

Throughout the global COVID-19 pandemic food and drink have been a source of comfort. When we were in lockdown we sought ways to create the atmosphere and menus of our favorite restaurants. What makes those restaurants and food venues so appealing is the combination of things, designed to satisfy not only your palate but your soul. And those things come together with great Restaurant and Foodservice Management, which is one of the degree programs here at UCF Rosen College of Hospitality Management. In this communique, we will take a look at our Bachelor of Science Degree in Restaurant and Foodservice Management, its instructors and our new Undergrad Certificate Program in Beverage Management.

To prepare the future leaders of the Restaurant and Foodservice Management industry to take on our dining establishment, a talented and experienced faculty delivers our education components. Our interim Department Chair Dr. Cynthia Mejia is a graduate of The Culinary Institute of America, Hyde Park, New York. Dr. Mejia has over 20 years of industry experience in Food & Beverage and hotel operations management, primarily working for luxury brands both in the U.S. and in Singapore. Dr. Mejia teaches Food Supply Chain Management, Facilities Management, Techniques of Food Preparation, and Culture & Cuisine.



An experienced team of chef instructors who are well-versed in academic research work within the department including Chef Robb Seltzer, Chef Jay Judy, Dr. Jason Fridrich and Chef Kate Wilson. Students in the Restaurant and Foodservice Management Degree program learn not only in the classroom, but also in our state of the art Food Labs that are equipped with the finest commercial grade Heston facilities. Students learn about supply chain, farm-to-table, sanitary conditions, proper food handling, managing budgets, contracts and working with vendors, human resources management, the legalities of managing and operating all sizes of restaurant and foodservice operations, from small bistros to large convention center venues. Before the pandemic there were also short study abroad trips during our summer sessions for our students to learn about the European models of restaurant and foodservice management. We are educating the next generation of global hospitality leaders so its essential for them to learn as many facets of the industry.

On the beverage side of the industry, the world class Anheuser-Busch Beer & Wine Lab is the venue where our future leaders of the industry learn about the culture and history of wines of the world, beer brewing, food and beverage pairings, temperature maintenance for wines and more. Research on vineyards is shared as well in a wholistic approach to learning the business essentially from the ground up to the grape. Our beverage faculty includes Dr. Robin Back, who has over 25 years of experience in the retail, travel and tourism, and food and beverage industries in South Africa, the United Kingdom, the Caribbean, and the United States. His research interests are primarily in the area of consumer behavior and marketing, focusing on wine tourism within the greater context of gastronomy tourism, and the wine industry in general. Dr. Back currently teaches "Exploring Wines of the World", "History and Culture of Wine", and "Fine Spirits Management", and has recently started to teach his newly developed, fully online wine course, "Wines of the World". He brings his extensive industry experience and a truly global perspective to his classes. On the fine spirits and alcohol side is Dr. Marissa Orłowski. Dr. Orłowski's academic career is preceded by over 15 years of restaurant, bar, and catering management experience in the hospitality industry with prominent brands such as Walt Disney World Parks & Resorts and The Cheesecake Factory. She is currently working on a number of beverage research studies from a variety of perspectives that make inroads into this minimally developed area. Dr. Orłowski holds several professional memberships, including CHRIE, Academy of Management, National Restaurant Association, and the Society for Wine Educators. She is also active in the U.S. Bartender's Guild (USBG). Dr. Orłowski currently teaches Beverage Management and Fine Spirits Management at the undergraduate level.

Dr. Back and Dr. Orłowski are two of the four faculty members who will leading the new Undergraduate Certificate in Beverage Management program that will launch in fall 2021. Also teaching courses for that certificate program will be Associate Instructor Chef Jay Judy and Adjunct Instructor Chef Jennifer Hostetter. In this certificate program, students will develop an understanding of beer, wine, and spirits, and learn key concepts, strategies, and practical skills relevant to the successful management of beverage operations in a restaurant, bar, or other food and/or

beverage business. An optional sales, marketing, and distribution elective will be helpful to students seeking a career beyond beverage operations. This certificate program requires 15 total semester hours with minimum grade and average GPA requirements which include nine (9) hours of required courses and six (6) hours restricted electives.

The restaurant and foodservice industry is the nation's top private employer. With the in-depth level of course work supported by the HOSPITALITY+ curriculum strategy that incorporates desk and practical learning through hands-on experience, when students graduate they have a deep, robust understanding of the Restaurant and Foodservice industry. Our program also prepares students for an exciting job market that includes food sales, marketing, distribution, vending enterprises, restaurants and more! Graduates of our program are more competitive in the marketplace and have access to better food and beverage management positions in free-standing enterprises, franchises or hotels.

At UCF Rosen College we prepare our students fully to manage the responsibilities of foodservice, restaurants and beverage management. We all have to eat and drink, and with our future leaders of the industry managing your dining experience we can definitely say Bon Appetit!

Charge On!



[Youcheng Wang, Ph.D., Dean](#)

UCF Rosen College of Hospitality Management

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