



Chapter 11 Outline

Casual/Theme Restaurants: A Marketing Perspective
Casual/Theme Markets
Guest Feedback
Menu Considerations: Food
Menu Considerations: Beverages
Value
The Dining Environment, Supplies, and Equipment
Getting Ready for Service
Training
Dining Service Staff Positions

Competencies

1. Describe casual/theme restaurants, including the following topics: markets; guest feedback; food and beverage trends; examples of ways casual/theme restaurants give value to guests; and environment, supply, and equipment issues. (pp. 411–424)
2. Summarize some of the issues casual/theme restaurant managers face when getting their restaurants and staff members ready to serve guests, including training issues, and describe typical staff positions. (pp. 424–431)