

Programme: BA International Hotel Management

Module: Food & Beverage Operations

Module code: BMIH4002

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Part 1: Restaurant Concept

Concept of Hotel Trinity 4*- Hotel Trinity is a luxurious 4-star hotel in the UK. It is a famous brand that provides luxurious and upper-scale hotel services and facilities to guests. The hotel runs its business under Trinity Group. It combines current sophisticated services to meet the demands of guests. The owner of Trinity Hotels and Restaurants is Dale Balzano (Aron, 2021). In the UK, there are two hotels containing the name Trinity such as Trinity House Hotel which is in London in the UK and Four Seasons Hotel London at Ten Trinity Square. Trinity House Hotel offers accommodation services with free Wi-Fi and parking facilities to the guests. The hotel has featured family rooms that encourage people to visit with families. All the rooms in the Hotel Trinity are decorated with various luxurious kettles, mats, furniture, etc. Every room is equipped with a flat-screen TV, a private bathroom, and other essential facilities (Bennett and Mitchell, 2017). The management team of the hotel is very strong and very concerned about customer satisfaction. Hotel Trinity is decorated luxuriously both inside and outside in different significant events such as Valentine's Day, Fathers' Day, Mothers' Day, Friendship Day, and so on. It arranges various parties according to customer needs such as wedding ceremonies, birthday parties, wedding anniversaries, etc. The hotel offers several interesting and special packages for the guests at these events.

Target audience- Luxury travellers, business professionals, couples, event guests, traditional food seekers, cultural enthusiasts, etc. are some examples of target audiences of Hotel Trinity (Hughes and Roberts, 2015). The hotel takes various strategies to attract and encourage guests to visit. Hotel Trinity encourages visitors who want to explore the historical, social, and cultural offerings of the location (Trinity Groups, 2022). Hotel Trinity offers premium and customized services to guests. So, premium service seekers are the target audiences of the hotel. Couples are the main target audience of the hotel as it provides a wide range of facilities and arranges vast events for the couple customers (Taylor and Foster, 2013). For example, the hotel offers various interesting, luxurious, and special facilities on Valentine's Day.

Reasoning behind the menu choice- Hotel Trinity designs and selects its Valentine's Day special menu very carefully for providing a memorable experience for the couples. Celebrating Valentines Day creates several additional events and encourages visitors to choose the hotel for arranging other special events in the hotel. It is an appropriate way to transform potential customers into loyal customers (Aron, 2021). For this reason, Hotel Trinity gives special care in preparing a special Valentine's Day menu for the guests.

Part 2- Menu Design



Valentine's Day Special Menu

Trinity Hotel- 4*

3 interesting courses

Bottle of house wine as complimentary for 6 people!!

Limited tables! Reserve your tables in advance!

February 14th!! (6.00pm-11.00pm)

Contact: +44

Email: info@trinitycityhotel.com



Select 1 item from each sections, you can also choose from veg/ nut free option.

Valentine's Special- 1

(for 2 people) 49.95

Appetiser

Love's Delight Salad

Prepared with mixing cherry tomatoes, fresh greens, strawberries, and cheese for giving you a stylish feeling (250 kcal)

Smoked Salmon Crostini

Smoked salmon is sliced thinly and cream cheese is spread on it. This fresh and delicious recipe will provide you amazing taste (Bennett and Mitchell, 2017)

Main Course

Tenderloin Medallions with Red Wine Reduction Perfect combination of beef tenderloin medallions and rich red wine reduction sauce (503 kcal, 14g protein, 66g carbohydrates)

Pan-Seared Sea Bass with Saffron Risotto Pan-seared is served with creamy saffron risotto which provides highly delicious and different flavours (410 kcal, 12g protein, 45g carbohydrates)

Desserts

Vegan Chocolate banana ice cream Delicious and appetizing ice cream prepared with banana, milk, and chocolate (350 kcal)

Valentine's Special- 2

(for 4 people) 149.95

Appetiser

Seared Scallops with Citrus

Beurre Blanc

Specially prepared by seared scallops and served with delicious sauce and salad which refresh your mind (300kcal)

Carrot Puree Tasty and healthy carrot puree with special sauce and butter which give you tastes like heaven (150 kcal)

Main Course

Chicken Chow Mein Delicious and traditional recipe with the royal taste of Chinese chow mein noodle (Hughes & Roberts, 2015)

Seafood Pasta with Garlic Bread Fried seafood prepared quickly and simply with combining pasta give you amazing taste (580 kcal, 49g protein, 67g carbohydrates)

Desserts

Red Velvet Cake A simple cake with layered cream but tasty recipe

Valentine's Special- 3

(for 2 people) 55.99

Appetiser

Lobster Bisque Prepared with lobster meat and its creamy that helps you to quickly appetize (255 kcal)

Caprese Bruschetta (Made with ripe tomatoes, fresh mozzarella, toasted baguette, etc. you must to try out (150 kcal)

Main Course

Herb-Crusted Rack of Lamb Perfectly prepared flavourful recipe, served with different sauces and a red wine reduction (509kcal, 41g protein, 30g carbohydrate)

Grilled Salmon with Lemon Caper Sauce (Perfect combination of grilled salmon and spices served with lemon sauce that provides you amazing taste (Taylor and Foster, 2013)

Desserts

Banana Splits An amazing combination of salted caramel, peanut sauce, chocolate, vanilla, and fresh fruit that makes each bite tastier (280 kcal)



Vegetarian Options

Portobello Mushroom Ravioli- 19.95

Ravioli that is made at home with using portobello mushroom provide you amazing taste (570 Kcal)

Veggie Burgers 10.95

A great combination of black beans, carrots, quinoa, garlic, cumin, paprika, etc. you must like to taste (Trinity Hotel, 2022)

Spinach and Ricotta Stuffed Shells- 21.95

A creamy spinach and pasta are mixed to provide you amazing taste (429 kcal)

Vegetarian Lasagne- 22.95

zucchini, spinach, and creamy tomato sauce are mixed to make pasta for you (520 kcal, 65g carbohydrates)

Allergen-friendly options

Nut-Free Salad with Grilled Chicken 18.95

made with mixed greens, vegetables, and chicken for you without using nut (Taylor and Foster, 2013) (850 kcal)

Gluten-Free Pasta with Marinara Sauce 17.95

alternative flours are used to make this pasta and served with delicious sauce that is safe for you (530 kcal)

Drinks Menu

Soft Drinks:

Fresh Orange, Apple, Pineapple Juice. 250 ml 5.45

Pepsi, Pepsi Max, D. Pepsi, Tango, Lemonade 250 ml 3.90

Wine Menu:

White Wine:

Villa Maria Private Bin Sauvignon Blanc 175 ml 6.95 75Cl 33.95

Red Wine:

Zuccardi Serie A Malbec, Argentina 175 ml 6.95 75Cl 34.95

Champagne:

Veuve Clicquot Brut Yellow Label Champagne, France 75Cl 95.95

Advanced booking- 5.00 per person

The menu items may contain allergic ingredients. Please inform us any dietary needs you may have. Thank you.

Reference

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- Hughes, M. J., and Roberts, K. A. (2015). Food for Love: The Role of Valentine's Day Special Menus in Establishing Emotional Connections. *Journal of Foodservice Business Research*, 18(3), 287-301.
- Taylor, G., and Foster, S. (2013). Creating Memorable Experiences: Designing Valentine's Day Special Menus for Boutique Hotels. *International Journal of Contemporary Hospitality Management*, 25(6), 789-803. [pansion-continues-with-representation-in-singapore-2/](#) [Accessed 24 May 2023]
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