



Hospitality and Catering

# Menu Production

## Lesson 5

Learn how to produce a menu correctly and understand the different factors to consider during development.





# Cooking time

Paying attention to the cooking times of food will effect the menu items.

A la Carte items are cooked to order, so the food will be small and easy to cook e.g. fillet steak.





# Cooking time

In a school or hospitals large quantities of food need to be ready to serve at set points in the day.

Large portions of pre cooked food work better e.g. stews and casseroles.





# Location

Where the eating venue is located will determine the food choice on a menu.

- Seaside café – served freshly caught fish.
- Remote prison – cook frozen foods in large quantities
- Country restaurant – local fresh meat and vegetables





# Staffing

The number of staff and their skills will depend on the type of food you can actually serve.

If it is hard to get well trained staff, then the menu will have to be simple, small and easy to prepare.





# Staffing

Cities find it easier to recruit staff and so you will find more fine dining in urban areas. High skill levels with higher wages.





# Trends

Being able to identify trends in eating patterns can support your menu choices and keep your customers interested and loyal.





# Trends

- Vegan options
- Low carb options
- Locally sourced food
- Ethically sourced food







# Costs

The cost of producing and serving food is often overlooked. We can offer fancy menus but you may need to buy fancy equipment to cook and serve it.





# Costs

Cafes can serve food on mismatched plates.

Restaurants use fine china and expensive cutlery and glasses.





# Costs

Ensure that the kitchen can actually produce the food with the equipment it has.

Making fresh ice-cream requires an expensive machine that can only make small quantities at a time.





# Competition

Make sure you do your market research, don't serve the same as your competition. You need to be different in some way to attract custom.





# Competition

In some areas offering the same item on the menu is expected and would be a mistake to leave it off the menu.

**BETTER. JUICIER. TASTIER.**  
**THE CLASSICS. REMASTERED.**



Most include your choice of side salad or medium fries and medium fruit & nut drink.

**McChicken**  
\$3.50 with \$1.50  
440 Cals 580-880 Cals

**Spicy Habanero McChicken**  
\$3.50 with \$1.50  
440 Cals 580-880 Cals

**BE7 Barbecue Chicken**  
\$3.50 with \$1.50  
600-710 Cals 740-1210 Cals

**McMurray**  
\$3.50 with \$1.50  
650-800 Cals 890-1170 Cals

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\$3.50 with \$1.50  
650-800 Cals 890-1170 Cals

**Chicken McRaggetts**  
\$3.50 with \$1.50  
390-510 Cals 430-600 Cals

**Chicken McRaggetts**  
\$3.50 with \$1.50  
490-530 Cals 630-700 Cals

**Filet O' Fish**  
\$3.50 with \$1.50  
340 Cals 580-630 Cals





# Occasion

Understanding what the customer expects will help to design your menu.





# Occasion

Business lunch: Light, quick to cook, serve and eat.

Wedding: Time to talk, eat with alcohol, celebration

School: Quick, nutritious and cheap.





# Presentation

How you intend to serve the food will depend on staff and skill levels.







# Presentation

Self service buffets require very little staff and skill.

Cafes require simple table service

Restaurant usually require more skill to serve food in a variety of ways.





# Schools, hospitals, care homes and prisons

Other things to consider:

- Transporting hot food safely to different rooms
- Serving food quickly in large volumes





# Schools, hospitals, care homes and prisons

- Varying menu on a tight budget
- Sometimes relying on tinned, frozen and prepacked food





# Revision Activity 5

**What types of trends are there when deciding what to include on a menu?**