

# CHAPTER I

## INTRODUCTION

### A. The Initial Idea

Hospitality industry is one of the fastest growing industries in Indonesia. Cited from *Kompas* (2015) and written by Mediana, the chairman of Indonesian Hotel and Restaurant Association, Hariyadi B. Sukamdi stated that even though the economics of Indonesia nowadays is getting weakened, but the tourism competence in Indonesia is quite ready and local government should optimize the natural attraction, culture, and man-made. Besides that, Hariyadi also stated that the accommodation such as hotel and restaurant are growing rapidly in several tourism destinations. Cited from National Geographic Indonesia (2014), the trend of eating out such as at the restaurant or café is getting more popular and this is also supported by the growth of the restaurant that increases about 250 percent in five years, from 2010 until 2014 or it can be said that the number of the restaurant increase 50 percent from year to year. Most people think that hospitality is limited to hotel and restaurant only. According to Barrows, Powers, and Reynolds (2012: 4),

Hospitality not only includes hotels and restaurants but also refers to other kinds of institutions that offer shelter, food, or both, and provide other types of services to people that away from home.

These several kind institution of hospitality industry that could give opportunities for people that will open a new business because this business will never die. A successful hospitality industry business not only provide good quality of products only, but also have to provide excellence service for

customers, because people who travel away from home tend to expect more when they dine in or stay at the hotel.

Restaurants and hotels were developed very fast, especially in big cities that became tourists' destination. Bandung is the capital city of West Java and it became one of the tourists' destination cities for domestic or international tourists as shown in Table 2. Bandung has many attractions, such as natural attraction, shopping center, and its culinary. The population of Bandung also increases gradually as shown in Table 1 below, and it could create a demand for any new business.

**TABLE 1**  
Number of Population in Bandung

Year	Number of Population
2012	2.446.629
2013	2.458.503
2014	2.470.802

Source: *Badan Pusat Statistik Kota Bandung* (2015)

In 2012 the number of population in Bandung is 2.446.629. The next year, 2013, the number of population increases to 2.458.503. By the year of 2014, the number of population is 2.470.802. Besides the number of population that increase in Bandung, the number of tourist who came to Bandung also increases gradually from year to year as shown in the table below.

**TABLE 2**  
Total of Domestic and International Tourist in Bandung

Year	Tourist		
	International	Domestic	Total
<b>2010</b>	180.603	3.024.666	3.205.269
<b>2011</b>	194.062	2.882.010	4.070.072
<b>2012</b>	158.848	3.354.857	3.513.705
<b>2013</b>	170.982	3.726.447	3.897.429
<b>2014</b>	176.487	4.242.294	4.418.781

Source: *Badan Pusat Statistik Kota Bandung* (2015)

*Badan Pusat Statistik Kota Bandung* recorded data about the total number of tourists who come to Bandung in the last six years. The number increase from time to time and in 2014 the number of international tourists is 176.487 and the number of domestic tourists is 4.242.294. The total number of tourists is 4.419.781.

The number of tourists that increase gradually is also influenced by the increasing number of foodservice establishment, such as restaurant, café, bar, and hotel. According to the data from *Badan Pusat Statistik Kota Bandung 2013 and 2014*, in 2012 the number of restaurants, cafés, and bar in Bandung was 625. The number increases to 645 in 2013. The more new establishment the more opportunities for people came to restaurants, cafés, and bar and give revenue for government also.

In this business proposal, a feasibility study about building a new business in foodservice industry will be done by analyzing data from some resources such as *Badan Pusat Statistik Kota Bandung* and other trusted resources. According to Payne-Palacio and Theis (2008: 6),

Foodservice industry is all establishments where food is regularly served outside home.

Foodservice industry establishments include formal restaurants, hotel or motel and department store dining rooms, coffee shops, family restaurant, specialty and ethnic restaurants, and fast-food outlets.

A feasibility study of a restaurant will be held. According to Walker (2013: 4), there are some reasons for going into the restaurant business: to get profit or money, there are potential buyers or a demand, challenging business, a place to socialize, a habit, a firm lifestyle, and to express ourselves. A café will be

established and the reason why it will establish because there are potential buyers or demand in Bandung, especially in Riau Street. Besides that, restaurant business is also a challenging business and it is a place for express the passion, especially the passion in food service industry.

A café, which is a type of restaurant that serves gelato as the main menu will be established, and the name of this café is Scream for Cream Gelato Café.

**TABLE 3**  
Gross Domestic Regional Product of Bandung from 2011-2013  
at Constant Market Price 2010 (in Million Rupiah)

<b>Industrial Origin</b>	<b>2011</b>	<b>2012</b>	<b>2013*</b>	<b>2014**</b>
Agriculture, Forestry, and Fishery	168.590	173.418	180.669	180.982
Mining	-	-	-	-
Processing Industry	27.108.168	28.225.278	29.371.304	30.755.949
Electricity and Gas	122.806	131.660	138.005	142.707
Water, waste management, and recycling	216.841	232.966	247.171	260.825
Construction	9.247.288	10.576.563	11.480.053	12.260.691
Trade: Big and Retail	32.057.539	34.543.406	37.550.557	40.412.177
Transportation and Warehousing	7.367.332	8.686.235	9.502.248	10.315.597
<b>Hotel and Restaurant</b>	<b>4.934.183</b>	<b>5.355.101</b>	<b>5.900.297</b>	<b>6.552.048</b>
Information and Communication	9.457.693	10.711.883	12.155.505	13.947.533
Financial Services and Insurance	5.907.837	6.332.910	6.801.248	7.320.271
Real Estate	1.545.305	1.662.292	1.777.795	1.880.435
Business Services	770.185	850.784	940.256	1.039.534
Government Administration, Defense, and Compulsory Social Security	3.874.359	3.986.088	3.985.219	4.022.538
Education Services	3.251.297	3.494.789	3.760.747	4.027.142
Health Services and Social Activities	943.944	1.038.193	1.149.455	1.274.377
Other Services	3.261.089	3.630.685	4.048.003	4.518.257
<b>Total</b>	<b>110.234.437</b>	<b>119.632.250</b>	<b>128.988.567</b>	<b>138.911.063</b>

\* preliminary figures

\*\* very preliminary figures

Source: *Badan Pusat Statistik Kota Bandung* (2015)

Scream for Cream will be located in R.E Martadinata, Bandung. Bandung becomes an option to open a café because of some reasons. First, as shown in Table 3, there are some sectors that contribute to Gross Domestic Regional Product of Bandung and restaurant business sector contribute income for Gross Domestic Regional Product of Bandung. It also increases from year to year, so

based on the data above it will give opportunity to open a new café in Bandung because it will also contribute for GDRP in Bandung. The other reason was that Bandung is one of the tourist destination cities as mentioned before. Riau Street is famous with its factory outlets, many tourists from any other cities or countries came to Bandung and never missed to go shopping in Riau. There are also some restaurants and café in Riau, but the outlet that sell gelato still rare, so it is a good opportunity to open a café which sells gelato as a main product. Actually, tourists just become a tertiary target audience for Scream for Cream, since the primary target audience is the local people itself.

Based on the observation, the number of outlets that only sell gelato in Bandung is six outlets. The table below shows the list of the outlets that sell gelato, its competitive advantage, and the gelato price range.

**TABLE 4**  
Gelato Outlets in Bandung

Name	Competitive Advantage	Price Range (Rp)
Pisa Kafe	Has already established since 1995	30.000 – 64.000
Toko Coklat	Has other choices of dessert besides gelato	25.000 – 35.000
Zaza Gelato	Has taken-away packaging	25.000 – 45.000
Gelato Bar	Located in a shopping mall	30.000 – 50.000
Bawean	Has already established since 1946	30.000 – 50.000
Pisetta Italian Ice Cream	Has a delivery service	25.000 – 50.000

Source: Processed data result (2015)

All those outlets are not located not in Riau Street. Scream for Cream will offer gelato with original flavor which can be the strength of Scream for Cream, since nowadays most of the restaurants or cafés do not really pay attention to the originality of their products. The original here means that

Scream for Cream sells gelato using fresh ingredients and also some of the flavor represent the traditional food from Bandung and West Java.

That observation was supported by the data from National Socio-Economic Survey regarding the expenditure for ice cream consumption of people in Indonesia. The table below shows the number of weekly average of ice cream consumption in Indonesia and the expenditure per capita.

**TABLE 5**  
Weekly Average of Ice Cream Consumption and Expenditure Per Capita  
in Indonesia

Month	Year	Qty	Unit	Value (Rp)
March	2013	0,081	Small bowl	258
September	2013	0,082	Small bowl	287
March	2014	0,085	Small bowl	315

Source: National Socio-Economic Survey 2013-2014

From the table above, it show that the number of ice cream consumption in Indonesia increases gradually and also the expenditure for ice cream itself also increases gradually. Even though ice cream is different with gelato, most of the people will assume that ice cream and gelato is the same thing, so the data above can be used as a supporting data for opening a gelato café, since the number of consumption and expenditure increase from time to time.

As a new business, Scream for Cream has to have some uniqueness and difference with the competitors. Scream for Cream has a vision, to be the best gelato café in Bandung that sell top quality of gelato so it can give and create pleasant moments for customers. To reach that vision, here are some missions of Scream for Cream:

1. Using top quality of ingredients to create the top quality of gelato and other products.
2. Always showing a smile when serving our customers to create a good ambiance.

By doing all those missions to reach the vision, it will create demand in the market. Scream for Cream will provide gelato with several kind of original flavor and there are also some flavor that were Bandung's specialty foods. Customers can choose, whether they want to eat the gelato using cookies bowl, cone, cup, or in a platter with some choices of toppings. There will also some food and beverages sell at Scream for Cream.

## **B. The Objectives**

### **1. Major Objectives**

This business proposal is done for analyze and test the feasibility of the business to be run, which is Scream for Cream Gelato Café. The result after analyzing some aspects which is related to this business such as market and marketing, management, operational, and financial will be determine the feasibility of the existing Scream for Cream Gelato Café in Bandung as a business that could gain financial benefit.

### **2. Minor Objectives**

By doing the feasibility study first and prove that this business is feasible, it will open job opportunities in Bandung, help to increase Gross Domestic Regional Profit, create new demand for people in Bandung by offering new and authentic product.

## C. Research Method

According to Sekaran and Bougie (2013: 2) research is the process of finding solutions to a problem after a thorough study and analysis of the situational factors. This business proposal will use two kind of data collection according to Sekaran and Bougie (2013: 113):

### 1. Primary Data

Primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study. The sources of this primary data will be gathered from:

#### a. Questionnaire

According to Sekaran and Bougie (2013: 147),

A questionnaire is a preformulated written set of questions to which respondents record their answer, usually within rather closely defined alternatives.

The questionnaires were spread in Bandung. The total question of the questionnaire is 50 questions, but there are only 33 questions about marketing mix, and the rest of the question is about respondent profile and market condition. According to Hair *et al.* (2014: 292),

In analysis sample, the ratio of cases to independent variables is almost 5:1, the recommended lower threshold.

The statement above means that the minimum questionnaire that spread to respondent must be 5:1 with the number of question. In other word, the numbers of question are multiplied by 5. The number of marketing mix question is 33, so the minimum questionnaire spread to the respondents is 185. Researcher spread 250 questionnaire and only 225 that valid and can be analyzed.

## b. Unstructured Interviews

According to Sekaran and Bougie (2013:118),

Unstructured interviews are the interview which is the interviewer does not enter the interview setting with a planned sequence of questions to be asked of the respondent.

Researcher conducted unstructured interviews with some people in Bandung around Riau Street, which is the location of the café for asking them some question regarding establish a new Gelato Café in Riau Street.

## c. Observation

Researcher also did the observation in Bandung, especially in Riau Street where the researcher will open the Gelato Café, besides spread the questionnaire and do interviews. The researcher observes the habit of people that visit cafés around Riau Street, the environment, accessibility, and competitors.

## 2. Secondary Data

Secondary data refers to information gathered from sources that already exist by someone other than researcher conducting the current study. The sources of this secondary data gathered from related books in the library, journals, statistical data from *Badan Pusat Statistik Kota Bandung*, and some trusted sources from the internet.

## D. Theoretical Base

### 1. History of Restaurant

The history of restaurant began with the history of eating out. In 1700 B.C, taverns existed, and the record of a public dining place in Ancient Egypt in 512 B.C shows a limited menu, it only served one dish, consisting

of cereal, wild fowl, and onion. The ancient Egyptians had a fair selection of foods to choose from peas, lentils, watermelons, artichokes, lettuce, garlic, leek, fats, beef, honey, dates, and dairy products.

The ancient Romans were great eaters out. The evidence can be seen in Herculaneum, a Roman town near Naples. Along its streets were a number of snack bars vending bread, cheese, wine, nuts, dates, figs, and hot foods. A number of snack bars were identical or nearly so it giving the impression that they were part of a group under single ownership. Bakeries were nearby, where grain was milled in the courtyard, the mill turned by blindfolded asses.

After the fall of Rome, eating out usually took place in an inn or tavern, but by 1200 there were cooking houses in London, Paris, and some places in Europe, where food could be purchased but seating was not available.

The first cafe was established in Constantinople in 1550. It was a coffeehouse. The word *cafe* means *coffee* in French word. The coffeehouse which appeared in Oxford in 1650 and 1657 in London was s forerunner of the restaurant today.

Lloyd's of London, the international insurance company, was founded as Lloyd's Coffee House. By the eighteenth century, there were about 3,000 coffeehouses in London. It also popular in some countries such as Colonial America, Boston, Virginia, and New York.

In the eighteenth century, with the exception of inns that were primarily for travelers, food away from home could be purchased in places where alcoholic beverages were sold. Tavern restaurants existed in much of

Europe, including France and Germany, which has Winestuben serving wine, delicious food, sauerkraut, and cheese. In Spain bodegas served tapas. Greek taverns served various foods with olive oil.

## 2. Type of Restaurant

According to Walker (2013: 14) there are several options for a person to build a restaurant business and each option has its own advantages and disadvantages. First, buy an existing restaurant then operate it with the same concept or change its concept. When the buyer know that the previous restaurant was failed and had bad reputation, the buyer have to fix it by changing the menu, or concept or management, moreover it is hard to overcome the poor reputation. But if it already success, the buyer just have to continue it and manage well to make that restaurant survive and better. Second, build a new restaurant and operate it. To build a new restaurant, it needs high investment, but it is easier to manage from the beginning because all the concept, menu, interior, management could be decided by the owner as they want. Third, purchase a franchise and operate the franchise restaurant. Franchise restaurant will have least financial risk, because the building design, menu, and marketing plans has been tested in the marketplace, the owner just need to operate it. It is easier to operate it, but the owner does not have any freedom to make a new decision or express what they want. Last, manage a restaurant business not for themselves, but for other individual or a chain. It does not need any investment and financial risk, but the psychological cost of failure might be high. Restaurants can be classified in several types:

a. Chain or independent restaurant

Chain or independent restaurant has some advantages which are recognition in the marketplace, greater advertising clout, sophisticated systems development, and discounted purchasing. Independent restaurant are relatively easy to open. The owner just has to had money and knowledge about restaurant operations. As an independent restaurant, the owner can make any decision as the owner wants in terms of concept development, menus, decor, concept, and so on.

b. Franchised restaurant

According to Walker (2013:26):

Franchising is a possible option for those who lack extensive restaurant experience and yet want to open up a restaurant with fewer risks than starting up their own restaurant from scratch.

Restaurant franchisees are entrepreneurs who prefer to own, operate, develop, and extend an existing business concept through a form of contractual business arrangement which is called franchising.

A franchised restaurant will be easier in the management and everything because all the building design, menu, marketing plans, has already tested in the marketplace. But there is a franchising fee, a royalty fee, advertising royalty, and requirements of substantial personal net worth.

By paying all those fees, franchisors will provide our restaurant a help with site selection and a review of any proposed sites, assistance with the design and building preparation, help the opening preparation, training for managers and staffs, planning and implementation of preopening marketing strategies, unit visits and ongoing operating advice.

c. Quick service restaurant

Quick service restaurant have to serve the maximum number of customers in least amount of time to gain more profit. It depends on the number of customers' turnover. The more customers serve the more profit the restaurant will get. Pop-up restaurants, which is a restaurant that appear only for few days and food trucks also include in quick service restaurant.

d. Fast casual restaurant

Walker defining some traits of fast casual restaurants: the use of high-quality ingredients; fresh, made-to-order menu items; healthful options; limited or self-serving formats; upscale decor; and carry-out meals. Some of fast casual restaurant have most all of those traits, but some of them just have several traits, it depend on the concept of the restaurant itself.

e. Family restaurant

Family restaurant is an informal restaurant with simple menu and service design to appeal to families. Most of the restaurant use a la carte menu, so all the member might choose what they want.

f. Casual restaurant

Casual restaurant is a restaurant that fits the social trend and has more relaxed style than the other restaurant. It has signature food items, creative menus, comfortable and homey decor.

g. Fine-dining restaurant

Fine-dining restaurant is a high class restaurant which the food, drinks, and service is expensive and usually enjoyed leisurely. It is not like quick service restaurant that focus on the turnover, but it is more focus with the quality of product and service. The product that served used top quality of the ingredients and the presentation usually use colorful garnish. Expensive wine usually serves for the guest. Fine-dining restaurant have to select the competent employee so they can give an excellence service. For the decoration, table, chinaware, glassware, silverware, and napery, it usually use the expensive one to create a luxury concept.

h. Hotel restaurant

Hotel restaurant located inside a hotel and it always tried to support guest's desire for a meal and beverages. Most of the hotels have a "three-meal" style restaurant which is serve breakfast, lunch, and dinner. In the past, the image of hotel restaurant was bad, it offered average subpar cuisine, high prices, and poor service, but today, many restaurants in a hotel become very successful and have even garnered national acclaim. Many hotel restaurants such as luxury hotels have used their popular restaurants to help market their hotel brand.

i. Steakhouse

Steakhouse is a category of restaurant that sell limited menu and caters to a well-identified market, which is steak eaters. All steakhouse

concept feature steak, but the range in service offered is wide – from walk-up to high-end service. The steak served in varies size and menu.

j. Ethnic restaurant

Ethnic restaurant is a restaurant that serves dishes from certain country. For example, Mexican restaurant will serve all Mexican food and beverages. Italian restaurant will serve Italian dishes such as pizza and pasta. Chinese restaurant will serve Chinese food and beverages. Each ethnic restaurant usually not only serve a dishes from certain country only, but all the theme and staff will be dress up to match with the restaurant concept.

k. Theme restaurant

Theme restaurants are built around an idea, usually emphasizing fun and fantasy, glamorizing or romanticizing an activity such as sport, travel, the good old days, the Hollywood, and could be anything. Actually, celebrity is the central of any theme restaurants. Some of theme restaurant usually located near tourist attractions, and most of the profit in many theme restaurants comes from the sale of high-priced merchandise. Large theme restaurant will involve large investment and employ consultants, such as architects, colorists, lighting, and sound experts. The cost of most large theme restaurant is high, both the capital and operation costs.

l. Home delivery restaurant

Nowadays, meals can be easily ordered and deliver via internet. Many restaurants provide delivery service within a local area by car,

motorcycle, or bicycle. Home delivery has been well established by individual pizza parlors and pizza chains. Most of the delivery cost is shifted from the pizza producer to the delivery person, whose income comes partly from customer tips.

m. Café

According to Walker (2014: 6),

Café usually described as a small restaurant and bar.

Based on that definition, café was similar with restaurant but in a smaller scale and of course the number of item sold will be fewer than in a big restaurant.

3. Type of Service

According to Dhamer and Kahl (2009:18), there are seven types of services:

a. French service

French service is a formal type of service originated for European nobility and currently enjoyed by the few who can afford the time and expense of meal served in this manner. French service usually used in upscale restaurants, elegant hotel dining rooms, cruise ship, and casinos.

There are two servers that work together for this type of service. The food brought from the kitchen to dining room on heavy platters and placed on a cart called guéridon, after that the chef de rang could be cooked or completed the food at a side table in front of the guests. The commis de rang will take the order from the chef de rang to the kitchen, picks up the food and carries it to the dining room, serves the plates as

dished up by chef de rang, clear dishes, and stands ready to assist whenever necessary. There is also finger bowls – bowls of warm water with rose petals or lemon slices in them – are served at the end of the meal.

The advantages of French service are that guests receive a great deal of attention and the service is extremely elegant. The disadvantages are that fewer guests may be served, more space is necessary for service, many high professional servers are required, and service is time-consuming.

b. Russian service

Russian service is similar to French service in many aspects. It is very formal and elegant, the guest is given considerable personal attention. The difference with French service are this service only need one server and the food is fully prepared and attractively arranged on silver platters in the kitchen. The server placed a heated plate before each guest from the right side, going around the table clockwise. Then the server brings the platters of food to the dining room from the kitchen and presents them to the guests at the table. The server standing on the left of each guest, holding platter in the left hand and show each guest the food then using large spoon and fork in the right hand, dishes up the desired portion on the guest's plate, then continue serving counterclockwise. The finger bowls and napkin also served with the meal.

The advantages of Russian service are that only one server is needed and the service is as elegant as French service, yet faster and less expensive. No extra space and equipment needed.

The disadvantages of Russian service are large investment in silver service ware and the number of platter needed.

c. English service

English service is used occasionally for special dinner served in a private dining room of a restaurant, but it is more typical of a meal served by servants in a private home. The food on platters and the heated plates are brought from the kitchen and placed before the host at the head of the table.

The advantage of English service is that it involves a great deal showmanship for a special occasion. The disadvantages are the host may be required to do a lot of the work by dishing up some of the food, and with only one person serving the meal, the service can be very time-consuming.

d. American service

American service is less formal than French, Russian, or English service. In American service, food is dished up on plates in the kitchen, except the salad and bread and butter, most of the food is placed on the dinner plate. Food is served form the left side of the guest, beverages are served form the right, and soiled dishes are cleared form the right. American service can be simple and casual or complex and elegant. This type of service can be used to serve the guest who wants a quick,

filling meal at a casual restaurant with simple service. It can be used at a counter, diner, or family-style restaurant.

e. Banquet service

Banquet service involves serving a meal to a group of people who are celebrating, gathering for a special occasion, or honoring special guests. The menu, number of guests, and time of service are predetermined, and the banquet is well organized in advanced. Usually banquet service is offered in hotels, resorts, country clubs, casinos, and restaurant that have conference rooms for holding meetings. The food is prepared in the kitchen and placed on a plate.

The advantage of banquet service is the menu and serving time are predetermined, which make service a simple routine, accomplished by fewer server than the type of services. The disadvantage of banquet service is guests receive very little personal attention.

f. Family-style service

Family-style service is informal and a modification of American service. The preparation of the food will be done in the kitchen and the food will be placed in large bowls and platters then placed them in the center of the table. The food is passed around the table by the guest, they will help themselves to take the desired portions. The amount of service is required of the server is minimized.

The advantage of family-style service is the service is simple and fast, because guests serve themselves. The disadvantages are guests

receive less personal attention and must serve themselves from a food platter.

#### g. Buffets

In buffet service, guests will select their meals from an attractive arrangement of food on long serving tables. Guests can help themselves or served by chefs that standing behind the buffet tables. Silverware and napkins may be conveniently located on the buffet table for the guests to pick up with their meals.

The advantages of buffet service are that food can be displayed in a very attractive manner and servers can attend to many guests at one time. The disadvantage is guests receive less personal attention than with table service.

According to Payne-Palacio and Theis (2011: 244), there are four styles of services: self-service, tray service, wait service, and portable service. Self-service means that customers will pick-up their order at the counter by themselves such as cafeteria, buffet, and vended. Tray service either centralized or decentralized. Wait service means that customers wait at their table or drive-up facilities then the staff will deliver it. Portable service means the meals delivered to home or other places.

#### 4. Type of Menus

According to Dhamer and Kahl (2009: 48) there are several types of menus:

a. À la carte menus

In à la carte menu, all item will be listed and priced separately from other foods. There will be different part for each characteristic, for example appetizer, soup, salad, main course, dessert, and beverage.

b. Table d'hôte menus

Table d'hôte means "table of the host", and it is listed as a full-course meal and is priced as a unit, which may include rolls or other bread, soup, salad, meat or fish or seafood, potato or other starch, and vegetable for one price.

c. Children's menus

In children's menus, the items will be children's favorite food and also the portion will be smaller than the regular portion, speedy service, and lower price. These menus are important for parents wishing to dine out with their children.

d. Blackboard menus

Blackboard menus are written on a blackboard at the entrance in some restaurants, but sometimes it could be inside the restaurant. Servers in these restaurants memorize the menu and repeat it to guests instead of issuing paper menus.

e. Banquet menus

Banquet menus are the early bird menus. Guest could see and choose certain menu before certain time they will have dine. Usually the menu listed without prices.

f. Table tent menus

Table tent menus usually sit up on the table, which note particular items like specials, unusual drinks, wine list, or dessert of the day.

5. Foodservice Trends

During a dining time, there will be a set of menu that people can choose from starter which is appetizer until dessert. The menu could be in a la carte or already in set menu. According to McVety, Ware, and Ware (2009), appetizer or starter is to stimulate the appetite of customers and can be served with wine or cocktail. Appetizer can serve cold or hot which appeal to many tastes.

After appetizer, usually soup was served. According to McVety, Ware and Ware (2009: 7),

Soups are generally presented after the appetizers on a menu. They are offered hot or cold, and classified as clear or unthicken, thick, and specialty.

Different type of soup has different taste, and specialty soup also has its own characteristic according to the national or regional cuisine.

Entrees or main course according to McVety, Ware, and Ware (2009) is the main dishes of overall dining experience and can served with some accompaniments or side dish such as pasta, potato, rice, and vegetables. Entrees can be categorize into two, which is include hot and cold items. Hot entrees include meat, poultry, fish, and seafood. Cold entrees consist of main course salads or cold plates. Besides meats that become most popular entree, pasta and pizza also categorized as entree.

After finished the entree, people usually will have dessert. According to McVety, Ware and Ware (2009: 18)

Desserts are integral part of the overall dining experience, because desserts offerings frequently leave the last impression.

Desserts itself were varies include cakes, custards, pies, puddings, tarts, soufflés, frozen dessert, pastries, chocolate and candy. Desserts were identic with sweets, so that was why it served at the end of the meal, although there are also some savory desserts. Most of the restaurant will provide a menu from appetizers until desserts, but it depends on the type of the restaurant itself. There might be some places only sold desserts only with small bites and beverages.

#### 6. Frozen Dessert

There are some kind of dessert according to McVety, Ware, and Ware (2009), and frozen dessert is one of it. Frozen desserts consist of several different treat:

##### a. Gelato

Gelato is Italian frozen custard that have rich flavor because it is made from milk and egg yolks. Egg yolks made gelato has richer flavor. It consist less air than ice cream.

##### b. Ice cream

Ice cream is the most famous frozen dessert. It is made from milk or cream and sugar. The flavor not as rich as gelato and it contains more air than gelato.

##### c. Sherbet or sorbet

Sherbet or sorbet originally a Middle Eastern refresher, made without eggs, only milk, sugar, and fruit puree. The taste is creamy yet refreshing.

d. Granita

Granita made without eggs or milk, just sugar and fruit, so the taste will be light, cold and filled with flavor.

e. Semifredo

Semifredo is most decadent of Italian frozen desserts, it is semi-frozen dessert and has a texture of frozen mousse.

7. History of Gelato

As written in Ice Cream History (2015), gelato was part of frozen dessert, and the history of gelato began in 300 B.C, when Asian cultures discovered they could consume crushed ice and add flavoring on it. Five hundred years later, Egyptian use it as a custom to offer their guests a cup of ice sweetened with fruit juices. Italian joined in as the Romans began the ritual eating the ice from the volcanoes Etna and Vesuvius, then covering it with honey.

Great tradition of Italian ice cream or gelato began during the Italian Renaissance. The famed Medici family in Florence sponsored a contest for searching the greatest frozen dessert. Then there is a chicken farmer and cook in his spare time named Ruggeri, he took a part in this competition. He make a frozen dessert of sweet fruit juice and ice – that nowadays similar with sorbet, and won the competition which immediately put Ruggeri in the spotlight. The news of Ruggeri's talent spread very fast, and Caterina de Medici took Ruggeri with her to France. Caterina was convinced that only Ruggeri that could rival the fine desserts of French

chefs – and had to make his specialty at her wedding to the future King of France.

According to Why Gelato (2015), in late 1500s, the Medici families in trust famous artist and architect Bernardo Buontalenti to prepare a beautiful feast for the visiting King of Spain. Buontalenti use his culinary skills to present an elaborate and visually pleasing display, he presented the King of Spain a creamy frozen dessert that now called gelato. Then Buontalenti consider as the inventor of gelato.

But the person who made gelato famous all over Europe was Fransesco Procopio dei Coltelli, a famous restaurateur. Procopio moved from Palemo to Paris and opened a cafe named Procope that soon became the hub for every novelty, from exotic coffee, to chocolate, to refined gelato served in small glasses that resembled egg cups. This cafe then became successful and gelato spread throughout France and into other parts of Europe.

Gelato goes to America for the first time in 1770, when Giovanni Basiolo brought it to New York City. At this time there is two types of gelato – one made by mixing water with fruits, known as Sorbetto, and another made by mixing milk with cinnamon, pistachio, coffee or chocolate. By 1846, the freezer kept the liquid mixture constantly in motion and kept it cool throughout, making a product that was no longer granular, but creamy. This is where the history of industrial ice cream began, as the product contained more air and was less dense. Gelato did

not make a name for itself in the United States until the late 1990s, although the popularity of gelato still had a long way to go.

Today, gelato stores are opening all over United States and all over the world. People start to appreciate the superior quality of gelato and learn about the intense flavor, the natural ingredients and the nutritional value of gelato.

Based on the data that has been analyzed and looking at the development of restaurant business in Bandung, a café which serves gelato as the main menu will be established. The café named Scream for Cream Gelato Café. The idea of this name came from the desire to make customer happy and enjoy their gelato, after that they will “scream” to get more product, especially gelato and they come again to Scream for Cream later on.

Scream for Cream will sell gelato with several original flavors and some flavors that represent the traditional food from Bandung or West Java, such as *peuyeum* Bandung, *bajigur*, durian, mung beans, and black sticky rice. By using fresh ingredients and some specialty food from Bandung or West Java, the customer can taste the real taste of gelato and also the specialty food from Bandung or West Java. The gelato itself will be served using cup, cone, or platter, depend on the customer's choice. Besides selling gelato, there are also some choices of light meals and beverages at Scream for Cream Gelato Café.

The service provided was the combination of self-service and wait service, in which customers order at the counter and take their order at pick-up counter, or for some menus that take longer time to prepare will be delivered by the staff to customer's table.

The interior concept at Scream for Cream is unique and cozy. By providing a cozy design, it will create a good atmosphere so the customer will feel happy and comfortable while they are at Scream for Cream. The pastel color blend with plywood and also glass makes the café looks brighter and comfy.

