

Programme: BA International Hotel Management

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Assignment 2

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Part 1

Located in the heart of London, UK, our restaurant is an oasis for foodies, providing a menu that captures the spirit of the changing seasons. "A Journey Through the Seasons" is a concept that aims to provide guests with a memorable dining experience by paying tribute to the changing of the seasons.

Foodies, gourmets, and those looking for something a little bit different are who our restaurant caters to. Londoners have some of the highest demands in the world for ethnically and culturally diverse cuisine (Vu, 2022), so we try to accommodate a wide range of dietary restrictions. The increasing popularity of ethnic foods and cuisines in London's dining scene can be attributed to the city's diverse population and the rise in international tourism (Speciality Food, 2021; Vu, 2022). Our menu reflects this global palate with dishes that draw inspiration from all four seasons.

As Lyubomirova (2023) points out, only about 10% of businesses in the UK food and beverage industry prioritise sustainability, despite the fact that consumers are demanding it (Bedford, 2023; Mintel, 2023). It has also been found that companies in this sector are inefficient (Setiawan, Emvalomatis, & Lansink, 2012). In light of this, we have implemented policies like purchasing food from local growers and distributors to make our operations greener and more efficient. In addition to ensuring the highest quality and freshness of our ingredients, this also benefits local economies and lessens our environmental impact (Guiné et al., 2021; Enthoven and Van den Broeck, 2021).

Our menu was designed with the changing preferences of UK customers in mind (Deloitte, 2017), with an emphasis on sustainability and seasonality. We offer a variety of vegan, vegetarian, and gluten-free dishes to accommodate customers with a variety of dietary restrictions. Our menu prices reflect the market value of our ingredients, the time and effort required to prepare them, and the level of competition in the London fine dining industry. Our menu follows our overall theme and concept with its simple yet sophisticated design and colour scheme that changes with the seasons. Our menu is both aesthetically pleasing and easy to read because we took inspiration from Magnini and Kim (2016) and picked fonts that strike a balance between readability and sophistication.



Figure 1: Menu Cover Page

The cuisine at our restaurant reflects the changing of the seasons and is sure to be a highlight of your visit. We aim for efficiency and sustainability in our business practices while serving a wide variety of customers whose tastes are as varied as London's food and drink scene. To ensure we can remain competitive in the fine dining sector, we have created a menu that is accessible to those with a wide range of dietary restrictions.

Part 2

Crafting a Memorable Dining Experience Menu

Concept: A journey through the seasons, embracing the essence of nature in every bite.

Style of Service: Plated

Appetizers

Fresh Berry Bruschetta: Toasted artisan bread topped with ricotta cheese, fresh berries, and a drizzle of honey. (Vegetarian) - £13

Spiced Butternut Squash Soup: A velvety blend of butternut squash and warming spices, garnished with a dollop of crème fraîche. (Vegetarian, Gluten-Free option available) - £11

Citrus Avocado Salad: Mixed greens with avocado slices, orange segments, and a citrus vinaigrette. (Vegan, Gluten-Free) - £12

Caramelized Onion and Goat Cheese Tart: Flaky pastry filled with sweet caramelized onions and creamy goat cheese. (Vegetarian) - £14

Roasted Beet Hummus: A vibrant and earthy beet hummus served with pita chips and fresh vegetables. (Vegan, Gluten-Free option available) - £10

Grilled Asparagus Spears: Fresh asparagus spears grilled to perfection and served with a lemon aioli. (Vegetarian, Gluten-Free) - £11

Mushroom and Walnut Pâté: A rich and savoury blend of mushrooms and walnuts, served with crostini. (Vegan) - £12

Summer Corn Chowder: A light and creamy chowder filled with sweet summer corn and potatoes. (Vegetarian, Gluten-Free) - £11



Figure 2: Appetizers Menu.

Main Courses

Grilled Lemon Herb Chicken: Juicy chicken breast marinated in lemon and herbs, served with roasted vegetables. (Gluten-Free) - £24

Seared Salmon with Mango Salsa: Fresh salmon fillet seared to perfection, topped with a refreshing mango salsa. (Gluten-Free) - £26

Wild Mushroom Risotto: Creamy Arborio rice cooked with a variety of wild mushrooms and Parmesan cheese. (Vegetarian, Gluten-Free) - £22

Spinach and Ricotta Stuffed Shells: Jumbo pasta shells filled with spinach and ricotta, baked in marinara sauce. (Vegetarian) - £20

Grilled Vegetable Platter: A medley of seasonal grilled vegetables, drizzled with balsamic reduction. (Vegan, Gluten-Free) - £18

Thai Green Curry with Tofu: Spicy and aromatic green curry served with tofu and vegetables over jasmine rice. (Vegan, Gluten-Free) - £19

Blackened Fish Tacos: Spiced and blackened fish served in soft tortillas with slaw and a zesty lime crema. - £23

Roasted Lamb Shank: Slow-roasted lamb shank served with a red wine reduction and mashed potatoes. (Gluten-Free) - £30

MAIN COURSE



05 Grilled Vegetable Platter £18
A medley of seasonal grilled vegetables, drizzled with balsamic reduction. (Vegan, Gluten-Free)

06 Thai Green Curry with Tofu £19
Spicy and aromatic green curry served with tofu and vegetables over jasmine rice. (Vegan, Gluten-Free)

07 Blackened Fish Tacos £23
Spiced and blackened fish served in soft tortillas with slaw and a zesty lime crema

08 Roasted Lamb Shank £30
Slow-roasted lamb shank served with a red wine reduction and mashed potatoes. (Gluten-Free)

01 Grilled Lemon Herb Chicken £24
Juicy chicken breast marinated in lemon and herbs, served with roasted vegetables. (Gluten-Free)

02 Seared Salmon with Mango Salsa £26
Fresh salmon fillet seared to perfection, topped with a refreshing mango salsa. (Gluten-Free)

03 Wild Mushroom Risotto £22
Creamy Arborio rice cooked with a variety of wild mushrooms and Parmesan cheese. (Vegetarian, Gluten-Free)

04 Spinach and Ricotta Stuffed Shells £20
Jumbo pasta shells filled with spinach and ricotta, baked in marinara sauce. (Vegetarian)



Figure 3: Main Course Menu.

Desserts

Lemon Lavender Tart: A buttery tart shell filled with a zesty lemon lavender custard.
(Vegetarian) - £11

Dark Chocolate Raspberry Truffles: Rich dark chocolate truffles with a raspberry center, dusted in cocoa powder. (Vegan, Gluten-Free) - £12

Apple Rose Tartlets: Thinly sliced apples arranged in a rose pattern on top of a sweet tart crust. (Vegetarian) - £10

Pistachio and Cardamom Panna Cotta: A smooth and creamy pistachio panna cotta infused with cardamom. (Vegetarian, Gluten-Free) - £11

Espresso Chocolate Mousse: A velvety chocolate mousse with a hint of espresso, served in a chocolate cup. (Vegetarian, Gluten-Free) - £12

Strawberry Basil Sorbet: A refreshing sorbet made with fresh strawberries and basil.
(Vegan, Gluten-Free) - £9

Coconut Rice Pudding: Creamy rice pudding made with coconut milk and topped with mango. (Vegan, Gluten-Free) - £10

Caramel Apple Galette: Rustic apple tart with a flaky crust and a drizzle of caramel.
(Vegetarian) - £11



Figure 4: Dessert Menu

Beverages

Lavender Lemonade: A refreshing lemonade infused with lavender syrup. (Vegan, Gluten-Free) - £6

Ginger Peach Iced Tea: Sweet peach iced tea with a zesty ginger kick. (Vegan, Gluten-Free) - £5

Rosemary Grapefruit Spritzer: A fizzy drink made with fresh grapefruit juice and rosemary syrup. (Vegan, Gluten-Free) - £7

Chai Latte: A warm, spiced tea latte made with your choice of milk. (Vegan option available, Gluten-Free) - £5

Fresh Mint Mojito: A classic mojito with fresh mint leaves and a splash of rum. - £12

Bourbon Apple Cider: Warm spiced cider with a shot of bourbon. - £12

BEVERAGES

● LAVENDER LEMONADE | £6

A refreshing lemonade infused with lavender syrup. (Vegan, Gluten-Free)

● GINGER PEACH ICED TEA | £5

Sweet peach iced tea with a zesty ginger kick. (Vegan, Gluten-Free)

● ROSEMARY GRAPEFRUIT SPRITZER | £7

A fizzy drink made with fresh grapefruit juice and rosemary syrup. (Vegan, Gluten-Free)

● CHAI LATTE | £5

A warm, spiced tea latte made with your choice of milk. (Vegan option available, Gluten-Free)

● FRESH MINT MOJITO | £12

A classic mojito with fresh mint leaves and a splash of rum

● BOURBON APPLE CIDER | £12

Warm spiced cider with a shot of bourbon



Figure 5: Beverages Menu

Additional Items

Cheese and Charcuterie Board: A selection of fine cheeses and cured meats, served with artisan bread and accompaniments. (Gluten-Free option available) - £18

Seafood Platter: A decadent platter of chilled seafood, including shrimp, crab, and oysters. (Gluten-Free) - £35

Vegetarian Antipasto: A variety of pickled vegetables, olives, and cheeses. (Vegetarian, Vegan option available, Gluten-Free option available) - £16

Bread Basket: A selection of fresh-baked breads, served with butter and olive oil. (Vegetarian) - £6

Fruit Plate: A seasonal assortment of fresh fruits. (Vegan, Gluten-Free) - £10

Olives and Nuts: A bowl of mixed olives and roasted nuts. (Vegan, Gluten-Free) - £8

Chocolate Fondue: Melted chocolate served with a variety of dippable, including fruits, marshmallows, and cake pieces. (Vegetarian, Vegan option available, Gluten-Free option available) - £15

After-Dinner Drink Selection: A variety of liquors, cognacs, and dessert wines. - Prices vary

Pricing, Menu Design, Menu Description, Sustainability

Pricing Strategy: The pricing has been determined considering the ingredient costs, preparation time, and alignment with competitors' pricing in the fine dining sector.

Menu Design: The design will be elegant. Neutral colours like beige and gold will be used, with a hint of green to represent the seasons. The font will be a combination of classic serif for titles and a readable sans-serif for descriptions.

Menu Description: As mentioned above, each dish is described to give guests a hint of what to expect in terms of flavours, ingredients, and presentation.

Sustainability and Seasonality: All ingredients are sourced from local farmers, ensuring freshness and supporting local businesses. Additionally, the restaurant will implement waste reduction strategies and opt for sustainable seafood and ethically raised meats.



Figure 6: Additional Items Menu

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