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Global Sourcing & International Trade
Assignment #1: International Palette
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Brooklyn Chop House: Asian Cuisine (Black-Owned)

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?

Upon one's arrival at *Brooklyn Chop House*, one was cordially greeted with a warm "Hey Sweetie" by the hostess. In response, one informed her of the reservation for a table for one at eight o'clock. Promptly acknowledging one's request, the hostess inquired if one would be dining alone, to which one affirmed. The hostess then suggested seating at the bar due to one's solitary status. However, recognizing one's need for privacy to fulfill an assignment, one politely declined and expressed one's preference for a closed environment conducive to note taking. Delighted by one's response, the hostess graciously led one to the second floor, where one could enjoy the desired privacy. The wait for seating was brief, lasting less than 10 minutes, during which one observed the restaurant's ambiance and hospitality. Once seated, one dove into one's culinary journey, savoring both the flavors of the cuisine and the solitude of one's surroundings. Throughout the dining experience, the staff exhibited attentiveness and professionalism, enhancing the overall enjoyment of one's visit to *Brooklyn Chop House*.

Indeed. Making reservations at *Brooklyn Chop House* ensures that one has a guaranteed table upon your arrival, particularly during busy times when the restaurant may be fully booked. Reservations allow the restaurant to manage its seating capacity effectively, ensuring that each guest receives timely and attentive service. Additionally, having a reservation can help one avoid waiting in line or experiencing long wait times for a table, thereby enhancing the overall dining experience. Furthermore, reservations provide the restaurant with an opportunity to prepare for one's arrival, including setting up the table and accommodating any special requests or dietary restrictions one may have. Overall, making reservations at *Brooklyn Chop House* is recommended to ensure a smooth and enjoyable dining experience.

Certainly, one made a reservation for *Brooklyn Chop House* as per protocol. Making reservations at *Brooklyn Chop House* ensures that one has a guaranteed table upon the arrival, particularly during busy times when the restaurant may be fully booked. Reservations allow the restaurant to manage its seating capacity effectively, ensuring that each guest receives timely and attentive service. As a result the duration of one's wait was less than ten minutes. Additionally,

having a reservation helps one avoid waiting in line or experiencing long wait times for a table. These reservations provided the restaurant with an opportunity to prepare for one arrival, including setting up the table and accommodating any special requests or dietary restrictions that one has. Making a reservation at *Brooklyn Chop House* is recommended to ensure a smooth and enjoyable dining experience.

Brooklyn Chop House was impressively brief, lasting less than ten minutes. Despite the restaurant's popularity and apparent occupancy, the staff efficiently managed the seating process, ensuring minimal delay for oneself and guests with reservations. This short wait period allowed oneself ample time to prepare conducive note taking. This also allowed oneself to capture initial impressions, reactions and observations. Observations of the restaurant's such as decor, lighting, and Eicher & Higgins (1992). Using your five senses of *taste, touch, sight, smell, & sound*.

- B. What are the cultural differences you notice? (Use class notes) Using your five senses of taste, touch, sight, *smell*, & sound (remember Eicher & Roach-Higgins (1992) definition of Dress) describe some of the cultural differences that you are not accustomed to (in comparison to All-American restaurant or restaurant chains, but do not write the actual comparison to American restaurants). 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 in detail. Each of the five senses should be in a separate paragraph).

The cultural differences at *Brooklyn chop house* that sets it aside from other restaurants. The menu fusion, blends classic American steakhouse cuts with *Asian* inspired appetizers such as satays, and flavors. Satay is a Southeast *Asian* dish consisting of seasoned meat like chicken, lobster, shrimp, beef, double thick bacon served in peanut sauce. The earliest preparations of satay are believed to have originated in Java island, Indonesia. Robert “Don Pooh” Cummins, Dave Thomas, Charles Suitt, and Stratis Morfogen founded *Brooklyn Chop House*, a successful restaurant in New York City known for its unique blend of American steakhouse and *Asian* inspired dishes. at *Brooklyn Chop House*, one can have a high-end steak dinner with a side of cultural fusion, from jazz and hip-hop to Latin and Caribbean rhythms.

As one savors each bite of the meal at *Brooklyn Chop House*, one may experience a *taste* from the savory richness of the lamb chops to the delicate balance of spices in the accompanying sauces such as A-1 Steak sauce. These choices reflect a fusion of flavors from various cultural backgrounds, appealing to a diverse range of palates. The dish of chicken fried rice, prepared in *Asian* style, begins with the savory flavors of tender chicken pieces, stir-fried with aromatic vegetables such as carrots, peas, and green onions. The combination of soy sauce, sesame oil, and other traditional *Asian* seasonings infuses the rice with layers of umami-rich *taste*. Each cuisine of flavors are from *Asian* cultural backgrounds, appealing to a diverse range of palates.

As one enters *Brooklyn Chop House*, one may notice the smooth texture of the wooden door handle beneath one's fingertips, offering a sense of familiarity and warmth. As one *touches* the menu, the sturdy weight of the menu in one's hands exudes quality and attention to detail. During one's dining experience, the *touch* of the tablecloth beneath one's palms felt crisp and clean, enhancing the sense of elegance. When the dish arrived, the sensation of the utensils in one hand felt balanced and substantial, ready for one to indulge into the food. Also the *smooth* surface of the glass or the *textured* grip of the steak knife.

One eye took in the visual feast before devouring each food, from the beautifully plated dishes to the elegant decor of the restaurant. At *Brooklyn Chop House*, as one approaches the entrance, one is greeted by a door, adorned with an embossed letter "B." The vibrant colors of the food and the artistic presentation. This distinctive detail hints at the establishment's identity before one even steps inside. The restaurant adds to the ambiance, with *tasteful* furnishings and drape chandeliers *suspended* from the ceiling. As one admires the intricate craftsmanship of satisfying both one's hunger and one's cravings for exceptional flavor. Chandelier, it becomes a focal point that adds to the overall aesthetic. As one takes in the *sight* around one's anticipation builds for the journey that lies ahead, promising an unforgettable feast for both the eyes and the taste buds.

From the moment one steps into *Brooklyn Chop House*, one's *senses* are awakened by the *odor* that fills the air. The rich, smoky scent of grilled meats mingles with the fragrant herbs and spices, creating an irresistible *smell* fills the appetite. As one takes a seat, sizzling from the lamb chops and dishes from the kitchen, heightening the anticipation for the delights to come. The rich, umami notes mingle with hints of garlic, rosemary, and thyme, creating an irresistible *smell* and *taste*. From the first bite to the last, the lamb chop at *Brooklyn Chop House* is made of perfection that leaves a lasting impression. Satisfying both one's hunger and for exceptional flavor with experience.

The background *sound* sets the mood, adding a sound and rhythm. The clinking of glasses as patrons toast to special occasions, the conversation as friends and families share stories and laughter, and the occasional laughter from nearby tables add to the vibrant atmosphere. The clang of pots and pans adds to the lively atmosphere, indicating the meticulous attention to detail and precision that goes into every dish. Occasionally, the sound of servers gliding gracefully between tables, and delivering plates. Together, these sounds create a symphony of sensory delights that enhance one's enjoyment of the meal and experience for the assignment.

- C. Look at the menu. What are the types of foods they offer? What are some unusual food items? Do they describe the ingredients in the food? What are the ingredients? 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? Please write in detail.

The menu offerings vary depending on the time of day, with the dinner menu featuring a diverse selection of dishes at *Brooklyn Chop House*. From the savory Lamb "Gyro" Dumplings and the luxurious Lobster "Spring Roll" Dumplings to the inventive Pastrami Dumplings and the comforting French Onion Soup Dumplings, there's a dumpling to satisfy every craving. a selection of homemade noodles at *Brooklyn Chop House*. *Brooklyn Chop House* also offers rich flavors of the Ginger Beef with Scallion Noodles or the Chicken Flat Noodles with Bean Sprouts. tender and flavorful Chicken Satay, succulent Lobster Satay, or juicy Shrimp Satay, each skewer grilled to perfection and served with a variety of dipping sauces. selection of crisp and flavorful salads, each served with your choice of dressing, including Olive Oil and Vinegar, Creamy Garlic, Ranch, or Blue Cheese. Indulge in the Emperor's Prime Dry Aged NY Strip Steak Garlic Salad for a hearty and indulgent option, or opt for lighter fare such as the House Salad or the Spinach Salad.

Some *unusual* food items on the menu are, the Pac-Man dumplings at *Brooklyn Chop House* are a playful and creative interpretation of the classic video game character. These dumplings are shaped and decorated to resemble Pac-Man, with each dumpling representing the iconic yellow, pink, orange and blue. The impossible plant-based burger dumplings feature a filling made with impossible burger, a plant-based alternative to meat that mimics the taste and texture of beef. The green hue adds visual interest to the dumplings and enhances their appeal, suggesting that they may be using natural food coloring or incorporating green ingredients into the dough to achieve this color. *Unusual* foods like the Pac-Man dumplings and the Impossible plant-based Burger dumplings at *Brooklyn Chop House* are often featured to provide diners with unique and memorable dining experiences.

At *Brooklyn Chop House* they do not extensively describe the ingredients in the food. Some restaurants may have signature recipes or special ingredients that they consider proprietary information. Revealing all the ingredients could potentially allow competitors to replicate their dishes. Often menus change based on seasonal availability of ingredients or to introduce new dishes. Updating a detailed list of ingredients for each menu change could be time consuming and impractical. While *Brooklyn Chop House* provides allergen information upon request or on a separate allergen menu, listing every ingredient could be overwhelming for customers. Instead, they may provide information on common allergens (such as gluten, nuts, dairy, etc.) and advise customers to inquire about specific ingredients if they have allergies.

It's possible that *Brooklyn Chop House*, like many other restaurants, chooses not to provide a detailed list of ingredients. However, one inquired with the waitress about the ingredients used in the lamb chops dish. Begin by marinating the lamb chops in a mixture of

sesame oil, garlic powder, onion powder, salt, pepper, smoked paprika, and oregano, ensuring each chop is coated with the flavors. When it's time to cook, heat the oil and butter in a skillet over medium-high heat. Add ginger paste and minced garlic to infuse the oil with aromatic depth. Then, sear the lamb chops on each side until they develop a golden brown crust that reaches the desired level of doneness for the customers.

The Beijing Chicken Salad or the California Lobster Avocado Salad, each offering a delicious combination of flavors and textures. And for an added protein boost, you may add Grilled Chicken or Grilled Shrimp to your salad for a truly satisfying meal. Double Thick Bacon Satay thick-cut bacon adds a rich, smoky flavor including ingredients such as soy sauce, brown sugar, garlic, ginger, and various spices, which infuse the bacon with layers of savory and sweet flavors. Beef Satay, tender strips of beef are the main component of this dish. The beef is marinated in a flavorful mixture that includes ingredients like soy sauce, ginger, garlic, brown sugar, and spices such as coriander and cumin.

In a memorable dining experience at *Brooklyn Chop House*, one indulged in the succulent Colorado lamb chops, perfectly grilled to tender perfection served with a-1 steak sauce. With each bite, the rich and savory essence of the lamb filled one's senses, offering a delightful contrast to the crisp exterior and juicy interior of the chops. Accompanying this delectable dish was the chicken crispy rice, combined with tender pieces of chicken and aromatic spices that left a lasting impression. To complement the meal, one savored a glass of *D'usse VSOP*, a premium cognac known for its smoothness and flavor. The *D'usse VSOP* provided the perfect finishing touch to an evening at *Brooklyn Chop House*.

The decision to have only one language on the menu at *Brooklyn Chop House* may be influenced by several factors. The target audience of the majority of the restaurant's clientele primarily speak one language, such as English, it may be more practical to have the menu solely in that language to ensure clear communication and ease of understanding for the majority of diners. Including multiple languages on a menu can significantly increase its size and complexity, potentially making it more complex to understand. Limiting the menu to one language helps to maintain brand consistency and a cohesive aesthetic for the restaurant as the founders of the restaurant are American. This ensures that the dining experience remains uniform and aligned with the restaurant's overall image and identity.

- 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? Describe each in detail.

At *Brooklyn Chop House*, the appetizer section of the menu features a selection of traditional salads, each offering a refreshing start to the dining experience. Diners can choose

from a variety of classic options, such as the Caesar with Bacon, House, Spinach, BLT Wedge, and Beijing Chicken salads. These salads are thoughtfully prepared with fresh and crisp ingredients, providing a satisfying balance of flavors and textures. For those looking to elevate their salad experience, optional additions of Grilled Chicken or Grilled Shrimp are available for an additional charge, allowing diners to customize their dish to their preference. Additionally, the Emperor's Prime Dry-Aged NY Strip and California Lobster Avocado salads offer indulgent twists on the traditional salad concept, featuring premium ingredients and bold flavors that are sure to impress.

The types of breads that Brooklyn *Chop House* offers specializes in steakhouse and *Asian* fusion cuisine, so traditional bread options like tortillas or pita are not part of their regular menu. Instead, one found bread options such as garlic bread slices of bread brushed with garlic infused butter and toasted to perfection. *Focaccia*, a rustic Italian bread seasoned with herbs and olive oil, served with a side of dipping sauce. *Bao Buns* which are soft and pillowy steamed buns typically filled with savory ingredients like braised pork belly or crispy fried chicken. *Asian* style Pancakes are thin and crispy pancakes often served with scallion and hoisin sauce, resembling a flatter version of a tortilla.

At Brooklyn *Chop House*, dessert options offer a variety of sorbets and ice creams to satisfy one's sweet tooth. Guests can indulge in a refreshing sorbet, with choices including Coconut, Pineapple, Watermelon, Apple, or Lychee, each bursting with vibrant and fruity flavors. For those craving classic indulgence, a selection of premium ice creams awaits, including Vanilla, Chocolate, Salted Caramel, Mint Chocolate, Vanilla Chocolate Chip, and Chocolate Chocolate Chip, each offering a rich and creamy taste. For a sampling of both sorbet and ice cream flavors, guests can choose the Sorbet sampler or Ice Cream Sampler, each featuring three scoops of the chef's choice selections. Whether you prefer the light and refreshing taste of sorbet or the creamy richness of ice cream, the dessert offerings at Brooklyn *Chop House* promise to leave a lasting taste that leaves you wanting more.

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

The types of beverages that are offered, soft drinks, a selection of popular carbonated beverages such as Coca-Cola, Pepsi, Sprite, and Ginger Ale. Fresh Juices refreshing fruit juices like orange juice, apple juice, cranberry juice, and pineapple juice. Tea, sweetened or unsweetened iced tea options, often available in flavors like lemon, peach, or raspberry. Or classic lemonades such as strawberry or raspberry lemonade. Coffee and Tea hot beverages including coffee, espresso, cappuccino, latte, and various types of tea such as green tea, black tea, herbal tea, and chai tea. Sparkling water bottled sparkling water options like Perrier or San Pellegrino or tap water.

At *Brooklyn Chop House*, the beverage menu is diverse and carefully curated, *Brooklyn Chop House's* beverage menu providing a diverse and refined dining experience. From crisp and vibrant Sauvignon Blancs to rich and buttery Chardonnays, the selection of white wines offers something for every consumer. *Pinot Grigios* from Italy, including the Sun Goddess by Mary J Blige, provide refreshing options with a touch of elegance. For those with a penchant for sweeter wines, the Cupcake Moscato offers a delightful treat. Rosé lovers can indulge in *Mendocino*, California, or the Whispering Angel from France. To add a touch of sparkle to any occasion, the menu boasts a selection of sparkling wines and Champagnes, including classics like *Perrier Jouet Brut* and *Moet Chandon Brut Imperial*, as well as exclusive of the *Sun Goddess Prosecco* by Mary J Blige and the luxurious *Dom Perignon*. With such an extensive and carefully curated selection, guests can elevate their dining experience with the perfect wine or sparkling option to complement their meal at *Brooklyn Chop House*.

A few things *Brooklyn Chop House* offers that are not typically found in American chain restaurants. Unique dumpling fillings, American chain restaurants typically wouldn't offer dumplings, and if they did, the fillings would likely be more traditional, like pork or vegetable. *Brooklyn Chop House* features creative fillings like Pastrami, Philly Cheesesteak, and French Onion Soup. While some American chains might have a few *Asian*-inspired dishes, *Brooklyn Chop House* places a strong emphasis on them. Their menu features various noodle dishes, Satays skewered meats, and a large selection of dumplings, which aren't staples in most chain restaurants. Chain restaurants often focus on budget friendly cuts of steak. *Brooklyn Chop House* offers Dry-Aged Prime Steaks, which are higher quality cuts of meat typically found in finer dining establishments.

- F. How is the food reflective of the **cultural geography** and the **economic geography** (*Use class lecture notes for each definition*)? (i.e. spices are abundant in India which is rich in spices & fish (sushi) is popular in *Japan* & it is part of the G7). Describe approximately where in the world (continent & location) and from country this culture's food is best known. Be sure to research the country about geography, spices, foods, etc.....Be sure to use APA in-text citations and references.

Cultural geography refers to how people live their lives in different regions of the world or country. Economic geography refers to the distribution of industrialization and wealth Sternquist, B. (1998). Food at *Brooklyn Chop House* reflects cultural geography by blending elements of *Asian* and American cuisine. *Brooklyn Chop House* is symbolic of *Asia* culturally with the economic geography the primary house special on the menu dumplings and noodles.

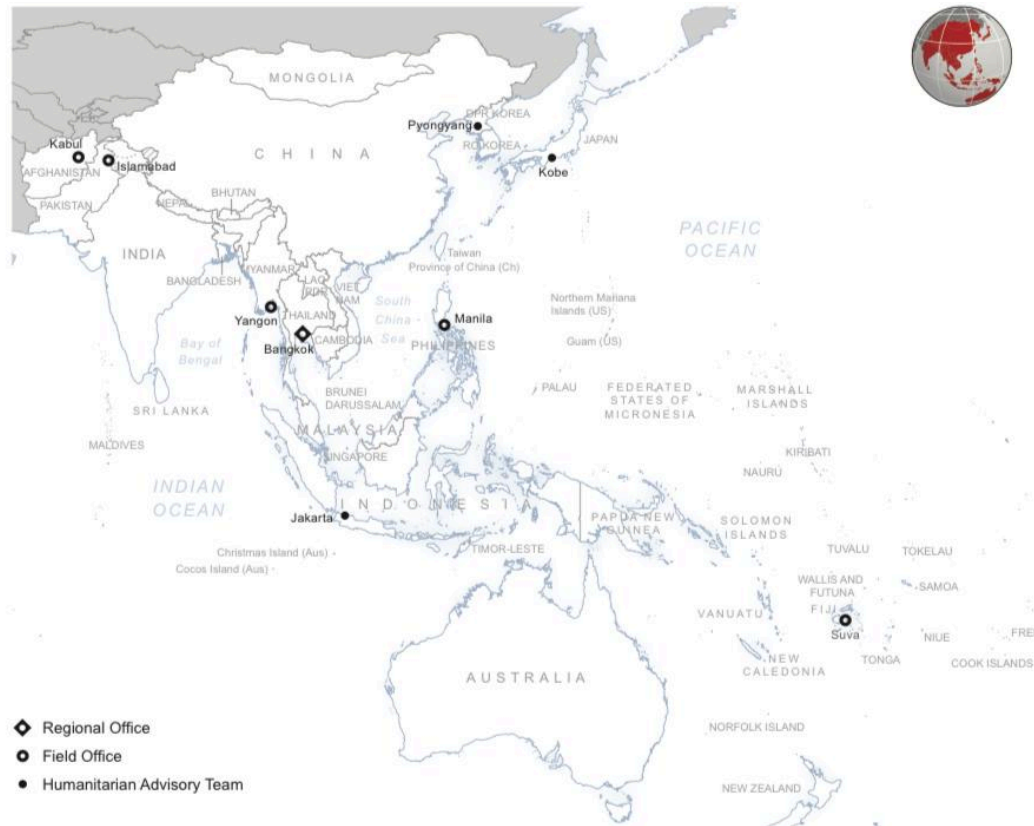


Figure 1. Map of *Asia*

Asia is the world's largest and most populous continent, located in the eastern hemisphere. It borders the Arctic Ocean to the north, the Pacific Ocean to the east, the Indian Ocean to the south, and Europe and Africa to the west. Chinese dumplings know as Jiaozi have been around for over 1,800 years. A man named *Zhang Zhongjian* is credited with inventing them during the *Han Dynasty*. To help people suffering from frostbite, *Zhang* made a broth with mutton, chili, and herbs, wrapped it in dough shaped like ears (the affected body part), and boiled them for consumption (Butler 2014, p.1, par 4). Noodles originated in China around 4,000 years ago during the *Han dynasty*. The earliest noodles were made from wheat dough and were sun dried for preservation (McDonnell 2013, p.2, par 3). From *China*, noodles spread to other parts of *Asia* and eventually to Europe via the Silk Road trade routes. From Italian pasta to *Japanese* ramen, different cultures have adapted the basic concept of noodles into countless regional specialties.

The expansion of both dumplings and noodles and Asian culture is symbolic in the economic geography of *Japan's* members of the G7 nations. *Japan's* economic growth and global influence have been significant, and food exports, including various noodle and dumpling dishes, play a role in shaping its image and economic relations with other countries. Noodles originated from *China* and spread throughout *Japan* and Southern East *Asia*.

- G. Describe the dress? (Dress is inclusive of all five senses - you smell perfume, hear Jewelry, see make-up, et...) What were the employees, such as hostesses or wait staff wearing? **Please use Bicher-Roach-Higgins 1992) article to define dress and answer appropriately. This must be used and written in at least 2 paragraphs with correct in-text citations and references discussing all five (5) senses.**

Upon entering Brooklyn Chop House, a wave of aromatic perfume *smell* filled one senses. The hostess described the scent as aromatic perfume, that is *inserted* onto the neck a mix of jasmine and bergamot. The staff *adhere* to the dress code. A small, engraved name tag *clipped* to the apron suspended from the neck with a *pre-shaped* white collar bottom up that men were wearing. The *sound* of the earrings moving together is reminiscent of delicate chimes softly ringing in the breeze. One of the hostess feet were *wrapped* in ankle socks, and were *inserted* into cros each shoe *adhered* by two heel straps.

The hostess adhered to the dress code, worn by the pregnant hostess accommodates her changing body shape, providing comfort and flexibility. *Suspended* from her skirt was a *clipped* earpiece which allowed her to answer workers. As customers depart, blue, green and white-tipped *nails* waved goodnight at the door by the hostess. A glare of color catches one's eye noticing a few *piercings* *adhering* each earlooms. *Wrapped* around one server are *tattoos*, one can see the quote "The wound is the place where the Light enters you." - Rumi. Persian poet Rumi refers to the idea that challenges and hardships can ultimately lead to growth and wisdom. Each employee's feet were *inserted* in black lace dress socks and *inserted* into black and white Skechers, each shoe *adhered* by shoe laces.

- 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 paragraphs. Use details to explain.**

As a food critic evaluating *Brooklyn Chop House*, one would assign the following ratings based on various aspects of the dining experience. Rating one's experience as an (A), the taste of the dishes at *Brooklyn Chop House* consistently impresses, offering a fusion of flavors that impressed oneself. From the succulent Colorado lamb chops to the chicken crispy rice, each dish showcases expert craftsmanship and a thoughtful balance of ingredients. The flavors are bold yet nuanced, delivering a memorable dining experience that leaves a lasting impression. The décor at *Brooklyn Chop House* exudes a modern and sophisticated ambiance, with sleek furnishings,

ambient lighting, and stylish décor elements. The restaurant's design seamlessly blends aesthetics with elements of traditional steakhouse creating an inviting and upscale atmosphere that enhances the dining experience.

Cleanliness maintaining a high standard of cleanliness is essential for any dining establishment, and *Brooklyn Chop House* excels in this regard. The restaurant is consistently spotless, with immaculately clean dining areas, restrooms, and bar station at *Brooklyn Chop House* is impeccable, reflecting the restaurant's commitment to maintaining a pristine and hygienic environment for both consumers and staff. Attention to cleanliness contributes to a comfortable and hygienic dining environment as well. Upon approaching the bar, guests are greeted with a clean surface free of any spills, stains, or clutter. The bartenders clean and sanitize the bar area throughout service, ensuring that every surface, from the countertops to the glassware, is sparkling and spotless. The quality of the ingredients and execution at *Brooklyn Chop House* is consistently excellent. From the freshness of the seafood to the tenderness of the meats, every dish reflects a commitment to sourcing premium ingredients, products and maintaining high standards of excellence. Each bite is a testament to the restaurant's dedication to quality and ensuring a return.

- I. What did you learn from this experience that you could contribute to a multicultural experience in a class discussion? ***Give details in your writing of a complete paragraph.***

From this experience, one can learn the importance of understanding how food reflects cultural geography and influences multicultural experiences. In a class discussion on multiculturalism, one could contribute by emphasizing the significance of food. Food is not only a source of nourishment but also a reflection of cultural identity, history, and values. Exploring the traditions of different cultures allows oneself and the reader of this assignment to gain insight into the way people live their lives and the values they hold dear. It allows students to engage with various cultural perspectives, challenging stereotypes, and a sense of belonging for individuals from diverse backgrounds.



Figure 2. *D'USSE VSOP*

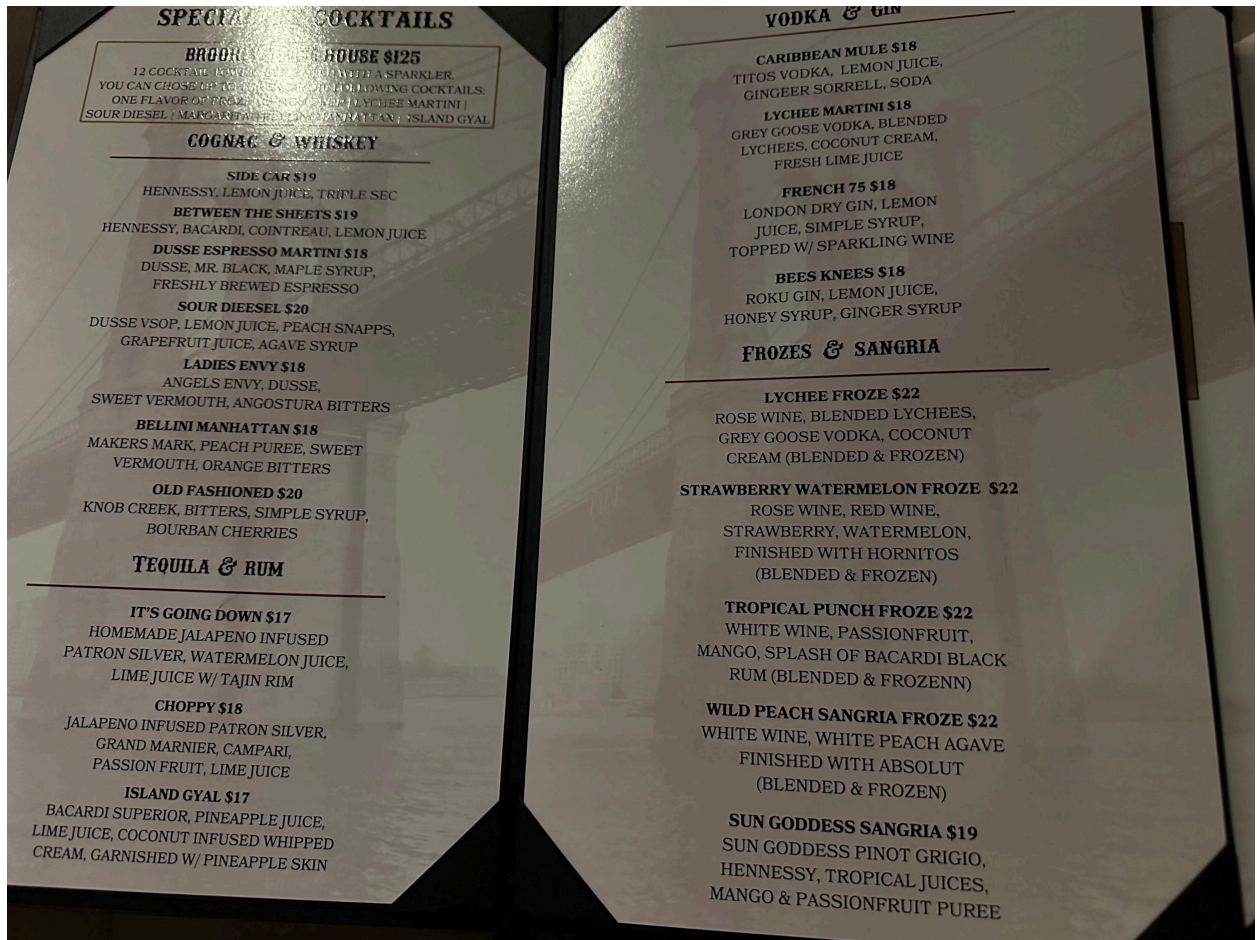


Figure 3. Brooklyn Chop House Alcohol Menu



Figure 4. Brooklyn Chop Food Menu



Figure 5. Colorado Lamb Chops & Chicken Crispy Rice

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