

Группа: ООП 3/1
Дата проведения: 08.02.2023г.
Специальность: 43.02.01 Организация обслуживания в общественном питании
Дисциплина: ОП.08 Иностранный язык в сфере профессиональной коммуникации
Тема занятия: Классификация предприятий ресторанного хозяйства.
Цели занятия:

Дидактическая: - углубить и расширить знания и представления студентов по теме;
Развивающая: - развивать творческий потенциал студентов;
Воспитательная - воспитывать стремление к совершенствованию английского языка;
: - воспитывать умение работать самостоятельно.

Вид занятия: практическое занятие

Основная литература:

Агабекян И.П. Английский язык для ссузов: учебное пособие. – Москва: Проспект, 2015. – 288 с.

Дополнительная литература:

Интернет-ресурсы.

ДОМАШНЕЕ ЗАДАНИЕ:

1. Запишите и запомните новые слова:

Learn the Vocabulary:

1. **albeit** [ə'l'bi:t]; от "all though it be (that)" хотя (и)
2. **appeal** – привлекательность, притягательность
3. **appetizer** ['æpitaɪzə]; = appetiser 1) закуска (кушанье, подаваемое перед горячими блюдами)
4. **bistro** ['bi:stɹəu] – бистро, закусочная
5. **brewpub** сущ. – брюпаб – паб или ресторан, который торгует пивом собственного производства, как правило малотоннажного
6. **casual dining restaurant**-семейный ресторан полного обслуживания
7. **chain** [tʃeɪn] – сеть заведений под общим управлением
8. **civic** ['sɪvɪk] – городской
9. **diner** ['daɪnə] – гость, приглашённый к обеду
10. **dining** – прил. – обеденный; ресторанный; питание; посещение ресторана
11. **dishes** – посуда
12. **disposable** [dɪs'pəʊzəbl] – выбрасываемый (после употребления); разовый, одноразовый
13. **eatery** – закусочная, забегаловка, столовка (небольшой дешевый ресторан)

14. **entice** [ɪn'taɪs,] – соблазнять; заманивать; сманивать; переманивать
15. **entree** ['ɒntreɪ]; ['ɑːntreɪ] – главное блюдо
16. **fine dining restaurant** – ресторан высокой кухни; гастрономический ресторан; элитный ресторан
17. **flatware** ['flætweə] – столовые приборы (ножи, вилки и ложки)
18. **food truck** – передвижная закусочная; автофургон быстрого питания; передвижная торговая точка
19. **Franchise** ['fræntʃaɪz] – франшиза (на использование торговой марки)
20. **fast casual dining restaurant** – семейный ресторан быстрого обслуживания
21. **full meals** – полное столование
22. **fully fledged** – 1) полноправный, полноценный
23. **fund(-)raising** ['fʌndˌreɪzɪŋ] – сбор денег (на благотворительные нужды)
24. **gourmet** ['guəmeɪ] – гастромом, гурман
25. **in-house** – собственный, внутренний, внутрифирменный
26. **labor costs** – затраты на рабочую силу, трудовые затраты, трудозатраты
27. **laid-back** общ. – спокойный, ненапряжённый; расслабленный
28. **moderately priced** – за умеренную цену (как определение к сущ.); по умеренной цене (как определение к сущ.); недорогой
29. **open kitchen** – открытая кухня
30. **outdoor seating** – столики на улице (о ресторане)
31. **overhead costs** – накладные расходы
32. **pop up** – временный ресторан
33. **Side** – находиться рядом, соприкасаться (с чем-л.)
34. **sit-down restaurant** – ресторан, не относящийся к какой-л. сети быстрого питания, классический ресторан, амер. традиционный ресторан (ресторан, в котором посетителей официант обслуживает за столиком)
35. **social media** – социальные медиа вебсайты и приложения, используемые для построения социальных сетей
36. **spawn** [spɔːn] – порождать, вызывать
37. **start-up costs** – первоначальные издержки; первоначальные расходы; учредительские издержки; учредительские расходы, организационные расходы; расходы на создание нового предприятия
38. **table service** – обслуживание официантами
39. **themes**- тематика
40. **timeless** – неподвластный времени; непреходящий; неустаревающий

41. **trademark** ['treɪdmɑ:k] – 1) торговая марка, товарный знак;
2) отличительный знак, типичная черта
42. **try out** – тщательно проверять; испробовать; опробовать; пробовать; испытывать; отбирать;
43. **Upscale** - [ʌp'skeɪl]; **up-market** – высококачественный, высшего качества, высококлассный (о товарах, услугах).

2. Прочитайте текст, обращая внимание на новые слова:

Restaurant Types and Concepts

Definitions and Examples of Restaurant Concepts

Today there are many different types of restaurants, from fast food to family casual. Here is a brief overview of some of the more popular restaurant concepts.

Fast food is the most familiar restaurant to most people. Chains like McDonalds and Burger King became popular in the 1950s, and helped spawn countless other concepts like Taco Bell, KFC, and In&Out Burger. Fast food service attracted customers for its speed and convenience.

Fast food restaurants are typically chains. If you are thinking of opening a fast food franchise, keep in mind that the initial costs of franchising are more expensive than opening an independent restaurant.

This is one of the biggest trends right now. **Fast casual** is slightly more upscale than fast food. Fast-casual restaurants offer disposable dishes and flatware, but their food tends to be presented as more upscale, such as gourmet breads and organic ingredients. Open kitchens are popular with fast casual chains, where customers can see their food being prepared. Boston Market is classified as fast casual.

Café is a restaurant that does not offer table service. Customers order their food from a counter and serve themselves. A café menu traditionally offers things such as coffee, espresso, pastries, and sandwiches. Cafes originated in Europe and are strongly associated with France. They are known for their casual, unhurried atmosphere. Outdoor seating is another trademark of a café. Panera Bread is an example of a popular bakery-café chain. The term bistro is sometimes interchanged with café. A bistro is actually a café that offers full meals (albeit, cheaper than a full-fledged sitdown restaurant).

Pub is short for Public House; pubs date back hundreds of years to Europe, especially Great Britain. Pubs have a timeless appeal, for their laid back atmosphere. Brewpubs offer beer made in-house, as well as a wide selection of other beers and ales. Pubs can offer full menus, as well as appetizers. Many casual style restaurants have a separate pub side to their establishment.

Casual Style Dining is also known as family style dining in the United States. Casual style restaurants offer moderately priced entrees. This is one of the largest markets in the US right now. Casual style dining can be any number of themes, from Italian (Olive Garden) to seafood (Red Lobster) to Mexican (Chilis). Casual style

restaurants offer table side service, nondisposable dishes, while still keeping the menu moderately priced.

Just as the name implies, **fine dining** is used to describe a much more upscale restaurant, one that offers diners an elegant atmosphere with high-quality service. The chefs in fine dining restaurants are usually professionally trained, and the food is fairly expensive, but worth it.

Another hugely popular restaurant concept are **food trucks**. These mobile eateries are popular for a variety of reasons: they have low start-up costs, low labor costs, and little overhead. Starting your own food truck still requires many of the same steps as opening a new restaurant. You need a business plan, financing, a menu, equipment, and good name. A trademark of a food truck business is the use of social media to announce where the truck is each day.

If you are looking for a way to try out a restaurant without any longtime commitment, **a pop-up restaurant** is one solution. Some professional chefs open their own pop-ups to build their culinary reputation, since the shortterm nature of a pop-up allows chefs total freedom and creativity in the kitchen. Others open a pop up restaurant to test out a restaurant concept, using it as an avenue to entice investors as well as the public to try it out. On a more philosophical note, other people use pop up restaurants as a way to offer gourmet dining at reduced prices, so everyone can enjoy it. Lastly, pop-ups are sometimes used as a vehicle for fundraising by civic and community groups.

3. Answer the following questions according to the text:

1. When did fast food chains become popular?
2. Why did fast food service attract customers?
3. What should you keep in mind while opening a fast food franchise?
4. What do fast-casual restaurants offer?
5. What is an open kitchen?
6. In what way cafes are different from other types of eateries?
7. Where did cafes originate?
8. What is the difference between bistro and a café?
9. Why do pubs have a timeless appeal?
10. What are peculiarities of a casual style dining?
11. What restaurants can be called fine dining ones?
12. Why are food trucks so popular?
13. Why do people open pop-ups?

4. Complete the following sentences according to the text:

1. Fast food service attracted customers... .
2. Open kitchens are popular with fast casual chains,

3. Café is a restaurant that
4. A café menu traditionally offers things
5. Brewpubs offer beer
6. Casual style restaurants offer
7. The chefs in fine dining restaurants are
8. Food trucks are popular for a variety of reasons:
9. Pop-ups are sometimes used

5. Correct the following false statements according to the text:

1. Fast food is the most unknown restaurant to most people.
2. If you are thinking of opening a fast food franchise it will be cheaper than opening an independent restaurant.
3. Pubs have a timeless appeal, for their strict atmosphere.
4. Casual style restaurants offer cheaply priced entrees.
5. Fine dining is used to describe a casual restaurant.
6. Food trucks are not popular with people.
7. Pop-up restaurants are opened to cheat others.

6. Match the English and Russian equivalents:

1) chain	a) высоко качественный
2) flatware	b) сеть заведений под общим управлением
3) upscale	c) столовые приборы (ножи, вилки и ложки)
4) table service	d) собственный
5) outdoor seating	e) семейный ресторан полного обслуживания
6) sit-down restaurant	f) столики на улице
7) in-house	g) традиционный ресторан
8) casual dining restaurant	h) обслуживание официантами

7. *Сделайте скрин выполненной работы и пришлите (не забывайте указать фамилию, группу, число за которое сделали домашнее задание):*

<https://vk.com/id34189235>