



THE BUSINESS OF CULINARY IN NYC

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AGENDA

- Career Cluster Alignment
- Definitions & Explanations
- Need
- Skill Set
- Family & Consumer Sciences Role
- Resources



MODERNIZED CAREER CLUSTERS

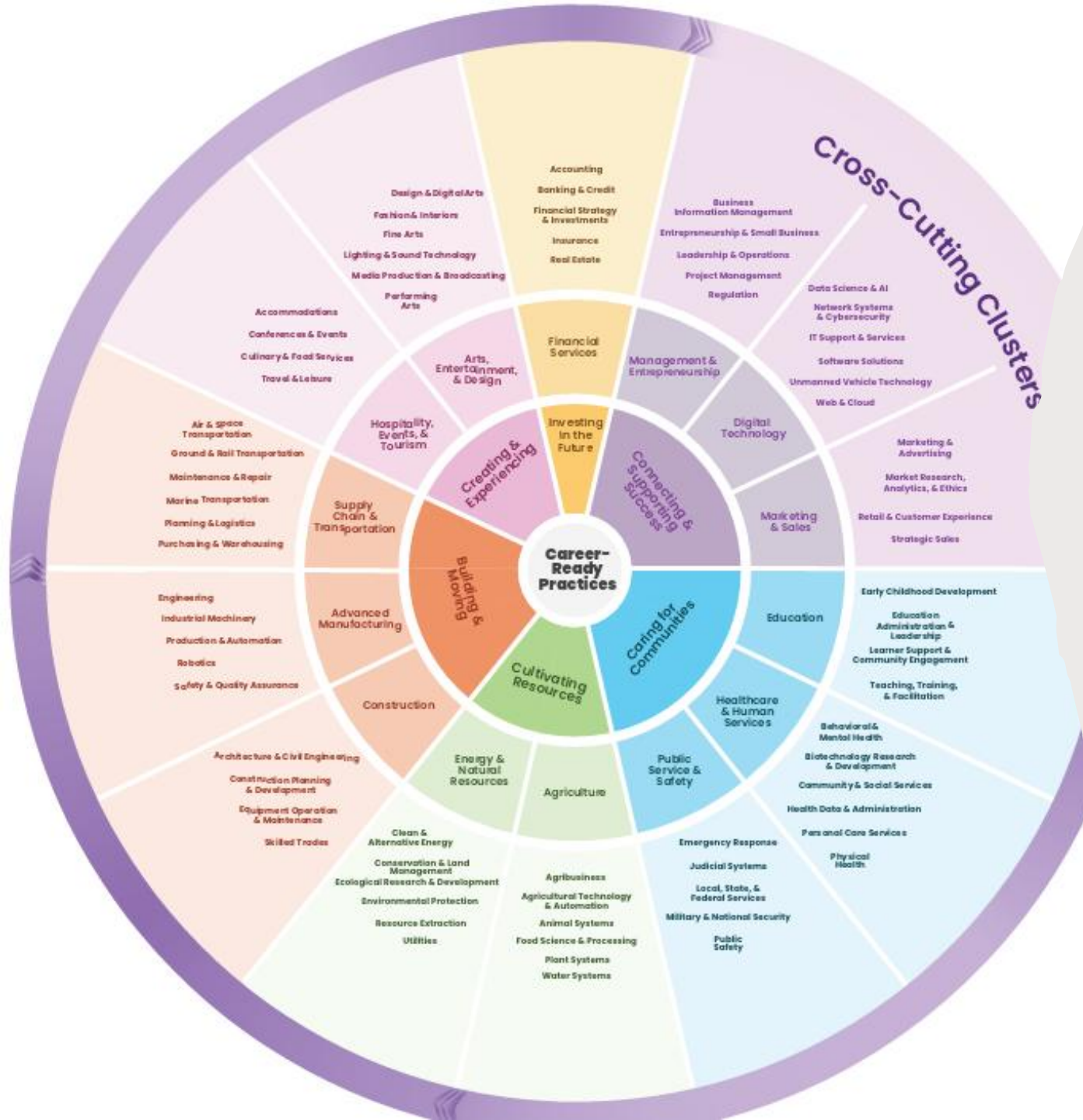
(A P R I L 2 0 2 5)



Announced in October 2024, updated in 2025.

Based upon the North American^{*} Industry Classification System (NAICS) which is a federal classification of business establishments.

^{*}North America refers to Canada, US and Mexico (1997).

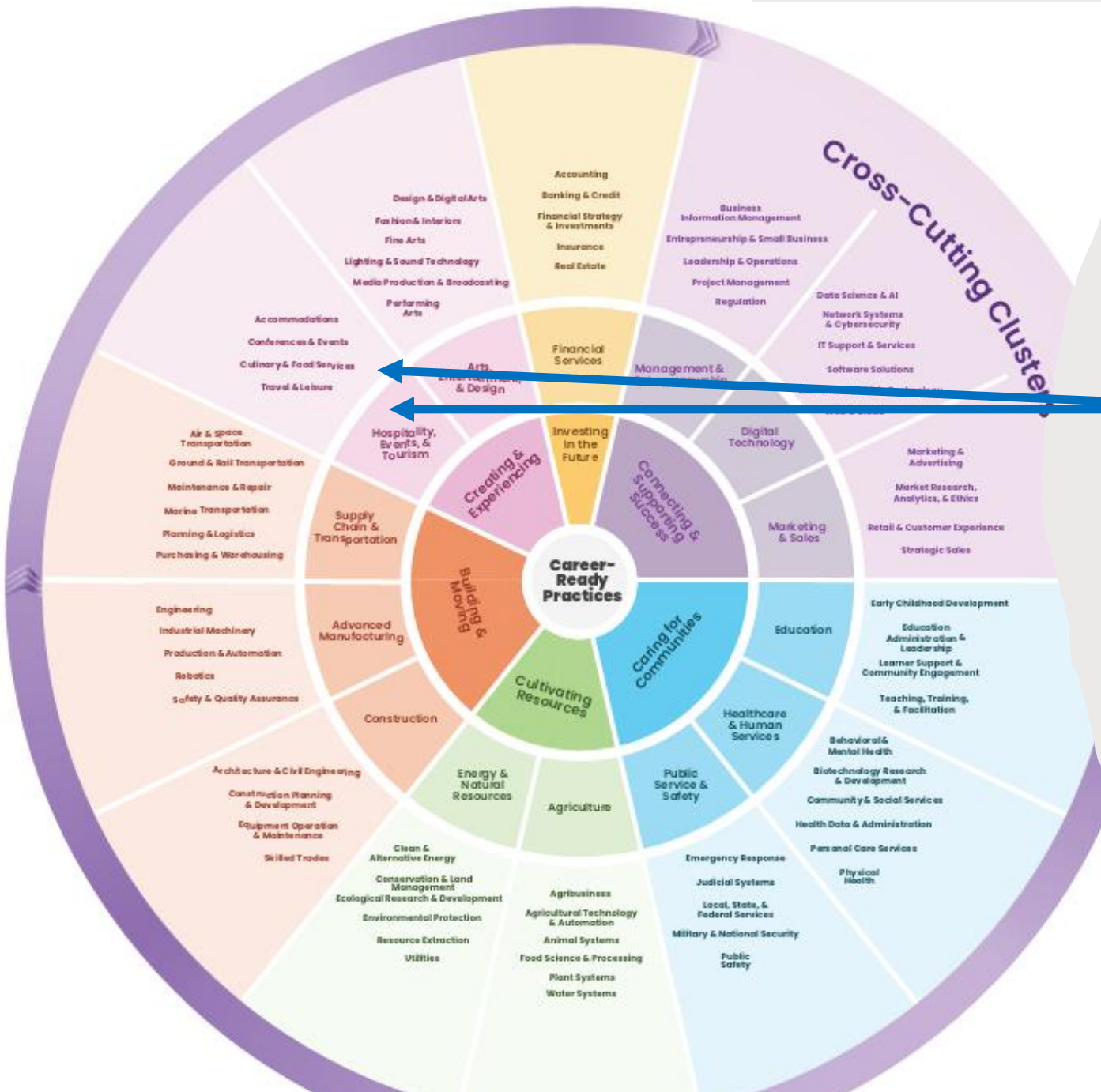


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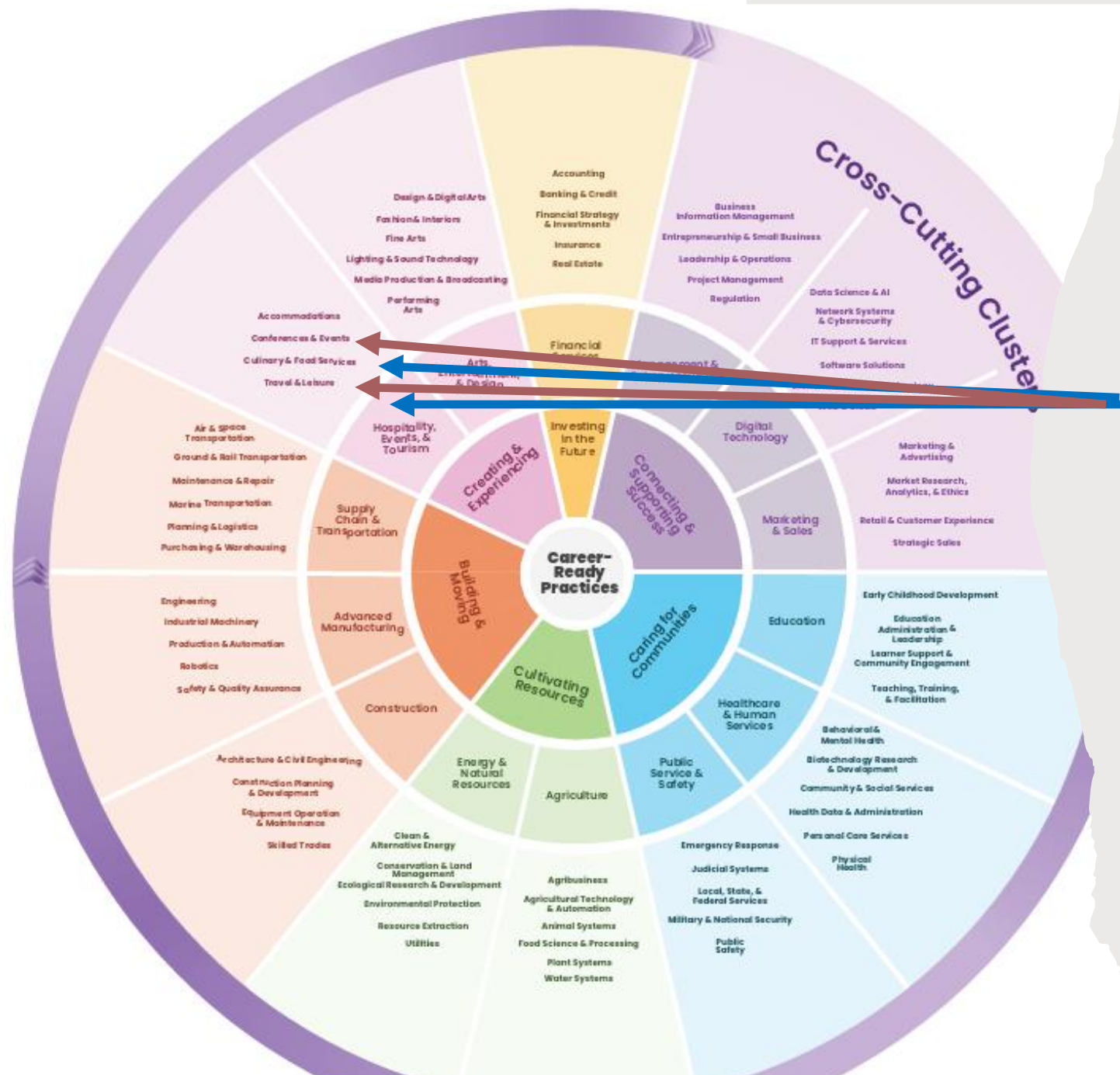
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Culinary and Food Services is a multi-cluster industry:

- Hospitality, Events & Tourism—
Culinary & Food Services (direct);
Travel & Leisure and Conferences &
Events (indirect)
- Management & Entrepreneurship—
Business concepts
- Marketing and Sales-Brand
Development; Customer Relations
- The important nutrition component
is found under Healthcare &
Human Services (Physical Health)



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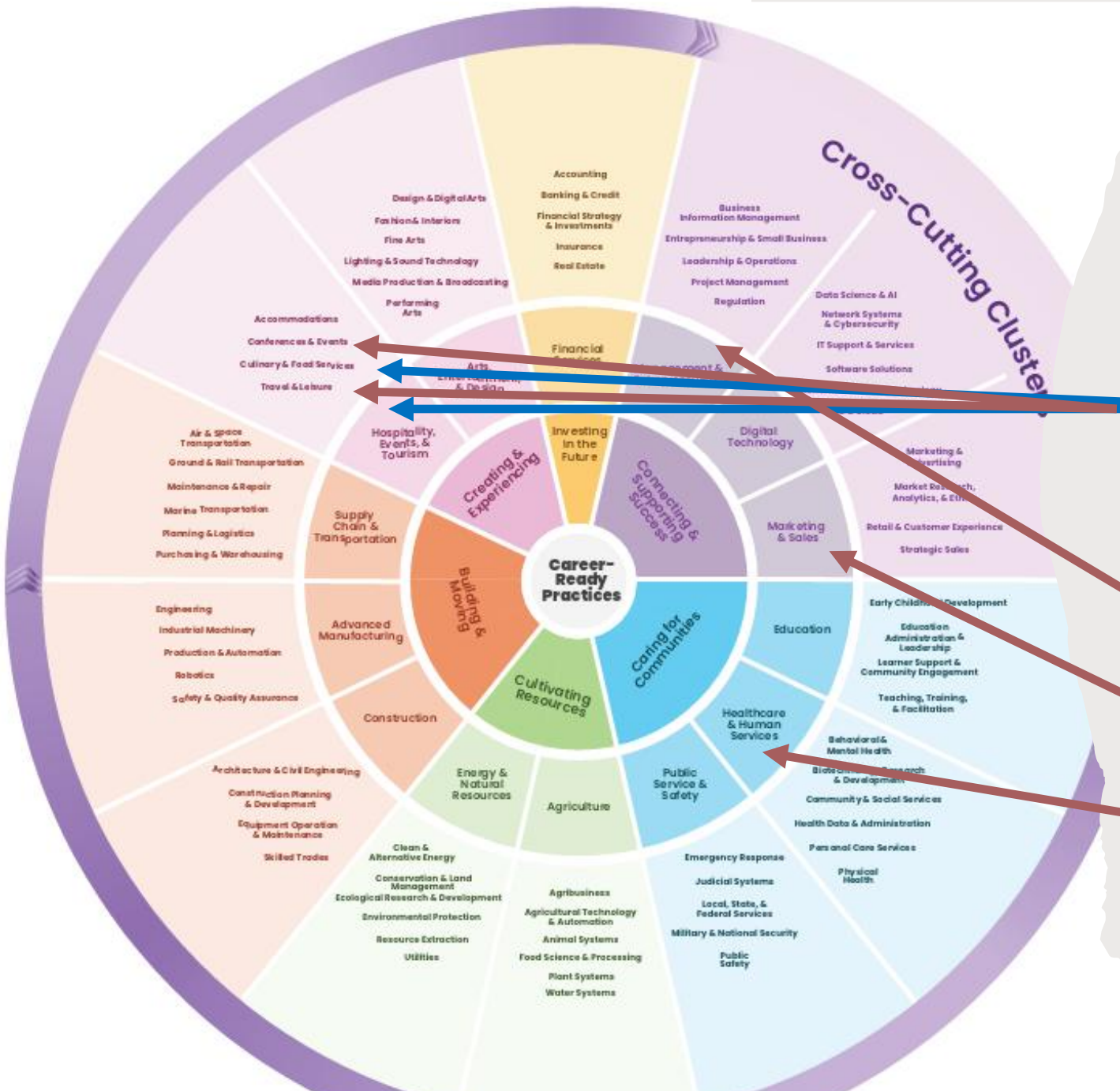


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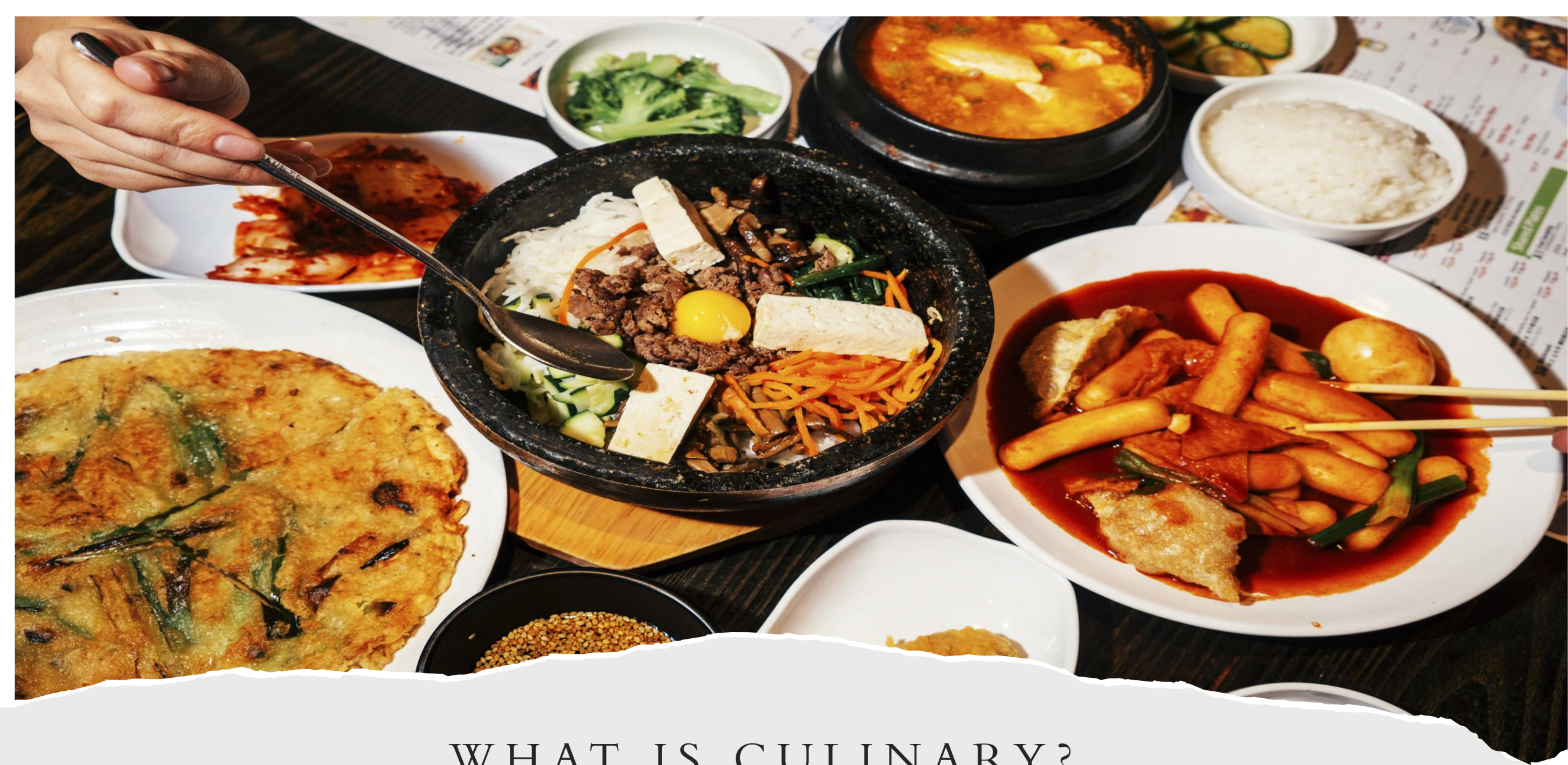


Q: WHY CULINARY IN NYC?

A: BECAUSE NYC IS KNOWN FOR FOOD!



- The culinary sector is a significant part of the NYC economy.
- NYC has over 869,000 jobs in 695,000+ eating/drinking establishments...18% of the US food industry jobs. (NRA report)
- A large variety of cuisine is found in NYC due to the rich and diverse cultures found here.
- Many culinary trends begin in NYC.
- NYC has a comprehensive food policy plan to improve access to healthy foods. NYC was the 4TH city to take part in the Food & Society's Open Access initiative. Access more information and free resources here:
<https://www.nyu.edu/about/news-publications/news/2024/june/open-access-nyc-food-entrepreneurs.html> (2024 article)



WHAT IS CULINARY?



CULINARY

“of, or related to cooking”

But what does it really mean...

- Food selection
- Cooking
- Technique
- Food Science
- Business Sense
- Food safety and safety practices
- Customer Palette Interests
- Building a Reputation
- Repeat business

KEYS TO RESTAURANT SUCCESS:

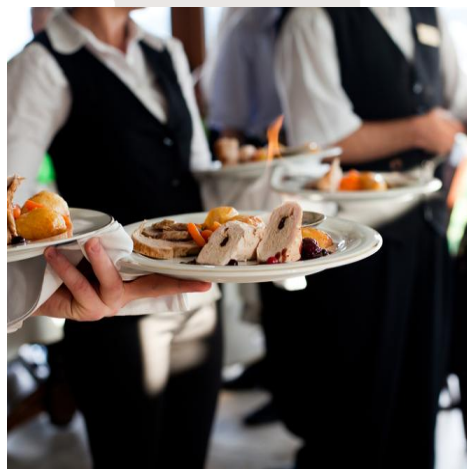
(SOURCE: [HTTPS://WWW.CHOWBUS.COM/BLOG/WHAT-MAKES-A-RESTAURANT-SUCCESSFUL](https://www.chowbus.com/blog/what-makes-a-restaurant-successful))



Quality food

1

Quality ingredients served consistently the same is vital to customer satisfaction; Adapt to meet customer likes



Excellent Service

2

Customer service is vital for building loyalty; Trained staff is required; Willingness to adapt to change (i.e. delivery)



Experience

3

Prime location and visibility brings in customers; Inviting ambiance enhances enjoyment; Uniqueness is key



Management

4

Managing costs and making a profit means control but strategic spending.

CULINARY SEGMENTS:

Commonly Identified:

- Quick Service Restaurants
- Full-Service Restaurants
- Food Trucks
- Catering
- Bakeries and Patisseries
- Retail Food Service (Grocery stores)
- Travel and Tourism Industry (Lodging, Cruise ships)

Source:

<https://www.theculinarypro.com/abouttheindustry>

Additional Segments:

- Corporation Dining (Private Business)
- Healthcare (Hospitals/Care Centers)
- Correctional Facilities
- Private Clubs (Member only)
- Education (School Food Service)
- Military
- Entertainment Venues (Stadiums)

EDUCATION WITH PURPOSE CAREER TREE



TECHNICAL CAREERS

(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Executive Chef
- Executive Pastry Chef
- Chocolatier
- Food Truck Owner
- Food & Beverage Manager
- Wedding/Event Planner
- Chef de Cuisine
- Research and Development Chef
- Corporate Chef
- Purchasing Agent
- Restaurant Manager
- Bakery Manager

PROFESSIONAL CAREERS

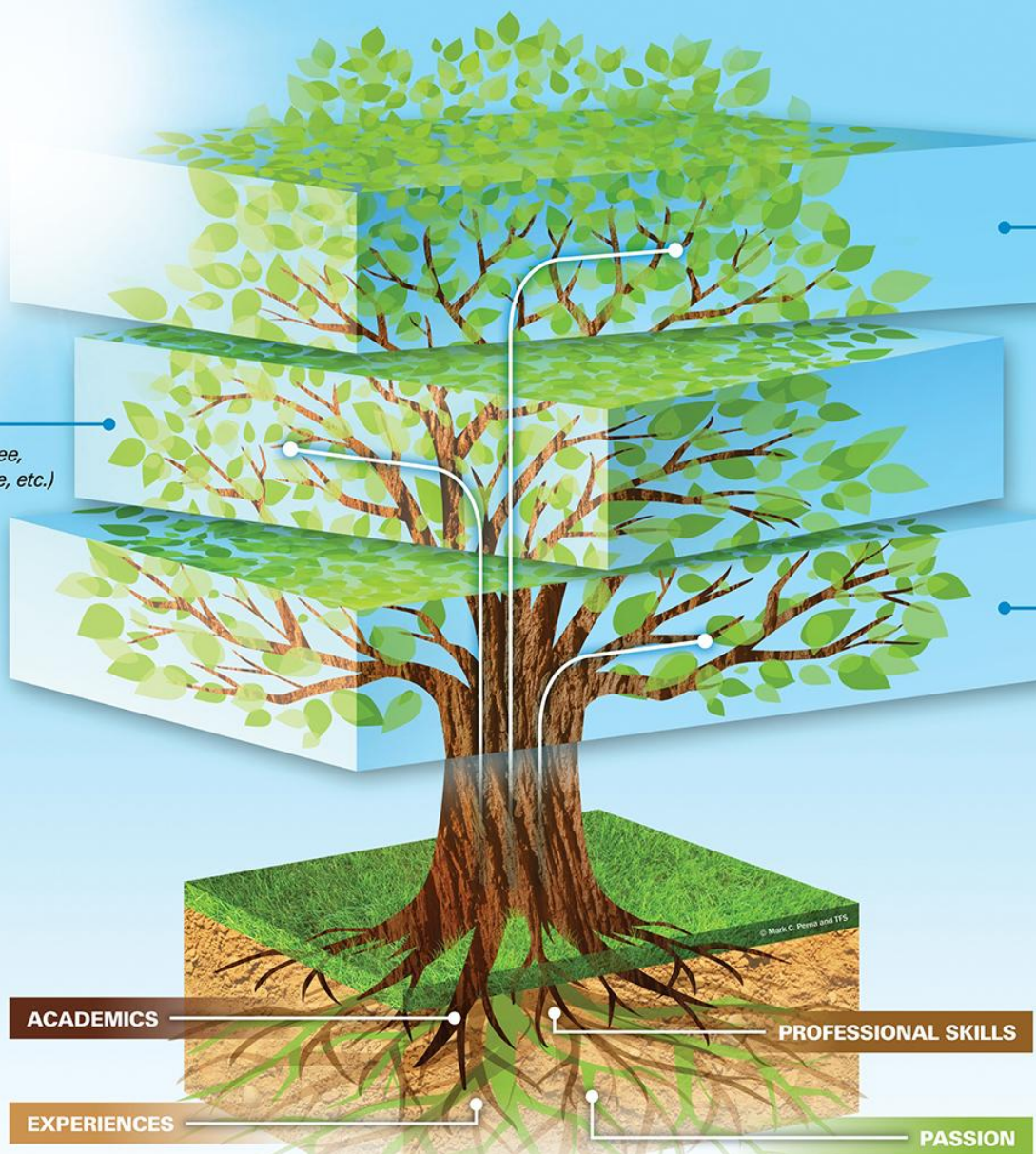
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Chef Instructor
- Nutritionist
- Dietitian
- Food Writer
- Food and Beverage Director
- Food Critic
- Health Inspector
- Food Stylist
- Commercial Kitchen Designer/Consultant
- Food Sales Representative
- Restaurant Owner
- General Manager

ENTRY-LEVEL CAREERS

(with Program Completion)

- Prep Cook
- Pantry Cook
- Line Cook
- Banquet Cook
- Caterer
- Food Truck Operator
- Sous Chef
- Food Blogger
- Server
- Baker
- Personal Chef
- Entrepreneur



CULINARY ARTS

<https://www.canyons.edu/academics/culinary/careertree/careertree-culinary.php>



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CULINARY CAREERS WAGES/INCOME★

★ MINIMUM TRAINING/PROGRAM COMPLETION

★Entry Examples

- Chefs/Head Cooks \$60,990
- Bakers \$36,650
- Server \$34,460
- First-line Supervisors \$42,010

Technical Examples

- Restaurant Manager \$48,205
- Event Planner \$59,440
- Executive Chef \$60,990

Professional Examples

- Nutritionist/Dietitian \$73,850
- Food Safety Specialist \$83,910
- Food Scientists \$85,310

KEY: Bright Outlook

To Learn More About Culinary Careers: <https://www.onetonline.org> (2025)



BUSINESS IN THE US





CULINARY INDUSTRY

\$700 billion spent on retail food and beverages in the US; \$1.2 trillion if add in grocery purchases

\$9.2 trillion revenue in 2025 (expected to grow by 6.41% annually)

Meat is the largest food purchase

12.35 million are in the culinary food service-related workforce in 2025 (3.4 million in food service alone)

Culinary food service industry is the 2nd largest private sector employer in the US

Food service is the largest industry in the world.

Sources:

<https://www.theculinarypro.com/abouttheindustry>

<https://www.statista.com/outlook/cmo/food/worldwide>

<https://blog.dol.gov/2023/09/22/data-spotlight-growing-food-service-jobs#:~:text=It%20takes%20millions%20of%20workers,food%20service%20occupations%20in%202022>

Dictionary

Entrepreneurship



en·tre·pre·neur·ship

/, ăntɹəpreˈnɜː, SHɪp/

noun

the activity of setting up a business or businesses, taking on financial risks in the hope of profit.
"the new business opportunities have encouraged entrepreneurship on a grand scale"



Translations, word origin, and more definitions

Definitions from Oxford Languages

Feedback

ENTREPRENEURSHIP

<https://www.shopify.com/blog/206934729-how-to-start-a-clothing-line>

IN THE UNITED STATES,

- 25 million Americans started or running their own business in 2016 (582 million globally...over 4% are US based)
- 83.1% of US business owners started their own company
- 30% of entrepreneurs have a high school degree
- 1 in 3 are minority owned; For every 10 male entrepreneurs, there are 7 female
- 83.6 US global entrepreneurship index means the US is the best country to start a business
- 97.6% of exported goods in the US in 2015 came from small companies (don't confuse the production source with the sales/marketing platforms like Amazon)
- 63.3% of new jobs in the US from 1992 to 2013 were in small business expansion
- 5.4 million restaurants start annually in the US

LARGEST FOOD CHAINS: (2023)

Subway—20,000 locations

Revenue: \$9.9 billion

Starbucks—16,200 locations

Revenue: \$33 billion

McDonalds—13,400 locations

Revenue: \$53 billion

Dunkins—9,500 locations

Revenue: \$1.3 billion

Taco Bell--7,400 locations

Revenue: \$7.7 billion

A man with a shaved head and a blue shirt is holding a white sign that says "OPENING SOON" in large, bold, black letters. The background is blurred, showing what appears to be a street scene with a building and a car.

OPENING
SOON

<https://www.statista.com/statistics/298191/sales-of-the-leading-chain-restaurants-in-the-us/#?text=Sales%20of%20the%20leading%20chain%20restaurants%20in%20the%20U.S.%202023&text=In%202023%20C%20McDonald's%20was%20the%2020billion%20more%20than%20Starbucks.>)



TRENDS IN CULINARY

MAJOR TRENDS IN 2025

- Sustainability:

Local sourcing of foods and eco-friendly practices are expected (food waste).

- Personalization:

Technology will allow personalization of menus

- International Flavors:

Global cuisine and fusion dishes are gaining in popularity

- Health-based Options:

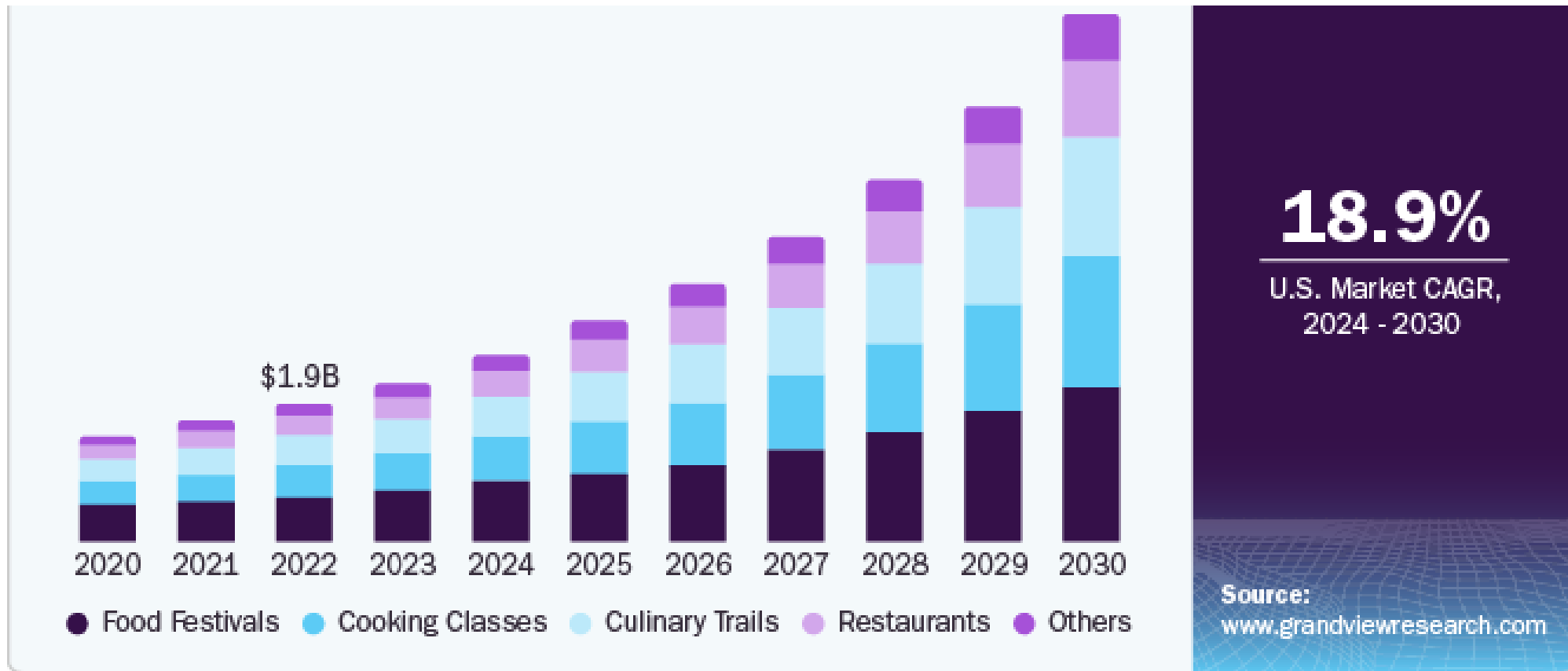
Plant-based options, nonalcoholic beverages and clean food ingredients are being requested

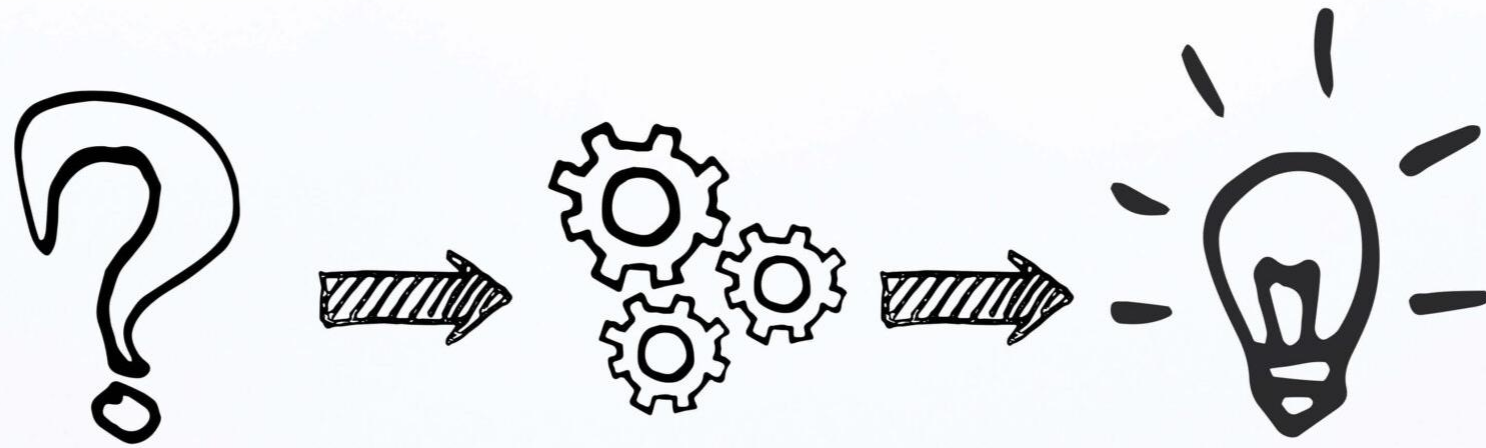
- Immersive Experiences:

Immersive and themed dining draws customers and culinary tourism

CULINARY TOURISM

(SOURCE: [HTTPS://WWW.GRANDVIEWRESEARCH.COM/INDUSTRY-ANALYSIS/CULINARY-TOURISM-MARKET-REPORT](https://www.grandviewresearch.com/industry-analysis/culinary-tourism-market-report))





WHAT IS THIS INDUSTRY SKILL SET?

INDUSTRY SKILL SET

- ❑ Understand the scope of the industry (across clusters)
- ❑ Food sourcing and growing your own (especially where to find local producers)
- ❑ Understanding ingredient interactions, and basic food science
- ❑ Cooking techniques and equipment uses, safety issues, cleaning and storage
- ❑ Basic nutrition, recipe reading, and cooking technique impacts on food nutrition
- ❑ Customer needs—food allergies, age-based considerations (no raw honey young/elderly)
- ❑ Sustainability concepts (carbon footprint, waste control, composting, local producers)
- ❑ Selling your product (food label, name, images, menu development)
- ❑ Communicating and working with others (servers, cooks, managers, sales reps)
- ❑ Financial and business understanding (price points, development costs, decision making, sourcing), quantity cooking fundamentals and assembly line processes
- ❑ Entrepreneurship understanding



RESOURCES

windowswear

**THE WORLD'S LARGEST AND MOST COMPREHENSIVE
DATABASE & COMMUNITY OF RETAIL, VISUAL
MERCHANDISING, AND E-COMMERCE**





THE BUSINESS OF CULINARY IN NYC
PROFESSIONAL DEVELOPMENT



CHESLEA MARKET

Prime example of entrepreneurship and sustainability.

FCS National Standards Examples:

5.2 Demonstrate planning, organizing, and maintaining an efficient operation of a residential or commercial facilities.

10.2 Demonstrate procedures applied to safety, security, and environmental issues.

11.3 Apply residential and commercial interior design knowledge, skills, and processes to meet specific design needs.



PIZZA TOUR

Culinary tourism centered on an iconic NYC food...PIZZA!

FCS National Standards Examples:

8.4 Demonstrate menu planning principles and techniques based on standardized recipes to meet customer needs.

10.5 Demonstrate practices and skills for travel related services.

14.4 Evaluate factors that affect food safety from production through consumption.



KOREAN TOWN

Culinary trend example of cuisine fusion and international immersion.

FCS National Standards Examples:

5.3 Demonstrate sanitation procedures for a clean and safe environment.

6.2 Evaluate the effects of diverse perspectives, needs, and characteristics of individuals and families.

8.3 Demonstrate industry standards in selecting, using and maintaining food production and food service equipment.



THE BUSINESS OF CULINARY

Gaining lessons learned in NYC will provide strong guidance for starting a business anywhere, such as:

- Starting a business is competitive...look for a niche....be patient...be all in
- Leverage your network for guidance and advice...learn from wins and losses of others
- Build a team...build on your strengths, look for others to meet your weaknesses...develop skills
- Open communication is key about responsibilities through agreements.
- Build a strong name...honesty, integrity and fair practices to build trust with customers.

<https://theyorkshiremafia.com/blog/post/how-to-navigate-economic-uncertainty/> (2024)



FCCLA RESOURCES ARE ...

- Project-based learning and assessment
- Real work application
- Rigorous and relevant

NATIONAL PROGRAM:



AUTHENTIC
APPLICATION/ASSESSMENT





COMPETITIVE EVENTS



- Culinary Arts
- Culinary Knife Skills
- Food Innovation
- Baking and Pastry
- Event Management
- Pastry Arts Technical Skills
- Nutrition and Wellness
- Sports Nutrition
- Culinary Food Art
- Sustainability Challenge
- Entrepreneurship
- Professional Presentation



FCCLA BUILDS BUSINESS SKILLS:

- Starting a business is **competitive**...look for a niche....be patient...be all in
- Leverage your **network** for guidance and advice...**learn from wins and losses** of others
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NATIONAL RESTAURANT ASSOCIATION

Trends

Industry Data

Podcasts

Webinars

Curriculum if a ProStart School

Source:

<https://restaurant.org/>



ADDITIONAL RESOURCES:



Home Baking Association

Lesson plans, videos, classroom tested recipes with science principles embedded.
<https://www.homebaking.org/>



American Culinary Federation

Courses, videos, resources aligned to chef focused careers.
<https://www.acfchefs.org/>



McCormick & Company

Flavorings education and food science careers provided.
<https://www.mccormickcorporation.com/en/flavor>



Small Business Administration

Agency to provide how to guides and educating new entrepreneurs.
www.sba.gov

ADDITIONAL TEACHER RESOURCES:

- How to Write a Comprehensive Restaurant Business Plan

<https://get.grubhub.com/blog/restaurant-business-plan/>

- Commercial Kitchen Design: 7 Tips

<https://www.contekpro.com/blog/commercial-kitchen-design-tips>

- From Home to Professional: Building Your Own Industrial Kitchen

<https://porch.com/advice/home-professional-building-industrial-kitchen>

THANK YOU

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