

BUF 4300 – International Palette Papers
Prof. Alyssa Adomaitis
02/26/2023
Michelle Wu Feng
Restaurant Name New York Music Restaurant-----Hutaoli

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

This time, one wants to introduce a Sichuan-style music restaurant with a great atmosphere. This restaurant has its home in China and focuses on a beautiful musical atmosphere. You can enjoy excellent singing while you are dining. The setting here is also perfect. Every picture is like a photo album for those who like to take pictures. It is gorgeous and delightful. This restaurant is trendy during the holidays when reservations are required. You will be greeted as Mr./Miss/Ms when you enter the restaurant. If you enter the restaurant without a reservation, the waiter will quickly arrange a seat for you according to the number of customers—no need to wait too long.

- 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 restaurants or restaurant chains. For example, one can tell but not be limited to the sights in the restaurant décor, unusual food odors, and music sounds. One should use all five senses in this cultural experience.

The restaurant is a music restaurant, so there will be music with you when you enter. Their interior is a kind of fairy, Wizard of Oz style. The atmosphere is exciting and unique. The environment is very dreamy and retro. The interior uses a lot of plants and some small objects from the 80s to create a dreamy atmosphere. (Figure1:Michelle)



Probably to make the dining experience better, they also ordered aromatherapy inside the restaurant, and you could smell the cedar wood as soon as you entered. It's like dining in the forest, making people feel very relaxed.

Their table settings are branded, and their silverware, plates, and cups are all very cute. They have a large projector and music system in the main dining area to entertain guests, with songs and music videos playing on the projector and a dance stage with drums, pianos, and guitars used to accompany the singers during their residency. There is a performance every day around 6:30 PM when the restaurant is busiest.

Because this is a Chinese-style restaurant, there are cultural differences compared to American or chain restaurants. For example, some American chain restaurants don't play songs. Some even play intense songs, while Hutaoli plays softer/more lyrical pieces. Also, since both the United States and China are multicultural, Hutaoli's style combines many elements (Sternquist, 1998).

- 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?



Because this restaurant is a music restaurant in Sichuan style, the central cuisine is Chinese Sichuan cuisine. Many types of food are offered on their menu, such as beverages, Soup, Entrees, Appetizers, and Rice & where no unusual items exist. They don't describe the ingredients on the menu. Still, when the waiters come to order, they will carefully ask the customers if they are allergic to any ingredients so that they don't eat the ingredients they are allergic to. The menu is available in both Chinese and English. Many items are on the menu, including Marinated Roasted Gluten, Sliced Beef & Tripe W. Peanut & Chili Sauce, Hot.

(Figure 2:Michelle) Chicken Fun, Hutaoli Roast Chicken, Hutaoli Fried Rice, etc. One of the three dishes is Hutaoli Roast chicken, Hutaoli Fried Rice, and Sichuan Spicy Chicken.

Hutaoli Roast Chicken has a bird cage and a small wooden barrel. The waiter politely asked if the guest wanted to take a picture before removing the birdcage. The flavor was savory with the spicy squeeze and chopped dry onions. It tasted very crunchy. If you like that crunchy texture, you can try it. Hutaoli fried rice is the main dish. After you order it, you will regret it a bit because the words you order are salty, and it will be more saline with fried rice. Szechuan spicy chicken is one of one favorite dishes. It has pineapple in it, and the chicken pieces are crispy and just the right amount of spicy. It only tastes spicy once you drink it and keeps its spiciness.

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

Hutaoli does not offer traditional salads but provides other salads, such as fruit salad. They also don't serve bread, because their main dishes are rice and noodles. They offer a Sichuan specialty dessert: ice jelly, transparent jelly with no flavor, so the restaurant offers brown sugar water for flavoring. The ice jelly comes with hawthorn, crushed peanuts, raisins, and small dumplings. The ingredients can also be put in fruit.

There are many kinds of matching. After you eat spicily, eat a bowl of iced jelly, which can be perfect relief spicy.

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

This restaurant not only serves many Sichuan specialties but also offers a variety of beverages such as soda, tea, and alcoholic beverages. They serve alcoholic drinks such as Beer, Tsingdao, Brooklyn Lager, and Goose Island IPA. While American chain restaurants do not usually serve hot tea, this restaurant does serve hot tea, including Jasmine tea, Green-Mint tea, and PuEr tea. In winter, ordering a pot of hot tea is an excellent choice, quickly warming up the cold body.

- F. How does the food reflect the cultural and **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 where this culture's food is best known in the world (continent & location) and from the country.

Food is one of the most essential things in our lives. Due to the world's geographical, economic, and cultural diversity, people in different regions eat and prepare food differently. (Vatika, 2018) Sichuan cuisine, for example, is one of the four traditional Chinese Han cuisines and one of the eight major Chinese cuisines. Sichuan cuisine includes Sichuan dishes, noodles and snacks, and hot pots. Sichuan cuisine is known for its wide range of ingredients, varied seasonings, diverse dishes, fresh taste, mellow and thick, and spicy seasoning.

Sichuan is rich in produce; birds, animals, and fishes provide abundant raw materials for Sichuan cuisine, and many Shu ginger, Sichuan pepper, and other seasonings are used. (The most famous ones are Ma Po Tofu, Kung Pao Chicken, Sliced Lung of Husband and Wife, White Pork with Garlic, etc.) (Ethan, 2017) The difference in geographical location has created various regions worldwide to have multiple regional specialties. At the same time, because of the development of trade, it is now possible for everyone in a foreign country to experience the taste of home at any time.

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

In addition to clothes, clothing also includes many elements that show people's beauty, such as the color/style of their hair. And the accessories people wear, such as *nail polish* and *jewelry*, *handbag*, and *skin*. These are all part of our dress (Eicher-Roach-Higgins's, 1992).

Although the restaurant does not require guests to wear formal wear, the Hutaoli environment is so sophisticated/beautiful that consumers respect the occasion. You can see that the consumers are dressed very elegantly/highly. Some women wore *pearl necklaces*, *sparkling crystal earrings*, and delicate/elegant *handbags*, while others carried *backpacks* that reflected their versatile, practical, and noble temperament. Some of the men wore simple and fashionable tailoring design *trench coats*. You can smell the *perfume* on them when you pass other consumers.

The waiters are uniformly dressed so that it is clear to the consumer who is the real waiter. And you can see that their nails are immaculate, no one *painted nails*, or *nail* crevices are very dirty. This will allow consumers to be more satisfied with the restaurant's service.

- H. Rate your experience as a food critic (as in the *LA Times* or *Houston Chronicle*). Ratings should depend 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 two paragraphs.

As a food critic, Hutaoli gets an "A." Hutaoli's decor is very sophisticated and gives guests a great environment to eat in. The waiters are very attentive to eliminating the possibility of exposure to allergens. The hygiene of the store and toilets is also immaculate. The prices are reasonable and do not exceed an affordable range, as they have medium portions of dishes that are on par with the costs.

The atmosphere at Walnut Lane is great for a few friends to hang out, sit down and chat/gather and enjoy the music and food. Handsome guys and girls who like taking photos can also record shared memories. Although only three dishes are introduced, many delicious dishes are still in the store. Since this is a Sichuan restaurant, you can try it if you want to eat spicy food. Of course, you can't eat spicy dishes. Some dishes are not spicy. You can tell the waiter that this is not too spicy.

- I. What did you learn from this experience that you could contribute to a multicultural experience in a class discussion?

During this experience, we can learn that different countries have their own different food cultures. But to cater to the American market, they need to create habits and flavors that align with consumer tastes. For example, Sichuan cuisine is mainly spicy. Still, not everyone in the U.S. de market can accept spicy food, so the restaurant will choose to allow consumers to choose a spicy level of humanization. While not losing the original characteristics, they will also cater to the market to make changes.

Reference

- Figure 1: Wu Feng, M (2023, Feb 14) Be Hutaoli
- Figure 2: Wu Feng, M (2023, Feb 14) Be Hutaoli
- Sibal, Vatika. "Food: Identity of Culture and Religion, ResearchGate."
Www.wathi.org, Sept. 2018,
www.wathi.org/food-identity-of-culture-and-religion-researchgate/. Accessed 22 Feb. 2023.
- Wong, Ethan. "Everything about Sichuan Cuisine – History and More."
3thanwong.com, 3thanWong, 26 Aug. 2017,
www.3thanwong.com/everything-about-sichuan-cuisine/amp/. Accessed 22 Feb. 2023.
- Sternquist, 1998
- *Eicher-Roach-Higgins's, 1992*

