



BMIH4002

Food & Beverage Operations

Assignment 2

Menu Engineering (Practical Task)

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PART 1: Restaurant Concept

Explaining the new restaurant concept, the target audience, and is very important in choosing the menu for the consumers.

The concept of “Hotel Trinity” shows that the name of the hotel is “Hotel Trinity”. Hotel Trinity is a 4* city Centre hotel, part of the Trinity Hotel chain located in London, United Kingdom. (Siegrist *et al*, 2015). “Hotel Trinity” provides accommodation services with common hotel room items such as TVs, sound systems, refrigerators, mini-bars, free Wi-Fi, coffee-makers, hairdryers and more. The main goal is to gain the satisfaction of the customers and give the product at the lowest possible rate. The environment of the hotel will be very attractive and there have a lot of natural things inside the hotel to take a feel of nature. Besides, “Hotel Trinity” will offer different kinds of hotel service for the customers and give some discounts for new customers (Muller, 2018).

Target audience shows that the main target of “Hotel Trinity” is young people, Business pupils and visitors to London. The new restaurant concept is based on the theme of Valentine’s Day. Besides, hotel service enthusiasts who always try to test different kinds of hotel service, office-going people are the target audience of the hotel. The hotel will use fresh ingredients to cook hotel service and serve tasty, fresh, unique hotel service for the customers. The hotel will target people aged between 18 & 50 by applying unique business rules and protocols. The hotel will also make some special items for children and aged people to attract more people and make a strong basement (Kubacki *et al.*, 2015).

The reasoning behind your menu choices is that the “Hotel Trinity” will try to make attractive menu items with the lowest possible price to attract more people to their organization. The new restaurant concept is based on the theme of Valentine’s Day. The menu page will have a very attractive and colourful design to make an attraction about the page and that ensures the first satisfaction after sitting at the table and seeing the menu page. “Hotel Trinity” will design a very attractive and handsome layout by some good designers. (Dopson *et al*, 2019).

The menu page is normally designed with the hotel services item for breakfast and dinner, dessert, etc. This is also helpful for the customer to find categorical hotel services for the period (Bhargava et al., 2017). The menu page is categorized with different kinds of hotel services so that a customer can easily find their desirable hotel services item and order the hotel services. Overall, It's a special Valentine's Day menu so, it should be designed in such a way that the customer can easily search for their desired food and service, detect the correct hotel services and easily order the hotel services they deserve. Besides, there will be an online menu page on their website from where the customers can choose the hotel's Restaurant services (Ozdemir *et al.*, 2015).

Part 2: Menu Design

A la carte menu

Starters

*Mixed olives £4.00

*Foccaccia £5.00

Freshly baked here every morning using traditional librarian recipe served with extra virgin olive oil and balsamic.

*Chicken liver pate £9.00

With red onion marmalade and whole meal sour dough.

*Calammari Fritto £9.00

Handcut cripy squid rings lightly floured and fried served with lemon mayonnaise.

*Tomato bruschetta £7.00

Mixed cherry tomatoes,basil and garlic or toasted ciabatta finished with extra virgin olive oil.

MAIN COURSE

*Braised beef ragu pappardelle £16.00

Braised beef slow cooked in red wine black olives and herbs.

*Homemade Lasagne £15.95

Slow cooked beef and lamb ragu layered with egg pasta ,cheese and bechamel souce.

*fish and chips £10.95

Atlanic cod ,crushed peas ,chips and tartar sauce

*Pan fried salmon £13.95

Salmon fillet served with charred trends stem broccoli rosemary and garlic rosetted potato and hollandaise souse.

DESSERT CHOCOLATE FUDGE CAKE (V) £6.00

With Belgian chocolate sauce and real dairy ice cream

BELGIAN CHOCOLATE BROWNIE (V) £5.95

The perfect brownie, with Belgian chocolate sauce and real dairy ice cream

APPLE & BLACKBERRY CRUMBLE (V) (VE) £5.90

with your choice of custard or real dairy ice cream

Vegan option available with vegan iced dessert

BAKED VANILLA CHEESECAKE (V) £6.99

With a berry compote and served with fluffy cream

TREACLE SPONGE (V) £3.99

With your choice of real dairy ice cream, custard or fluffy cream

DRINKS

MOJITO £3.95

Bacardi Carta Blanca rum, fresh mint, fresh lime, sugar syrup and soda.

PORNSTAR MARTINI £ 4.99

One of our most popular cocktails. Absolut Vanilia vodka, passion fruit and a shot of Prosecco make it sweet but sour with a frothy top.

LONG ISLAND ICED TEA £3.45

Ketel One vodka, Bombay Sapphire gin, Olmeca tequila, Bacardi Carta Blanca rum, Cointreau, lemon and Pepsi Max.

water, still and sparkel £2.99

Cocacola 250ml £1.99

White wine

Pinto grigoitalia £4.25

Red wine

Valpolicella tommasi vencto £4.95

All dishes may contain traces of nut find out our allergy information ask for assist.

References

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