9   MENU PLANNING

Prerequisite: Food Preparation   Credits: 3

Overview

The importance of menu planning to a food service operation will be introduced. The methods of developing and compiling a professional menu for the various areas of the food service industry will be examined.

General Objectives

This course is designed to:

1   emphasize the importance of the menu as the blueprint of any catering organization
2   create opportunities for students to develop and compile professional menus for the various areas of the food service industry

Learning Outcomes

Upon successful completion of this course, the learner will:

1   demonstrate the ability to write menus for a variety of food and beverage outlets.
2   evaluate factors that influence the planning of menus.
3   analyze factors to be considered in the design of a menu.
4   compare general marketing strategies involved in menu planning.

Topics

1.0   Factors Affecting Menu Planning

Objectives

Upon completion of the topic the student will be able to:

1.1   review the historical development of a menu or bill of fare
1.2   assess the impact of culture, religion, current food trends, nutrition and legislation on menu planning

1.3   emphasize the constraints of menu planning in a training establishment or food and beverage operations.

Content

- Menu history
- Principles of menu planning

2.0   Types and Styles of Menus

Objectives

Upon completion of the topic the student will be able to:

2.1   name and discuss a variety of menus including a la carte, table d'hôte or prix fixe.
2.2   identify factors that influence the creation of specific types of menus

Content

- Types of menus
- Menu compilation

3.0   The Menu Role in the Cycle of Control

Objectives

Upon completion of the topic the student will be able to:

3.1   complete standard recipes for a variety of menu items
3.2   describe how effective use of the menu fits into the control cycle.
3.3   demonstrate the ability to fully cost and price a menu using various pricing strategies.
3.4   exhibit a sound basic understanding of factors affecting the selling price of menu items.

Content

- Standardized recipes
- The menu control cycle
- Costing the menu
- Menu pricing strategies

**4.0   Planning Menus for Various Food
          Operations**

Objectives

Upon completion of the topic the student will be able
to:

4.1   discuss the differences and similarities in
        menu planning between food service
        establishments including full service, fast food
        and institutional settings
4.2   develop menus for the different food service
        establishments.

Content

- Menu development for a variety of food
  operations

5.0   Components of Menu Design

Objectives

Upon completion of the topic the student will be able
to:

5.1   demonstrate a practical understanding and
        knowledge of menu design theories and
        concepts.
5.2   evaluate the design and layout of various
        menus by paying close attention to sequencing
        of courses, focal concentration, size of menu,
        print, language, cover design and material
        used.
5.3   design a menu that fits the theme or style of a
        food establishment.

Content

- Design theory

6.0   Liquor and General Beverage Menus

Objectives

Upon completion of the topic the student will be able
to:

6.1   examine principles of menu compilation in
        relation to beverage menus
6.2   create beverage menus to compliment the
        luncheon or dinner menu

6.3   explore a variety of beverage pricing
        strategies.

Content

- Preparation of beverage menus

7.0   Menu Marketing Strategies

Objectives

Upon completion of the topic the student will be able
to:

7.1   discuss marketing as an investment and not a
        liability
7.2   evaluate how the marketing mix can be
        applied to menu marketing strategies
7.3   identify a range of merchandising tools
        suitable for use in menu marketing strategies.

Content

- Marketing techniques

8.0   Menu Analysis and Critique

Objectives

Upon completion of the topic the student will be able
to:

8.1   discuss and identify common menu mistakes
        in relation to design and suggest ways to
        rectify them
8.2   analyze and evaluate information given by
        customers on the feedback questionnaire or by
        word of mouth
8.3   evaluate menu offerings based on popularity
        survey.

Content

- Evaluation methods

Instruction Format

Lecture
Discussion
Demonstration
Guest lecturer
Multi-media presentation

2

Assessment & Evaluation

The assessment for this course takes the following form:

- Two assignments - 20%
- A group project involving the design and production of theme menus – 20%
- A final theory exam – 60%

Recommended Text

Management By Menu, Escoffier, Kotschevar, the Educational Foundation National Restaurant Association.

Supplemental Reading

Fundamentals of Menu Planning, 3rd Edition 2008, P J McVety, B J Ware & C L Ware; published by Wiley

Menu Pricing and Strategy, Jack E. Miller and Van Nostrand Reinhold.

Foundations of Menu Planning,, 1st Edition 2013, D Traster; published by Prentice Hall

Resources

A selection of menus

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.