

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 Menu

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 vinegarett</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 vinegarett</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 vinegarett	\$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 offer have 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

