

Student Name: Bilal Mohammed

Student ID: 2022701

Lecturer Name: Dr. Jayne Griffith-Parry

Submission Date:

Table of Contents

Executive Summary	3
Introduction.....	4
Menu	4
Drinks.....	4
Appetizers	4
Main Course.....	5
Dessert.....	5
List of Ingredients	5
Drinks Ingredients.....	5
Appetizer and Main Course Ingredients	5
Dessert Ingredients.....	6
Supply Sources.....	6
Decoration and Table Setting Plan	7
Cost and Pricing.....	7
Summary	7
References.....	9

Executive Summary

To help a restaurant with preparation for Christmas fest the report provides a complete plan. The plan starts with discussing the menu where 4 segments have been selected. There are drinks, then appetizers, then the main course and lastly desserts. The items have been selected accordingly in Welsh style and have some essential ingredients that have been provided in detail. Later on, the report presents the idea of where to collect the ingredients for the dishes. However, as the ambiance of the restaurant is equally important the report shows a plan for setting up the ambiance accordingly. Then finally it shows the cost and pricing strategy to set.

Introduction

Christmas is the most awaited festival of the year in the UK (Hancock and Rehn, 2011). People like to enjoy this holiday with friends and family. Restaurants the whole day has to face a rush. Especially, at lunchtime, every restaurant has to deal with a houseful situation. As the folks like to unite with families in the evening and celebrate together. Also, the ceremonies of Christmas involve arranging functions at restaurants. This is why restaurants focus on offering a unique menu with delicious cuisines to attract most of the joyous folks. This report also focuses on creating an attractive menu for a restaurant named in the UK. It will provide the restaurant with a distinguishing menu based on the traditional Welsh Christmas Menu with the strategy to arrange the ingredients and offer a value-for-money menu.

Menu

The menu will focus on dishes for lunch and dinner as they are the main focus of folks in restaurants during Christmas festivals. In the Christmas program, people like to explore more food so they tend to start with an appetizer and end with dessert. But if there is a welcome drink in the serving then the menu will be special. This is why the menu will include four servings: Drinks, Appetizers, Main Course and Desserts. involving drinks as well as sweets, within every portion. The items of these four segments are given below::

Drinks

For drinks, it can serve Christmas Martini, Classic Mulled Wine, Easy Mulled Wine, Iechyd Da, Strawberry Shake, Clementine Margarita, Christmas Pudding Vodka, Eggnog, Chocolate Eggnog, Champagne Cocktail, Hot chocolate, Fruit drinks, Soft Drinks (BBC Good Food, 2022). Eggnog is the most liked drink in the Christmas fest (Freedman, 2020). For welcome drinks, it can serve lemonade herbal tea, fruit cocktails, or traditional wine which is available in almost all restaurants.

Appetizers

According to Feeney (2017), the best welsh style appetizers would be:

- Glamorgan crumble mushrooms.
- Welsh beef with orange and ginger stir fry.
- Pear gingerbread pudding.

- Patagonian black cake.
- Rarebit loaded jacket potatoes.
- Slow-cooked shoulder of Welsh lamb with rosemary, lemon and laver.
- Parsnip, apple, and cider soup.
- Caerphilly cheese, red onion, and pepper tart

Main Course

Gregory (2020) suggests turkey or nut roast with all the trimmings as the main attraction of the Christmas main course. Christmas spiced Welsh Lamb casserole, Braised Welsh Beef with cranberry and chestnuts, Festive porc traybake Roast leg of Welsh Lamb with gin and cranberry, Welsh Beef wellington with port and mushroom sauce, and Crispy pork tenderloins with cranberry and port gravy can also make the menu unique and attractive (Forgrave, 2020).

Dessert

The desserts will include: Pwdin Eva, Welsh Cheese Cakes, Welsh Plum Pudding, Teisen Lap (Plate Cake), Patagonian Welsh Black Cake, Sticky Pear Pudding, Amber Pudding (Custard Tart), Aberffraw Biscuits (Welsh Cookies), Teisen Mel (Honey Cake), and Cacen Gneifio (Shearing Cake) (Nomadsunveiled, 2022).

List of Ingredients

As per the menu suggested above the restaurant will need to collect the following ingredients:

Drinks Ingredients

The ingredients for drinks would include: red wine sloe, gin, bourbon, cherry brandy, dried fruit, syrup clementine, tequila, triple, cream, dark chocolate, brandy, eggs, vanilla, champagne, oranges, lemons, other different fruits, cinnamon, dried fruit, amaretto (BBC Good Food, 2022).

Appetizer and Main Course Ingredients

The appetizers mentioned will need Caerphilly, mushroom, ginger, Welsh cider complements cabbage, Asian flavors, bara lawr, Welsh mutton, sauce, orange juice, rum, caramelized pears, whipped cream, cheese, fluffy potato, beer, moreish tart, green salad and golden syrup (Feeney, 2017).

The main courses will need: turkey, lamb, beef, pork, meat, beef sausages, bacon, chestnut mushrooms, salt and paper, onion, garlic, ginger, chili, cinnamon, red wine, honey, oil, butter, gin, cranberry, cranberry sauce, plain flour, sugar, breadcrumbs, eggs, and dates (Forgrave, 2020).

Dessert Ingredients

The main ingredients for the desserts mentioned are: local apples, sweet plums, custard, grapefruit marmalade, shortbread, honey, butter, tea, dried currants and raisins, cherries, dried fruit, nuts, spices, and molasses (Nomadsunveiled, 2022).

Supply Sources

Sourcing quality-food ingredients are one of the most important purchasing activities for restaurants (Cho et al., 2021). This is why to collect the ingredients of the meals the restaurant will need to contact certain suppliers. Such as:

- Supplier of drinks ingredients: There will be a need for alcohol and beverage suppliers for the ingredients of cocktails. For this John E Fells & Sons Ltd, Marussia Beverages, Amathus, Drink Warehouse and Matthew Clark are the top choice to take supply (BTN, 2022). Matthew Clark is a renowned wine trader in the UK so it can be contacted for champagne also (Tipples and Furgala, 2010). The other necessary ingredients for beverages such as fruits, tea, etc. Dani Organics will be a recommended supplier. For fish items, the best suppliers are The Fish Plaice, Ewing Seafoods, George Campbell and Sons, and E Ashton (Fishmongers) ltd (Natasha, 2022).
- Supplier for the appetizers and main course ingredients: For vegetables and fruit the best suppliers would be Ted's Veg, Eurofrutta, and IA Harris and Son (Rekki, 2022). And some common grocery ingredients can be collected from Bookers, Brakes, and Bidfood (Gallard, 2021). Lamb, turkey, meat, and beef can be sourced from any of these 4 suppliers: H R Parsons, Master Butcher, Abasto, and Hill & Szork (Yelp, 2022).
- Suppliers of the ingredient for desserts: Bakeart limited, Andrew Ingredients limited, Helios Ingredients limited, and Beloved Dates are renowned suppliers in the UK for sourcing ingredients for making desserts. Most of the items can be found in each company. But Andrew Ingredients limited provides more choices so there is an advantage to choosing this supplier (Euro Pages, 2022)

Decoration and Table Setting Plan

The attraction of restaurants is not only their food quality but also their ambiance (Parsa et al., 2017). This is why a restaurant has to focus on the decoration, atmosphere and furniture to grab the attention of customers (Pecotić, et al., 2014). Ariffin et al., (2012) mention that the ambiance of a restaurant shall be appealing to customers, it feels peaceful and comfortable to them and importantly attracts them. To uphold the ambiance of the restaurant choosing ambient lighting is necessary. As ambient lighting builds an attractive and gentle atmosphere that consumers mostly like (Biswas et al., 2017). Tables also need to provide a different feeling and be arranged in a way that looks good and has enough space so that people don't have to face gathering. Also, the table number should be enough to give space to all customers (Kanyan et al., 2016). The design and color combination also should be focused on. Especially, for Christmas, a Christmas tree and other Christmas-related designs can be adopted.

Cost and Pricing

Restaurants have to strictly think about the costing and price to set. Usually, a profitable restaurant tries to maintain 28-35 percent of food costs (Bhadani, 2022). That means a restaurant has to minimize the cost from other segments to set such a price that results in profitability against the total cost. If think of a luxury Christmas dinner at the current market condition preparing such a dinner of 16 items will cost £89.11 for a family of four (Jones, 2022). So if the average cost is assumed somewhat around £20 per head including grownups and youngers for a fancy dinner and £5-£10 for simple dinner packages the price should be between £30-£32 for fancy and £12-£17 for simple ones. With this costing and pricing strategy, a restaurant can both attract customers and gain profit.

Summary

Organizations need to start preparing for a long before delivering a product or service. And for a restaurant, it is necessary to be fully prepared to serve its customers. This is why the report focuses on the Christmas festival and showcases a proper strategy for restaurant preparation for the festival. First, it showcases the menu to utilize for the fest which consists of drinks, appetizers, main course and desserts. Then there are details of the necessary ingredients that should be collected for the

preparation. The suppliers' details are also shown in the report. However, as food quality is not the only major thing in restaurants the plan also shows decoration and table setting strategy. Lastly, the report presents the cost and pricing strategy.

References

Ariffin, H.F., Bibon, M.F. and Abdullah, R.P.S.R., (2012), 'Restaurant's atmospheric elements: What the customer wants', *Procedia-Social and Behavioral Sciences*, 38, pp.380-387.

BBC Good Food, (2022), *Christmas drinks & cocktail recipes*, BBC Good Food, Available at: <https://www.bbcgoodfood.com/recipes/collection/festive-drinks-recipes> (Accessed: December 16, 2022).

Bhadani, P. (2022), *The average restaurant food cost percentage & what you can do about it*, Altametrics, Available at: <https://altametrics.com/blog/the-average-restaurant-food-cost-percentage-what-you-can-do-about-it.html> (Accessed: December 16, 2022).

Biswas, D., Szocs, C., Chacko, R. and Wansink, B., (2017), 'Shining light on atmospherics: how ambient light influences food choices', *Journal of Marketing Research*, 54(1), pp.111-123.

BTN, (2022), *Leading liquor distributors in the United Kingdom*, Beverage Trade Network, Available at: <https://beveragetradenetwork.com/en/leading-liquor-distributors-in-united-kingdom-642.htm> (Accessed: December 16, 2022).

Cho, M., Bonn, M.A., Giunipero, L. and Jaggi, J.S., (2021), 'Supplier selection and partnerships: Effects upon restaurant operational and strategic benefits and performance', *International Journal of hospitality management*, 94, p.102781.

No. 1, pp. 76-86). Taylor & Francis.

Euro Pages, (2022), *Dessert ingredients - united kingdom*, Europages, Available at: <https://www.europages.co.uk/companies/united%20kingdom/dessert%20ingredients.html> (Accessed: December 16, 2022).

Feeney, J., (2017), *9 totally indulgent welsh dishes to add to your christmas menu*, WalesOnline, Available at: <https://www.walesonline.co.uk/special-features/9-totally-indulgent-welsh-dishes-14069590> (Accessed: December 16, 2022).

Forgrave, A., (2020), *Six cracking welsh recipes for Christmas dinner where you can ditch the Turkey*, North Wales Live, Available at: <https://www.dailypost.co.uk/whats-on/food-drink-news/six-cracking-welsh-recipes-christmas-19427741> (Accessed: December 16, 2022).

Freedman, P., (2020), 'Food and Drink', in Timothy Larsen (ed.), *The Oxford Handbook of Christmas*, <https://doi.org/10.1093/oxfordhb/9780198831464.013.26>

Gallard, J., (2021), *Who are the largest food wholesalers in the UK?*, Reducer, Available at: <https://reducer.co.uk/blog/food-wholesalers-directory> (Accessed: December 16, 2022).

Gregory, R., (2020), *11 amazing welsh christmas food and drink ideas*, Wales 247, Available at: <https://www.wales247.co.uk/11-amazing-welsh-christmas-food-and-drink-ideas> (Accessed: December 16, 2022).

Hancock, P. and Rehn, A., (2011), 'Organizing Christmas', *Organization*, 18(6), pp.737-745.

Jones, R., (2022), *Cost of traditional Christmas dinner food 'rises three times faster than wages'*, The Guardian, Guardian News and Media, Available at: <https://www.theguardian.com/business/2022/dec/05/cost-of-traditional-christmas-dinner-food-rises-three-times-faster-than-wages> (Accessed: December 16, 2022).

Kanyan, A., Ngana, L. and Voon, B.H., (2016), 'Improving the service operations of fast-food restaurants', *Procedia-Social and Behavioral Sciences*, 224, pp.190-198.

Natasha, L.S., (2022), *10 of the best British fishmongers: Great British Food Awards*, Great British Food, Available at: <https://www.greatbritishfoodawards.com/blog/10-of-the-best-british-fishmongers> (Accessed: December 16, 2022).

Nomadsunveiled, (2022), *10 traditional welsh desserts and sweets*, Nomads Unveiled, Available at: <https://nomadsunveiled.com/welsh-desserts-sweets/> (Accessed: December 16, 2022).

Parsa, H.G., Dutta, K. and Njite, D., (2017), 'Consumer behaviour in restaurants: Assessing the importance of restaurant attributes in consumer patronage and willingness to pay', In *Hospitality Marketing and Consumer Behavior* (pp. 211-239). Apple Academic Press.

Pecotić, M., Bazdan, V. and Samardžija, J., (2014), 'Interior design in restaurants as a factor influencing customer satisfaction', *RIThink*, 4, pp.10-14.

Rekki, (2022), *Wholesalers & suppliers in United Kingdom*, Rekki, Available at: <https://rekki.com/food-wholesalers/gb/fruit-and-vegetables> (Accessed: December 16, 2022).

Tipples, R. and Furgala, J., (2010, January), 'Cottesbrook Wines-Hiccups in the supply chain from New Zealand to the United Kingdom', In *Supply Chain Forum: an International Journal* (Vol. 11,

Yelp, (2022), *The best 10 butcher in London, United Kingdom - Last updated December 2022*, Yelp, Available at: https://www.yelp.com/search?cflt=butcher&find_loc=london (Accessed: December 16, 2022).

Zoominfo, (2022), *Dani Organic Foods - Overview, News & competitors*, Zoominfo, Available at: <https://www.zoominfo.com/c/dani-organic-foods-ltd/348583480> (Accessed: December 16, 2022).