

Unit 2.1.5

The Roles of the Food Service Sector

Key Knowledge and Key Skills

Key Knowledge 2.1.5

The roles of the food service sector, major food retailers and food marketers in Australia.

Key Skills 2.1.3

Analyse opportunities and challenges and relationships within the Australian food service and food retailing industries, and through practical activities demonstrate, observe and evaluate the influence on food patterns in Australia.

Key Skills 2.1.9

Undertake practical activities to analyse commercial food production in Australia.

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Key Terms and Definitions

Industrial catering and **on-premise catering** refers to the provision of meals at a business location.

Institutional catering is defined as feeding people who cannot cook or feed themselves.

The **food service sector** is part of the food system in which food is consumed outside the home. In these settings, the food is wholly or partially prepared for the consumer.

A **food retailer** is a person, business, or organisation that sells food to consumers to be consumed on the premises; food is usually fully or partially preprepared for consumption.

A **private-label product** is a product manufactured or packaged for sale under the retailer's name rather than the manufacturer's.

The Food Service Sector

As discussed previously, the food system comprises the following areas:

1. primary production;
2. processing and packaging;
3. distribution and access;
4. media and marketing;
5. consumption; and
6. waste management of food.

Businesses that make up the consumption component of the food system are called food service settings and food retailers. A food service setting is where food is made available for consumption outside the home and where food is purchased. Foods in these settings are usually fully prepared for the consumer. Depending on the food service setting, the consumer may or may not need to pay for the food item.

Types of Food Service Sectors

The food service sector can be broken into two sections:

1. the commercial food service sector; and
2. the institutional (welfare) food service sector.

The Australian food service industry is valued at \$41 billion. Around 70,000 food service outlets exist in Australia.



Commercial Food Service Settings

These types of food service settings include:

- Fast-food and takeaway outlets;
- Hotels and motels;
- Industrial and institutional caterers;
- Meal kit companies;
- Private caterers;
- Pubs and bars;
- Restaurants and cafes; and
- Shopping centre food courts.



Industrial catering is a type of catering provided to people at work—for example, factory employees or a large organisation. It refers to the provision of meals at a business location. Industrial catering is sometimes provided by businesses where people work. In this case, it usually aims to cover costs or make a small profit. This is because the primary purpose of industrial catering is to provide food for employees at reduced rates. It is hoped that this will ensure that employees are well-fed, satisfied, and more productive.

Institutional Food Service Settings

Institutional catering is defined as feeding people who cannot cook or feed themselves. They may be unable to cook or provide for themselves due to a physical inability or because they lack the accommodation and resources that would enable them to do so.

This type of catering occurs in places where very little profit is expected to be made. Instead, the money gained is expected to cover the costs associated with making the food only. Cafes and canteens at schools and universities used to be non-profit driven as they provided a service for students and staff; however, nowadays, many aim to earn a profit and are run by private organisations, with the profits often no longer used to benefit the school.

Welfare settings may also provide institutional catering. However, in welfare settings, diners do not pay for the food. Instead, the food costs are often subsidised by the government or community, or users may have already covered the cost of food in fees paid. Examples of welfare settings include dining halls, canteens, hospitals, aged-care facilities, military bases, and correctional facilities.

Meal kit companies provide a service where a ready-made meal or ingredient box is delivered to customers to finish preparing. Examples of meal company subscriptions include Hello Fresh®, Dinnerly®, and Lite'n'Easy®.

Watch this video about Gordan Ramsy and his passion for restaurant service: <https://youtu.be/YoxHEBeF6s0>

Watch this clip about the food service sector in the air force: https://youtu.be/8_4CzkDLehQ

Major Food Retail in Australia

A food retailer is a person, business, or organisation that sells food to consumers to be eaten off the premises. A food retailer can be a fast-food drive-through where customers are expected to leave the premises to eat their food. Supermarkets are also food retailers, as many people purchase food from a supermarket and consume it elsewhere.

Two large food retail companies dominate the Australian supermarket industry: the Coles Group and the Woolworths Group. Both attract around a 30% share of a market worth around \$90 billion per financial year. In 2018–2019, Woolworths was Australia's largest supermarket chain, with 995 stores and a market share of \$40 billion. Coles was the second biggest supermarket chain, with 807 stores and a \$38 billion market share.

ALDI is a German-based company and was established in Australia in 2001. They have just over 500 stores in Australia (although there are no stores in Tasmania and the Northern Territory). ALDI earned a market share of around 11% during the 2019 financial year, with Australian shoppers spending \$12.8 billion in their stores.

A survey by Choice in 2021 revealed that people living in Victoria rated ALDI best for value for money. This is because ALDI works closely with its suppliers to minimise costs and provide good quality products at low prices, which Australian consumers want. However, shoppers from other states stated that having a range of products, brands, and locally produced foods to choose from was important to them. They, therefore, voted for some smaller, less well-known supermarket chains.

Watch these videos about the popularity of different supermarkets in Australia: <https://youtu.be/CucznDV6vPM> and <https://youtu.be/CucznDV6vPM>

Roles in the Food Service and Retail Sector

Many roles within food service and retailing are related to preparing and selling food. However, there is an abundance of other positions within the food service and food retailing sector.

Employment

The jobs provided by the food service and retailing sectors vary. The most obvious ones in the food service industry are chefs, dishwashing, and waiting staff. But consider all the others; baristas, function managers, kitchen hands, sommeliers, menu planners, and waitstaff, to name but a few. Checkout operators and stock fillers are the most obvious in food retail. However, there is also a need for bakers, butchers, store managers, and produce workers in major supermarkets. Accountants, website developers, social media managers, merchandisers, and office workers also support the administration component of the food retail sector.

Provision of Food and Nutrition Information

Food service and retail sectors can provide consumers with information on food preparation, food trends, and nutrition. It can advise consumers on making recipes and help keep them updated with a wide range of food information.

Time Management

Cooking and food preparation can take up valuable time, which many people do not have. The food service and retail industry can provide consumers with partially or fully cooked meals. Customers can then spend their time doing other things in their busy schedules.

Career Development

Approximately 13% of food services workers are secondary school students. The food service and retailing sectors are often the first jobs for young people. Sometimes, young people continue working in this sector with the same employer or other employers. Many businesses within the food industry provide opportunities for people to develop

various skills that they can continue using in their personal and professional lives. Many people are fortunate to acquire a traineeship or apprenticeship in food-related businesses.

Socialisation

For many people, working at or visiting food service and food retailing businesses gives people the opportunity to meet people, form friendships, and interact with others. During the COVID-19 lockdowns, leaving the house to go grocery shopping or get a takeaway coffee from a local café was the only time some people communicated with others. For people living alone, the opportunity to have this social interaction was particularly important.

Economic Stability

The many jobs undertaken in the food service and retailing sectors provide employees with an income. This income provides economic stability for them and their families and contributes to the Australian economy.

[Click here](#) to read an article about the benefits of employment in a supermarket.

Watch this video about the roles at a supermarket: <https://youtu.be/ncwodNX8UHo>

Watch this video about the different positions at McDonald's: https://youtu.be/53jmZrG_pM0



Challenges in the Food Service and Retail Sector

The food service and retailing sectors are constantly developing and changing along with consumer attitudes and demands.

Eating meals out of the home has increased dramatically in the last 20–30 years. The annual turnover of cafes, restaurants, and takeaway food services in Australia increased from \$22.46 in 2004 to \$46.8 billion in 2019.

Factors such as busy lifestyles, cheaper food prices, dual-income families, and higher wages have contributed to this rise.

2020 was the first year that this industry had reported negative growth. The annual turnover for food service and retail businesses slowed to \$39.75 billion in 2020. This was mainly due to many Australians (particularly Victorians) experiencing COVID-19-related lockdowns. However, now that restrictions have eased, more Australians are beginning to eat out again.

Skill Shortages

Unfortunately, post-COVID-19, there has been a shortage of skilled people to work in the hospitality industry. Many restaurants had to close because many of their employees were from overseas on working visas, and some were international students. Most of these people returned to their home countries at the onset of COVID-19. Many lost their jobs due to the closure of businesses at the start of COVID-19. They were not eligible for any financial aid from the government. They, therefore, returned to their home countries or Queensland, where lockdowns were not as strict. Many of these people from overseas are yet to return.



A severe shortage of workers means that restaurants can't open or can only open for a limited time. Not enough staff are available to fill the positions required to operate a restaurant at full capacity or for longer hours. The shortage of international workers has impacted the entire Australian hospitality sector.

A shortage of international workers is not the only problem contributing to a lack of workers in the food service industry. There are not enough people completing the courses required to be confident and effective hospitality workers in Australia. In 2010, the number of food trade workers in apprenticeships and traineeships was 19,200; by 2018, it had reduced to 12,000 trainees. To add to this dilemma, only over a quarter of those trainees enrolled in courses completed them in 2018.

Watch these videos about skilled shortages in Melbourne: <https://youtu.be/KoTSfkZ9w3U> and <https://youtu.be/Cx67PL8Ls7U>

Employee Pay Rates and Working Hours

People working in the food service and retail industry need excellent communication, interpersonal, and teamwork skills. In addition, they must be good at multitasking and be effective problem-solvers. For a long time, the amount people are paid in the food service and retail industry has not reflected workers' skill level and work ethic.

People in the hospitality industry are often required to work long hours at any time of the day or night. It is also common for people in this industry to work a split shift, separating the working day into two shifts with a big break in the middle. Working in the food service and retail area can also be challenging because people often have to work on the weekends and public holidays. Holidays and weekends are often the industry's busiest times.

Exploitation

Exploitation is also an ongoing problem in some food service and retail businesses. Many workers, including international students and travellers, are often paid below the standard Australian hourly rate set by the government. This occurs because many hospitality workers are paid 'cash-in-hand.' This means they are paid in cash rather than an employer transferring money to a bank account. Employees often accept cash payments because they are sometimes not permitted to work in a country or to avoid being taxed on the money they are paid. Employers usually pay cash-in-hand to avoid paying their employees paying holiday pay, sick leave, and superannuation. It also means that they have no legal obligation to continue employing them.

Watch this video about employees in the hospitality industry being underpaid: <https://youtu.be/337bRhzLAL0> and <https://youtu.be/rb2D7x9-bbo>

Opportunities in the Food Service and Retail Sector

Online Grocery Shopping

The percentage of people purchasing their groceries online has increased over recent years. Australian consumers have doubled the amount of food purchased online in the last two years. COVID-19 significantly contributed to the number of people buying their groceries online. Consumers felt that it was less likely to contract the virus if they had their groceries delivered. A significant number of people have continued to purchase their groceries online. They report that online grocery shopping is more accessible, cheaper, and convenient. Some people feel they are more in control when shopping online and do not make impulse purchases.

Watch this video about the popularity of online shopping: <https://youtu.be/RSE-5Lr0ZKQ>

Warehouse-Style Supermarkets

A range of supermarkets is beginning to offer lower prices to customers willing to buy goods in bulk. These supermarkets can source groceries at lower prices because they purchase them in massive quantities. They keep other costs down by keeping the design of their stores simple and by establishing stores in industrial rather than retail areas. Some supermarkets, like Costco, require customers to pay a membership fee to access the lower prices.

Some other methods they use to keep costs low include:

- Keeping energy costs down by having lots of natural light in their stores;
- Minimal advertising, relying heavily on news reportage and word-of-mouth for advertising;
- Reducing mark-up of products by buying direct;
- Retaining employees by having attractive salaries and other benefits such as health care; minimising the cost of retraining staff;

- Selling non-food items on consignment, which means they are returned to the manufacturer if they do not sell; and
- Stocking a narrow range and limited variety of products;

Watch this video about the benefits of warehouse-style supermarkets: <https://youtu.be/ENCrbBEvepM>

Sustainability

Recently, more Australian consumers have indicated an interest in the environment and sustainable products. This is partly because consumers desire products with less packaging and less waste. Supermarkets are expected to make changes to packaging food items such as milk, bread, and eggs. Consumers purchase these products regularly, so making the packaging more sustainable is likely to positively impact the environment. In 2021, Coles was ranked one of the most sustainable retailers in Australia and second in the world.

Other sustainable food retailers in Melbourne include:

- *Ceres Grocery and Bakery*, an inner north urban farm, featuring an environmental education centre, a book store, and a grocery shop selling locally grown produce and bulk foods.
- *Gram Sustainable* in Ashburton, which sources a wide range of pantry staples and cleaning products, mostly Australian-made.
- *Precycle Pantry* is operated by Caro Felton, who services more than 30 suburbs across Melbourne in her mobile van. She sells pantry staples like spices, nuts, and muesli, as well as cleaning and personal care products. Caro encourages people to bring their own containers or use one of her reusable options.
- *Terra Madre* is located in Brunswick and Northcote. This store offers a vast range of fruit, vegetables, bulk essentials, and health foods. They use a combination and biodegradable packaging and bulk food systems to minimise waste.

Watch this video about the Precycle Pantry: <https://www.youtube.com/watch?v=ATzxeGdXEPA>

Watch this video about a sustainable supermarket in Melbourne: <https://youtu.be/6HDgmo0yIYI>

The Popularity of Homemade Brands

Original private-label ‘home brand’ products were once considered inferior quality. However, private-label products’ quality and value have improved in recent years. Many consumers now welcome and embrace these products, with 61% of shoppers saying private-label products can be an excellent alternative to well-known brands.

Watch this video about home brand products: https://youtu.be/QhL7M_hEZ0g

Written Activity One

10 Quick Questions

Read the online text at this link: <https://foodstudies.com.au/courses/unit-2-1-5/>

Answer these questions:

1. What are the different areas that comprise the food system?

2. What are the two sections of the food service sector?

3. What are some examples of commercial food service settings?

4. What is industrial catering, and who is it aimed at?

5. What is institutional catering, and where is it typically provided?

6. What are some of the major food retailers in Australia?

7. What are some roles in the food service and retail sector besides preparing and selling food?

8. What are some of the challenges faced by the food service and retail sector?

9. What opportunities exist in the food service and retail sector?

10. How has the popularity of private-label or "home brand" products changed in recent years?

Written Activity Two

Food Business Insights

In this activity, you will have the opportunity to interview a small food business owner or manager to gain insights into the opportunities and challenges facing the Australian food service and food retailing industries. You will learn about the relationships between food businesses, their suppliers, customers, and competitors, and how these relationships impact the success of these businesses.

Step 1

Identify a small food business in your local area that you would like to interview. This could be a café, restaurant, food truck, or food retailer.

Step 2

Contact the business owner or manager and request an interview.

Explain that you are a student and that you are interested in learning about the opportunities and challenges facing the Australian food service and food retailing industries.

Step 3

Prepare a list of questions to ask during the interview.

See the sample questions below for some ideas.

Step 4

Conduct the interview with the business owner or manager. Make sure to take notes during the interview so that you can refer to them later when you write up your findings.

Step 5

Write up your findings in a brief report.

This report should include an analysis of the opportunities and challenges facing the Australian food service and food retailing industries, as well as insights into the relationships between food businesses, suppliers, customers, and competitors.

Sample Questions:

- What inspired you to start your food business, and what have been some of the biggest challenges you have faced?
- How do you source your ingredients, and what factors do you consider when selecting suppliers?
- How do you market your business, and what strategies have been most successful for you?
- How do you compete with other food businesses in your local area, and what sets your business apart?
- What trends do you see in the Australian food service and food retailing industries, and how do you think these trends will impact your business in the future?

Written Activity Three

Discovering Opportunities and Challenges in Food Service and Retail Down Under

Watch this video: https://youtu.be/U_kKk47GyR8

Observe the reactions of the people in the video.

After the video, think about or discuss the different foods that were tasted and to identify any patterns or trends.

Complete the SWOT analysis below to analyse the opportunities, challenges, and relationships within the Australian food service and food retailing industries focusing on the Australian foods provided in the video.

Food Item:	
S trengths What are the core competencies or strengths of the businesses that produce these foods?	W eaknesses What are the limitations or challenges that the businesses producing these foods face in terms of resources, skills, or expertise?
O ppORTunities What are the emerging trends or changes in the market that the businesses can take advantage of or create new business opportunities?	T hreats What are the external factors that could negatively impact the sales or popularity of these foods, such as changes in regulations or health concerns? What are the potential substitutes or alternative products that could replace these foods?
What are the key takeaways from the SWOT analysis, and what are the implications for the business or industry moving forward?	

Written Activity Four

Seaside Café

Read the case study below:

You are the proud owner of a charming beachside café, situated in a picturesque seaside town. For years, your café was a bustling hub for holidaymakers, locals, families with young children, and even the early morning commuters rushing to work. Your patrons would linger for hours, savoring the mouth-watering dishes while soaking up the breathtaking view.

However, the tables have turned, and your once-thriving business has hit a major slump. The hustle and bustle have dwindled, and patrons are no longer willing to spend hours in your café. The morning commuters, who used to stop by for a quick coffee or a delicious breakfast, are no longer interested. It's a bit of a blessing in disguise as you are finding it hard to attract new staff to work in your café, and you're now juggling the duties of many workers, which is affecting the quality of service. The wait times for coffee and meals are longer, and you're starting to fear that you're losing customers because of it.

If you don't find a way to revive your business soon, you may find it challenging to pay the bills next month. The situation is dire, and you know you must act fast to restore your café to its former glory.

It is essential to identify the opportunities and challenges within the Australian food service and food retailing industries that may be influencing the food patterns in Australia if you are to run a successful café business.

Complete the following tasks in small groups or independently:

Task 1

Research and analyze the current trends in the Australian food service and food retailing industries by answering these questions:

- a. What are the current food trends in Australia?
- b. What are the most popular types of cafes and restaurants in Australia?
- c. How have the COVID-19 pandemic and social distancing restrictions affected the food industry in Australia?

Task 2

Identify the opportunities and challenges that your café is facing by answering the following questions:

- a. Why do you think your café is struggling to attract customers?
- b. What are the opportunities for your café to improve its business?
- c. What are the challenges that your café needs to overcome?

Task 3

Evaluate the influence of the Australian food service and food retailing industries on your café's food patterns.

- a. How have the food patterns in Australia changed over time?
- b. How do these changes affect your café's menu and dishes?
- c. What changes can you make to your menu to attract more customers?

Task 4

Develop a plan to revive your café's business by answering the following questions:

- a. Based on your research and analysis, what steps can you take to improve your café's business?
- b. What changes can you make to your café's menu, services, and pricing to attract more customers?
- c. How can you market your café to attract new customers?

Task 5

Present your plan to the class.

- a. Develop a presentation that outlines your plan to revive your café's business.
- b. Explain the opportunities and challenges that your café is facing and how you plan to address them.
- c. Discuss the changes you will make to your menu, services, and pricing and how these changes will attract more customers.
- d. Discuss how you will market your café to attract new customers.

Practical Activity One

Freakshakes at the Seaside Café

Read the case study below:

You are the proud owner of a charming beachside café, situated in a picturesque seaside town. For years, your café was a bustling hub for holidaymakers, locals, families with young children, and even the early morning commuters rushing to work. Your patrons would linger for hours, savoring the mouth-watering dishes while soaking up the breathtaking view.

However, the tables have turned, and your once-thriving business has hit a major slump. The hustle and bustle have dwindled, and patrons are no longer willing to spend hours in your café. The morning commuters, who used to stop by for a quick coffee or a delicious breakfast, are no longer interested. It's a bit of a blessing in disguise as you are finding it hard to attract new staff to work in your café, and you're now juggling the duties of many workers, which is affecting the quality of service. The wait times for coffee and meals are longer, and you're starting to fear that you're losing customers because of it.

If you don't find a way to revive your business soon, you may find it challenging to pay the bills next month. The situation is dire, and you know you must act fast to restore your café to its former glory.

In order to attract customers, the Seaside Café have decided to sell freak shake that meets one of the trends listed below:

- Vegan or plant-based foods
- Superfood
- Indigenous foods
- Health and wellness (avoid added sugars, smaller portion size or higher protein content)
- Exotic flavours

Let's Research

Conduct some research by:

- Gather and summarise information about the chosen food trend. Make sure you use reputable sources to learn more about the trend and the different ingredients and flavours associated with it.
- Look for recipes for freak shakes that include a variety of ingredients and flavours. Take note of the ingredients used, the amounts, and the preparation methods.

Present your information using a written report, infographic, moodboard or brainstorm diagram.

Let's Design

Come up with three different design ideas for a freak shake that incorporate your chosen food trend . The ideas should be unique, creative, and visually appealing.

- Sketch your ideas using annotations to describe each design in detail. Annotations could include notes about the ingredients, presentation, and any special features or techniques used. Some templates for your design ideas have been provided.
- Answer the following questions:
 1. Which of your three design ideas did you select as your final choice, and why did you choose it over the other two?
 2. What makes your selected design idea unique and visually appealing?
 3. How does your selected design idea incorporate the chosen food trend (vegan or plant-based foods, superfoods, indigenous foods, health and wellness, or exotic flavours)?
 4. What special features or techniques did you use in your selected design idea to make it stand out?
 5. How do you think customers will respond to your selected design idea, and what marketing strategies would you use to promote it in your café?

Let's Plan

Complete the recipe template below:

Student Name:	
Recipe Name:	
Source/ Weblink:	
Serves:	
Preparation Time:	
Cooking Time:	
Specialised Equipment:	
Ingredients: (include the quantities required for one or two serves only)	
Method:	
Process/ Term and Definition:	
Principles of safe and hygienic food handling practices:	

Let's Make

Make the freakshake.

Consider the presentation of the freak shake, making it look visually appealing and appetising.

Let's Evaluate

Answer the following **product evaluation** questions:

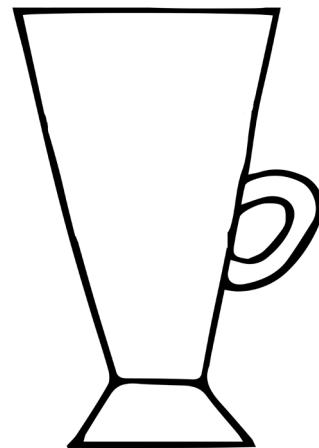
1. How well did the ingredients work together in the freakshake? Was there a good balance of flavours?
2. How did the texture of the freakshake affect the overall experience? Was it too thick or too thin?
3. Did the freakshake look appealing? Was the presentation visually pleasing?
4. How do you think customers would respond to the freakshake?
5. What was the most successful aspect of the freakshake? What made it stand out?
6. What could be improved in the recipe or presentation to make the freakshake better?
7. Did the freakshake successfully incorporate the chosen food trend?

Answer the following **reflection** questions:

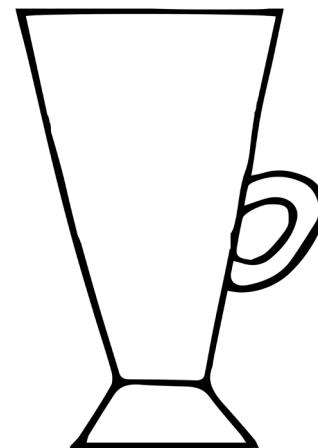
1. What was the most challenging part of the process, and how did you overcome it?
2. How did your research and planning affect the final product? Did you feel well-prepared to make the freak shake?
3. Did your initial design ideas translate well into the final product? Were there any unexpected changes or improvements along the way?
4. What could you do differently in the future to improve the process and outcome of their freak shake?
5. In the future, how could you incorporate feedback from customers and peers into the process of designing, planning, making, and evaluating the freak shake in the future?
6. How could you use the knowledge and skills they gained through this experience to create other unique and appealing products in the future?

Freak shake templates

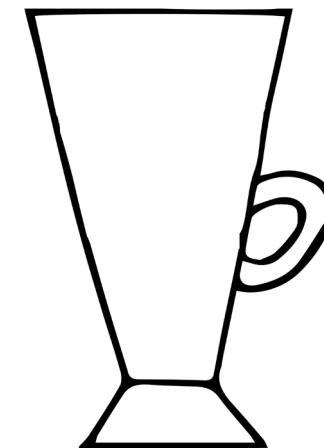
Design One



Design Two



Design Three



Practical Activity Two

Brand Battle: Home brand versus Branded Products

Home brand supermarket foods are products that are manufactured and sold by supermarkets under their own brand name. These products are often cheaper than branded products because they don't have the same marketing and advertising costs associated with them. The availability, affordability, and marketing of home brand products can influence food patterns in Australia by shaping consumer preferences and choices.

For example, if a supermarket only stocks home brand products for certain food items such as canned vegetables, it may be more likely that people will purchase and consume these types of vegetables. Similarly, if a home brand product is marketed as being just as good as a branded product, people may be more likely to choose it over the more expensive branded version. This can have an impact on the types of food people consume, as well as the overall quality and nutritional value of their diet.

It's important to note that there are pros and cons to both home brand and branded products. Home brand products are generally cheaper and more widely available, but they may not always be of the same quality as branded products. On the other hand, branded products may be more expensive, but they may have higher quality ingredients and better nutritional value.

In this activity, we'll be comparing home brand and branded products to raise awareness about their differences and encourage you to make informed choices when purchasing food.

Sensory Test

Objective: To raise awareness among participants about the influence of home brand supermarket foods on food patterns in Australia, and to encourage them to make informed choices when purchasing food.

Sensory Test Instructions

In small groups or as a class, conduct a sensory test on each product and record a rating out of 5 (1 = poor and 5 = excellent) on the appearance, texture, aroma and taste of each products. You might like to use a blind-fold for this and you could cleanse your palate with a drink of water in between each tasting.

After conducting a sensory test on all the items, take some notes about the packaging, price and nutritional value of each of the food products provided. To assess the nutritional value you could compare which product has the most carbohydrate sugars per 100g, the most saturated fat per 100g and the most sodium per 100g.



Source: https://www.freepik.com/free-vector/eating-chocolateconcept-illustration_28430529.htm#query=lick%20sweet&position=12&from_view=search&track=ais

Sensory Test Instructions

Product	Appearance	Texture	Aroma	Taste	Total	Packaging	Price	Nutritional Value
Ice-cream A								
Ice-cream B								
Muesli Bar A								
Muesli Bar B								
Chocolate A								
Chocolate B								

Class Discussion:

1. How do home brand supermarket foods compare to branded products in terms of sensory properties and quality?
2. Are home brand products of lower quality than branded products?
3. Why do you think supermarkets sell home brand products?
4. Do you think home brand products are more or less healthy than branded products? Why?
5. How does the packaging of home brand compared to branded products influence consumer food choices?
6. How might the availability of home brand products influence food choices for low-income households?
7. What are the overall benefits and drawbacks of buying home brand products compared to branded products?

Summary Activity

Complete the following tasks.

What are the components of the food system?		
Write two or three sentences in your own words.		
What are the two sections of the food service sector?		
What are the types of food service settings in the commercial sector?		
What is institutional catering? Provide examples.		
What are some roles in the food service and retail sector?		
Food Service	Food Retail	
What are some challenges facing the food service and retail sector?		
What are some grocery shopping trends?		
Name two trends in the food service and food retail sectors.	Identify some challenges and opportunities for food businesses that relate to these trends.	
Trend	Challenges	Opportunities

Exam Preparation

Multiple-Choice Questions (5 marks)

Choose the response that is correct or that **best answers** the question.

Question 1

What is the difference between institutional catering and commercial catering?

- a. Institutional catering is provided to people at work, while commercial catering is provided to people in schools and universities.
- b. Institutional catering is non-profit driven, while commercial catering aims to make a small profit.
- c. Institutional catering occurs in welfare settings, while commercial catering occurs in retail settings.
- d. Institutional catering provides partially or fully cooked meals, while commercial catering only provides raw ingredients.

Question 2

Why has there been a shortage of skilled people to work in the hospitality industry post-COVID-19?

- a. Many restaurants had to close due to COVID-19, resulting in a loss of jobs.
- b. People in Australia are not interested in pursuing careers in the hospitality industry.
- c. Most workers from overseas on working visas and international students returned to their home countries at the onset of COVID-19.
- d. Food service and retail businesses have reduced their workforce due to a decrease in demand for their services.

Question 3

What are the six areas that the food system comprises of?

- a. Agriculture, Transportation, Packaging, Sales, Consumption, and Waste Management
- b. Primary Production, Processing and Packaging, Distribution and Access, Media and Marketing, Consumption, and Waste Management
- c. Farming, Manufacturing, Advertising, Retailing, Consumption, and Recycling
- d. Production, Distribution, Advertising, Consumption, and Disposal

Question 4

Food service establishments are important to the Australian economy because:

- a. These establishments employ many people.
- b. They help educate consumers about nutrition, meaning consumers are less likely to need to go to the hospital due to diet-related diseases.
- c. People who come to Australia will work in these establishments if they run out of money.
- e. Consumers spend lots of money in food service establishments.

Question 5

"Cash-in-hand" refers to the payment of wages or services in cash without any formal record or tax documentation. It is often used as a means to avoid paying taxes or complying with labour laws.

Being paid "cash-in-hand" for hospitality workers:

- a. will result in food poisoning due to staff handling food and cash.
- b. can lead to staff being underpaid.
- c. is a legal and common practice that is encouraged by the government.
- d. is widely accepted practice that is recognized and regulated by the labor laws of all countries.

Short Answer Questions (10 marks)

Question 1 (2 marks)

In the table below, list some examples of food service settings and food retailers.

Food Service	Food Retailers

Question 2

Outline the difference between a commercial food service setting and institutional food service setting. (2 marks)

Question 3

Explain how the COVID-19 pandemic impacted the food service and retail industry in Australia. (4 marks)

Question 4 (2 marks)

a. Select one of the food trends below.

- Plant-based or vegan food
- Gluten-free or other special dietary needs
- Locally-sourced or farm-to-table ingredients
- Meal kit or delivery services
- Sustainable or eco-friendly food practices
- Health and wellness focused options
- Fusion or multicultural cuisine

b. Identify one challenge and one opportunity for food retail businesses that are selling food products that address the trend selected.

Selected food trend	
Challenge	
Opportunity	