



THE MENU: FOOD AND BEVERAGE

IHH2302 Food & Beverage
Operation Management

After completed the chapter you should have basic understand of;



Understanding the differences between a Table d' hote and a la Cart menu.



Understand the basics of menu planning and menu design.



Have a knowledge of menu pricing models and application.



Understand different types of beverage menus.



Understand the need for accuracy and honesty in menu descriptions.



Have a basic understanding of licensing and merchandising.

Additional reading

Anderson, C. & Blakemore, D. (1991). *Modern Food Service*. Oxford: Linacre House.

Brown, G. and Hepner, K. (2004). *The waiter's handbook edition 3*.

Davis, B., Lockwood, A. Pantelidis, I.S. and Alcott, P., (2008). *Food and Beverage Management 4th ed*. London: Elsevier.

Klunklin, P. *Food and beverage service in the restaurant*.

Walker, J. R. (2004). *Introduction to hospitality management*.

Websites.

The term of menu



The range of food items served in the restaurant, including their organization into a number of courses



The arrangement by which the items are offered



The physical object on which the list of these items (and courses) is written for guests to choose from



TYPES OF MENU

Table d'hôte or set menu

- Food from the hosts' table.
- Being a restricted menu.
- Offering a small number of courses, usually three or four.
- A limited choice within each course.
- A fixed selling price.
- All the dishes being ready at a set time.
- Contains a popular type dish
- Easier to control and the set price being fixed.
- It can be offered for breakfast, lunch and dinners.
- Being reasonably priced
- Used for banquets, buffets, coffee houses, cyclical menus



GOOD MORNING! Table d'Hote Breakfast

(Choice of One)

| | |
|--|------------------------|
| Fresh Orange Juice | Tamato Juice |
| Stewed Prunes | Baked Apple with Cream |
| Cream of Wheat or Cold Cereal with Cream | |

| | |
|--|------|
| Two Eggs, Scrambled or Fried..... | 1.45 |
| Ham or Bacon with Two Eggs..... | 1.85 |
| Old Fashioned Wheat Cakes with Sausage, Maple Syrup..... | 1.70 |

| | |
|-----------------------------|---------------------|
| Toast, White or Whole Wheat | Raisin Bran Muffins |
| Jelly | |
| Coffee | Tea |
| | Milk |

CONTINENTAL BREAKFAST

Orange or Tamato Juice
Sweet Roll
Pot of Coffee
Tea Milk
1.10

SPECIAL BREAKFAST

Fruit or Juice
Hot or Cold Cereal
Raisin Bran Muffins
or Sweet Roll
Coffee Tea Milk
1.45

A LA CARTE

Choice of Fruit, Juice or Baked Apple..... .40
Cream of Wheat or Cold Cereal with Cream..... .40

Two Eggs, Scrambled or Fried..... .85
Ham or Bacon with Two Eggs..... 1.45
Wheat Cakes with Maple Syrup..... .90
Toast or Muffins Served with Egg Orders

Raisin Bran Muffins (2)..... .30 Sweet Roll..... .30
Toast, White or Whole Wheat, Dry or Buttered, Jelly..... .30

Coffee (Pot) .40 Tea (Pot) .35 Milk (Ind.) .25

Half portions served at half price to children under 12 years of age.
Please write each item desired on Meal Check.

Waiters are forbidden to serve orders GIVEN ORALLY.

J. S. Antlek, Manager—Food Services, Rock Island Lines, Chicago, Ill.

•Table d'hôte (cont.)

A la carte

A free choice from the card or menu.

Being usually a larger menu than a table d'hôte menu and offering a greater choice.

Listing under the course headings all of the dishes that may be prepared by the establishment.

All dishes being prepared to order.

Each dish being separately priced.

A la carte

Usually being more expensive than a table d'hôte menu.

Often containing the exotic and high-cost seasonal foods.

Contains *a plat du jour* or specialty of the house.

More difficult to control than the typical table d'hôte menus.

A special promotion menu is a form of a la carte which is at times additional offered to the guest.

Traditional

Special

Light

Penne Aarabbiata

Escalope Milanaise

Chicken Avocado



13,000



13,000



14,000



Served
with



Cutlery Sets Salad Dessert



PLAT DU JOUR/ SPECIALTY OF THE HOUSE

A la cart menu



RECOMMENDED DISHES

อาหารแนะนำ

| | | |
|-----|---|-------|
| 12. | PAD TETUUA THUDILLA THAMMAALADEETH TAPAAH THAI STYLE STEER FRIED NOODLES (ผัดเต้า) | 12.90 |
| 13. | TOM YAM-KRITTO ATHIADILLA SPICY SOUP OF MIXED SEAFOOD (ต้มยำทะเล) | 14.00 |
| 14. | KANAA MASAMAM CURRILLA MAUSTETUSSA KOOKOMAD OSSA MASAMAM CURRY OF CHICKEN WITH COCONUT MILK (แกงมัสมั่น) | 12.90 |
| 17. | KAKHILMAA PAUSANG-CURRITAS TUCKESSA PAUSANG CURRY OF BEEF (แกงเผ็ด) | 14.10 |
| 18. | JATIKATAPAPUJA VIEREALLA CURRILLA MAUSTETUSSA KOOKOMAD OSSA GREEN CURRY OF PRAWNS WITH COCONUT MILK (แกงเขียวหวาน) | 17.00 |
| 16. | KANAA FUDHILLIA CURRILLA MAUSTETUSSA KOOKOMAD OSSA RED CURRY OF CHICKEN (แกงมัสมั่น) | 12.90 |



STARTERS



1. Thai Dumpling (餃子) £6.50
Steamed minced pork and prawn in mixed with
diced water chestnut and wrapped in yellow wheat pastry

2. Calamari (ปลาหมึกทอด) £7.50
The Chef's special recipe deep fried squid fritters topped with
crispy garlic, spring onions and sweet chili served with
a sweet chili sauce



3. Prawn Spring Rolls (กุ้งทอด) £6.50
Prawn spring rolls marinated in a selection of herbs wrapped
in egg noodles and served with sweet chili sauce

4. Thai Fish Cakes (ปลาหมึกทอด) £6.50
The Chef's special recipe introduces a delicious
blend of fish and prawn, Thai red curry, fine green beans
and lime leaves to create a flavour explosion

5. Golden Parcels (ข้าวเหนียว) £6.25
Chicken and vegetables marinated in an aromatic herb blend
wrapped in crispy rice pastry and served with a sweet chili sauce

6. Prawns On Sesame Toast (ทอดมันกุ้ง) £6.50
Minced prawns marinated with finely chopped fresh coriander
served on toasted bread, dipped in egg yolk and then fried
until crispy golden brown

7. Chicken Satay (สะเต๊ะ) £6.50
Marinated chicken on skewers served with a crunchy
peanut sauce and refreshing Thai style cucumber sticks

8. Crab Cakes (ทอดมันปู) £7.50
Fresh crab meat gently mixed with crushed sweet potato and
a selection of herbs served with a sweet chili sauce

9. Vegetable Spring Rolls (ผักกาด) £5.95
A selection of stir fried vegetables and vermicelli wrapped
in rice pastry and deep fried until golden, served with a
sweet chili sauce

10. Corn Cakes (ทอดมันโพธิ์) £5.95
Thai style sweetcorn cakes flavoured with a selection of herbs
and spices and served with a sweet chili sauce

11. The House Platter (招牌拼盘) £7.95 per person
(minimum 2 people)
A selection of our most popular appetizers on
one plate including: prawn spring rolls, Thai fish cakes,
prawn on sesame toast, chicken satay, vegetable spring rolls
and golden parcels

12. Thai Prawn Cracker (Manora) £2.95

Additional House Sauce or Topping: 99p
Sweet chili sauce Satay sauce Chili oil
Fish sauce with chili Fresh chili Fresh lime

N Contains nuts
V Suitable for vegetarians
Relative spiciness of dish



All prices include VAT at the current rate. For groups of 6 or more 10% Service Charge will be added to the final bill.
Our management reserves the right to make changes to prices, presentation, service or anything without notice.
Some dishes in this menu may contain fish sauce, soy sauce or nuts. Please inform us of any allergies before ordering

A top-down view of a wooden table with various food items. In the top left is a pizza with toppings like mushrooms, onions, and tomatoes. In the top center are two burgers with sesame seed buns and lettuce. To the right of the burgers is a pile of french fries. In the top right is another pizza with toppings like tomatoes, onions, and herbs. In the bottom left is a sandwich with lettuce and tomatoes. In the bottom center is a small bowl of sliced radishes. In the bottom right are two donuts, one with chocolate glaze and one with pink glaze and sprinkles. A knife and fork are also visible on the table. The text 'MENU OFFERING' is overlaid in the center in a large, white, sans-serif font.

MENU OFFERING

Menu offering

- The menu was developed followed the service style.
- The service style also reflected in more expensive menu items, printing and general restaurant ambience.
- Menu descriptions need to be formative and accurate.
- The image of restaurant own identity.

Content of food menus

- The content of menus varies with the type of menu, the segment of the market occasion, cost, country, region and etc.
- Table d'hôte menus and hotel room service are often of three or four courses only.
- A la carte menus often differ for lunch and/or dinner periods.
- Marketing campaign refers to traditional food, popular dishes and return items.

Menu planning

- The menu is the key marketing and the selling tool for the restaurant business.
- Menu communicates with guest through color, layout, quality of material used, style, and conceptual.
- The menu is creating a level of expectation from customer.
- Menu planning should be concern with the market and existing restaurant
- Design of menu concerns more than typography, color, graphics and shape or production material.

Menu presentation

- Always keep clean and presentable.
- Easy to read, clear and precise.
- The menu items should have accurate descriptions.
- Reflect the market trend and customer expectation.
- Menu design should be enticed diners to eat
- Two minutes for communication of products to guest.
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Stone
STEAKHOUSE

Element 93
Wednesday April 5, 2017
5:30PM—7:30PM

Assorted Artisan Dinner Rolls with Butter

12 oz. Ribeye Steak
Magnificently marbled Ribeye, bursting with fresh, grilled flavor.
Topped with Roasted Shallot Compound Butter
\$19.95

8 oz. Grilled Sirloin Steak
Feast yourself on a grilled, succulent Sirloin
Topped with a dollop of Roasted Shallot Compound Butter
\$18.95

6 oz. Sesame Seed Tuna Steak
Fresh Ahi Tuna Seared JUST right!
Encrusted in Sesame Seeds and Cracked Black Pepper
\$16.95

6 oz. Pan Roasted Seitan Steak
Mushroom Demi Glace
\$16.95

Stone Steakhouse Signature Sides
All meals include two delicious sides:
Baked Russet Potato with Butter
Load it up!
Sour Cream, Bacon, Scallions or Cheddar Cheese \$.25
Sautéed Green Beans with Roasted Red & Yellow Peppers and Garlic



PRIME TIME SIZZLE!

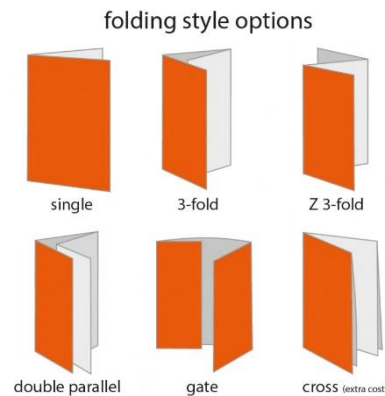


Layout of the menu

- Larger menu may spend more time for consuming selection.
- Short description may not satisfy.
- The layout menu should take into consideration how a customer normally reads a menu.

Size and form

- The size and shape of a menu can add to and complement the uniqueness of the facility.
- Easy to handle.
- Cost implication



Menu pricing

- Need to fulfill two needs, for caterer and for customer.
- Customers are more sophisticated for dining habits.
- A restaurateur policy on pricing should take a holistic view of the business; expected return on investment, market demand, competition.
- Pricing may impact on business overheads including staff costs, rents and council charges.



Pricing model

- Cost plus pricing;
 - Take the ingredient or food cost element of a menu item and simply adds a predetermined multiplier or markup.
- Competition pricing;
 - Copies the price s of competitors. But it can easily spiral out of control into a war price.
- Rate of return pricing;
 - Attempt to establish a break-even matrix based on the predicted costs and sales.

Pricing model (cont.)

- Elasticity pricing;
 - Considers the market and its sensitivity to price change.
- Backward pricing;
 - Considers what the customer or market will bear in terms of price.
- Prime cost;
 - Attempts to calculate labor cost in addition to food cost and actual cost attempts to include overheads.
- Departmental profit margins;
 - Follow from the outline of the basic policies and from the determined departmental profit targets.
- Differential profit margins;
 - Apply to a uniform of gross profit to all the items found on a food menu or beverage list.

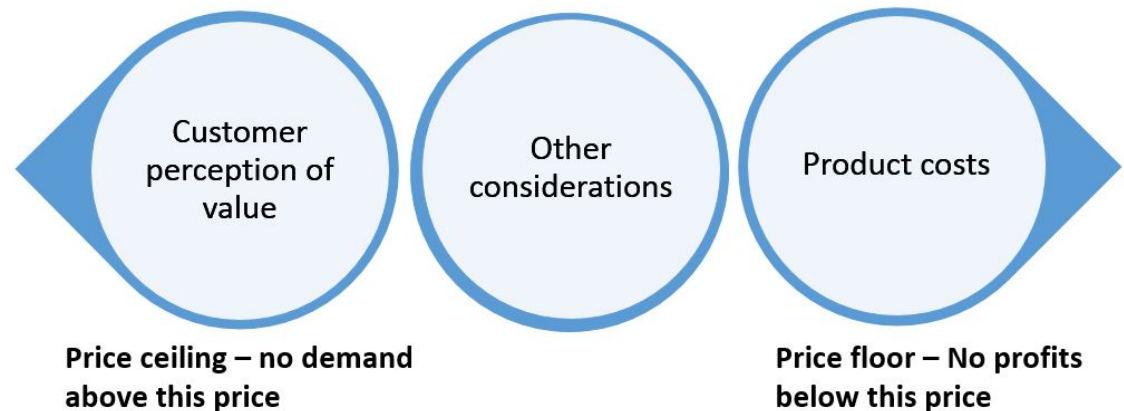
Profit margin

Cost 50 Sell 100 Profit 50 (50%)

Cost 25 Sell 50 Profit 25 (50%)

Special price consideration

- **Sales tax**
- **Service charge**
- **Cover charge**
(additional service charge
ex. Live music)
- **Minimum charge**



- Menu pricing applications

- Table d'hôte menus; departmental profit margins
- a la carte menus; differential profit margins
- Banqueting menus; elasticity pricing

- Pricing of beverages

- Similar to food pricing
- Profit target and gross profit percentage should be set
- Gross profit/Net profit

- Adding value

- Based on the perception of added value, supply and demand, trends and fashion, perception of quality and market forces, skill, training and technique.

Menu knowledge



Menu knowledge issues concerning allergies, special diets or preferred taste.



Guest expectation to staff to have understanding in all dishes in term of cooking, preparation and ingredients.



Good menu knowledge is an essential aid in the sales process.



It also gives the customer assurance that the establishment is managed professionally.

Menu knowledge elements



Sales mix



Nutrition



Menus and the law



Food description problems

ONE STOP EATING CENTER
FOOD CONTAINER DRINKER
DRINK CORNER
"The most creative, unique, and innovative foodcourt concept"



| | | | | |
|--|--|--|--|---|
| CONTAINER ORANGE MILK ORANGE SYRUP LYCHEE JELLY 25 000 | CONTAINER LYCHEE YAKULT LYCHEE SYRUP LYCHEE JELLY 25 000 | LYCHEE ICE TEA TEA LIME LYCHEE LYCHEE SYRUP 20 000 | STRAWBERRY ICE TEA TEA LIME STRAWBERRY SYRUP 20 000 | LEMON ICE TEA TEA LEMON 20 000 |
| STRAWBERRY SENSATION MILK SPRITE LIME STRAWBERRY SYRUP 25 000 | ORANGE BLUSH MILK SPRITE LIME ORANGE SYRUP 25 000 | GREEN GARDEN MILK SPRITE LIME MELON SYRUP 20 000 | GREEN CONTAINER SPRITE MELON SYRUP 25 000 | CONTAINER BLUE PEPSI BLUE STRAWBERRY SYRUP 25 000 |
| TEH TARIK ICE 15 000 TEH TARIK HOT 15 000 TEH MANIS ICE 10 000 TEH MANIS HOT 8 000 TEH TAWAR 5 000 ES TEH TAWAR 6 000 | | | PRIMA 330ML 15 000 PRIMA 600ML 10 000 TEH BOTOL 330ML 10 000 TEH BOTOL 450ML 15 000 FRUIT TEA APPLE 15 000 FRUIT TEA BLACK CURRANT 15 000 | FRESH LIME LIME LEMON SPRITE MINT 25 000 |

BEVERAGE MENU/ LIST

Beverage menus/list

- I. The criteria used to prepare a beverage menu are the same as food menu preparing.
- II. Licensing regulations
- III. Play less role in the restaurant
- IV. It is about the caterers' ability to lead the customer to purchase.

TYPES OF BEVERAGE MENU LIST

Full wine menu or lists



- Use in up-market hotel or restaurant
- Often being 15-40 pages in a small book
 - House wine
 - Champagnes and other sparkling wines
 - Red wines
 - White wines
 - Port (fortified wine ex. Brandy), sherry, liqueurs

Restricted wine menus or lists

- Used in middle type of market operation where the demand for full wine menu is very limited.
- A few well-known branded are available
- The price of wine in this menu would be lower than full wine menu

Banquet/function menus

- The contents of the menu will depend on the type of banquet.
- Some well-known wines branded are added.
- Very careful to the markup.

Bar menus and lists

- Legal requirement for display of beverage and prices in many countries.
- Including cocktail menu, mixed drink, liqueur, minerals and cordials.

Room service beverage menus

- The size and type of the menu will depend on the room service offered.
- Extensive menu is provided.
- Combination of beverages

Menu merchandising

It can affect the demand for the use of the food and beverage facilities.

Influence the selection of items and thereby the sales mix of an outlet.

Sometimes fail to use to fullest of advantage.

Check list of general presentation, cleanliness, legibility, size and form, layout and content.

The major
types of
merchandising

Floor stands

Posters

Wall displays

Tent cards

Clip-on

Summary

Menus, whether for food and beverages have significant impact on attracting diners to an eatery.

The colour, design and content descriptions all play their part in persuading diners to enter the premises.

The menu becomes the key selling tool together with service staff that promotes profitable dishes and drinks.

- The menu aids the creation of a theme or style and promotes creativity and expression for both kitchen and service staff.
- The menu produces the revenue and with careful management can deliver high profitability.
- Provided that other aspects of the meal experience meet customer expectations the menu can become a talking point long after the customer has gone.

It is of the utmost importance that the menu reflects accurately and honestly the food and beverage product being sold so that customer expectation and restaurant delivery match.

Question?