

Name _____

What is the History of Fast Food, and How Did It Become Popular?

Short Answer Key

1. The key principles of the "Speedee Service System" introduced by the McDonald brothers included a focus on fast service, consistency, and affordability. They aimed to provide customers with quick and reliable meals at an affordable price.
2. Franchising contributed to the rapid expansion of fast food chains in the 1950s by allowing individuals (franchisees) to open their own branches of established fast food restaurants. This expanded the presence of familiar brands and ensured consistency in menu items and quality across different locations.
3. Drive-thru service was significant in the history of fast food as it revolutionized convenience by allowing customers to place orders and receive their meals without leaving their cars. It catered to the fast-paced lifestyle and increased the accessibility of fast food.
4. Fast food chains adapted to local tastes and customs when expanding internationally by introducing menu items that resonated with the local culture. For example, they might offer regional specialties or adapt their recipes to suit local preferences.
5. In response to health concerns, fast food chains have implemented strategies such as introducing healthier menu options like salads and fruit, displaying calorie counts, and offering more transparent nutritional information. These efforts aim to address the demand for healthier eating choices at fast food restaurants.

