

***International
Hospitality Management,
Leeuwarden,
The Netherlands***

Program:

- History of professional food production
- Developments & Trends

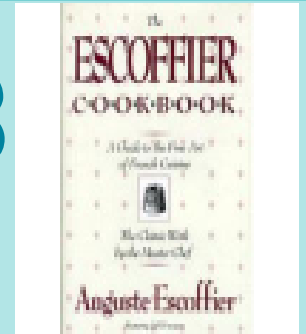
Taste of the world:

- historical background
religion, culture, customs / habits
- global situation
climate, location, kind of soil
- economic- and politic situation
demographic composition



Augusto Escoffier 1874 - 1933

Traditional French kitchen



rejected the “general confusion” in menu’s in which quantity was the most important

- order and diversity in courses
- more delicate and simply dishes
- professional kitchen organizatio



Developments:

- technical developments
 - new (preservation) techniques & equipment
- social and cultural developments
 - discovering the (new) world
- sanitary- and nutritional awareness
 - safe and healthy food

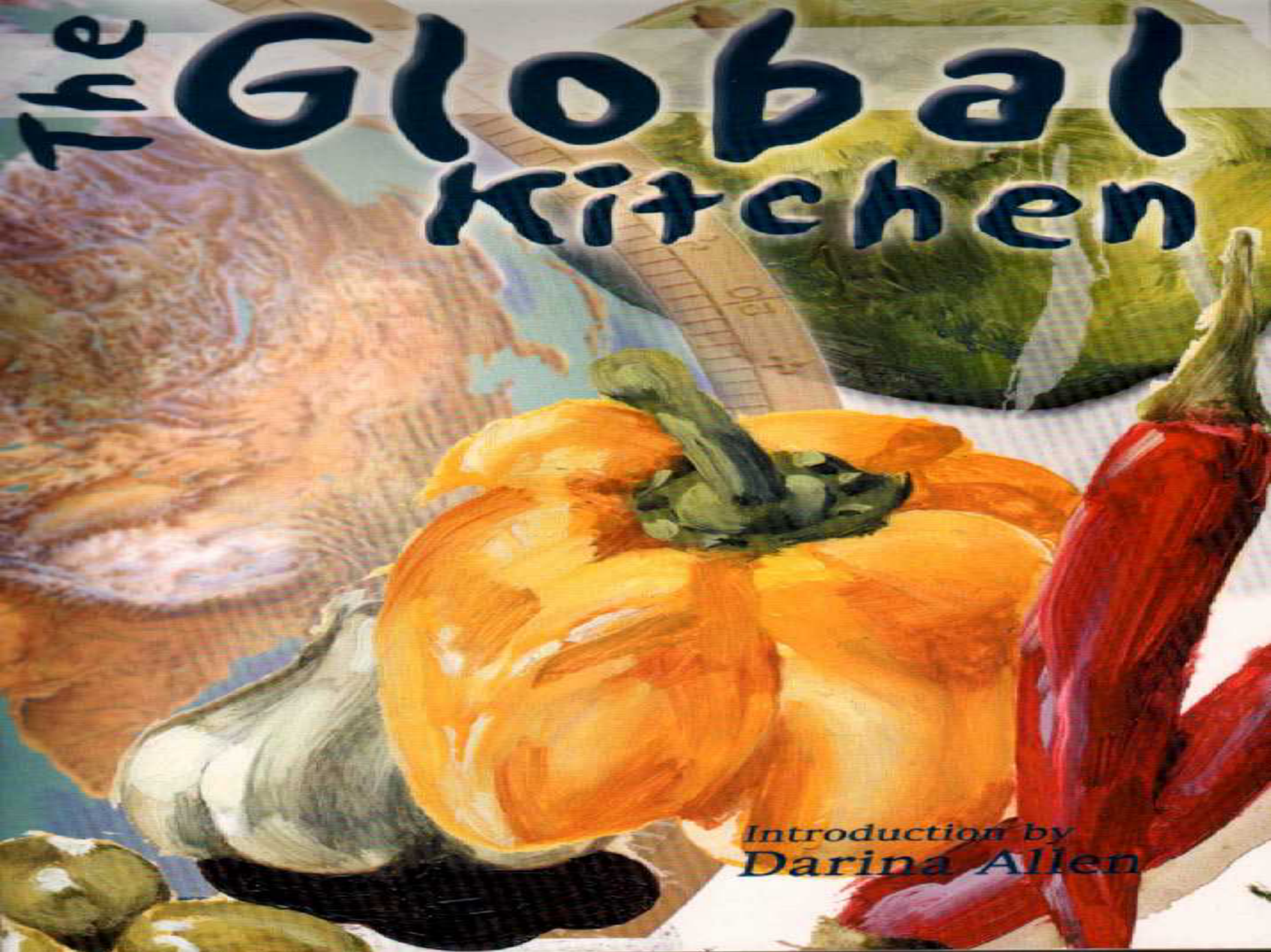
Nouvelle Cuisine, (started around 1970)

rejected traditional principles: more natural flavours

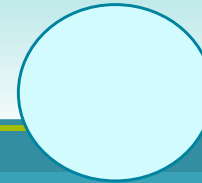
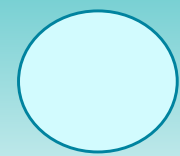
- best quality of fresh products
- shorter cooking times
- less seasoning and salt
- less fat / less calories: lighter sauces



The Global Kitchen

The background of the cover is a textured collage. At the top, a world map is visible, with the Americas on the left and Europe/Africa on the right. A wooden ruler with inch markings is placed diagonally across the map. In the foreground, there are several vegetables: a large yellow bell pepper with a green stem, two red chili peppers, and a bunch of green olives. The overall style is painterly and artistic.

Introduction by
Darina Allen



Globalizing

exposure by migration, travelling and transport



Cosmo kitchen (started around 1980)

ingredients, preparations, dishes from all over the world

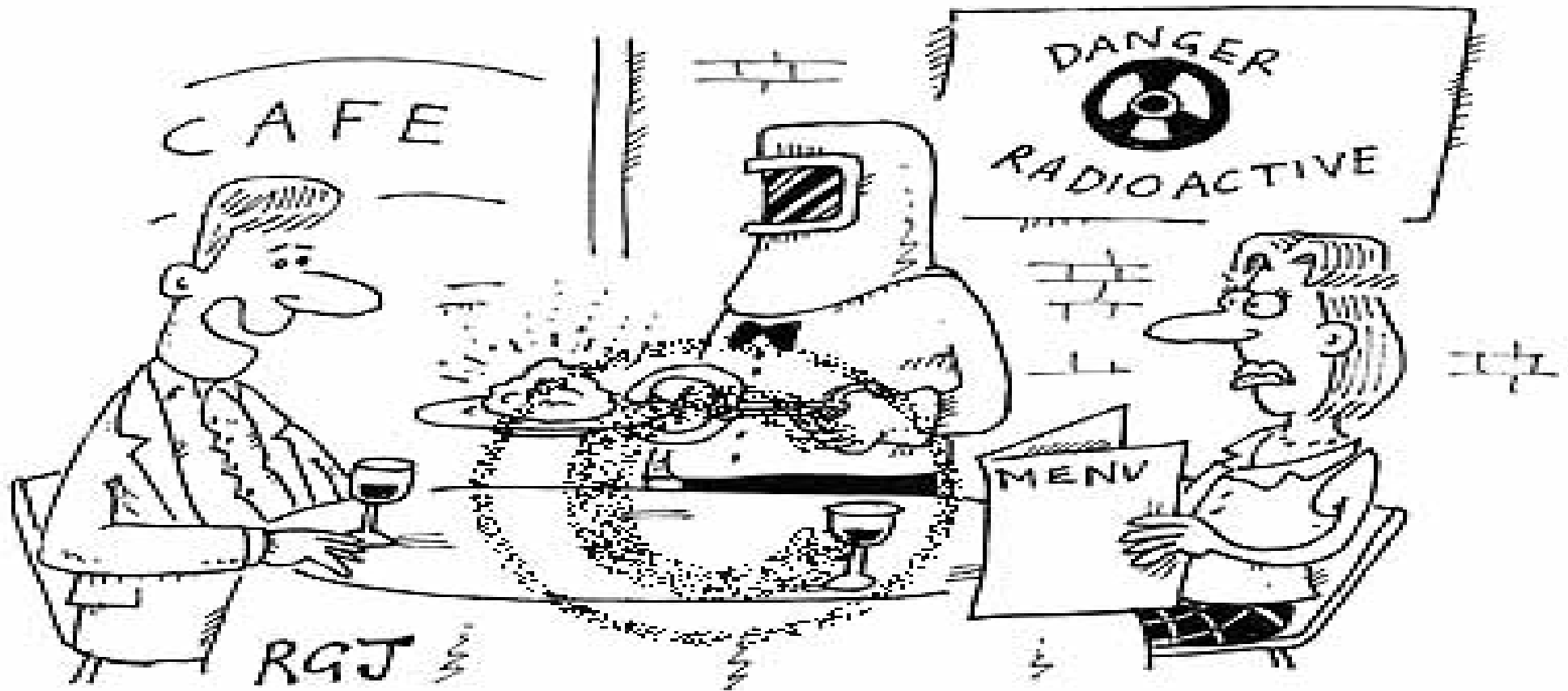


Fusion cooking

beware: it will not become “a confusion”

Trend: Fusion (Australia, USA, GB), Mediterranean/ Asian Food

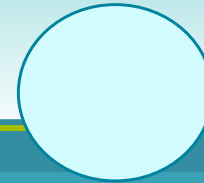
Taste of the world



"Have you tried this fusion cooking before?"

Trends



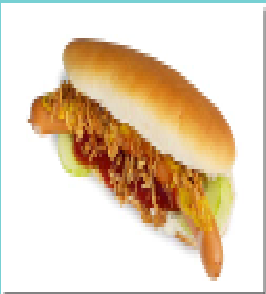
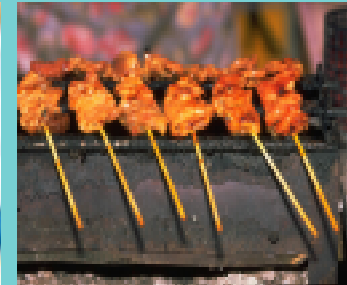


1. Fast Food
2. Healthy Food / functional food
3. Back to basic: Slow Food
4. Molecular Gastronomy: Evolution Theory
5. Tapas / Wappaz

Fast Food



Christelijke Hogeschool
Nederland



Fast food



Grazing



Street food

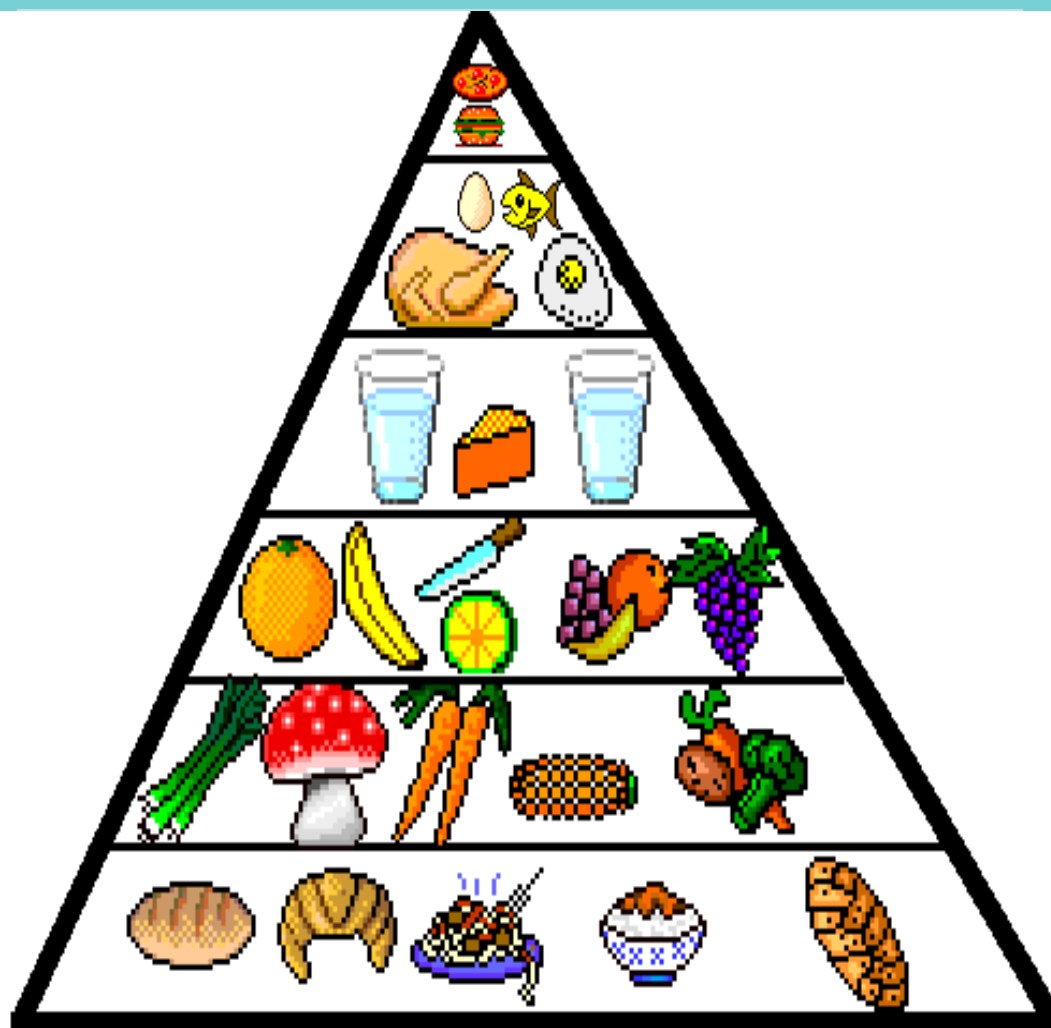
Delivering services

Convenience (ready) foods in retail business



Healthy Food

Healthy Food



"I'm Lovin' it!"

Peter Travers, Rolling Stone

"Funny and outrageous!"
Sam Greisman, Entertainment Weekly

"Two thumbs up!"
David K. Roper

SUPER SIZE ME

A Film of Epic Portions



DVD
VIDEO

eschool
derland

Healthy Food

McDISGUSTING



I'M HATIN' IT

Healthy Food

Functional Food

food claimed to have a health-promoting and/or disease-preventing property



BACK
TO
THE FUTURE™



Slow Food

- dedicated to the land, biologically and ecologically sound food production;
 - dedicated to the kitchen and the table as centers of pleasure, culture, and community;
 - dedicated to revival of regional, seasonal culinary traditions;
- and so: living a slower and more harmonious rhythm of life.



Molecular Gastronomy

(Hervé This)

(focus on physical and chemical
processes)

Evolution theory “El Bulli” (Ferran Adria)

Step 1:

Have a philosophy and get organised

Step 2:

Get ideas from:

- Products
- Technology & Preparations



Products:

- reflections of the product
- applying concepts to a product
 - new products
 - new combinations



Technology and preparations:

- new equipment and new applications for equipment
- new preparations or existing preparations
- new applications

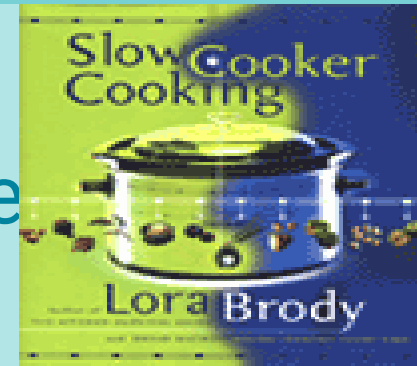


Molecular Gastronomy

Slow Cooking
preparing food slowly at low temperature
(70 – 95 C.)

Cryogen cooking
cooling down products by using liquid gas
(e.g. nitrogen)

Espuma's
foamy sauces made by using a siphon



Molecular Gastronomy



Cryogen cooking

Molecular Gastronomy



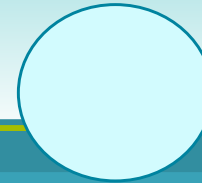
Espuma

Trends in restaurants

- Growth of the foreign kitchen
- High quality Fast Food e.g. Fast Good
- Heavy demands on hygiene (HACCP)
- Healthful meal choices
- Diner cafés: lounging
- Combining diner with entertainment:
e.g. shows, F&B activities, media

Trends in bars

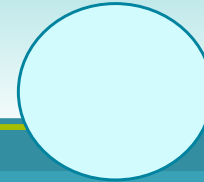
- High quality beverages
 - special (mix) drinks and cocktails
- Lounging
 - combining eating & drinking (e.g. TAPAS)
 - (relaxing) club sphere



Cocooning:

Cocooning is insulating or hiding oneself from the normal social environment, which may be perceived as unfriendly, dangerous or unwelcome,

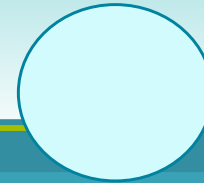
Outside is the enemy, inside is safe (and cosy)



(Non) smoking (area's)

Trends in Cooking

- Table d'hôte menu
- Front cooking
- Delivering the Unexpected !!
- Wappaz: finger food



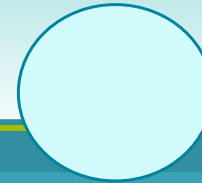
Wappaz

Small Food takes a **big** flight !!

mixture of finger food like Sushi, Dim Sum, Tapas,
Mezze and (other) Street Food

點心
DIM SUM





1. One dish meals: Take Away (e.g. overstuffed sandwiches)
2. No prep convenience foods: ready foods
3. New-age dairy: milk is cool (e.g. shakes, smoothies)
4. The culinary melting pot (e.g. Cajun, Spanish, Tex-Mex, Thai)
5. Fruits & veggies: fresh fruits and vegetables (e.g. juices, salads)
6. Coffee concepts (e.g. Starbucks)
7. Diet products / Functional food
8. Bottled water boon

Fast Food



*Christelijke Hogeschool
Nederland*

Classic Fast Food	Kcal	Fat	Healty alternative	Kcal	Fat
Big Mac	510	26	Crispy chicken bacon ranch salad	368	20
Big French Fries	587	33	Balsamico dressing	33	2
Large Coke, (500 ml)	210	-	Biological low-fat milk	149	5
Donut	290	16	Fruit & Yoghurt	136	3
Total	1,597	75	Total	686	30