Thesis Proposal Mickayla Doeden

As with any form of art, cooking is inseparable from our own personal stories, our memories and associations. I intend to show that the story of art and the story of food are in fact intertwined. Studying of cooking and art through history and understanding the background of running a culinary art restaurant, shows that cooking is one of the first art that human being ever attempted. And it is still the most universal. Culinary Arts grabbed my attention to pick as my topic because I have always loved to cook, but I want to learn how to run a restaurant and how to cook meals that are more of a challenge, while including art.

Soups restaurants are becoming more popular in the major cities in the United States. Everyone eats soup at some point in their life, that either being during sickness or just to try a new dish. So why don’t we have a restaurant that is dedicated to soup? Here, in Lincoln Nebraska we have a couple of simple restaurants but nothing like the big cities. There is Zoup, Noodle Soup Restaurant, Panera Bread and a couple others. But how about a restaurant that only serves soup. When I think of this idea, my mind automatically goes to the Soup Nazi on the comedy tv show, Seinfeld.

During the beginning of my research I had to think of keywords that would fit well with my project. Thinking through, restaurant was the first word that needed to be researched. After that came words such as soup, food, culinary, chef, cook, kitchen, etc. “A restaurant or an eatery, is a [business](https://en.wikipedia.org/wiki/Business) which prepares and serves food and drinks to customers in exchange for money. Meals are generally served and eaten on the premises, but many restaurants also offer [take-out](https://en.wikipedia.org/wiki/Take-out) and [food delivery services](https://en.wikipedia.org/wiki/Delivery_(commerce)), and some offer only take-out and delivery. Restaurants vary greatly in appearance and offerings, including a wide variety of [cuisines](https://en.wikipedia.org/wiki/Cuisine) and [service](https://en.wikipedia.org/wiki/Customer_service) models ranging from inexpensive fast food restaurants and [cafeterias](https://en.wikipedia.org/wiki/Cafeteria) to mid-priced [family restaurants](https://en.wikipedia.org/wiki/Family_restaurant), to high-priced luxury establishments.” “Food is any substance consumed to provide nutritional support for an organism. It is usually of [plant](https://en.wikipedia.org/wiki/Plant) or [animal](https://en.wikipedia.org/wiki/Animal) origin, and contains essential [nutrients](https://en.wikipedia.org/wiki/Nutrient), such as [carbohydrates](https://en.wikipedia.org/wiki/Carbohydrate), [fats](https://en.wikipedia.org/wiki/Fat), [proteins](https://en.wikipedia.org/wiki/Protein_(nutrient)), [vitamins](https://en.wikipedia.org/wiki/Vitamin), or [minerals](https://en.wikipedia.org/wiki/Mineral_(nutrient)). The substance is [ingested](https://en.wikipedia.org/wiki/Ingestion) by an [organism](https://en.wikipedia.org/wiki/Organism) and assimilated by the organism's [cells](https://en.wikipedia.org/wiki/Cell_(biology)) to provide [energy](https://en.wikipedia.org/wiki/Energy), maintain life, or stimulate growth. Historically, [humans](https://en.wikipedia.org/wiki/Human) secured food through two methods: [hunting and gathering](https://en.wikipedia.org/wiki/Hunter-gatherer) and [agriculture](https://en.wikipedia.org/wiki/Agriculture). Today, the majority of the [food energy](https://en.wikipedia.org/wiki/Food_energy) required by the ever [increasing](https://en.wikipedia.org/wiki/Population_growth) [population of the world](https://en.wikipedia.org/wiki/World_population) is supplied by the [food industry](https://en.wikipedia.org/wiki/Food_industry).” “Soup is a primarily liquid [food](https://en.wikipedia.org/wiki/Food), generally served warm or hot (but may be cool or cold), that is made by combining ingredients such as [meat](https://en.wikipedia.org/wiki/Meat) and [vegetables](https://en.wikipedia.org/wiki/Vegetable) with [stock](https://en.wikipedia.org/wiki/Stock_(food)), [juice](https://en.wikipedia.org/wiki/Juice), water, or another [liquid](https://en.wikipedia.org/wiki/Liquid). Hot soups are additionally characterized by boiling solid ingredients in liquids in a pot until the flavors are extracted, forming a [broth](https://en.wikipedia.org/wiki/Broth).” “Culinary arts, in which [culinary](https://en.wiktionary.org/wiki/culinary) means "related to [cooking](https://en.wikipedia.org/wiki/Cooking)", are the arts of preparation, cooking and presentation of [food](https://en.wikipedia.org/wiki/Food), usually in the form of [meals](https://en.wikipedia.org/wiki/Meal). People working in this field – especially in establishments such as [restaurants](https://en.wikipedia.org/wiki/Restaurant) – are commonly called "[chefs](https://en.wikipedia.org/wiki/Chef)" or "[cooks](https://en.wikipedia.org/wiki/Cook_(profession))", although, at its most general, the terms "culinary artist" and "[culinarian](https://en.wiktionary.org/wiki/Culinarian)" are also used. [Table manners](https://en.wikipedia.org/wiki/Table_manners) ("the table arts") are sometimes referred to as a culinary art.

Expert Culinarians are required to have knowledge of [food science](https://en.wikipedia.org/wiki/Food_science), [nutrition](https://en.wikipedia.org/wiki/Nutrition) and [diet](https://en.wikipedia.org/wiki/Diet_(nutrition)) and are responsible for preparing meals that are as pleasing to the eye as well as to the [palate](https://en.wikipedia.org/wiki/Palate). After restaurants, their primary places of work include [delicatessens](https://en.wikipedia.org/wiki/Delicatessen) and relatively large institutions such as hotels and hospitals.” “A chef is a trained professional [cook](https://en.wikipedia.org/wiki/Cook_(profession)) who is proficient in all aspects of food preparation, often focusing on a particular [cuisine](https://en.wikipedia.org/wiki/Cuisine). The word "chef" is derived from the term chef de cuisine, the director or head of a [kitchen](https://en.wikipedia.org/wiki/Kitchen). Chefs can receive formal training from an institution, as well as by apprenticing with an experienced chef. There are different terms that use the word chef in their titles, and deal with specific areas of food preparation, such as the sous-chef, who acts as the second-in-command in a kitchen, or the chef de partie, who handles a specific area of production. The [kitchen brigade](https://en.wikipedia.org/wiki/Brigade_de_cuisine) system is a hierarchy found in restaurants and hotels employing extensive staff, many of which use the word "chef" in their titles.” “Cooking or cookery is the [art](https://en.wikipedia.org/wiki/Art), [technology](https://en.wikipedia.org/wiki/Technology), [science](https://en.wikipedia.org/wiki/Science) and [craft](https://en.wikipedia.org/wiki/Craft) of preparing [food](https://en.wikipedia.org/wiki/Food) for consumption with or without the use of heat. Cooking techniques and ingredients vary widely across the [world](https://en.wikipedia.org/wiki/Earth), from grilling food over an open fire to using [electric stoves](https://en.wikipedia.org/wiki/Electric_stove), to baking in various types of [ovens](https://en.wikipedia.org/wiki/Oven), reflecting unique environmental, economic, and cultural traditions and trends. The ways or types of cooking also depend on the skill and type of training an individual cook has. Cooking is done both by people in their own dwellings and by professional cooks and chefs in restaurants and other food establishments. Cooking can also occur through chemical reactions without the presence of heat, such as in [ceviche](https://en.wikipedia.org/wiki/Ceviche), a traditional [South American](https://en.wikipedia.org/wiki/South_American) dish where [fish](https://en.wikipedia.org/wiki/Fish) is cooked with the acids in [lemon](https://en.wikipedia.org/wiki/Lemon) or lime juice. [Preparing food with heat or fire](https://en.wikipedia.org/wiki/Pyrolysis#Cooking) is an activity unique to humans. It may have started around 2 million years ago, though archaeological evidence for it reaches no more than 1 million years ago.” I found a bunch of articles and books at different libraries around town and online. Some example of the articles that I found had titles such as “Starting and running a restaurant” and “The Professional Chef.”

The article that caught my eyes was one titled “Restaurant How – To Guides.” The article talks about the steps you need to take to successfully open a restaurant. It says that the first thing you should do is start researching other restaurants and finding the perfect location, write the menu, decide on a name, and most importantly, find financing. According to the article the location is everything in your plans to build up a restaurant. The advice is so that you have foot traffic and have good parking. The article talked about how much fun it is to create the name and the menu.

Another article that took to my attention was, “Why most restaurant startups fail, from someone who has failed.” Through my research I realized that this is not going to be easy. An all soup restaurant? Who would want to eat there? Reading this article, it made me understand that this is going to be a competitive landscape, paying attention to inventory, customer service, location and the most important the lack of experience. One of the quotes that I really enjoyed from this article was “We’re only serving sandwiches, soups and salads. That’s it.” This tells me that it can be done, only serving soups. Alright and maybe salads, I guess.

For the visual research, I looked up things such as menus of restaurants and the logos on the outside and everywhere in the restaurant and how the restaurant was designed on the inside and the outside. There is a lot of designs out in the world, but I wanted to look at the menus and logos that at least had soup on their menus since I want my designed restaurant to be a soup-based place to eat. Another visual research component that I used was The Soup Nazi of Seinfeld, it gave me an idea of what the restaurant needed and how it would look.

When I did my survey research, I was not expecting the results that I got. I expected that not many people ate soup as much as they did. I mean I want them to eat more soup because if I were to open a restaurant then I would want the business, but I was pleasantly surprised. For my survey, I believe the most important questions that I asked were how much people eat soup, what the people would want with their soup, how much would they pay for a bowl of handmade, well-made soup and what soup is their favorite to eat. When doing the survey, I had 86 people answer, for future results I plan to take my survey and have more people participate so I can have better results and more variety.

As shown in the results above, people eat soup way more than I imagined. More than half of the people who took the survey said that they ate soup at least once a week. The second coming of the results has a tie between never and once a month which really did not surprise me that much.

The results for this question did not take me by surprise to much, I predicted that the five dollars to eight dollars would be the most popular answer.

With these results I was glad to find that there were a variety of answers and they were all over the place. It makes it so that a soup restaurant seems like a good idea because of everyone liking different soup taste.

For my further investigation, I plan to look at more articles on the internet and read more into the books that I have already picked up and bought. Also, to further my investigating, I plan to research and look at more restaurant’s logos and menus, then look to see if Lincoln has any restaurants that are close enough to what I want and talk to the manager and owner to see if I can understand it firsthand. I have talked to my boss from work and asked if he would be a person that I could come to for restaurant information and soup recipes. He agreed to sit down and talk to me about all the restaurant business and would help me through the whole process.

So, for my final project piece, I plan to create my own restaurant. That including the logo, branding, the recipes, how to restaurant should look, where the restaurant should be located, how the menu would look, how the brand should look and be advertise and finally a cook book with soup recipes.

Definition Citations

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