

Chapter 5 : Producing a Menu

Menu

- Menu is the list of dishes to be offered in the establishment
- **It is the single most impactful management tool in a food service operation**
- Established by dietitian or food manager

Menu

- The first step in planning a menu is :
 - **Determine the target market**
- To know :
 - The client **needs and desires** and take it into consideration
 - To construct the type of menu that will make **success and profit**

Attracting the consumers

- Menu planner should take into consideration the needs and desires of the target market :
 - Religious background
 - Age
 - Family size
 - Amount of disposable income
 - Ethnic background
 - Level of education
 - How often the customers eat out
 - If there is a competitors and what do they offer

Types of Menus

1. Static menu
2. Single use menu
3. Cycle menu

Or can be categorized by the **method of pricing**

4. A la carte menu
5. Table d'hote menu
6. Du jour menu

1. A la Carte Menu

- Food items are priced separately
- Popular in commercial food services
- **More revenue** when selling separate items
NOT group prices
- **Semi la carte :**
 - May offer entrée with salad, vegetable, and beverage at one price
 - Customers want appetizers or desserts will pay extra

ALA CARTE MENU

APPETIZERS

Clams Oreganata	\$7.00	Fresh Mozzarella, Basil & Tomatoes	\$5.00
Long Island Clams <i>1/2 dozen on the half shell</i>	\$7.00	Smoked Salmon <i>with fresh mozzarella & onion</i>	\$8.00
Zuppe di Clams <i>Red or White Sauce</i>	\$9.00	Bruschetta <i>diced tomato with garlic, basil & onion</i>	\$4.00
Zuppe di Mussels <i>Red or White Sauce</i>	\$7.00	Gorgonzola bread <i>with melted gorgonzola</i>	\$4.00
Clams in Green Sauce	\$9.00	Fried Calamari <i>with ginger or marinara sauce</i>	\$8.00
Jumbo Shrimp Cocktail	\$9.00	Pasta Fagioli or Tortellini Soup	\$5.00
Shrimp Oreganata	\$9.00	Eggplant Rollatini	\$6.00
Shrimp Ajillo with Garlic Sauce	\$10.00	French Fries	\$4.00

SANDWICHES

Chicken Parmigiano	\$8.00	Philadelphia Cheese Steak Sandwich	\$9.00
Veal Parmigiano	\$9.00	Open Sliced Filet Mignon Sandwich <i>with french fries</i>	\$10.00
Sausage, Peppers & Onions	\$7.00	Hamburger Deluxe <i>with lettuce, tomato & french fries</i>	\$7.00
Sausage Parmigiano	\$7.00	Cheeseburger Deluxe <i>with lettuce, tomato & french fries</i>	\$8.00
Meatball Parmigiano	\$6.00	Sliced Chicken Wrap <i>with peppers, mushrooms & onions</i>	\$8.00
Eggplant Parmigiano	\$6.00	Steak Wrap <i>with peppers, mushrooms & onions</i>	\$9.00
Fresh Mozzarella Sandwich <i>with eggplant, roasted peppers & a balsamic vinegarette</i>	\$8.00	Grilled Chicken <i>with bacon, lettuce & tomato</i>	\$8.00
Chicken Milanese over salad	\$8.00		

SALADS

Salad Donn Pomodoro <i>tri-color salad with gorgonzola cheese, walnuts & balsamic vinegarette</i>	\$7.00
Seafood Salad <i>shrimp, calamari, scungilli with diced celery, tomato, onion, lemon, garlic & oil</i>	\$10.00
Caesar Salad <i>romaine lettuce with caesar dressing, croutons, parmigiano cheese & anchovies</i>	\$7.00
Arugula, Endive, Ridicchio & Bermuda Onion with a balsamic vinegarette	\$7.00

\$20.00 Minimum on all Credit Cards

2. Table d'hôte Menu (table of the host menu)

- Opposite of la carte menu
- It offers a complete meal at a fixed price
- Although a choice of some items such as salad, entrée, or dessert may be offered
- Disadvantages :
 - Food and labor costs make this menu quite expensive
 - People may prefer to have a meal with fewer calories

STACK

RESTAURANT & BAR
AT THE MIRAGE

Valentine's Day 2012

PRIX FIXE COUPLE'S MENU - \$150

MONDAY, FEBRUARY 13TH & TUESDAY, FEBRUARY 14TH

FIRST COURSE

SHELLFISH STACK

Maine Lobster, Tiger Prawns, Crab, Oysters & Clams

SECOND COURSE

STEAK FOR TWO

40oz. Tomahawk Ribeye, Lobster Mashed Potatoes, Truffle Cream Spinach

DESSERT TO SHARE

BERRY SHORTCAKE

Mixed Berries, Lemon Pepper Biscuit, Strawberry Ice Cream

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Du Jour Menu (menu of the day)

- Must be planned and written daily
- Reflect only the foods produced for that day
- Flexible in :
 - Food items
 - Skills of the employee



Cyclic Menu

- Schedules foods for days within certain time periods, repeating the selections every two to six weeks
- May does not allow for changes or for the use of carryover foods → costly
- Repetition in recipes → helps in standardization and reduction of costs

Designing of the Menu

- Sequence
- Copy / layout / printing style
- Cover
- Flexibility

Menu Sequence

- The sequence in which foods are placed on the menu **mirrors the orders in which foods are eaten**

Appetizers , Entrees, drinks , desserts

- Menus are read from the **outside** pages to the **inside**, from **top** to **bottom**, and from **left** to the **right**

Menu Sequence

- The best menu position for gaining the readers attention is on the **inside center** or **insight right hand page**
- **Entrees** should be given the best positions, since they bring in the largest amount of money
- **Per dollar of sale !!** Not the most expensive items

Menu Sequence

- The most popular entrees or most entrees the operation wants to sell should be **listed first**
- **First** and **last** entrée are most frequently read
- Mixing prices (not order them according to price)

Copy, layout, and printing style

- **Copy** : names and describes each item to be offered
- **Layout** : set group of items apart from others
- **Printing style** :
 - font used
 - print size and style
 - Effective use of headings, descriptions, and space
 - Attractive arrangement of the copy

Copy

- Items should bear names people recognize and understand
- If name is unclear → provide additional description (can help sell the item)
- Foreign words should be avoided

Printing Style

- Easily readable style type
- Adequate spacing between lines
- Wide margins
- $\frac{1}{3}$ to $\frac{1}{2}$ of the area should be left blank (**not to squeeze too much into the page**)
- **Color** : dark print on light paper is the easiest to read and creates the least confusion (contrast)

Cover

- Bear a symbol of the operation or logo
- The paper of cover stock should be heavy, durable and grease resistant
- Stiff enough to remain upright in the hand without bending

Flexibility

- Ability to withstand changes without having to be discarded
- Important when:
 - inflationary time
 - when the people preferences changes

Making profit through menu

- Menu must **emphasize popular foods** to achieve a high volume of sales
- It must also feature high profit items
- Should examine the **item's contribution to total sales**

Making profit through menu

- Planning for profit requires that a menu be designed to achieve a **proper mix of high and low profit items**
- Highly popular, low profit items on a menu can outperform other items and reduce the profitability

Planning for The Menu

- Cannot be planned just to satisfy the customers interests
- It must also **satisfy the needs of operation personnel** (food availability, equipment, personnel and cost)
- Shaping the menu to assist in spreading out the work on employees and cooking divisions

Planning for The Menu

- Issues of high cost, unavailability, or fluctuating supply of raw materials may force menu planners to set a different set of selections

Menu evaluation

- Should be ongoing process
- According to some checklist

Menu Evaluation Form

Cycle _____ Dates _____ Evaluator _____

Place a check mark on days when a problem is noted for any characteristic. Comment on the problem.

CHARACTERISTICS	DAYS							COMMENTS
	S	M	T	W	T	F	S	
Menu Pattern—Nutritional Adequacy Each meal is consistent with the menu pattern. All food components specified met the nutritional needs of the clientele.								
Color and Eye Appeal A variety of colors is used in each meal. Color combinations do not clash. Colorless or one-color meals are avoided. Attractive garnishes are used.								
Texture and Consistency A contrast of soft, creamy, crisp, chewy, and firm-textured foods is included in each meal, as much as possible, for clientele served.								
Flavor Combinations Foods with compatible, varied flavors are offered. Two or more foods with strong flavors are avoided in the same meal. For example, onions, broccoli, turnips, cabbage, or cauliflower; tomato juice and tomato-base casserole; and macaroni and cheese and pineapple-cheese salad, are not served together.								
Sizes and Shapes Pleasing contrasts of food sizes and shapes appear in each meal. Many chopped or mixed items are avoided in the same meal. For example, cubed meat, diced potatoes, mixed vegetables, and fruit cocktail are not served together.								