



Hospitality and Catering

Menu Production

Lesson 7

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





Service staff

A well planned menu is worthless unless the service staff understand everything about the menu.

Staff training is key to good communication





Service staff must understand

- Cooking methods
- Source of ingredients
- Allergy advice
- Portion size and presentation





Considering costs

Most schools, hospitals and prisons have set budgets to work by. e.g. £1.50/head to spend in a school. All ingredients must be cheap to achieve this.





Considering costs

In restaurants and cafes it can be about making money. Ensuring the cost is below the selling price by at least 68%.





Keeping costs down

- Buy in volume e.g. hospitals
- Buy fresh, local and seasonal
- Buy frozen vegetables in winter
- Buy in whole meats to portion





How it looks on the plate

All the planning in the world to find the right food for the right customer may still result in a plate of food that does not look appetising.

We must consider the eating experience.





Balance

Consider the mix of:

Textures – smooth complimented
by crunch

Light and Heavy – steak with a light
sauce





Balance

Consider the mix of:

- Variety e.g. protein, carbohydrates and fibre making an 'eat well plate'
- Sweet and sour
- Spicy and hot





Colour

People eat with their eyes. The colour of the dish will be the first thing they experience.

If the dish is all one colour, people lose interest.

Garnish, sauces and vegetable give added colour.





Pricing

Knowing what your customers will pay, will help you to plan dishes within that price range.





Pricing

The basic cost to make a dish is usually increased by 68% to get an appropriate selling price.

If the selling price is too high you need to change to cheaper ingredients.





Variety

A menu will offer a variety of options and choices.

Something for everyone:

- Soup and other hot starters
- Salad and other cold starters





Variety something for everyone

- Meat, chicken, fish
- Vegetarian options
- Selection of desserts and
cheeses
- Daily special





Revision Activity 7

Why do you consider the colour of the food in a dish?