



MENU & COVER

Objective



- By the end of this session we will be able to:
- Understand the role of the menu for a restaurant operation.
- Understand the Concept of Menu Planning
- Learn about the essentials of Menu Designing
- State the implications of Menu engineering

Content



- Definition
- Types of meal
- Functions
- Menu Planning
- Tools required for menu planning
- Constraints in menu planning
- Menu designing
- Menu merchandising
- Menu engineering

DEFINITION

One cover denotes all the necessary cutlery, flatware, crockery, glassware and linen necessary to lay a certain type of place setting for a specific meal, for a single Person and also defined as minimum space required for one person to sit & dine. The size vary from restaurant to banquets.

Types of Menu

- Table d'hote (Set Menu)
- A la Carte
- Special party or Function menus
- Ethnic or specialty menus
- Diet or Hospital menus
- Children menus
- Cyclical menus



Functions of a Menu



A menu is a means of communication, informing the customer what the caterer has to offer.

- The catering staff of what is to be prepared;
- The guest of what is available.

Objectives:

- The menu must satisfy guest expectations.
- The menu must attain marketing objectives.
- The menu must help achieve quality objective.
- The menu must be cost effective.
- The menu must be accurate.

Menu Planning



- Theme, Ethnic Menus
- Space limitations
- Availability of supplies
- Provide Menu Choices
- Incorporate Seasonal and Fresh Items
- Anticipate Special Needs
- Cost factor

Menu Planning

- Type of Establishment
- Type of customer
- Religious rules is applicable
- Time of the day / year
- Price range
- Number & sequence of courses
- Appropriate language
- Sensible nutritional balance, no repetition
- Presentations



Tools required for planning a menu:

- Copies of old menus, including the menu you currently use in your operation.
- Standard recipes.
- Inventory information and lists of seasonal foods, best buys
- Cost per portion
- Sales history
- Production records
- A glossary of menu terms.

Constraints In Menu Planning:

- Facility Layout / design and equipment
- Available Labour
- Ingredients
- Marketing Implication
- Quality Levels
- Costs

Designing a Restaurant Menu

- Study the competitor's menu
- Colors, fonts and borders are all integral parts of a an effective menu design.
- Length – Sufficient guest choice
- Design – Compliment the image, atmosphere and decor
- Restaurant Menu Colors and Font, Paper
- Language – Regional languages, Over-elaboration, easily understood
- Presentation – Creativity, wall, waiter, bedside

Menu Merchandising

- A menu is the primary communications, sales and public relations tool of a restaurant.
- A menu card is a compilation of items available in the restaurant put on paper in form of words and illustrated in printed. It should be colourful, attractive, clean and reflect quality, style and theme of the restaurant. A dirty, poorly printed, hard to read menu creates a negative impression.

Menu engineering

Menu Item Name	Quantity Sold	Popularity %	Sales Price	Cost	Unit Profit
Item # 1	100	10%	\$1.00	\$0.50	\$0.50
Item # 2	200	20%	\$1.50	\$0.75	\$0.75
Item # 3	300	30%	\$2.00	\$1.00	\$1.00
Item # 4	400	40%	\$2.50	\$1.25	\$1.25
Item # 5	500	50%	\$3.00	\$1.50	\$1.50
Item # 6	600	60%	\$3.50	\$1.75	\$1.75
Item # 7	700	70%	\$4.00	\$2.00	\$2.00
Item # 8	800	80%	\$4.50	\$2.25	\$2.25
Item # 9	900	90%	\$5.00	\$2.50	\$2.50
Item # 10	1000	100%	\$5.50	\$2.75	\$2.75
Item # 11	1100	110%	\$6.00	\$3.00	\$3.00
Item # 12	1200	120%	\$6.50	\$3.25	\$3.25

- Menu engineering is strategic planning of your menus to maximize profit of the restaurant. Using proved techniques of menu engineering, increase your sales and revenue.
- Menu engineering looks at the sales history, selling price, and cost of food for menu items. It relates their profit or contribution margins and their menu mix percentages to determine which items are both popular and profitable.

Menu engineering



By using guest demand (also called the menu mix) and gross profit margins, the relative performance of each menu item is determined, and assigned one of the following terms:

➤ **Stars**

Stars are extremely popular and have a high contribution margin. Ideally Stars should be your flagship or signature menu item

➤ **Work Horse**

➤ Work Horses are high in popularity but low in contribution margin. Work horse menu items sell well, but don't significantly increase revenue.

➤ **Puzzles**

➤ Puzzles are generally low in popularity with higher contributions. Puzzle dishes are very difficult to sell, but are have a high profit margin.

➤ **Dogs**

➤ Dogs are low in popularity and low in contribution margin. Basically they are difficult to sell and when you do they are not all that profitable.

Let's Recall

- Types of menu & its functions
- Menu Planning
- Tools required for menu planning
- Constraints in menu planning
- Menu designing
- Menu merchandising
- Menu engineering

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