

Menu Engineering

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Restaurant Concept

Introduction: "MS Restaurant" is an authentic and contemporary Indian restaurant concept that celebrates the rich and diverse flavours of Indian cuisine. Inspired by the ancient trade routes that connected India to the rest of the world, our restaurant takes diners on a culinary journey through the vibrant streets of India. With a fusion of traditional and modern elements, our concept aims to showcase the depth and complexity of Indian flavours while offering a unique and immersive dining experience.

Target Audience: Our target audience consists of both Indian food enthusiasts and individuals seeking to explore the vibrant and exotic world of Indian cuisine (Siriex et al, 2015). We aim to attract a diverse range of customers, including local residents, tourists, and professionals looking for a unique dining experience (Gursoy et al, 2006). Our concept caters to both individuals and groups, making it an ideal choice for intimate dinners, family gatherings, and corporate events (Jain et al, 2017).

Reasoning Behind Menu Choices: Our menu choices are carefully curated to offer a comprehensive selection of Indian dishes that highlight the diverse regional cuisines of the country (Acharya, 2018). Here's the reasoning behind our menu choices:

Regional Diversity: We feature signature dishes from different regions of India, such as butter chicken from North India (Ahmed & Pandit, 2018) and biryanis from Hyderabad (Srilakshmi & Padmaja, 2019). This allows our guests to explore the unique flavours and cooking techniques from various parts of the country.

Vegetarian and Vegan Options: Indian cuisine is renowned for its wide array of vegetarian and vegan dishes (Kapoor & Shah, 2019). We offer an extensive selection of plant-based options, including flavourful curries and vegetable-based biryanis, to cater to the growing demand for vegetarian and vegan dining choices.

Street Food Delights: Indian street food is a vibrant part of the culinary culture (Nandi, 2020). We feature popular street food items like samosas and kebabs, providing our guests with an authentic taste of Indian street cuisine in a refined dining setting.

Modern Twist on Classics: While honouring traditional Indian recipes, we also introduce modern interpretations and innovative presentations to elevate the dining experience (Kaur & Ghotane, 2018). Our skilled chefs incorporate contemporary techniques and artistic plating to bring a fresh perspective to classic Indian dishes (Misra & Mantri, 2020).

Conclusion: "MS Restaurant" is a culinary destination that invites guests to embark on a flavourful journey through the diverse landscape of Indian cuisine. With a thoughtfully curated menu, embracing regional specialties, vegetarian options, street food delights, and a touch of modern innovation, our concept caters to a wide range of diners seeking an unforgettable Indian dining experience.

MS RESTAURANT

FINE DINING

YOU ARE WELCOME
TO BRING YOUR
OWN ALCOHOL

STARTERS

Onion Bhaji (G)
£2.95

Prawn Cocktail
£3.95

Sheek Kebab
£3.95

Chicken Wings
£3.50

Vegetable Samosa (G)
£2.95

BALTI

Tandoori Mixed Balti
£10.95

Chicken or Lamb Tikka Balti
£9.25

Vegetable Balti
£7.95

Prawn Balti
£9.95

HOUSE SPECIAL

Chicken or Lamb Tawa
Fresh chicken or lamb marinated in fresh garlic, ginger and cucumber with herbs & spices
£7.50

Butter Chicken (N) (D)
Chicken cooked in pure butter, ground almond, fresh cream, with a touch of spices. Garnished with almonds and desiccated coconut.
£7.50

Chicken Rezalla
Strips of tandoori chicken, cooked with minced lamb, fresh chillies & coriander in a thick hot sauce.
£7.50

Jhinga Gulnar (D)
Whole king prawn cooked in mustard and fenugreek sauce with onions, peppers & yoghurt.
£11.95

BIRYANI

Chicken or Lamb
£8.95

Mixed Vegetable
£7.95

King Prawn
£11.95

Chicken Tikka or Lamb Tikka
£8.95

All Biryani
Cooked with Basmati rice and a special blend of spices served with vegetable curry

OLD FAVOURITES

Bhuna
A drier than usual curry packed with spicy flavours.
£7.95

Ragan Josh
A medium dish cooked with green herbs, tomatoes, served with a rich sauce.
£8.95

Sag
Delicious curry of your choice cooked to perfection with lots of green spinach.
£5.95

Korma (N) (D)
Cooked with cream and coconut to produce a very mild dish.
£6.95

Dhansak
A Parsee dish. Hot, sweet & sour with a lentil base.
£11.95

BREADS

Plain Nan
£2.25

Keema Nan
£2.75

Cheese & Garlic Nan
£2.75

Chapatti
£1.50

DESSERTS

Gulab Jamun
Deep fried spongy milk cake nuggets caramelised and soaked in warm, sweet syrup.
£4.95

Gajjar Ka Halwa
Caramelised carrots simmered in rich cream and served with ice cream.
£4.50

Kulfi
Authentic Indian ice cream using the distinct taste of saffron sauce with pistachio and almonds.
£4.25

DRINKS

TEA OR COFFEE £1.50

CANS
Coke, Diet Coke, Lemonade..... £1.20

J20
Orange & Passion..... £1.95

BOTTLED WATER £1.50

KEY

(N) Contains Nuts
(G) Contains Gluten
(D) Contains Dairy

ALLERGY NOTICE
If you are allergic to certain ingredients, please notify our staff before ordering

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