Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Food & Beverage Operations BMIH4002

Week 3

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales

www.uwtsd.ac.uk

Customer Needs

Hungry or Thirsty?

Physiological

Economic

Cheap or Quick?

Meet/Celebrate with Friends or Family?

Social

Psychological

Need variety?

Convenience

Away from home and unable to cook?

(Cousins and Weekes, 2020)

Service Method vs Style

"**Service style**" and "**service methods**" are both terms used in the context of hospitality and food service industries.

Service style refers to the way food is presented and served to guests. There are several common service styles, including buffet, family-style, plated, and French service. Each style has its own unique characteristics and involves different levels of guest interaction and involvement.

Service methods on the other hand, refer to the techniques and practices used by service staff to provide high-quality service to guests. Service methods include things like greeting guests, taking orders, serving food and drinks, clearing tables, and handling payments. Effective service methods are essential for creating a positive guest experience and building customer loyalty.

Service methods

Table 1.6 Simple categorisation of the customer processes in food and beverage service

Service method	Service area	Ordering/ selection	Service	Dining/ consumption	Clearing
Table service	Customer enters and is seated	From menu	By staff to customer	At laid cover	By staff
Assisted service	Customer enters and is usually seated	From menu, buffet or passed trays	Combination of staff and customer	Usually at laid cover	By staff
Self-service	Customer enters	Customer selects items onto a tray	Customer carries	Dining area or takeaway	Various
Single point service	Customer enters	Orders at single point	Customer carries	Dining area or takeaway	Various
Specialised or in situ service	Where the customer is located	From menu or predetermined	Brought to the customer	Served where the customer is located	By staff or customer

(Cousins and Weekes, 2020)

MICHELIN STAR

Coveted by many chefs but bestowed upon only to an excellent few.
Getting a star (or three) could change the fate of a restaurant.

High quality cooking, worth a stop

Excellent cooking, worth a detour

Exceptional cuisine, worth a special journey

What do the rosettes mean?

1 Rosette: These restaurants achieve standards that stand out in their local area. They serve food prepared with care, understanding and skill, using good quality ingredients. The same expectations apply to hotel restaurants, where guests can eat in with confidence and a sense of anticipation. Around 50% of restaurants/hotels within our AA Restaurant Guide have one Rosette.

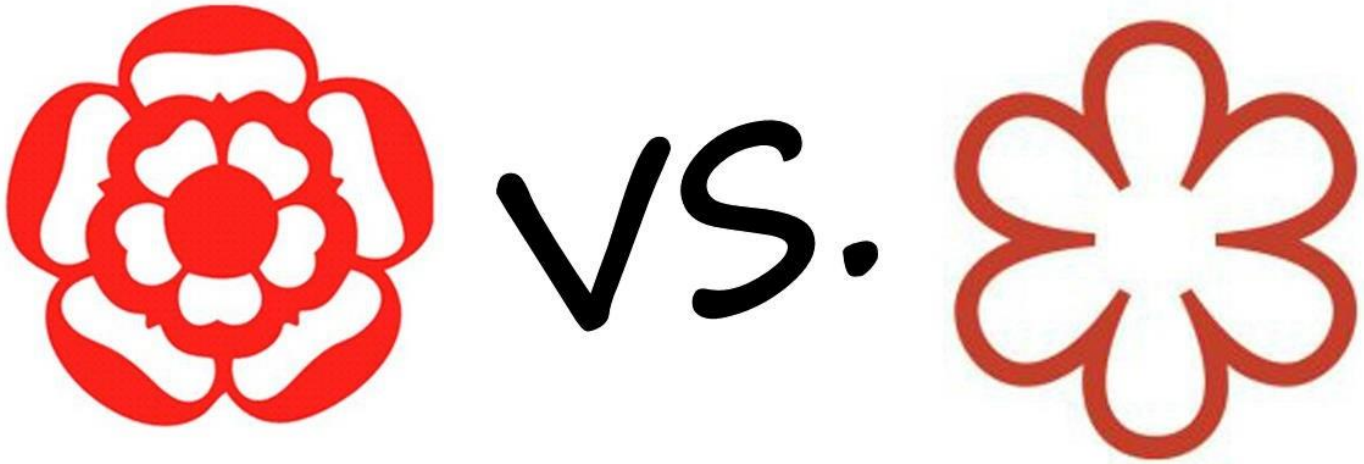
2 Rosettes: Excellent restaurants that aim for and achieve higher standards and better consistency. A greater precision is apparent in the cooking, and there will be obvious attention to the selection of quality ingredients. Around 40% of restaurants/hotels within our AA Restaurant Guide have two Rosettes.

3 Rosettes: Outstanding restaurants that achieve standards that demand recognition well beyond their local area. The cooking is underpinned by the selection and sympathetic treatment of the highest quality ingredients. Timing, seasoning and the judgment of flavour combinations will be consistently excellent. These virtues tend to be supported by other elements, such as intuitive service and a well-chosen wine list. Around 10% of the restaurants/hotels within the AA Restaurant Guide have three Rosettes and above.

4 Rosettes: Among the top restaurants in the UK, where the cooking demands national recognition. These restaurants exhibit intense ambition, a passion for excellence, superb technical skills, and remarkable consistency. They will combine appreciation of culinary traditions with a passionate desire for further exploration and improvement. There are very few restaurants with four AA Rosettes.

5 Rosettes: The pinnacle, where cooking compares with the best in the world. These restaurants have highly individual voices, exhibit breathtaking culinary skills, and set standards to which others aspire to, yet few achieve.

Which is best?



Michelin VS AA

Assignment 1: Student Journal

Title: Does the required skill set of a Food & Beverage employee change, based on the type of business and the type of service that is offered?

The main objective of this reflective essay is to compare and contrast a job role in different types of restaurants and to determine whether the required skill set of a Food & Beverage employee changes based on the type of business and the type of service that is offered. You should reflect throughout your assignment, include personal reflections, observations and experiences.

Task:

- Choose two different types of restaurants and choose <u>one</u> job role they both have (or similar).
- Research and evaluate the skills required for a specific job role in the restaurant industry. Compare and contrast the skills required for this job role in your chosen restaurants.
- Provide examples of how the skills required for this specific job role in the restaurant industry might differ based on the type of service that is actually offered. Explain how these differences impact the Food & Beverage employee's skill set and the restaurant operations.

Assignment 1: Student Journal

You must reference your work accordingly, by providing both in-text citations and a reference list containing a minimum of 8 references at the end, which must follow IHM's UWTSD Harvard Referencing Guide (this can also be located on Moodle, under the Module Information tile).

Microsoft Word settings

Please use:

- Arial Font 12
- Justify Text
- 1.5 line spacing

Wordcount: 750 words + - 10%. You must display your wordcount on your cover page.

Getting started

The assignment's primary objective is to delve into a comprehensive exploration and analysis of the critical skills necessary for elevating service quality within the restaurant industry. In this ever-evolving and highly competitive sector, where customer satisfaction is paramount, it is essential for future professionals pursuing careers in hospitality and service management to understand and emphasize the pivotal skills that can lead to the enhancement of customer service experiences within restaurants.

E.g.;

- **Communication Skills**:
- **Product Knowledge**
- **Time Management**
- **Problem-Solving Abilities**
- **Teamwork**:
- **Adaptability**

Structuring and reflecting

Organise your essay around your thesis statement, using personal reflections, observations, and experiences to support your argument. Be sure to provide specific examples and anecdotes to illustrate your points.

Use reflective writing techniques throughout your essay to explore your own thought process and reactions to the topic. Ask yourself questions like, "How do my personal experiences shape my understanding of this topic?" or "What assumptions do I have about the required skill set of a Food & Beverage employee, and how do they affect my conclusions?"

Conclude your essay by summarising your main points and reflecting on what you learned from the process of writing the essay. Consider how your understanding of the topic has changed, and what questions or ideas you want to explore further and how you will do so.

Assignment 1 REMINDER

Assignment 1
Student Journal
25%

Deadline:

Friday 20th of October 2023

Drafts accepted until:
Wednesday 11th of Oct

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Week 3: Menu Planning & Design

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales

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Week 3:

- Assignment 2
- Types of menus
- Menu engineering
- Menu Guidelines
- Legal factors
- Reference List

Assignment 2: Menu Engineering

The objective of this assignment is to design a menu for a new restaurant concept of your choice being introduced to the Hotel Trinity Hotel Chain.

PART 1: **Restaurant Concept**

Provide a brief write-up consisting of 400 words to explaining your restaurant concept, target audience, and the reasoning behind your menu choices.

Microsoft Word settings

Please use:

- Arial Font 12
- Justify Text
- 1.5 line spacing

Marks Available: 40 Marks

You must reference your work accordingly, by providing both in-text citations and a reference list containing a minimum of 10 references at the end, which must follow IHM's UWTSD Harvard Referencing Guide (this can also be located on Moodle, under the Module Information tile).

Assignment 2: Menu Engineering

PART 2: Menu Design

Your menu should include a range of dishes that reflect the restaurant's theme and target audience. You should consider the following factors when designing your menu:

- Food and Beverage Selection: Choose a variety of starters, mains, desserts, and beverages that reflect the theme and style of the restaurant.
- Pricing Strategy: Determine the prices for each item on the menu based on factors such as competitors pricing. Consider how the pricing strategy will affect the restaurant's target audience.
- Nutrition and Special Dietary Requirements: Ensure that your menu includes options for customers with special dietary requirements such as vegetarian, gluten-free, and lactose-free. Consider the nutritional content of the dishes and ensure that they align with current health and wellness trends.
- Menu Layout and Design: Create a visually appealing menu layout and design that is easy to read and understand. Consider the use of colours, fonts, and images to create a cohesive brand image and theme.
- Sustainability and Seasonality: Consider the use of sustainable and seasonal ingredients in your menu. Ensure that the restaurant's operations align with current environmental trends and regulations.

Marks Available: 60 Marks

Module Assignments & Deadlines

Assignment 2
Menu Engineering
25%

Deadline:

Friday 10th of November 2023

Drafts accepted until:
Wednesday 31st of October

Menus

What is a menu

- A list of available food & drinks
- Helps shape your restaurant’s identity
- Physical/digital

Menu types

- À la carte
- Du Jour
- Cycle
- Static
- Fixed

A la Carte

Translates as “according to the menu”

According to The Oxford Companion to Food,

"À la carte means that each dish is priced separately, and the customer chooses from the available dishes to make up a meal“

(Davidson, 2014).

MENU

STARTERS

Gloucester Old Spot Ham Hock & Autumn Vegetable Terrine Piccalilli Sultana Toast *(DF)*	£9.50	Oak Smoked Scottish Salmon & Newlewlyn Crab Risotto, Water Chestnuts, Chive Crème Fraîche *(GF)*	£8.50
Brioche, Pancetta & Wiltshire Black Pudding Pudding	£8.00	Heritage Cauliflower Cheese Soup, Parmesan Croutons *(V)*	£7.00
Roast Tomato & Basil Soup *(Vegan)*	£7.00		

CLASSICS		MAINS	
Traditional Beer Battered Haddock Fillet Triple Cooked Chips, Garden Peas & Crunchy Tartar Sauce *(DF) (GF Available)*	£17.50	Pan Fried Brixham Sea Bass Fillet, Salmon Raviolo, French Bean & Shallot Salad Spinach & Teriyaki Butter Sauces	£24.00
Homemade 8oz Beef Burger, Tomato Red Onion, Gherkin, Smoked Cheddar Sesame Bap, Onion Rings & Triple Cooked Chips *(GF Available)*	£16.50	Honey Roast Barbury Duck Breast, Flaked Duck Leg Croquette, Celeriac Fondant Sweet Potato Purée, Black Cherry Sauce *(DF)*	£24.50
Homemade Lentil & Beetroot Burger Tomato, Red Onion, Gherkin, Sheese Sesame Bap, Onion Rings & Triple Cooked Chips *(Vegan) (GF Available)*	£16.50	28 Day Aged, Seared Marlborough 10oz Sirloin Steak, Garlic Mushroom, Grilled Tomato, Onion Rings & Triple Cooked Chips*(GF Available)*	£28.00
Poached Gnocchi, Roast Root Vegetables Pesto, Rocket & Parmesan Salad *(V) (N)*	£16.50	Shallot Tarte Tatin, Grain Mustard Dressing, Pea Shoot & Rocket Salad *(V)*	£16.50

DESSERTS

Blackberry Cheesecake, Bramley Apple Coulis *(V)*	£7.50	Sticky Toffee Pudding, Caramel Sauce Bourbon Vanilla Ice Cream *(V)*	£7.50
Pear & Calvados Crème Brûlée Red Cherry Cookies *(V) (GF Available)*	£7.50	Selection of Artisan British Cheese, Celery Crackers, Grapes & Shallot Chutney *(V)*	£11.00
Selection of House Sorbets *(Vegan) (GF)*	£6.50	Selection of Ice Cream & Sorbet *(V) (GF Available)*	£6.50

Coffee, Tea & Mints £4.50

AFFOGATO £5.50

Espresso & Bourbon Vanilla Bean Ice Cream / Bailey's & Ice Cream

DESSERT WINE & PORT

Château Lavignac Sauternes, *France (75ml)*	£5.75	Ferreira Late Bottled Vintage (50ml)	£5.00
Morandé Late Harvest, Sauvignon Blanc, *Chile (75ml)*	£5.00	Ferreira Ruby (50ml)	£4.00

Please ask a member of staff for information on allergens

(V) - Vegetarian *(GF)* - Gluten Free *(DF)* - Dairy Free *(N)* - Contains Nuts *Vegan*

Du Jour

- Translates as “of the day”
- Highlight daily specials or focus on fresh/seasonal produce
- Changes frequently

Cycle Menu

Week 1	Monday	Tuesday	Wednesday	Thursday	Friday
Main Meal	Chicken Goujons Herby Diced Potatoes Or Cheese and Tomato Pasta Bake with Baked Beans and Peas	Gammon Ham Mashed Potatoes Or Cheese wheel Mashed Potatoes with Spaghetti Hoops Sweetcorn or Salad	Chicken Breast Whole Potatoes Or Quorn Sausage Whole Potatoes with Carrots or Broccoli & Gravy	Minced Beef Pie Mash Potatoes Or Quorn Dippers Potatoes with Mixed Vegetables and Peas & Gravy	Gluten Free Fish Fingers Chipped Potatoes Or Chicago Town Pizza Chipped Potatoes with Sweetcorn or Side Salad
	Filled roll, Sandwiches and Jacket potatoes with choice of Ham, Cheese or Tuna				
Dessert	Frozen Yoghurt	Chocolate & Pear Brownie	Toffee Apple Sponge	Decorated Jelly	Artic Roll
	or Fruit of the day				
Juice break and water served with every meal. Unlimited 50/50 bread.					

Week 2	Monday	Tuesday	Wednesday	Thursday	Friday
Main Meal	Gluten Free Bubble Coated Fish Fingers Potato Puffs Or Veggie Sausage Potato Puffs with Baked Beans Or Broccoli	Chicken & Tomato Pasta Bake Side salad Or Quorn Dippers Mashed Potatoes with Peas or Sweetcorn	Gluten Free Pork Sausages Potatoes Or Quorn Sausage Potatoes with Carrots and Green Beans & Gravy	Chicken Meatballs in Tomato Sauce & Pasta Or 4 Cheese Pizza Potato Wedges With Sweetcorn or Baked Beans	Gluten Free Beefburger in a Open Roll Chipped Potatoes Or Vegan Sausage Roll Chipped Potatoes with Coleslaw and Side Salad
	Filled roll, Sandwiches and Jacket potatoes with choice of Ham, Cheese or Tuna				
Dessert	Decorated Angel Delight	Waffle and Ice Cream	Jelly	Jam Sponge and Custard	Cookie or Fresh Fruit
	or Fruit of the day				
Juice break and water served with every meal. Unlimited 50/50 bread.					

- Repeated options over a period of time
- Cost effective
- Specials

Static Menu

- Most widely used
- Consistent & dependable menu options
- Design allows for faster service

Activity: What type of menus are the following examples of?

Menu du Jour
à 14,50 €
Salade Cathare
ou
Jambon de Pays
Cassoulet Maison
au Confit de Canard
ou
Piéce de Boeuf grillée
ou
Steack de Thon
Fromage
ou
Dessert du Jour
ou
Crème glacée
à la micheline

MENU du JOUR
ENTRÉE + PLAT OU PLAT + DESSERT 9€90
ENTRÉE + PLAT + DESSERT 11€90
Salade Mixte (Salade tomates, Jambon, Fromage)
Gratinée à l'oignon
Faux Filet, Frites
Andouillette au Cidre
Pommes Sautées Persillées
Crème Brulée
Crêpe chocolat chaud

APPETIZERS

Friday's® Pick Three-For-All

This platter of faves is big-enough-to-share and customized to order!

Pick from: Traditional or Boneless wings with your choice of sauce: Jack™ Championship BBQ, Garlic Parmesan, Classic Buffalo or Inferno.

Pick 2 from the following: Crispy Green Bean Fries, Fried Mozzarella, Beer Battered Onion Rings, Loaded Potato Skins.

Buffalo Wings

Go for Boneless or Traditional wings tossed in your choice of flavors ranging from MILD to SPICY. Served with celery and Bleu Cheese or Ranch for dipping. Flavors: Jack™ Championship BBQ, Garlic Parmesan, Classic Buffalo or Inferno.

Fried Mozzarella

Hot and gooey inside. Crisp and golden outside. Served with marinara sauce.

Southwest Chicken Quesadilla

Spicy chipotle chicken stuffed in a crispy tortilla with melted Monterey Jack and Cheddar cheeses. Served with roasted salsa, pico de gallo, crisp lettuce, sour cream and hand-chopped cilantro.

Steak Fries NEW

Thick, crisp, skin-on potato wedges served with Ranch and Bacon-Bleu Cheese dressing for dipping.

Crispy Green Bean Fries

These snappy green beans are breaded and deep-fried to a golden brown crust. Served with our Cucumber-Wasabi Ranch dip—cool, creamy and just a touch spicy.

Pot Stickers

Chinese pork dumplings steamed, then pan seared and served with Szechwan dipping sauce.

Loaded Potato Skins

Loaded with Cheddar cheese and crisp bacon. Served with sour cream and green onions.

Sesame Jack® Chicken Strips

Golden brown chicken breast strips coated with crispy Japanese panko breadcrumbs with the extra crunch of toasted sesame seeds and tossed in our famous Jack Daniel's® glaze.

JACK DANIEL'S® GRILL

Jack Daniel's® Ribs & Shrimp

Full rack of fall-off-the-bone tender baby back pork ribs. Slow-cooked in-house daily with a generous basting of our Jack Daniel's® sauce, paired with our crispy Cajun-spiced shrimp, seasoned fries and coleslaw.

Jack Daniel's® Ribs

Slow-cooked and fire-grilled in-house until fall-off-the-bone tender, seasoned with bold spices and basted with Jack Daniel's® glaze. Classically paired up with crispy seasoned fries and coleslaw.

Jack Daniel's® Chicken & Shrimp

Juicy chicken breast basted with our Jack Daniel's® glaze and paired with our crispy Cajun-spiced shrimp with your choice of two sides.

Jack Daniel's® Flat Iron*

Aged and hand-cut especially for T.G.I. Friday's®. 8 oz. Black Angus steak, expertly seasoned and glazed with our signature Jack Daniel's® sauce. Served with your choice of two sides.

Jack Daniel's® Sirloin & Shrimp* NEW

A generous 10-oz. Black Angus strip-style sirloin and crispy Cajun-spiced shrimp. Served with your choice of two sides.

Jack Daniel's® Chicken

Two juicy, succulent chicken breasts basted with our signature Jack Daniel's® glaze. Served with your choice of two sides.

SIGNATURE SIDES

NEW VEGETABLE MEDLEY • MASHED POTATOES
FRIES • LOADED MASHED POTATOES
SWEET POTATO FRIES • COLESLAW • ONION RINGS
BROCCOLI • NEW STEAK FRIES

*CONSUMING RAW OR UNDERCOOKED MEATS, POULTRY, SEAFOOD, SHELLFISH OR EGGS MAY INCREASE YOUR RISK OF FOODBORNE ILLNESS, ESPECIALLY IF YOU HAVE CERTAIN MEDICAL CONDITIONS. THIS ITEM IS COOKED TO ORDER.

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BLACK ANGUS STEAKS

T.G.I. FRIDAY'S® BLACK ANGUS STEAKS ARE 100% USDA CHOICE BEEF WITH JUST THE RIGHT BALANCE OF LEAN BEEF AND SUCCULENT MARBLING. CUT TO OUR SPECIFICATIONS AND AGED FOR MAXIMUM FLAVOR, THESE GENEROUS CUTS ARE PERFECTLY SEASONED AND FIRE-GRILLED TO ORDER. JUST THE WAY YOU LIKE IT.

10 oz. Sirloin & Grilled Shrimp Scampi* NEW

Black Angus strip-style sirloin topped with maison butter and paired with seasoned jumbo butterflied shrimp that's served char-broiled and shell-on in a flavorful scampi sauce. Served with your choice of two sides.

Petite Sirloin & Half-Rack of Ribs* NEW

6 oz. Black Angus filet-style cut sirloin steak topped with maison butter and matched with a half-rack of baby back ribs, slow-cooked in-house until they are "fall-off-the-bone" tender and generously basted with our smoky Jack™ Championship BBQ sauce. Paired with your choice of two sides.

Flat Iron* NEW

8 oz. of very tender beef, this Black Angus steak is flavorful and juicy. Topped with maison butter and paired with your choice of two sides.

10 oz. Sirloin* NEW

Sirloin is just flat-out America's favorite steak. A lean Black Angus strip-style sirloin topped with maison butter and paired with your choice of two sides.

Petite Sirloin & Salmon* NEW

6 oz. Black Angus filet-style cut sirloin steak topped with maison butter and coupled with a 7 oz. fillet of fire-grilled, perfectly seasoned Norwegian salmon. Paired with your choice of two sides.

New York Strip* NEW

Well-seasoned and perfectly tender, we fire-grill our 10 oz. Black Angus New York Strip to your order and top it with maison butter. Served with choice of two sides.

SIGNATURE SIDES

NEW VEGETABLE MEDLEY • MASHED POTATOES
FRIES • LOADED MASHED POTATOES
SWEET POTATO FRIES • COLESLAW • ONION RINGS
BROCCOLI • NEW STEAK FRIES

COOKING TEMPERATURES

RARE - COOL RED CENTER • MEDIUM RARE - WARM RED CENTER
• MEDIUM - HOT PINK CENTER
MEDIUM WELL - SLIGHTLY PINK CENTER • WELL DONE - NO PINK

SEAFOOD

Friday's® Shrimp

A dozen golden brown, crispy shrimp. Served with fries and cocktail sauce.

Shrimp Key West

Two skewers of plump shrimp are dusted with Cajun spices, then fire grilled and seasoned with our new ginger-lime splash. We serve the shrimp with steaming broccoli for a main course that's big on flavor!

Fish & Chips

Golden filets of breaded cod served with tartar sauce and fries.

Grilled Shrimp Scampi & Salmon NEW

Seasoned jumbo butterflied shrimp char-broiled shell-on and topped with flavorful scampi sauce along with a perfectly seasoned 7 oz. fire-grilled Norwegian salmon fillet. Served with choice of two sides.

Dragonfire Salmon NEW

Norwegian salmon fillet fire-grilled to perfection and glazed with spicy Chinese Kung Pao sauce. Served over slow-cooked coconut jasmine rice with pineapple pico de gallo, Mandarin oranges and fresh steamed broccoli.

RIBS

Baby Back Ribs

A full rack of "fall-off-the-bone" juicy baby back pork ribs. Slow-cooked and fire-grilled in-house with a generous basting of Jack™ Championship BBQ sauce. Paired up with crispy seasoned fries and coleslaw.

Half-Rack Baby Back Ribs & Shrimp NEW

Half a rack of fire-grilled baby back pork ribs glazed with our Jack™ Championship BBQ sauce and topped with onion rings. Served with fries and a side of crispy Cajun-spiced shrimp.

NEW
Sub Day
7 days.
7 original 6" Subs.
Monday
Cheese & Onion
Tuesday
Mango Chicken Tikka
Wednesday
Meat Feast
Thursday
Nacho Chicken Salsa
Friday
Fiery Tuna
Saturday
Pepperoni Pizza
Sunday
All Day Breakfast Mega Melt
SUBWAY
Keep Discovering

THE SMOKE HAUS Est 2012

MENU

ALL OF OUR DISHES ARE FRESHLY PREPARED, PLEASE ASK YOUR SERVER IF YOU WANT TO TAILOR ANY DISH TO YOUR LIKING.

OUR FAMOUS 'EPIC 3 BONE CHICKEN WINGS'

Choose from Plain / Sticky BBQ / Buffalo / Spicy Rub / Maple & Mustard.
All served with a blue cheese dip and celery sticks. (GF)

5 WINGS ★ 8.95 ★ | 10 WINGS ★ 15.95 ★

APPETISERS

NACHOS (V) SML 3.95 / LRG 6.45
Crispy nachos topped with salsa, cheese sauce, jalapeños, guacamole & sour cream.

PORK NACHOS SML 5.45 / LRG 7.95
Pulled pork smothered over crispy nachos, topped with cheese sauce, jalapeños, guacamole & sour cream.

CHILLI NACHOS SML 5.45 / LRG 7.95
Crispy nachos topped with beef chilli, cheese sauce, jalapeños, guacamole & sour cream.

JALAPENO POPPERS (V) 7.45
Deep-fried cheese stuffed jalapeños served with a sweet chilli dip.

BUFFALO CHICKEN TENDERS 8.95
Crispy Chicken Tenders coated in buffalo sauce, served with a blue cheese dip.

MAC N CHEESE BITES (V) 6.95
Deep fried mac n cheese bites served with a sweet chilli dip

SPICY VEGAN WINGS (V) (VG) 7.95
Crispy vegan wings coated in buffalo sauce

SHARERS

VEGETARIAN PLATTER (V) 13.95
Spicy wings, potato skins filled with BBQ pulled soya, Texas toast, onion rings & nachos. Accompanied with dips.

CLASSIC PLATTER 14.95
A bowl of nachos, onion rings, Texas toast, chicken wings & popcorn chicken. Accompanied with dips.

CHICKEN PLATTER 15.95
Wings, tenders, popcorn chicken and cheese & bacon potato skins, served with dips.

THE BURGERS

ADD A BURGER PATTY FOR ONLY £3.95 EXTRA!

ALL BURGERS COME WITH SKIN ON FRIES & SLAW

THE CLASSIC BURGER 12.95
Our own recipe beef burgers, griddled and served in a sweet brioche roll with haus burger sauce, fresh tomato & crisp lettuce.

BABY BERTHA 16.45
Beef burger, American cheese, smoked streaky bacon, jalapeños, sweet fried onions & burger sauce.

DIRTY SANCHEZ 16.45
Beef burger, American cheese, onions, Roquito peppers, guacamole, sour cream & spicy mojo ketchup.

THE ULTIMATE CHEESE BURGER 17.45
Beef burger, mac & cheese bites, American cheese, cheese sauce, bacon & onion sprinkles.

LOUISIANA CHICKEN BURGER 17.95
Kansas chicken breast, bacon, cheese & BBQ sauce.

SOUTHERN COMFORT 19.95
Beef burger, American cheese, Kansas chicken breast, bacon, fried onions & garlic mayonnaise.

THE HOG FATHER 18.45
Beef burger, American cheese, pulled pork, smoked streaky bacon & warm BBQ sauce.

DONUT BURGER 16.45
Beef burger, American cheese, smoked streaky bacon, sweet sauce in two sweet glazed donuts.

GARBAGE BURGER 22.95
2x Beef burgers, pulled pork, brisket, cheese, chilli, onions, Roquito peppers, chipotle mayo.

EL DIABLO 16.45
Beef burger, Mexicana cheese, Roquito peppers & homemade beef chilli

BLUE HARVEST 16.45
Beef burger, crumbled blue cheese, mushrooms & sweet fried onions

THE MUTHA CLUCKA 17.95
Kansas chicken breast, Mexicana cheese, buffalo sauce & jalapenos

THE GREEN MACHINE (V) (VG) 14.95
A lightly spiced burger of broad beans, peas and spinach, topped with BBQ pulled soya, lettuce & tomato. Served with dry slaw.

UPGRADES American Cheese +1.00 ★ Mexicana Cheese +1.00 ★ Jalapenos +1.00 ★ Roquito Peppers +1.00
Sweet Fried Onions +1.00 ★ Smoked Bacon +1.00 ★ Homemade Chilli +2.50

FROM THE PIT

ALL MEALS COME WITH SKIN ON FRIES & SLAW

SMOKED BEEF BRISKET PLATE (GF) 13.95
PULLED PORK PLATE (GF) 13.95
DUO PLATE (GF) 17.95
Pulled pork & smoked brisket.
THE THREESOME (GF) 19.95
Pulled pork, smoked brisket and 2 chicken wings.
HALF RACK OF BABY BACK RIBS (GF) 15.95
FULL RACK OF BABY BACK RIBS (GF) 21.95

CHEESESTEAK SUBS

PHILLY 15.95
Philly steak, onions, peppers, American cheese. Served with skin on fries & slaw.

MEXICAN PHILLY 16.95
Spiced Philly steak, onions, peppers, Roquito peppers & Mexicana cheese. Served with skin on fries & slaw.

BREAKING BAD 16.95
Philly steak, onions, mushrooms & blue cheese. Served with skin on fries & slaw.

★ ★ ★ FRIES UPGRADES ★ ★ ★

Haus spiced fries +0.50 ★ Sweet potato fries +1.00
Cheesy fries +1.00 ★ Chilli fries +1.00 ★ Cheesy chilli fries +1.50

SIDES

SKIN ON FRIES (V) (VG) (GF) 3.45
SWEET POTATO FRIES (V) (VG) (GF) 4.45
CHEESE & BACON POTATO SKINS (GF) 5.45
ONION RINGS (V) 4.95
SLAW (V) (GF) 3.95
SIDE SALAD (V) (VG) (GF) 3.95
TEXAS TOAST (V) With cheese +1.00 4.45

SWEETS & SUNDAES

APPLE PIE 6.45
Served with whipped cream and toffee sauce.

WARM BROWNIE (VG) 6.95
Served with vanilla ice cream and chocolate sauce.

MISSISSIPPI MUD PIE 6.45
Served with whipped cream and chocolate sauce.

ICE CREAM FLAVOURS
Vanilla (VG) / Chocolate (VG) / Banana / Bubblegum / Strawberry

THE BISCOFFI 7.45
Vanilla ice cream, biscoff crumble, biscoff sauce & whipped cream.

TUTTI FRUTTI 7.45
Strawberry ice cream, bubble gum ice cream, jelly beans, strawberry sauce & whipped cream.

TOFFEE APPLE 7.45
Slice of apple pie, vanilla ice cream, toffee sauce & whipped cream.

CHOCOLICIOUS (VG) 7.45
Chocolate brownie, vanilla ice cream, chocolate sauce & dark cherries.

THE LEGENDARY MIXED GRILL

GREAT TO SHARE... BUT ALSO A HUGE CHALLENGE FOR ONE!

Smoked Brisket, pulled pork, 4 chicken wings, served with a 'Haus chilli dog', baby back ribs, a large portion of our own skin-on fries and slaw. 49.95

UPGRADE YOUR FRIES

Haus spiced+2.00 ★ Sweet potato+3.00 ★ Cheesy+3.00
Chilli+3.00 ★ Cheesy chilli+4.00

OR TRY OUR MINI MIXED GRILL 29.95
Our famous mixed grill, but with half of all portions.

CHICKEN

KANSAS CHICKEN 15.95
Chicken breast fried in our own herbs and spices, served with ranch dressing, fries & slaw.

PIMP MY KANSAS 17.95
Kansas chicken breast topped with Mexicana cheese, Roquito peppers and chipotle mayo, served with skin on fries & slaw.

CHICKEN & WAFFLES 17.45
Kansas chicken on sweet waffles served with maple syrup.

CHICKEN CAESAR SALAD 13.95
Crispy chicken tenders, lettuce, croutons, parmesan and classic caesar dressing.

DOGS

CLASSIC HOT DOG 14.95
A hot dog served in a sub roll. Served with skin on fries & slaw.

THE QUORNY STYLE HOT DOG (V) (VG) 13.95
Quorn sausages topped with BBQ pulled soya and mojo ketchup. Served with skin on fries and dry slaw.

THE HOMEWRECKER 16.95
Hot dog, cheese sauce, jalapeños, BBQ sauce, lettuce & tomato.

CHILLI DOG 17.45
Hot dog, beef chilli, diced red onion & sweet mustard.

GO THE WHOLE HOG MOG 19.95
Hot dog, Pulled pork, bacon, chipotle mayo & pork scratching bits.

LITTLE PLATES

3.99

- LITTLE HAUS BURGER & FRIES
- BBQ RIBS & FRIES
- COD GOUJONS & FRIES
- POPCORN CHICKEN & FRIES
- HOT DOG & FRIES
- VEGAN DOG (VG) & FRIES
- CHICKEN & BACON SALAD

(V) VEGETARIAN ▪ (VG) VEGAN ▪ (GF) GLUTEN FREE

Food allergies & intolerances: Before ordering please speak to our staff about your requirements.

All weights are approximate uncooked weights that may reduce during the cooking process.

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SAVOY GRILL

STARTERS

Cornish crab salad, brown crab mayonnaise, toasted brioche £20
Lobster bisque, charlotte potatoes, fresh herbs £17
Steak tartare, confit egg yolk, pickles, game chips £21
Baked Dorset snails, sweet garlic, red wine, brioche crumb £14
Aquitaine caviar "St James's" - Maison Prunier 30g or 50g £95/£165

Smoked Haddock glazed omelette Arnold Bennett £12
Heritage beetroots, goat's cheese, bitter leaves,
honey and truffle dressing £15
Foie gras and chicken liver parfait, grape chutney, toasted brioche £17
Severn and Wye smoked salmon, rye bread, crème fraîche £16

FISH

Dover sole 16oz, grilled or meunière £49
Cornish Halibut, clam velouté, sea vegetables £40
BBQ monkfish tail, tomato, chilli and coconut sauce,
fried mustard seeds £36

SHELLFISH

Native rock oysters, six or twelve £20/£40
Grilled lobster thermidor or garlic butter
half or whole £35/ £70

GRILLS FROM THE WOOD CHARCOAL OVEN

All our beef has come from British herds; it is at least 24 months old and is dry-aged for a minimum of 28 days

32 day-aged rump steak *300g* £32
Shorthorn rib-eye steak *250g* £46
Hereford beef sirloin steak *300g* £42
Fillet steak *220g* £51

English calf's liver £28
English rose veal T-bone *300g* £38
Herdwick lamb cutlets £36
Saddleback pork chop *300g* £26

38 day-aged côte de boeuf *per 100g* £14
Shorthorn T-bone steak *per 100g* £16
Chateaubriand *(for two) 500g* £98
Marinated spatchcock chicken £23

Add to cuts: sautéed onions, fried Burford Brown egg or grilled smoked bacon – £2.95 each
Choice of one sauce: Béarnaise, peppercorn, marrowbone and shallot

ROASTS, BRAISES AND PIES

Steak, onion and ale pudding, shallot gravy £26
Beef Wellington, red wine jus *(for two)* £94 *(please allow 45 minutes)*
Roast guinea fowl and pickled red cabbage £28
Roasted Herdwick lamb rump, braised belly, aubergine and mint yoghurt £32
Confit chicken and ham hock pie, grain mustard, tarragon velouté £26

FROM THE TROLLEY DAILY

Available every day at lunch and all day on Sundays - served with seasonal vegetables and potatoes

MONDAY	Glazed Suffolk ham, Dijon sauce £22
TUESDAY	Roast suckling pig, grain mustard sauce £28
WEDNESDAY	Beef Wellington, horseradish cream £36
THURSDAY	Suffolk rack of pork, apple sauce £32
FRIDAY	Salmon coulibiac, parsley sauce £26
SATURDAY	Stuffed leg of lamb, mint sauce £28
SUNDAY	Roasted sirloin, Yorkshire pudding £36

SIDE ORDERS

All at £7 per portion

Hand cut or skinny chips
Mashed potatoes
Honey glazed carrots
Seasonal greens
Cauliflower cheese gratin
Roast field mushrooms, garlic butter
Butter lettuce, apple cider vinaigrette

Find out about our exclusive Chef's Table experience for up to 8 guests and the iconic D'Oyly Carte private dining room for up to 40 guests.

A £2.00 cover charge per person will be added to your bill. Prices include VAT. A discretionary 12.5% gratuity will be added to your bill.
If you have a food allergy, intolerance or sensitivity, please speak to your server about ingredients in our dishes before ordering your meal.

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I'm lovin' it
NEW
BIG FLAVOUR WRAPS
LIVE Bolder THIS lunch time
THE BBQ PULLED PORK ONE
THE BBQ CHICKEN & BACON ONE
THE SWEET CHILLI CHICKEN ONE
THE HOT PERI PERI CHICKEN ONE
CHOOSE CRISPY OR GRILLED CHICKEN
Find out more
£1.99
MONDAY
The Hot Peri Peri Chicken One
WEDNESDAY & FRIDAY
The BBQ Pulled Pork One

Fixed Menu

- A fixed menu is a menu with several items but always a fixed total price. There are two main types of menu when it comes to a fixed menu: **prix fixe menus** and **table d'hote menus**.
- While the words "fixed" and "static" are similar in other contexts; it's important to note that fixed menus are different from static menus.

Prix Fixe

- Little to no variability
- Easy to prepare and produce
- Very little food wastage

Le Sanglier Brûlant

$40 Prix Fixe Menu

Three courses and a glass of wine

Appetizer
Grilled Sea Scallops

Entree
Roasted Figs and Ham

Dessert
Crème Brûlée

$45 Prix Fixe Menu

Three courses and a glass of wine

Appetizer
Salmon Tartare

Entree
Lamb Chops with Fantastique Sauce

Dessert
Crème Brûlée

Table d’hote

- Limited selection but more variability that prix fixe
- Easy to prepare and produce
- Less wastage than larger menus.

BALTHASSAR
CAFE-BAR-RESTAURANT

TABLE D’HOTE MENU

3 courses and a glass of specially selected wine
£20.00 pp

STARTER

Freshly prepared soup of the day
Salad of sweet herrings and potato
Smooth parfait of chicken livers with onion marmalade

MAIN COURSE

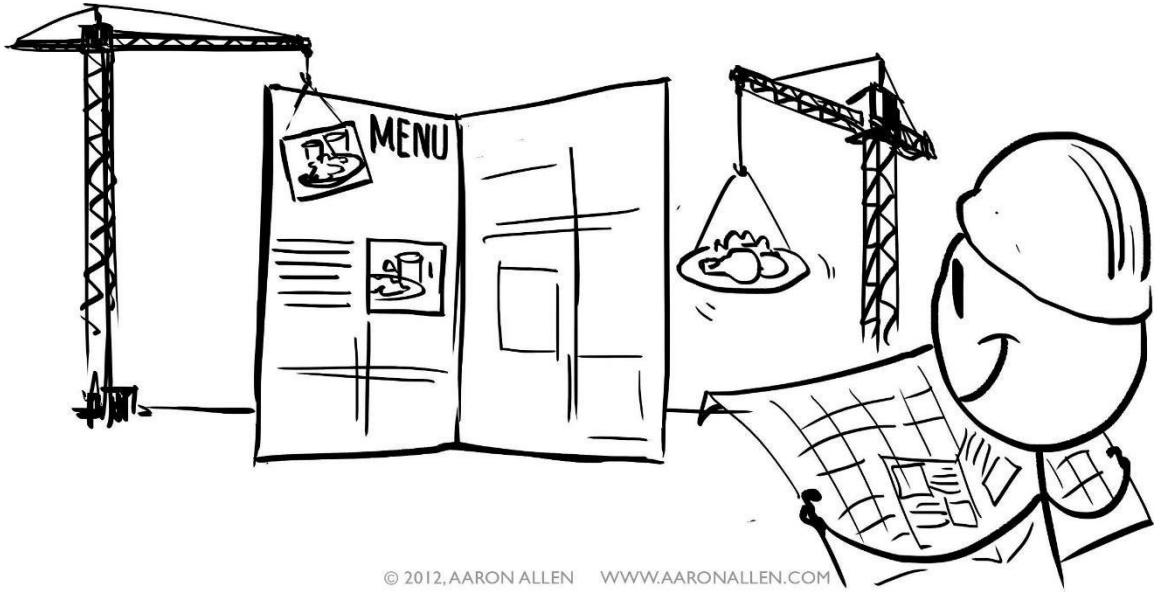
Roast hake with minted peas and fries
Steak burger with cheese, relish and fries
Confit duck with spiced puy lentils and cabbage
Wild Scottish mushroom risotto

DESSERT

Vanilla crème brulee
Iced chewy chocolate cake
Selection of French cheeses with oatcakes

£20 per person includes a 125ml glass of house red or white wine
Available all day Sunday – Thursday and Fridays until 6.30pm
Please note on parties of 6 or more a discretionary service charge of 10% will apply

Menu Engineering



Menu Engineering Tips & Tricks

Highlighting certain menu items with boxes, borders, or graphics can draw the customer's attention and increase sales of those items.

Menu item placement can influence sales. Typically, items in the top right corner or in the middle of the menu are the most popular.

Menu item descriptions should be clear, concise, and appealing. Using descriptive language, such as "tender" or "juicy," can make items sound more appealing and lead to more sales.

Different pricing strategies can be used to increase profits. For example, using odd pricing (such as £9.99 instead of £10) can make items seem cheaper and lead to more sales.

Use hidden pricing strategies to encourage customers to choose based on what they want rather than price. Remove the currency sign, make the price one font size smaller.

Menu Engineering Tips & Tricks

Limited time offers can create a sense of urgency and increase sales of certain menu items.

Grouping items together, such as appetizers or entrees, can help customers make quicker decisions and increase sales of those items.

Regularly analysing menu performance, such as sales data and customer feedback, can help restaurants make adjustments to their menu and pricing strategies to increase profits.

High-quality photos and graphics of menu items can make them more appealing and increase sales.

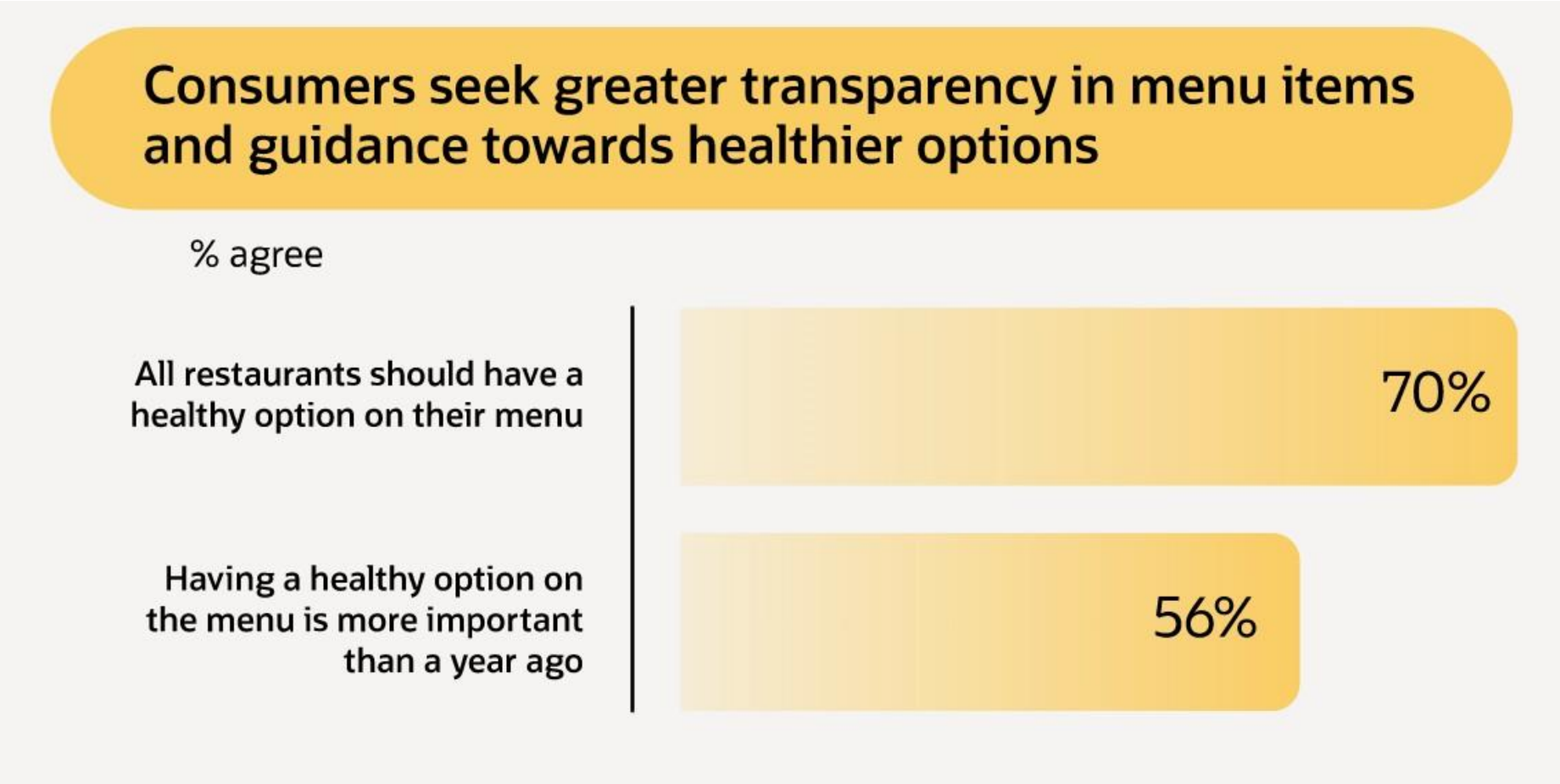
Using a larger font size and an easy-to-read font style can make menus more readable and increase sales.

Naming menu items creatively can make them more appealing and memorable to customers, which can lead to more sales.

Essential Questions

- Will you highlight certain menu items for maximum profitability?
- Will the menu revolve around a core group of ingredients or not?
- How will your menu highlight specific “specials” or “deals”?
- What menu styles are your competitors using?
- What are the main types of menus for your kind of restaurant?

What else should we consider?



(Oracle, 2022)

People are also influenced by a restaurants' broader sustainability commitments

% who say these actions are important

(Oracle, 2022)

6 THINGS
TO KNOW
TO CREATE AN
AWESOME RESTAURANT MENU

How to price a menu

1. Food cost percentage
2. Gross profit margin.

Today we are going to cover how to price items on a menu by GP Margin.

Pricing a Menu: via Gross Profit (GP) Margin

Gross profit margin is the percentage of total sales that's profit.

Step 1: Determine ideal gross profit margin.
Choose the gross profit margin you want for your menu item.
Restaurant gross profit margins vary wildly. They can be as low as 20% and as high as 80%.

Step 2: Determine the cost of goods sold (COGS) of the menu item in question.
We need the total cost of all the ingredients used to make menu items, right down to the garnishes and condiments. For example, onion rings. The COGS would be onions, batter, and dipping sauce.

Step 3: Calculate how to price food items.
The formula for pricing food by gross profit margin is: **Gross Profit Margin = (Menu Price - Raw Food Cost) / Menu Price.** The equation is for gross profit margin, not menu price. Which means a little experimentation is required.

If you have an existing menu, why not calculate the gross profit margin for each of your menu items.

Pricing a Menu: via Gross Profit (GP) Margin

Let's price up a Cajun fries starter.

Step 1: Determine ideal gross profit margin. *= 70%*

Step 2: Determine the cost of goods sold (COGS) *= The COGS would be sweet potato, cajun spice, homemade chive and onion dip £3.00.*

Step 3: Calculate how to price food items.

Gross Profit Margin = (Menu Price - Raw Food Cost) / Menu Price

Gross Profit Margin = (£8 - £3) / £8

Gross Profit Margin = 62.5% (We need to try again, remember our ideal is £70%)

Try again with £10. *Gross Profit Margin = (£10 - £3) / £10*

Gross Profit Margin = 70% (YES!)

Pricing a Menu: By Food Cost

Step 1: Identify desired food cost percentage.

Let's say you're trying to price an onion ring appetizer. You decide right off the bat that you want the food cost to be 20%. That's quite low and quite profitable. Let's see if a menu price to achieve a 20% food cost would be prohibitively expensive for your guests.

Step 2: Determine the cost of goods sold (COGS) of your onion ring appetizer.

Look at your invoices to figure out how much you paid for the raw materials that go into the onion ring appetizer. This is easy if you've used a bar inventory software like BinWise Pro to upload all your invoices digitally.

Looking at our records, we find that the COGS of a single onion right appetizer is £3.00. That includes the onions, the batter, and the dipping sauce.

Step 3: Calculate how to price food items.

Here's the formula for food cost formula menu pricing:

Price = COGS / Ideal Food Cost

Price = £3.00 / .20

Price = £15

With raw materials clocking in at £3, you'll need to price your onion ring appetizer at £15 to achieve a 20% food cost. That's a high price if you're not an upscale concept.

VAT/Tax

In the UK, the Government put a tax called VAT on to the selling price of any food dish.

This % is not fixed but varies with the Government, currently it is set at 20%. This % needs to be added to your menu prices.

Different countries have different TAX rates and calculations should be carried out using the appropriate level of tax.

In some countries the TAX is ONLY added on when guests are presented with the bill/check, therefore the TAX rate is not include in the selling price.

Any Questions?

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Seasonal Menus

As seasonal food and beverage offerings can add an important, dynamic to your existing menu options in several ways.

Your customers will enjoy fresh new flavours and limited-time offerings.

Seasonal foods are usually less expensive than some of your other menu items because of their abundance, which means more savings.

Using out of season ingredients could lead to increased waste due to it not being fresh and therefore more prone to decomposition.

Why should you be using seasonal ingredients?

- Flavour
- Sustainability
- Nutrition
- Variety

Why use local produce?

- Supports the local economy
- Promotes sustainability
- Provides fresher and healthier options
- Enhances the dining experience

How does chef come up with a menu?

Let’s look at a Michelin star example with Grant Achatz, Alinea, America

Breakout Rooms: Create a Menu

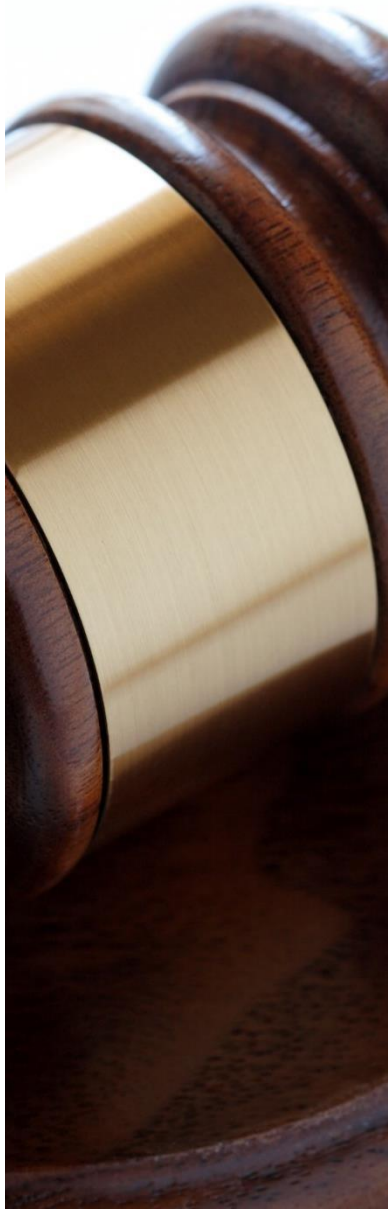
Each group will be provided with a type of menu for a fictional restaurant, you will then have **25 minutes** to produce a draft of that menu type.

You **must** consider:

- Your menu should include a range of dishes that reflect the restaurant's theme and target audience. You should consider the following factors when designing your menu:
- Food and Beverage Selection: Choose a variety of starters, mains, desserts, and beverages that reflect the theme and style of the restaurant.
- Pricing Strategy: Determine the prices for each item on the menu based on factors such as competitors pricing. Consider how the pricing strategy will affect the restaurant's target audience.
- Nutrition and Special Dietary Requirements: Ensure that your menu includes options for customers with special dietary requirements such as vegetarian, gluten-free, and lactose-free. Consider the nutritional content of the dishes and ensure that they align with current health and wellness trends.
- Menu Layout and Design: Create a visually appealing menu layout and design that is easy to read and understand. Consider the use of colours, fonts, and images to create a cohesive brand image and theme.
- Sustainability and Seasonality: Consider the use of sustainable and seasonal ingredients in your menu. Ensure that the restaurant's operations align with current environmental trends and regulations.

- The menu should be priced appropriately to appeal to the target audience and to ensure profitability. You should research competitors in the area.

Laws and Regulations



Pricing

All pubs and restaurants should display their prices clearly to their customers. Restaurants must show prices with their menu at or near their entrance so people will know how much they'll be charged.

Bars should display prices for their whole range of drinks.

Restaurants, pubs and bars that don't do this may face a fine.

Food Descriptions

- The description of the food should match the food that arrives on your plate. For example, 'homemade' food should be homemade.
- Selling food or drink that isn't as described in the menu is a criminal offence under the **Consumer Protection from Unfair Trading Regulations 2008**. You can report any instances of this to your local trading standards department.

Service Charge

Usually, restaurants either leave the service charge entirely to the discretion of the customer or automatically add a charge to the bill.

According to UK law, service charges added by the restaurant are entirely optional.

If you aren't happy with the service or if you'd prefer to calculate your own tip, you can ask for it to be removed and for a new bill to be printed.

Service charge, along with pricing should be displayed as clearly as possible.

Calories on Menus

Large businesses are required to display calorie information on menus and food labels as of April the 6th 2022.

Rules are to help the public to make healthier choices when eating out.

Calories should be labelled on menus and food labels in out of home food businesses.

Regulations require large businesses with 250 or more employees in England, including cafes, restaurants and takeaways, to display the calorie information of non pre packed food and soft drink items that prepared for customers.

Calorie information must be displayed at the point of choice folder customer, such as physical menus, online menus, food delivery platforms and labels.

Allergens

From December 13 2014, all European Union food businesses have had to declare the 14 identified allergenic ingredients which are used in non-packed loose foods that are sold or provided.

Food allergen labelling and information requirements fall under the EU Food Information for consumers Regulation No 1169/2011:Technical guidance April 2015. Food standards Agency (FSA).

The FSA guidance states that information on allergenic ingredients must be either

- written up front (for example on a menu or menu board) without the customer having to ask for (food allergens) information
- sign-posted to where written information can be found or obtained
- sign-posted to say that oral information can be obtained from a member of staff

(Food Standards Agency, 2022)

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Takeaway Menus in Wales…

★★★★★

From November 2016, if a takeaway leaflet or menu shows food for sale, the price and a way of ordering the food without visiting the premises, it will also have to include a bilingual statement encouraging customers to check the food hygiene rating of the business on the food hygiene ratings website. The statement will also remind customers that they have a legal right to ask the food business for their food hygiene rating when they order over the phone.

The legislation also enables food businesses to voluntarily display their valid food hygiene rating on this type of publicity material, but if they do so the rating must be valid and in the specified format so it can be clearly seen.

(Welsh Government, 2016).

The statement that should be included is:

Ewch i food.gov.uk/ratings i ganfod sgôr hylendid bwyd ein busnes neu gofynnwch inni beth yw ein sgôr hylendid bwyd wrth archebu / Go to food.gov.uk/ratings to find out the food hygiene rating of our business or ask us for our food hygiene rating when you order.

Useful websites:

- Words to Describe Food: 73 Adjectives for Food Descriptions (webstaurantstore.com)
- How to Design a Perfect Menu (And Design Tips!) (webstaurantstore.com)
- Prepare to reopen: how to develop a restaurant menu (typsy.com)
- Menu Engineering Course: Make the Most of Your Menu - Welcome to the Course | Rise 360 (articulate.com)

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