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1. Answer the following question in a four –five (4-5) page typed report using your **five senses: taste, sound, sight, touch, & smell. You must use notes from lecture.**

- a. How were you addressed when you entered into the restaurant? Did you need to make reservations? How long was the wait before you were seated?

Jasmine's Caribbean Cuisine is a restaurant located at 371 W 46<sup>th</sup> street, New York, NY, 10036 offering customers authentic Caribbean dishes with amazing drinks providing a fun atmosphere filled with music open Tuesday through Sunday. At this establishment there is no dress code rules allowing one to be comfortable as possible, during my experience a casual outfit that consisted of sneakers, black waxed Demin jeans with a rip along both knees followed by an off black sweatshirt was acceptable. Reservations aren't required, however during the season visiting along with restaurant week a reservation was strongly recommended picking the time 8 pm. Arriving at the restaurant 5 minutes before my reservation I was greeted at the door by a friendly hostess asking for information to confirm my identity, no more than 3 minutes of the quick exchange a table was fully prepared cleaned with utensils and napkins on it. For warmer weather seasons Jasmine's Caribbean Cuisine offers customers the option of outdoor seating. **(Fig.1)**

- b. What are the cultural differences you notice? *(Use class notes)* Using your five senses of taste, touch, sight, smell, & sound describe some of the cultural differences that you are not accustomed to in comparison to All-American restaurant or restaurant chains. For example, one can describe but not limited to the sights in the restaurant décor, odors from unusual foods, and sounds from music. One should use all five-senses in this cultural experience.

Once inside of the restaurant one is immediately met with the aroma of various spices including turmeric/curry powder, fresh thyme and herbs flowing from the kitchen located in the back of the establishment. Jasmine's Caribbean Cuisine display vibrant hues of yellow, purple, green along the outside of the building featuring palm tree leaves and a mural of a woman in a sundress with a sun hat on. Inside the restaurant hues such as powder blue, orange, yellow vividly running along the edges and corners of the walls. Artificial plants were properly placed throughout the establishment, murals painted on the wall along with pictures provided a calm, bright atmosphere for those dining in and draped light with a grass turf were placed in the backyard, with speakers placed in various areas playing Soca, Dancehall and Reggae makes it difficult for customers to stay in their seats. **(Fig.2)**

- c. Look at the menu. What are the types of foods they offer? What are some unusual items? Do they describe the ingredients in the food? List various food items from the menu. What menu items did you order? Is there more than one language used to describe the foods on the menu?

Jasmine's Caribbean Cuisine offers customers a wide range of dishes giving one a taste of authentic Caribbean cuisine with meals like the Peppa shrimp drenched in spicy seasoning featuring diced or whole cherry tomatoes and a lightly squeezed lemon on top. Other dishes such as the Codfish fritters give one who's eating to taste one of the traditional items originating from Jamaica which is popular eaten in the country, the menu is offered only in one language which is English but staff has no problem helping one understand the items before ordering.

- d. Is a traditional salad offered? If not, describe what is offered. What types of breads are offered (flat, pita, tortilla chips)? What type of desserts (cheesecake, fortune cookie, coffee)? What are they like?

Similar to a traditional restaurant, salad was offered to customers but with a twist. The "Jasmine's Caribbean Salad" features mixed greens with seasoned fruits including strawberries along with cranberries and mixed vegetables finished off with orange vinaigrette dressing, for an additional price add on such as chicken, shrimp and salmon are available. This establishment offer a wide range of appetizers transporting customers oversea through the dishes featuring veggie, chicken, shrimp, or codfish empanadas served with chili sauce on the side, crab cakes, fried calamari, codfish fritters, peppa shrimp and jerk chicken wings. Catering to multiple customers Jasmine's Caribbean Cuisines offer a vegan menu for those who prefer with delicious appealing items like fried cauliflower, vegan stew peas, veggie cook-up which is a medley of vegetables blended with jasmine rice and a creamy coconut sauce. The available entrees at this establishment send customers to a Caribbean getaway with one bite, sticking to their Caribbean roots dishes like the jerk chicken is cooked to perfection with a crispy outer layer packed with spicy seasoning creating a mouthwatering effect making one want more served with rice and peas followed by a blend of vegetables. The "Jazzy Pasta" is a twist on a Caribbean dish known as Rasta pasta prepared with green, red peppers, carrots, parmesan cheese and a creamy sauce, just like Caribbean salad the pasta has add-ons for an extra price. Following behind the appetizers along with entrees Jasmine's Caribbean Cuisine has dessert such as red velvet cake, carrot cake and bread pudding.

**(Fig.3) (Fig.5) (Fig.6)**

- e. What types of beverages are offered? Do they have an alcohol menu? What is not typically offered in an American chain restaurant?

Jasmine's Caribbean cuisine has a variety of alcoholic beverages. "Yardie" is one of the signature drinks at the establishment being named after a slang term in Jamaica for home which is a mixture of Wray & Nephew, lemon, grapefruit soda and simple syrup. The "Rock Steady Sidecar" is similar to the version offered at an American bar with the use of bourbon but at Jasmine's Caribbean Cuisine ginger syrup and a splash of lemon is added to the drink. For those who decide not to drink alcohol there are options for beverages such as the strawberry basil lemonade which is a classic strawberry lemonade

with a hint of basil, (**Fig.4**) followed by virgin pina coladas, mango mojitos and sorrel which is a drink originated in Jamacia.

- f. How is the food reflective of the **cultural geography** and the **economic geography** (*Use class lecture notes*)? (i.e. spices are abundant in India which is rich in spices & fish (sushi) is popular in Japan & it is part of the G8). Describe approximately where in the world (continent & location) and from country this culture's food is best known.

### Figure 8

Map of Jamaica



Jamaica is third of the largest island in the Caribbean Sea followed by Cuba and Hispaniola. Jamaica is about 146 miles long with a wide of 22 to 51 miles. (Encyclopedia Britannica, inc. 2022) With temperatures varying due to the seasons temps can reach about 90 degrees Fahrenheit during the months of December to March avoiding hurricane season and the smaller number of tourists. Known for their spices Jamaica offers tasty savory dishes like jerk chicken or pork which ever one prefers served with rice and mixed vegetables other dishes include beef patties, curry chicken/goat, stew beef/chicken and oxtails to name a few. One of the most traditional meals in the country is ackee and saltfish made from a dried-up fruit served with fried dumplings or roasted breadfruit even with cassava bread known as bammy is usually eaten for breakfast. Jamaican has various spices which includes bayleaves, clove, cinnamon, thyme, turmeric, nutmeg, and a wide variety of peppers.

G8 countries include the United States, Germany, France, Canada, Japan (Sternquist, 1998) but unfortunately Jamaica isn't a part of the group. Gaining influence from the European through the use of religion, medicine, and the arts. (Encyclopedia Britannica, inc. 2022) The country can be considered multicultural (Sternquist, 1998) being a home to a diverse crowd of people with the language and dialect to complement. Jamaica uses their agriculture to be one of the bases for the economy with their major crop being sugarcane and rum. (Encyclopedia Britannica, inc. 2022) Jamaica's level of trade is internationally being involved with two or more countries (Sternquist, 1998) exports various products that include petroleum, processed fruits/nuts, liquors and import railway cargo containers to other countries such as the United States, China, Canada and Russia which are a part of the G8 group. (Sternquist, 1998)

- g. Describe the dress? (Dress is inclusive of all five senses – you smell perfume, hear jewelry, see make-up, etc....) What are the employees, such as hostesses or wait staff wearing? *Please use Eicher-Roach-Higgins (1992) article to define dress and answer appropriately.*

While in the establishment customers are dressing in various styles ranging from street wear to formal, one can be seen wearing *pre-shaped skinny jeans* that *modifies* the appearance of the legs to be seen more muscular than they really are, paired with heels open toed shoes and an oversized sweatshirt. As for employees, one waitress was sporting a *tight-fitting body con* dress which *hugged* around her body *cinching* in her waist modifying the appearance of her waist being small than what it really is. Over her outfit there was a sleek black apron featuring two pockets in the front with a string *wrapping* around her neck suspending down her front torso leaving another string to be *wrapped* and *tied* around her waist. The waitress added transformation to her hair with the use of extensions modifying the length from short to long as well as the color, the waitress had long curls with black starting from the root and the tips red. The hostess along with two other waiters who happen to be men wore slim fitted black short sleeved polo shirt with 3 clear buttons to assist with the closure near the collar. The texture appeared to be soft, with light weight material making it easy for them to maneuver around. The end of the sleeve *wrapped tightly* around their biceps *squeezing* the muscle modifying the appearance for the arms to be viewed as bigger than what they really are, the bottom of the shirt draped down to the waist even with the fit deciding to be left untucked it. Black pre-shaped skinny fit trousers in the color black *clutched* from their waist to the thighs but lessened up around the ankle falling onto of their black-on-black *gripped* slip free.

- h. Rate your experience as a food critic (as in the *LA Times* or *Houston Chronicle*). Ratings should be dependent on taste, service, décor, cleanliness, authenticity, quality and price and should range from A-F (“A” being the best). Explain why you chose this rating. Be thorough and detailed in your explanations. Be sure to write at least 2 paragraphs.

Arrive at the restaurant on a Sunday, my party and I were greeted nicely by the hostess before being escorted to our seating area, in between time we were able to scope out the place hearing the chatter from various conversations going on competing against the loud music being played. While being escorted to our table by the hostess the establishment was somewhat crowded but the tables were placed too close to one another forcing us to squeeze in between the tables to sit. Once seated it took about 4 to 5 minutes for our waitress to welcome us, handing us the menu we requested the "Restaurant Week" menu hence the reason for us dining out, the waitress proceeded to tell us she did not know if the menu was available, and she'd be more than happy to check. After a few minutes of the waitress disappearing a manager came to the table telling us the restaurant doesn't participate with the event during the weekend which wasn't stated on the website but able to accommodate us to order off the specialized prefixed menu which includes an appetizer, entrée, dessert, and a non-alcoholic drink for the price of \$45. Finally getting things situated with the menu we were told our waitress would be back to take out orders. After waiting for about 10 minutes the waitress came back to the table with two glasses of water only to place it on the table next to us that arrived way behind us, bring it up to her we received a snobby look followed by "okay do y'all know what to order" replying yes then inquiring about the waters a second forcing us to ask another employee resulting in 4 glasses of water being on the table.

To start off my meal I decided to order the jerk chicken wings, jazzy pasta for the entrée with the strawberry basil lemonade for my drink of choice. My company went with the empanadas for a starter followed by the jerk chicken wing accompanied by coconut rice & peas along with mixed vegetables and the strawberry basil lemonade and for an extra cost of \$18 the scandal rum punch, which is Jamaican gold rum, Wray & Nephew alcohol, coconut rum, topical juice, grenadine bitters topped with nutmeg, leaving red velvet as both of our choice of dessert. While waiting for our orders we enjoyed the music which was playing loudly due to being placed right under a speaker, feeling the breeze coming for the kitchen door swinging open and shut since we were seated right near the kitchen entrance. Once our food arrived, we were ready to dig in, the food was presented beautiful on the place with garnishes such as a purple dendrobium orchid which added a touch. The food was seasoned very good with spice in every bite immediately making one grab for their drink nevertheless help from side dishes like the rice & peas easily soothed the mouth from the spices. During the time of us eating our food the waitress did not make her rounds to ensure everything was fine or to see if we needed to order anything which we kept calling her for more water, observing the spot we noticed she spent her time in the front of the establishment talking to the hostess near the door forgetting about her tables. Due to my experience at Jasmine's Caribbean Cuisine, I would rate the establishment a C- for the following reasons, Dinner was delicious, and the vibe of the restaurant was nice. The issue I had was the bad service coming from the waitress, her forgetting little things for the table like water and forgetting to check on us made me feel less important I would understand if the restaurant was over crowded but it wasn't in this case, due to her lacking skill made me not want to come back. If I was grading the establishment alone without her impact the grade would have been higher due to factors like the amazing authentic food with

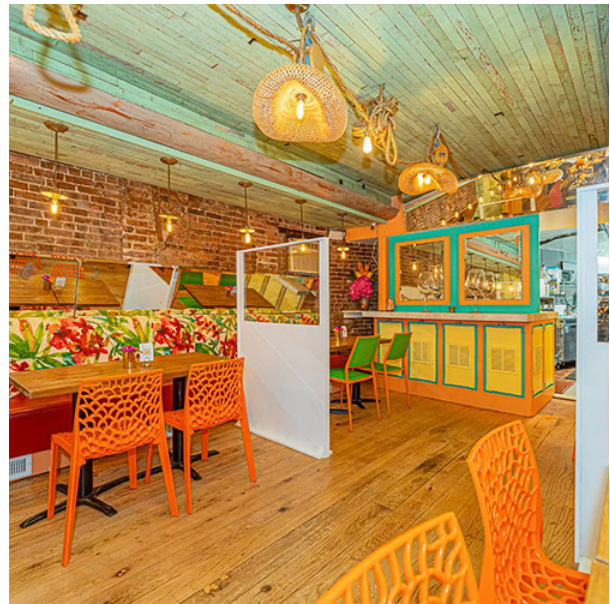
good taste matching the bright decor giving one the feeling of being away to the islands of Jamaica.

- i. What did you learn from this experience that you could contribute to a multi-cultural experience in a class discussion?

From this experience I've learned how a country that is somewhat developed can contribute their cultural stamp into modern society. Often times a third world country's influence can be shown through the usage of music, food, and clothing. Jamaica offers their influence to the outside through food with restaurants and fast food places such as Golden Krust which can be seen in various places in the U.S. Jasmine's Caribbean Cuisine is one of the perfect ways to gain a taste of Jamaica, personally visiting the country I had the opportunity I wasn't able to spot any differences between the two.



*Figure 1*



*Figure 2*



*Figure 3*



*Figure 4*



*Figure 5*



*Figure 6*





# Jasmine's

CARIBBEAN CUISINE

## APPETIZERS

Jerk Chicken Wings	12
Codfish Fritters	10
Empanadas	10
Chicken, shrimp, or codfish	
Jasmine's Veggie Salad	15
Chicken +4, Shrimp +5, Salmon +8	
Loaded Plantain Chips	12

## SIDES

Jasmine Rice	5
Coconut Rice & Peas	7
Calaloo	5
Plantain	5

## ENTREES

Served with rice and peas or white rice

Stew Chicken	20
Oxtail	26
Escovitch Fish	28
Coconut Salmon	25
Ackee & Saltfish	20
Veggie Cookup	22
Rasta Pasta	20
Chicken +4, Shrimp +5	

## DESSERTS

Carrot Cake	7
Banana Bread	7

## SOUPS

Chicken Soup	12
Fish Tea Soup	12

## SPECIALTY MOCKTAILS

Rosemary Honey Grapefruit Spritzer	9
Soursop Mojito	9
Tropical Paradise Punch	9
Virgin Pina Colada	9
Strawberry Basil Lemonade	9
Sorrel	9

## BEVERAGES

Soft Drinks	5
Ting	7
Ginger Beer	7
Purezza Water	8

## VEGAN

### APPETIZERS

Vegan Fried Cauliflower	7
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### ENTREES

Stew Peas & White Rice	15
Jamaican Jerk Grilled Eggplant	17

\*Please alert staff of food allergies

\*Automatic gratuity to parties of 6 or more

Figure 7

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