

Name: _____

Date: _____

The World of Food and Beverages

L L K V Y Z C D A K U F I N E D I N I N G C W M
R C T B W Y V S C B P J V T U O Y R R A C R Y J
T A E T N E M G E S T E K R A M P I O L O U A C
R E F V I T C K E F K M F I A A Y B W I H A I V
V D F P X K J R L D O O F T S A F M K R I I J F
I F U K N V Z E C I V R E S K C I U Q D J E A W
M L B C D E A E C N A I B M A J E I I W L S O V
M I C U D A E B Z Y V Q L F T C H M H Q B Y A T
F W N J B D N S B T C O L P I G Q Z M J A J H H
U C O N C E P T U P A U H V L I R R R R W Y H R
L O Q E W S C T F O R R R K I A K I T R V M N U
L S N L A R T A T X H E G U F T C L A R Y O X L
S U H D G J F C L M S N Q E P N B M B A N M P W
E Q E D G J K B A D C T I I T K H A D C N S T N
R U T L D L W D O R A W M T V M U C O T Q A U O
V M I Q V F Z O A U T E K R A M A M F P Z I X Y
I U Y I N L F V K V E N J V A X M R E G V R B C
C C N F F C R W K Y R S O B J E I S K G W E W C
E N T H E M E Z N Q I I W C R Y M S N E J T G U
F F Y N Z I H O H W N B L C T F X D Q W T E G G
B Z B W R R R A O N G B I G N S G Y I D F F U C
T Q I A E Q U A I X F A M K U H W X B J J A Q G
M T I V H U R S J F L I X D H I J C U R C C M M
M C O M M E R C I A L F G G P Q M O A B O A B D

market segment

target market

noncommercial

quick service

full service

food service

fine dining

commercial

cafeteria

fast food

ambiance

contract

in house

catering

carryout

concept

market

buffet

theme