

## Chapter 14 Outline

Major Market Segments of the On-Site Food Service Industry  
    Self-Operated and Contract Management Options  
    Branded Food Options  
Business and Industry Food Service  
    Reducing Subsidies from Host Organizations  
Health Care Food Service  
    Reinventing the Cafeteria  
    Tray Service—Hospitality Style  
    Spoken Menu Concept  
    On-Demand Room Service  
    Chef Visits  
College and University Food Service  
    Flexible Meal Plans  
    Serving Policies  
    Menu Planning  
    Encouraging Healthy Food Choices  
    Smart Card and Debit Card Technology

## Competencies

1. List major market segments of the on-site food service industry and the types of organizations within them; list contract management companies and distinguish self-operated food service facilities from those operated by contract management companies; summarize the advantages of including branded foods and food outlets in on-site food service operations; describe the business and industry food service segment; and explain how on-site food service operations can reduce the subsidies they receive from their host organizations. (pp. 577–587)
2. Describe health care food service and summarize issues important to this segment of the on-site food service industry, including commercialization, reinventing the cafeteria, and improving tray service to patients; and describe the college and university food service segment, including issues ranging from scramble systems and flexible meal plans to menu planning and smart / debit card technology. (pp. 587–597)