

Hospitality & Tourism Management BA

International Hotel Management

Food and Beverage Operations

Assignment Title: Assignment 2 Menu

Engineering (Practical Task)

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Word Count: 444 words

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Part 1: Restaurant concept

Restaurant Concept “Green Garden”

The main idea behind this restaurant is to establish an environment-friendly restaurant in the UK. The name of the restaurant “Green Garden” perfectly underpins the idea. Many studies have shown that consumers are preferring eco-friendly restaurants, bars, and cafes to support a healthy environment (Kim et al., 2013). This restaurant has decorated the entire area of the restaurant with various kinds of plants and greenery to give it a natural look. Customers can come to the restaurant, learn about these plants and enjoy the natural ambience along with delicious foods (Jang et al., 2015). The green garden wants to set an example that it is possible to run an eco-friendly business and make a profit simultaneously.

Target audience

The target customers for the green garden are millennials and Generation X. Those who have a stable income and visit restaurants once a week with family and friends are targeted by the company. Millennials put health and well-being first (Nicolau et al., 2020) They intend to support businesses with strong business ethics and conduct activities that are environment-friendly (Madan, 2017). Since this restaurant supports a similar notion, millennials are the perfect audience. They like to visit fine dining to spend family time and casual dining to meet friends. “Green Garden” offers a fine dining ambience, menu, and casual dining price range which attracts these people. Similarly, Generation X values family dining and choose a restaurant that uses organic ingredients in preparing food (Kamenidou et al., 2020). Therefore, they are a suitable audience for the restaurant.

Reasoning for the menu design

The menu for this restaurant is prepared considering the preference, perspectives, and values of the target customers (Cousins, 2020). The structure of the menu is set similarly to that of fine dining. Some casual foods like mac and cheese, pasta, pizza, and coffee are there for those who do not want to eat a full course and want something casual with friends. All foods in the green garden contain fresh, healthy, and organic ingredients since customers value healthy before anything when choosing goods and services (Amarnath and Nagarajan, 2019). The menu of the restaurant includes casual foods, traditional foods, and some restaurant special items. The price of the foods is

selected considering the competitor's pricing strategies, costs of the restaurant, customer's sensitivity to price, and profit objectives (Davis et al., 2018). Some items are priced moderately and some are charged high prices due to the costly ingredients and chief speciality (Namkung and Jang, 2017). In addition, the Restaurant menu includes some food items based on nutrition and special diet so that customers can choose from a wide range of items (Zutshi, 2019).

Part 2- Menu Design

Green Garden 	
STARTERS	
Garlic & Butter Bread	£4
With melted parmesan cheese and herbs	
Sautéed Mushroom	£8
White wine, olive oil, garlic and fresh thyme	
Smoked Chicken & Cheese Quesadilla	£9
Smoked chicken, pepper onion, cheddar cheese, tortillas	
Calamari Fry	£10
Served with lemon wedges and marinara sauce	
Main Courses	
Mac 'N' Cheese	£27
Macaroni pasta, cheddar & parmesan cheese sauce with tomato toppings	
Sausage & Baked Bean Casserole	£35
Pork sausages, English mustard and tin baked beans	
Truffle Chicken & Potato Grating	£47
creamy chicken and potato gratin with truffle	
Smoked Salmon & Lemon Risotto	£55
Smoked salmon, risotto rice, olive oil, garlic and rocket	
Desserts	
Crème caramel	£15
Light and indulging	
Chocolate & Banana Cake	£17
Topped with banana chips and chocolate chips	
Berry cheesecake with white chocolate	£20
No cook cheese cake with summer flavours	
Nutrition and Special Dietary	
Vegan pasta	£27
Spaghetti, Whiz up kale, Pumpkin seeds, basil and garlic	
Lactose-free pizza	£33
Topped with tomato Passata and preferred ingredients	
Gluten-free pancakes	£16
With honey syrup and orange juice	
Beverages	
Cherry cocktail	£10
Amaretto, cherry and lemon juice	
Ice tea	£12
Mint and citrus tea	
Cappuccino/Hot chocolate	£8

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