Ray Kroc has been called "fast food's founding father."

A traveling salesman, inspired by a California restaurant, launched the McDonald’s fast food empire that spread worldwide. It succeeded by making uniformity, simplicity, and value cardinal virtues.

Have students discuss what they believe Ray Kroc meant by this statement.
Service is what foodservice industry employees provide.

This lesson will review the appearance, attitude, benefits and goals of quality service.
The appearance of foodservice employees impacts the business.

Employees should:
- practice good personal hygiene
  - hair should be pulled back or put up
  - hands should be clean and nails short
- jewelry should be minimal
- wear a clean uniform to work
A positive attitude is critical to the foodservice business.
Many benefits are gained when providing quality customer service.

Do you agree with these?
Goals

› Display courtesy, respect and friendliness
› Greet customers immediately upon arrival
› Make the customer feel welcome
› Set the stage for a pleasant dining experience

The primary goal of a quality foodservice industry is to always make the customer feel special.

How do you feel when you dine out?
Click on image to view video:
Beauty and the Beast - Be Our Guest
Be Our Guest song from Beauty and the Beast
http://youtu.be/afzmwAKUppU
Questions?
References and Resources

Book:

Images:
1. Microsoft Office Clip Art: Used with permission from Microsoft.

Textbooks:

Website:
1. Ray Kroc Restaurant Chains
   http://www.pbs.org/wgbh/theymadeamerica/whomade/kroc_hi.html

2. Texas A & M AgriLife Extension
   Online courses and programs
   For everyday people interested in learning more about a variety of topics
   https://extensiononline.tamu.edu/secure_index.php

YouTube(TM) video:
1. Beauty and the Beast - Be Our Guest
   Be Our Guest song from Beauty and the Beast
   http://youtu.be/afzmwAKUppU