectors in nations worldwide. The internationalization of American franchising presents virtually unlimited opportunities for U. S. franchisors.



New Words and Expressions

approximately	[ə'prɒksimətli]	ad.	近似地, 大约
charter	[tʃɑ:tə]	n.	特许状, 执照
compensation	[kɒmpen'seɪʃən]	n.	补偿, 赔偿
conglomerate	[kɒn'glɒmərit]	n.	集成物, 联合体
hardware	[hɑ:dwɛə]	n.	五金器具, (计算机) 硬件
jurisdiction	[dʒʊəris'dikʃən]	n.	权力, 管辖权
license	['laɪsəns]	n.	执照, 许可证, 特许
mass	[mæs]	a.	群众的, 大规模的
niche	[nitʃ]	n.	适当的位置, 恰当的处所
privilege	['prɪvɪlɪdʒ]	n.	特权, 特别恩典
receptive	[ri'septɪv]	a.	善于接纳的, 感觉敏锐的
regulation	[regju'leɪʃən]	n.	规则, 规章
retail	['ri:teɪl]	n.	零售
sector	['sektə]	n.	部门, 区域
subsidiary	[səb'sɪdʒəri]	a.	辅助的, 附属的
virtually	['vɜ:tʃuəli]	ad.	几乎, 实际上
withhold	[wɪð'həʊld]	v.	保留, 抑制
attest to			证实
coincide with			符合 (一致于, 与……重合)
be coupled with			和……联合 (结合), 和……一起



Exercises

I. Practice the Dialogue.

(T = Tom; M = Mike)