

Hospitality management industries

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“ The Whole World on a Plate” Concept Cultural diversity is currently playing a vital role, in the American eating. Ethnic restaurants are sprawling along the American main streets, popular with American consumers, willing to try dishes from different cultures. Several ethnic dishes are joining the American mainstream food culture, and some have realized a tremendous boost in consumption, acceptance and familiarity. The growing popularity of many ethnic dishes has changed the diets of most American families. Additionally, the increasing demand of ethnic dishes has led to the establishment of multi-ethnic restaurants, where flavors and tastes clash on purpose. The owners of these multi- ethnic restaurants employ restaurant concept known as “ The Whole World on a Plate” concept to run and manage their businesses. This paper, therefore, describes the various components of “ The whole world on a plate” concept, and how it resonates with my personality.

“ The whole world on a plate” concept provides a strategy of pilling flavors from different ethnic communities onto a single plate (Enz 67). While many Americans still seek spicy food, it is a fact that the American cuisine taste has been significantly influenced by Old European cuisines like Greek, German, French and Scandinavian (Enz 67). This has led to greater popularity and recognition of many ethnic foods, in most American societies. About 75 percent of Americans is familiar with Indian soul food, Spanish cuisines, Chinese cuisines, French Creole, and German Cajun, amongst other ethnic dishes. The evolving taste of Americans has created a demand for mixed flavors onto a single dish. In this case, different ethnic dish are carefully mixed, in small portions, and served as a single dish. A bite of tarragon mayonnaise, carrot kimchee, and a sandwich of chipotle pork chop

burnt with sugar glaze, from these restaurants, leaves a flavor of mixed tastes (Enz 74). Some of the dishes served in these restaurants include Berry pies from England, rice pudding from Germany, pasta salad from New York, and Russian apple pie (Enz 73).

“ The whole world on a plate” concept is mostly applicable for running Casual Restaurants. This is because the mode of serving is casual and the dishes served are cheap. However, buffet style services are deliverable upon request (Enz 116). Casual restaurants cater for both clientele, who dine at the up market, and those who are regulars at the fast food joints. This positions restaurants serving ethnic dishes between fast food joints and up market restaurants. The advantage of operating a casual restaurant is that it attracts both the rich and poor customers. Apart from increasing the restaurant’s revenues, this added advantage also helps in designing new recipes that meet different tastes and flavors.

“ The whole world on a plate” concept is also a means of attracting customers across the globe. America is a tourist destination nation, where over millions of people from different cultural and ethnic backgrounds, annually visit to experience its tourist packages. Most people, when visiting, usually want to maintain their ethnic dishes. However, most visitors normally fail to find casual restaurants offering their ethnic dishes. Integrating “ The whole world on a plate” concept, in managing a restaurant, helps in making dishes of varied flavors, which suit tourists’ tastes and preferences.

In conclusion, the restaurant concept described above significantly resonates with my personality. I am an open minded individual, who is happy and likes meeting new people from different ethnic and cultural backgrounds. Opening

a multi- ethnic dishes restaurant will give me a chance to learn other people's ethnic dishes, and how they are prepared. Such knowledge is crucial in mixing different flavors onto a single dish that satisfies customers' tastes. In addition, my intelligence and creativity will allow me understand customers' tastes, which will in turn, will allow design the right dishes for the clients.

Works Cited

Enz C. A. Hospitality Strategic Management: Concepts and Cases. New York: John Wiley & Sons, 2009. Print