

BA International Hotel Management  
Food & Beverage Operations

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**BMIH4002**

Assignment 2 Menu Engineering (Practical Task)

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# 1. Brief Writing

At Hotel Trinity's "La Lumière de l'Orient" restaurant, one can enjoy authentic Chinese cuisine that has been expertly adapted to the tastes of European diners. This eating establishment's idea is grounded on the knowledge that today's diners want authentic experiences that bring them closer to the cultures that produced their food. Thus, Hotel Trinity provides a menu where tradition meets accessibility, heavily inspired by academic studies like those of Amenador and Wang (2022), which explore the translation of culture-specific products on menus.

Chen et al. (2019) identify the educated urbanite as the establishment's target demographic. This group also includes the increasing number of educational immigrants and young Chinese business owners in the UK. These diners seek for opulent settings with food that speaks to their history. Non-Chinese millennials who are health-conscious and environmentally aware also share an increased interest in authentic Chinese cuisine, as described by Lo, King, and Mackenzie (2020).

The soups and salads, such "Soupe Wonton" and "Rouleaux de Printemps," are inspired by traditional Chinese appetisers and created for both single diners and small parties, with guidance from Choi, Yang, and Tabari's (2020) study on the topic of eating out alone. Main meals like "Agneau Cumin" and "Canard Laqué" showcase the wide variety of regional cuisines in China, from the bold spices of Xinjiang to the signature crispness of Peking duck.

In keeping with the concept of cultural authenticity in Chinese restaurants by Chan and Strabucchi (2019), the wine list has been carefully picked to compliment the meal, and has distinctive choices like "Shanxi Reserve" and "Yunnan Blanc" from China's own vineyards. Pairing food and wine in this way not only makes for a more enjoyable meal, but also introduces foreigners to China's burgeoning wine culture.

The elegant setting of "La Lumière de l'Orient" is meant to entice both novices and connoisseurs of Asian cuisine. It's a place where work and play meet, where traditional cuisines and cutting-edge dishes merge.

Basically, the goal of "La Lumière de l'Orient" at Hotel Trinity is to serve as a shining example of modern and authentic Chinese cuisine. The restaurant's mission is to provide diners with an unforgettable experience that is a real depiction of the

ever-changing character of Chinese food by skillfully developing a menu and recognising the varying preferences of a broad audience.

## 2. Menu



### Beverages

| Red Wine                                                                                         | 250 ml | 750 ml |
|--------------------------------------------------------------------------------------------------|--------|--------|
| <b>Shanxi Reserve</b><br>Chinese red wine with notes of dark berries and a touch of oaks. 2014   | £15.50 | £46.00 |
| <b>Merlot classic</b><br>Smooth and velvety red with hints of plum and cherry. 2018              |        |        |
| <b>White Wine</b>                                                                                |        |        |
| <b>Yunnan Blanc</b><br>Crisp and floral white wine from the Yunnan region. 2020                  | £14.50 | £14.44 |
| <b>Chardonnay Charm Chardonnay Charm</b><br>Rich and buttery with notes of tropical fruits. 2021 | £15.00 | £45.00 |
| <b>Rose Wine</b>                                                                                 |        |        |
| <b>Pink Blossom</b><br>Light and refreshing with a hint of red berries. 2020                     | £14.00 | £42.00 |
| <b>Summer's Blush Summer's Blush</b><br>Fruity and vibrant with a hint of sweetness. 2021        | £14.50 | £43.50 |

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Baker Street,  
Central London,  
United Kingdom.

Telephone: +44 5678 9013456  
Website: [www.trinityhotel/prestige\\_hotel.com](http://www.trinityhotel/prestige_hotel.com)

Restaurant Hours:  
Monday-Thursday: 1:00 PM-4:00 PM  
Friday-Sunday: 12:30 PM-4:30 PM

For private dining inquiries or group reservations, please contact  
our restaurant manager at +44 5678 9013344 or email us at  
[bellavistareservations@prestigehotel.co.uk](mailto:bellavistareservations@prestigehotel.co.uk).

(V) = Vegan (N) = Nut Added

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