**Culinary Arts and Restaurant Management Occupations**

**Labor Market Information Report**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

April 2018

# Recommendation

Based on all available data, there appears to be a significant undersupply of Culinary Arts and Restaurant Management workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda and Contra Costa Counties). The gap is about 9,510 students annually in the Bay Region and about 2,560 annually in the East Bay.

This report also provides student outcomes data on employment and earnings for programs on TOP 1307.10 – Restaurant and Food Services and Management in the state and region. It is recommended that this data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the sub-region, region and state, as well as to outcomes across all CTE programs at Laney College and in the region.

# Introduction

This report profiles Culinary Arts and Restaurant Management Occupations in the 12 county Bay region and in the East Bay sub-region for review of an existing Culinary Arts program at Laney College.

* **Food Service Managers (SOC 11-9051):** Plan, direct, or coordinate activities of an organization or department that serves food and beverages.

*Entry-Level Educational Requirement:* *High school diploma or equivalent*

*Training Requirement:* *None*

*Percentage of Community College Award Holders or Some Postsecondary Coursework:* 37%

* **Chefs and Head Cooks (SOC 35-1011):** Direct and may participate in the preparation, seasoning, and cooking of salads, soups, fish, meats, vegetables, desserts, or other foods. May plan and price menu items, order supplies, and keep records and accounts.

*Entry-Level Educational Requirement:* *High school diploma or equivalent*

*Training Requirement:* *None*

*Percentage of Community College Award Holders or Some Postsecondary Coursework:* 40%

* **Cooks, Private Household (SOC 35-2013):** Prepare meals in private homes. Includes personal chefs.

*Entry-Level Educational Requirement:* *Postsecondary Nondegree Award*

*Training Requirement: None*

*Percentage of Community College Award Holders or Some Postsecondary Coursework:* 24%

* **Cooks, Restaurant (SOC 35-2014):** Prepare, season, and cook dishes such as soups, meats, vegetables, or desserts in restaurants. May order supplies, keep records and accounts, price items on menu, or plan menu.

*Entry-Level Educational Requirement:* *No formal educational requirement*

*Training Requirement: Moderate-term on-the-job training*

*Percentage of Community College Award Holders or Some Postsecondary Coursework:* 24%

* **Cooks, Short Order (SOC 35-2015):** Prepare and cook to order a variety of foods that require only a short preparation time. May take orders from customers and serve patrons at counters or tables.

*Entry-Level Educational Requirement:* *No formal educational requirement*

*Training Requirement:* *Short-term on-the-job training*

*Percentage of Community College Award Holders or Some Postsecondary Coursework:* 24%

# Occupational Demand

**Table 1. Employment Outlook for Culinary Arts and Restaurant Management Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Openings | Annual Openings | 10% Hourly Wage | Median Hourly Wage |
| Food Service Managers | 12,888 | 13,812 | 924  | 7% | 7,932 | 1,586 | $9.81  | $18.24  |
| Chefs and Head Cooks | 6,779 | 7,543 | 764  | 11% | 5,154 | 1,031 | $11.73  | $21.33  |
| Cooks, Private Household | 28 | 26 | (1) |  (5%) | 20 | 4 | $10.78  | $14.45  |
| Cooks, Restaurant | 37,062 | 42,191 | 5,128  | 14% | 32,552 | 6,510 | $10.44  | $13.77  |
| Cooks, Short Order | 4,823 | 5,128 | 304  | 6% | 3,773 | 755 | $10.34  | $12.54  |
| Total | **61,580** | **68,700** | **7,119** | **12%** | **49,431** | **9,886** | **$10.44**  | **$15.44**  |

*Source: EMSI 2018.1*

**Bay Region** includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Culinary Arts & Restaurant Management Occupations in East Bay Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Openings | Annual Openings | 10% Hourly Wage | Median Hourly Wage |
| Food Service Managers | 3,884 | 4,164 | 280  | 7% | 2,392 | 478 | $9.80  | $16.63  |
| Chefs and Head Cooks | 1,309 | 1,484 | 175  | 13% | 1,031 | 206 | $10.90  | $15.48  |
| Cooks, Private Household | 7 | 7 | 0 | 0% | 5 | 1 | Insf. Data | Insf. Data |
| Cooks, Restaurant | 9,481 | 10,872 | 1,391  | 15% | 8,432 | 1,686 | $10.17  | $12.27  |
| Cooks, Short Order | 1,353 | 1,437 | 84  | 6% | 1,056 | 211 | $10.25  | $12.16  |
| **Total** | **16,028** | **17,958** | **1,930**  | **12%** | **12,912** | **2,582** | **$10.15**  | **$13.58**  |

*Source: EMSI 2018.1*

**East Bay Sub-Region** includes Alameda and Contra Costa Counties

### Job Postings in Bay Region and East Bay Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (April 2017 – March 2018)**

|  |  |  |
| --- | --- | --- |
| Occupation | Bay Region | East Bay |
| Food Service Managers (11-9051.00) | 5,202 | 1,561 |
| Cooks, Restaurant (35-2014.00) | 4,488 | 975 |
| Chefs and Head Cooks (35-1011.00) | 1,549 | 214 |
| Cooks, Short Order (35-2015.00) | 289 | 50 |
| Cooks, Private Household (35-2013.00) | 2 | 1 |
| **Total** | **11,530** | **2,801** |

*Source: Burning Glass*

**Table 4. Top Job Titles for Culinary Arts & Restaurant Management Occupations (April 2017 – March 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay | East Bay | Common Title | Bay | East Bay |
| Cook | 2,326 | 554 | Lead Cook | 130 | 74 |
| Line Cook | 1,069 | 238 | Service Manager | 120 | 9 |
| Restaurant Manager | 945 | 319 | Executive Sous Chef | 85 | 57 |
| Prep Cook | 708 | 131 | Banquet Manager | 77 | 5 |
| Assistant Manager | 679 | 222 | Food Service Manager | 76 | 5 |
| General Manager | 539 | 229 | Food and Beverage Manager | 76 | 33 |
| Sous Chef | 513 | 64 | Department Manager | 72 | 6 |
| Chef | 402 | 63 | Chef de Cuisine | 64 | 23 |
| Executive Chef | 344 | 53 | Catering Manager | 62 | 12 |
| Kitchen Manager | 260 | 59 | Director of Catering | 62 | 9 |
| Restaurant General Manager | 254 | 77 | Cafe Manager | 59 | 4 |
| Assistant Restaurant Manager | 209 | 73 | Manager, Food Service Industry | 58 | 15 |
| Manager | 206 | 69 | Dish Washer | 57 | 13 |
| Grill Cook | 194 | 38 | Store Manager | 57 | 9 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Culinary Arts and Restaurant Management Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Industry – 6 Digit NAICS (No. American Industry Classification) Codes** | **Jobs in Industry (2017)** | **Jobs in Industry (2022)** | **% Change (2017-22)** | **% in Industry (2017)** |
| Full-Service Restaurants (722511) | 37,402 | 42,117 | 13% | 60.7% |
| Limited-Service Restaurants (722513) | 4,981 | 5,273 | 6% | 8.1% |
| Hotels (except Casino Hotels) and Motels (721110) | 3,332 | 3,496 | 5% | 5.4% |
| Food Service Contractors (722310) | 2,925 | 3,172 | 8% | 4.7% |
| Caterers (722320) | 2,710 | 3,168 | 17% | 4.4% |
| Snack and Nonalcoholic Beverage Bars (722515) | 1,676 | 1,896 | 13% | 2.7% |
| Drinking Places (Alcoholic Beverages) (722410) | 1,048 | 1,220 | 16% | 1.7% |
| Mobile Food Services (722330) | 963 | 1,189 | 23% | 1.6% |
| Supermarkets and Other Grocery (except Convenience) Stores (445110) | 559 | 614 | 10% | 0.9% |

*Source: EMSI 2018.1*

**Table 6. Top Employers for Culinary Arts & Restaurant Management Occupations in Bay and East Bay Sub-Region for latest 12 months (April 2017 – March 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Employer** | **Bay** | **Employer** | **Bay** | **Employer** | **East Bay** |
| Marriott International Incorporated | 461 | Carl's Jr | 89 | Chipotle Mexican Grill | 138 |
| Compass Group Plc United States | 293 | P.F. Chang's | 89 | Marriott International Inc | 94 |
| Chipotle Mexican Grill | 273 | Jamba Juice | 84 | Bjs Restaurants Inc | 84 |
| Aramark | 271 | Boston Market | 83 | McDonald's | 77 |
| Bjs Restaurants Incorporated | 253 | Popeyes | 81 | Panda Express | 72 |
| McDonald's | 245 | Hyatt | 78 | Jamba Juice | 65 |
| Hilton Hotel Corporation | 231 | Guckenheimer Services, Llc | 77 | Panera Bread | 57 |
| Compass Group | 176 | Whole Foods Market, Inc. | 76 | Compass Group Plc US | 54 |
| Bon Appetit Management Company | 166 | Denny's | 75 | Applebee's Neighborhood Grill & Bar | 48 |
| Sodexo | 136 | Eurest | 69 | Habit Burger Grill | 39 |
| Interstate Hotels & Resorts | 135 | Nordstrom | 68 | Aramark | 38 |
| Applebee's Neighborhood Grill & Bar | 122 | Red Robin Gourmet Burgers | 67 | P.F. Chang's | 38 |
| Benihana | 122 | Destination Hotels & Resorts | 66 | Popeyes | 32 |
| Panera Bread | 116 | Doubletree Hotel | 65 | Boston Market | 31 |
| Panda Express | 112 | Ritz Carlton | 61 | Benihana | 29 |
| The Cheesecake Factory | 108 | Brookdale Senior Living | 60 | Compass Group | 27 |
| Sunrise Senior Living, Inc. | 106 | Jack in the Box | 60 | Jack in the Box | 25 |
| Bon Appetit | 102 | Atria Senior Living | 58 | Round Table Pizza | 25 |
| Habit Burger Grill | 97 | Brinker International | 55 | Sunrise Senior Living, Inc. | 25 |

*Source: Burning Glass*

# Educational Supply

There are five colleges in the Bay Region issuing 48 awards annually on TOP 1307.10 - Restaurant and Food Services and Management in the Bay Region. There are five other educational institutions issuing 326 awards annually on the four CIP codes cross walked to TOP 1307.00 - Hospitality, for a total of 374 awards issued annually in the region. The four CIP codes are:

* CIP 12.0503 Culinary Arts/Chef Training
* CIP 12.0504 Restaurant, Culinary, and Catering Management/Manager
* CIP 12.0505 Food Preparation/Professional Cooking/Kitchen Assistant
* CIP 12.0599 Culinary Arts & Related Services, Other

**Table 7. Awards on TOP 1307.10 - Restaurant and Food Services and Management or on, CIP 12.0503 - Culinary Arts/Chef Training, CIP 12.0504 - Restaurant, Culinary, and Catering Management/Manager, CIP 12.0505 - Food Preparation/Professional Cooking/Kitchen Assistant, and CIP 12.0599 - Culinary Arts & Related Services, Other.**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| College | Sub-Region | CIP Code | Headcount | Bachelor’s | Associates | Certificates | Total |
| Diablo Valley | East Bay | n/a | 104 | 0 | 0 | 20 | 20 |
| Laney | East Bay | n/a | 37 | 0 | 0 | 0 | 0 |
| Mission | Silicon Valley | n/a | 216 | 0 | 0 | 18 | 18 |
| Monterey | SC-Monterey | n/a | 96 | 0 | 1 | 0 | 1 |
| Napa | North Bay | n/a | 25 | 0 | 0 | 0 | 0 |
| San Francisco | Mid-Peninsula | n/a | 31 | 0 | 7 | 0 | 7 |
| Santa Rosa | North Bay | n/a | 81 | 0 | 1 | 2 | 3 |
| Skyline | Mid-Peninsula | n/a | 27 | 0 | 0 | 0 | 0 |
| Argosy University-The Art Institute of CA-SF | Mid-Peninsula | 12.0503 | n/a | 0 | 25 | 3 | 28 |
| 12.0504 | n/a | 11 | 0 | 0 | 11 |
| Argosy University-The Art Institute of CA-Silicon Valley | Silicon Valley | 12.0503 | n/a | 0 | 19 | 1 | 20 |
| 12.0504 | n/a | 7 | 0 | 0 | 7 |
| 12.0505 | n/a | 0 | 0 | 1 | 1 |
| CET-Sobrato\* | Silicon Valley | 12.0599 | n/a | 0 | 0 | 31 | 31 |
| International Culinary Center-CA | Silicon Valley | 12.0503 | n/a | 0 | 0 | 79 | 79 |
| Le Cordon Bleu College of Culinary Arts-San Francisco | Mid-Peninsula | 12.0503 | n/a | 0 | 60 | 88 | 148 |
| **Total Bay Region** |  | **617** | **18** | **113** | **243** | **374** |
| **Total East Bay Sub-Region** |  | **141** | **0** | **0** | **20** | **20** |

# *Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

# Gap Analysis

Based on all available data, there is a large labor market gap in the Bay region with 9,886 annual openings for the Culinary Arts and Restaurant Management cluster of occupations and 374 annual awards for an annual undersupply of 9,512. In the East Bay sub-region, there is also a large gap with 2,582 annual openings and 20 annual awards for an annual undersupply of 2,562.

# Student Outcomes

Note: Data is not available for Laney College on this TOP code because of the small number of students taking courses on that TOP code matched to the EDD UI Wage file.

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1307.10 - Restaurant and Food Services and Management for 2015-16.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **2015-16** | **Bay (All CTE Programs)** | **Laney****(All CTE Programs)** | **State (1307.10)** | **Bay (1307.10)** | **East Bay (1307.10)** | **Top College on 1307.10 in the Bay Region** |
| % Employed Four Quarters After Exit | 74% | 67% | 70% | 76% | 70% | Monterey | 90%(31 students) |
| Median Earnings Two Quarters After Exit | $10,310 | $9,960 | $5,925 | $7,665 | $5,880 | Mission | $8,305(21 students) |
| Median % Change in Earnings | 46% | 46% | 81% | 156% | 278% | Diablo Valley | 324%(no. of students n/a) |
| % of Students Earning a Living Wage | 63% | 61% | 39% | 43% | 30% | Mission | 60%(20 students) |

*Source: Launchboard (version available on 4/15/18)*

# Skills, Certificates and Education

**Table 9. Top Skills for Culinary Arts & Restaurant Management Occupations in Bay Region (April 2017 – March 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Skill** | **Postings** | **Skill** | **Postings** | **Skill** | **Postings** |
| Cooking | 4,467 | Safety Training | 471 | Employee Training | 264 |
| Scheduling | 2,409 | Sales | 459 | Inventory Control | 262 |
| Restaurant Management | 2,274 | Customer Contact | 454 | Performance Management | 236 |
| Food Preparation | 2,169 | Meal Serving | 452 | Team Management | 232 |
| Food Safety | 2,041 | Restaurant Operations | 420 | Occupational Health & Safety | 220 |
| Budgeting | 1,691 | Food Safety and Quality | 416 | Product Sales | 206 |
| Cost Control | 1,582 | Cash Handling | 403 | Hospitality Industry Knowledge | 201 |
| Teamwork/Collaboration | 1,441 | Asset Protection | 399 | Teaching | 198 |
| Customer Service | 1,294 | Performance Appraisals | 397 | Training Programs | 189 |
| Guest Services | 1,268 | Repair | 390 | Accounting | 184 |
| Food Service Experience | 1,191 | Basic Mathematics | 385 | Customer Checkout | 181 |
| Cleaning | 1,184 | Food Service Industry Knowledge | 384 | Inventory Maintenance | 181 |
| Staff Management | 966 | Performance Analysis | 379 | Service Improvement | 175 |
| Lifting Ability | 666 | Customer Complaint Resolution | 373 | Business Acumen | 168 |
| Quality Management | 664 | Point of Sale System | 336 | Profit Targets | 162 |
| Retail Industry Knowledge | 633 | Merchandising | 332 | Meal Preparation | 161 |
| Hazard Analysis Critical Control Point (HACCP) | 599 | Equipment Cleaning | 327 | Operations Management | 152 |
| Restaurant Experience | 540 | Report Maintenance | 326 | Store Management | 150 |
| Purchasing | 527 | Inventory Management | 285 | Administrative Functions | 145 |
| Supervisory Skills | 515 | Quality Assurance and Control | 281 | Event Planning | 145 |
| Record Keeping | 501 | Conflict Management | 270 | Store Operations | 145 |

*Source: Burning Glass*

**Table 10. Certifications for Culinary Arts & Restaurant Management Occupations in the Bay Region (April 2017 - March 2018)**

Note: 82% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

|  |  |  |  |
| --- | --- | --- | --- |
| **Certification** | **Postings** | **Certification** | **Postings** |
| ServSafe | 1,069 | Alcohol Awareness Certification | 43 |
| Food Handler Certification | 584 | Registered Dietitian | 43 |
| Driver’s License | 422 | Training For Intervention Procedures (TIPS) Certification | 34 |
| Food Service Certification | 226 | Certified Sous Chef | 23 |
| First Aid CPR AED | 49 | Alcohol Server Certification | 17 |
| Certified Dietary Manager | 47 | Food Safety Manager Certification | 14 |

*Source: Burning Glass*

**Table 11. Education Requirements for Culinary Arts & Restaurant Management Occupations in Bay Region**

Note: 68% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |
| --- | --- |
| **Education (minimum advertised)** | **Latest 12 Mos. Postings** |
| High school or vocational training | 2,506 (67%) |
| Associate Degree | 472 (13%) |
| Bachelor’s Degree or Higher | 740 (20%) |

*Source: Burning Glass*

# Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

# Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://www.calpassplus.org/Launchboard/)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor’s Office MIS system

# Contacts

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