

Project 4: Restaurants

Introduction

In this project, you will learn about food and restaurants. You will watch a video of a YouTube food reviewer, learn how to describe food, do a video review of your own and a mini-presentation on fast food restaurants.

The main project will be to find a restaurant with a Japanese menu and offer you services as translators, making an English language version of the menu. You will give a stand-up poster presentation of your experiences in pairs at the end of the project.

Listening: Daym Drops Super Official Food Review

Daymon Patterson, or "Daym Drops", is an entertainer and Youtube vlogger who gives take-out food reviews from his car. You are going to watch him review three foods. Daym Drops sometimes talks very quickly. You are unlikely to understand every word. Don't worry! He is extremely expressive and you will be able to understand how he feels about the food from his facial expressions and voice tone.

Watch the preview. There are no words in the preview, but you will be able to see which three foods he is reviewing and how he feels about them.

-
-
-

Brainstorm words associated with these three foods.

Now watch the whole review. Check (✓) any words you hear on the lists above.

You will find the whole transcript on page 51.

Mini-Presentation: Fast Food Restaurants

To begin work on your mini-presentation, you will be assigned one of the readings about fast food restaurants on pages 29 through 31. Next week, you will give a five-minute mini-presentation on the restaurant you read about. You may use notes up to 70 words.

Write your notes in your workbook. Your teacher will check them next week. While you prepare, remember that this should be a communicative mini-presentation, so don't memorize anything. Try to talk naturally. Practice your presentation several times and time yourself. Record your times in your workbook.

Kentucky Fried Chicken

One of the most famous American faces isn't the face of an actor or a singer. It's not even the face of someone young and good looking. It's the white-haired face of Harland Sanders, better known as Colonel Sanders, the founder of Kentucky Fried Chicken. Sanders was born in 1890 outside the small town of Henryville, Indiana. His father died when he was six and from then on, he helped his mother around the house, and in time, he became a good cook. From the time he was ten until he was 40, he held many different jobs from farm worker, to soldier, to gas station operator. However, cooking seemed to be his specialty.

In 1930, he began serving food, especially chicken, to people at the gas station where he worked. He didn't have a restaurant yet, so he served people in his home at his own dining room table. In addition to serving people food in his dining room, he also invented the "home meal replacement" – selling prepared meals to busy people. He called this, "Sunday Dinner, Seven Days a Week." Although getting food "to go" is common today, it wasn't common then, so his idea was new.

Fifteen years later, confident in the recipe he'd made for tasty fried chicken, Sanders began to devote himself to the development of a chicken franchise business. In only ten years, he had more than 600 franchises in the U.S. and Canada. After this success, he sold his business in 1964 to a group of investors for 2 million dollars (about 10 million in 2007 dollars), but he remained the spokesperson for the company.

Since 1991, Kentucky Fried Chicken has often been referred to as KFC. Some people believe that the name was changed to avoid the use of "Fried". To many Americans, fried food sounds unhealthy. KFC *is* Kentucky Fried Chicken, but the new name doesn't remind people that the chicken is fried. This shorter, catchy name also may appeal to young people.

Over the last 75 years, Colonel Sanders' small restaurant in his home kitchen has changed into a huge business. Today there are KFC restaurants in over 80 countries and territories around the world, and more than a billion chicken dinners are served each year! Kentucky Fried Chicken is certainly the most famous chicken in the world.

McDonald's

Hamburgers have been part of American culture since the early 1900's. Who created the first hamburger isn't known, but once the idea of serving a meat patty between two slices of bread was introduced, it quickly became popular all over the country. However, it took the imagination of two brothers, the McDonald brothers, to make big business out of hamburgers.

The McDonald's restaurant was started by Richard and Maurice McDonald in 1948 in San Bernardino, California. They started their work in food service with a simple hotdog stand and then later opened a barbecue restaurant. As time went on, they realized that they were making most of their money with hamburgers, so they decided to focus their business on them. Following the ideas of Henry Ford, the famous car manufacturer, they used an assembly-line style of production, which allowed for very fast service. Their food could be served almost immediately, so Richard called it "fast food", a phrase still commonly used over 50 years later.

In 1953, the brothers slowly began to franchise their restaurant. A year later, a man from Indiana named Ray Kroc, heard about the fast service of the McDonald's restaurant. He was a milkshake machine salesman and thought that if there were a lot of McDonald's restaurants, he'd sell a lot of milkshake machines! Thus he went to California and encouraged the brothers to partner with him and franchise their restaurant more aggressively. He later bought the company.

Ray Kroc was a good businessman. He played an important part in building the McDonald's brand. However, he might not have been an overly honest man. It is reported that when he bought the company from the brothers in 1961 for 2.7 million dollars (about 14 million dollars today), he said he would give them an ongoing royalty of 1% of sales, but later he refused to give it to them because the agreement hadn't been in writing.

Today McDonald's is the most popular hamburger in America, and possibly in the world. With over 30,000 restaurants around the globe, even if it's not the most popular, it certainly is the most well-known hamburger. And it all started with the creativity of two brothers.

Mister Donut

In the past, if an American said, “Let’s get a donut”, it was likely that she meant a *Mister Donut* donut. Mister Donut was once an American icon, but it has now moved east and become a popular restaurant throughout parts of Asia.

The story of Mister Donut starts in 1955 on the streets of Boston, Massachusetts. In this year, two brothers-in-law, Harry Winouker and Bill Rosenberg, broke off a former partnership and each began his own chain of coffee and donut shops. Rosenberg started Dunkin’ Donuts and Winouker started Mister Donut. Winouker first sold donuts on the street, but soon had a retail store that sold 35 kinds of donuts and baked goods.

The Mister Donut business became so popular that Winouker decided to franchise his business. Soon after this, there were more than 270 stores throughout the United States of America and Canada. Then in 1970, an international food-service company bought Mister Donut and over the next 13 years, continued to increase the number of stores. In 1983, Duskin of Japan bought the rights to Mister Donut’s sales and trademark for Asia. Now, Asia is the home of most Mister Donut shops. They can be found in Japan, the Philippines and Taiwan. In Japan, the largest Asian market, there are over 1000 stores.

Part of Mister Donut’s success in Asia is that it has tried to target the taste of its customers. The company has slightly changed the recipes it uses in these areas so that the donuts are a bit less sweet. They’ve done this because American donuts were often found to be too sweet for people from places like Taiwan and Japan. It has also developed a variety of new donut flavors, like green tea, that aren’t available in the U.S. but are well-liked in Asia.

While Mister Donut is having great success in Asia, it has been dying in the U.S. The donut shop started by Winouker’s brother-in-law, Dunkin’ Donuts, has taken over most of the American market. Today there are only 14 Mister Donut stores left in the U.S. Nevertheless, the company is going strong with over 2500 shops around the world. There are even some right here in Nagoya.

Mini-Presentations Discussion

Discuss and answer the questions below. The audience members may work together on the questions about the readings they didn't read. If you can't answer a question, ask the presenter for that passage for more information.

McDonald's

1. Who created the first hamburger?
2. When was the McDonald's restaurant started? Where?
3. Where did they get their idea for assembling hamburgers quickly?
4. Who first used the term "fast food"?
5. What did Ray Kroc encourage the McDonald brothers to do?
6. How many McDonald's restaurants are there around the world?

Kentucky Fried Chicken

1. What is Colonel Sanders's real name?
2. He had all kinds of jobs but what was his specialty?
3. Where did he first serve people food?
4. What was uncommon in those days and therefore a new idea?
5. How much did he sell his business for in 2007 dollars?
6. What about the name "Kentucky Fried Chicken" might sound bad?

Mister Donut

1. Where did Mr. Donut start?
2. What happened in 1955?
3. Where are most Mr. Donut shops today?
4. How many shops are there in the largest Asian market?
5. Why did some Mr. Donut shops change their recipes slightly?
6. What donut shop has taken over the American market?

Presentation Skill: Using Signals

Before you give your next presentation, you will learn how to make your presentation better by using signals. Signals help join one idea to another in an easy way so that your audience can understand your presentation better.

During a presentation, you usually talk about a variety of points related to your topic. You mention those things in your introduction. Before you begin talking about a new point, you should signal the change to help your audience follow you easily. We use signal words to tell the audience something is going to change. Below are some examples.

Signal words: first, second, next, now, after that, before, finally....

“*First* I will talk about the location of the restaurant. *Next*, I’ll tell you about its history, and *after that* I’ll describe the kind of food it has.”

“I will begin talking about the history of the restaurant. *Then* I’ll introduce the kind of food it serves... *Finally*, I’ll tell you about the service.”

“.... I’ve told you about the location of the restaurant, *now* I’ll tell you about its history.”

“.... I’ve explained the history to you, *next* I’ll describe the kind of food it has.”

During your next presentation, try to signal each new point you talk about using the examples above.