

Report

Assessment 2

A Supply & Sourcing Plan for the Trinity Restaurant “Coronation Menu”

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Introduction

Scheduled for May 2023, a momentous occasion commonly referred to as the Coronation is poised to transpire. This upcoming occasion is eagerly awaited and is

poised to garner significant interest from individuals across the globe, historical and cultural significance, representing the pinnacle of a nation's ceremonial and symbolic traditions. The objective of this document is to furnish a comprehensive outline of the gastronomic offerings that are slated to be presented at an imminent ceremonial occasion. The upcoming occasion is scheduled to transpire at Trinity Restaurant, an establishment situated in Langland Bay, proximate to Swansea in the country of Wales. The forthcoming sections shall expound upon the intricacies of the menu for the upcoming event. The establishment in question boasts a seating capacity of 80 patrons. The objective of this document is to furnish a comprehensive evaluation of our marketing tactics with regard to geographical placement and consumer demographics. Furthermore, we shall scrutinize our procurement techniques for agricultural products and explain the reasoning behind our culinary choices. This report's purpose is to comprehensively comprehend our commercial activities and our cognitive procedures for arriving at determinations.

Main body

The Menu chosen for Coronation

Starter: Seafood Dish + Domaine Montrose Solis Lumen Rose (Rea salad on toast, cucumber boats with tuna salad and surimi, tuna pate roll, shrimp with garlic, vol au vent with Jhon Dorry and mushrooms, crostini with beetroot and smoked trout, meatballs with salmon in the oven).

Main Course: Filet Mignon with Green Beans and Coronation Quiche + Vega Sicilia Unico Tinto 2009

Desert: Triple Chocolate Cake + Cabernet Sauvignon Prince Stirbey 2004

Candy Bar: Assorted cakes (crèmes, éclair, tiramisu, brownie, cookies) + fruit skewers.

Drinks:

- Aqua Carpatica Mineral Water 1L
- Coca Cola Regular 500 ml
- Evian Water 500 ml
- Innocent Orange Juice With Bits 1.35L
- Ardbeg 10Yo Scotch Whisky 70Cl – Smoky
- Hendrick's Gin 70Cl
- London Essence Original Indian Tonic Water 500Ml

Marketing

SWOT Analysis of Trinity Restaurant and customer base

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Exemplary customer services (Toporek, 2015)	Given its geographical position beyond Swansea, the site in question appears to be relatively unexplored. (Carpenter, 2021)	Within the vicinity, there exists a conspicuous absence of any contenders. (Avanessian , 2020)	The big prices are not affordable for everyone, so not many people can access this restaurant. (Karam, 2023)
Grandiose establishment boasting a five-star rating in the culinary arts. (Toporek, 2015)	The seating capacity of the venues is limited to a modest 80 individuals, rendering it diminutive in size. (Carpenter, 2021)	The potential for expansion of the restaurant is significant, particularly with regard to seating capacity, as there it is ample space to accommodate a greater number of patrons. (Avanessian , 2020)	The lack of a garden space and a designated play area for children poses an additional peril. (Karam, 2023)
A diverse array of commodities. (Toporek, 2015)	The exorbitant cost renders it inaccessible to a wide swath of individuals. (Carpenter, 2021)	It may be advantageous for the restaurant to consider diversifying its operations by establishing a hotel as this could potentially broaden its customer base.	The atypical nature of the menu may dissuade individuals from selecting this establishment as their go-to for routine culinary offerings. (Karam, 2023)

The interior is immaculate and aesthetically pleasing. (Toporek, 2015)	Regrettably, the absence of a verdant expanse or a designated area for juvenile recreation is apparent. (Carpenter, 2021)	(Avanessian , 2020)	
		Due to the impending Coronation, it is highly probable that this establishment will experience an increase in patronage. (Avanessian , 2020)	Due to the limited capacity of the establishment, it may not be feasible to host large-scale gatherings at this petite eatery. (Karam, 2023)

Sourcing of the products

List of suppliers:

Seafood- the seafood products will be ordered from SEAFOOD SOURCE.

(SeafoodSource, 2023)

Domaine Montrose Solis Lumen Rose- the rose wine for starter will be ordered from the Domaine Montrose website. (Solis lumen, 2022)

The filet mignon and the green beans will be ordered from Snake River Farms website. (Snake River Farms, 2023)

Vega Sicilia Unico Tinto from 2009- this red wine will be ordered from tempos website. (Unico, 2023)

The triple chocolate cake and the assorted cakes from Candy bar will be ordered from The Dough Works website. (Doughnut, 2023)

Cabernet Sauvignon Prince Stirbey 2004 – The wine for dessert will be ordered from King Website.

All the drinks will be ordered from TESCO website. (Drinks, 2023)

The Menu

The menu that was presented was explicitly designed for the coronation event.

The selection of a fish appetiser as a starter is based on the premise that it is a light and refreshing option that can be enjoyed without overwhelming the palate. This allows for the consumption of additional courses without feeling overly full or satiated. As such, it is an ideal precursor to a more substantial meal, providing a delicate and flavourful introduction to the dining experience.

In the realm of piscine procurement, it is of utmost importance to exercise discernment in selecting a dependable and superior purveyor. In this particular instance, the determination has been reached to procure provisions from SEAFOOD Source. The selection of this particular supplier is attributed to their esteemed standing in the industry for procuring the most superior quality of fish. The act of opting for SEAFOOD Source is predicated upon the presumption that the piscine product in question will satisfy the requisite criteria of optimal flavour, texture, and freshness. In essence, the crux of the matter lies in the selection of a reliable vendor, which is pivotal in guaranteeing that the end result aligns with the anticipated outcome and gratifies the clientele. (SEAFOODSOURCE, 2023)

The selected appetiser for the repast was the Domaine Montrose Solis Lumen, a charming rosé libation that harmonises exquisitely with piscine fare. The nuanced and invigorating aromas of this particular vintage serve to enhance the subtle and intricate tastes of seafood, resulting in a symphonic and pleasurable epicurean encounter. The wine in question exhibits a remarkable sensory profile, distinguished by a sudden eruption of cranberry, strawberry, and watermelon aromas and flavours that are perceptible on both the olfactory and gustatory senses. Furthermore, the wine showcases a robust acidity that harmonises with its fruity nuances, and a delicate suggestion of mineral essence that contributes to its intricacy. (DIGO, 2022)

When it comes to selecting the perfect meat for a main course, there are a variety of factors to consider. One popular option is Snake River Farms, a company that has been in the market since 1980 and is known for offering excellent products. For this reason, the meat for the main course was ordered from Snake River Farms. By choosing a reputable and well-established company like Snake River Farms, one can ensure that the quality of the meat will be top-notch and that guests will be impressed with the meal. The products offered by the company are of exceptional quality, characterised by their freshness and delectable taste. The company takes great pride in ensuring that their products meet the highest standards of quality, and as a result, customers can expect nothing but the best. (Taniguchi, 2022)

When it comes to pairing wine with a delicious fillet mignon, there are a variety of options to consider. However, one Italian red wine that stands out as a perfect complement to this dish is the Vega Sicilia Unico Tinto. This particular wine has a rich and complex flavour profile that pairs well with the bold flavours of the fillet mignon. Its notes of dark fruit and spice provide a perfect balance to the savoury meat, while its smooth tannins help to enhance the overall dining experience. (Rara, 2023)

When it comes to ordering cakes for an event, it is important to choose a reputable cake shop that can provide high-quality baked goods. In this case, the cakes for the event will be ordered from The Dough Works, a well-known cake shop located in

Swansea. This particular cake shop has garnered a reputation for producing delicious cakes that are sure to impress any palate. In fact, The Dough Works has received numerous positive reviews from satisfied customers, which is a testament to the quality of their baked goods. Therefore, it is safe to say that the cakes ordered from The Dough Works will be a delectable addition to the event. The upcoming dessert course will be accompanied by a sweet wine known as Cabernet Sauvignon Prince Stirbey, hailing from the country of Romania. This particular wine has been selected due to the King's appreciation for Romania, as he is known to possess several properties and estates within the region. (Muzzi, 2023)

Conclusion

Ultimately, this report expounded upon the rationale behind the selection of the menu for the Coronation, elucidated the factors that informed the choice of suppliers, and delved into the provenance of the comestibles and libations.

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