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by Virtual Research Cooperative

Submission date: 04-Nov-2023 03:13PM (UTC+0600)

Submission ID: 2217155088

File name: Food_Beverage_Operations_1300_WORDS.docx (3.35M)

Word count: 1615

Character count: 9145

Part 1: Restaurant Concept

Hotel Trinity is a four-star hotel in the UK, which is operating as a part of the Trinity Hotel chain. In this section, the concept of the hotel has been outlined and highlighted. The menu of types of food served in a restaurant plays a significant role in defining the concept. Hotel Trinity is a fine-dining restaurant, which aims to offer simple and delicious (Trinitycityhotel, 2023). The interior design, decor, music and light of the restaurant align with the concept. Proper hygiene and maintenance are followed to ensure the good health and well-being of guests. The concept of the restaurant has been discussed in the below section.

Menu

Hotel Trinity has divided its menu into six different categories including lunch menu, room service menu, cocktail menu, starters, children menu and seasonal ingredients. This restaurant follows the *Italian cuisine* style and serves mainly Italian dishes to their customers. The main characteristics of Italian cuisine are its simplicity and the natural ingredients, which are used for preparing dishes (Lai *et.al.*, 2020). Chefs of Trinity restaurants cook depending on the quality of the ingredients rather than the preparation complexity. Both plater and buffet services are available in this hotel, which offers excellent service to the guests.

Target Audience

The concept of this restaurant has been designed based on specific demographics or groups of customers. Demographics such as age, gender, income and needs of guests have been considered during selecting the target audience for Hotel Trinity (Mathews *et.al.*, 2021). The target audience of Trinity Hotel includes couples, families, young professionals, foodies, businessmen and food bloggers.

Demographic characters	Age	16 to 45 years old including
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		couples, families, young professionals and kids
	Income	Lower middle to high
	Need	Italian food, great taste, buffet services, celebrating engagements, birthdays and anniversaries
	Occupation	College students, young businessmen and young professionals
Psychological characters	Customer Behaviour	Clients who demand extraordinary dining services
Behavioural characteristics	Hobbies	Cooking, food blogging, travelling

Table 1: Target customers of Hotel Trinity

(Source: Self-developed)

Reasoning behind menu choices

The number of Italians has been increased in London. Currently, more than 131 Italians are living in London. Thus, the Italian *cuisine* style and menu have been selected for Hotel Trinity. According to the above target market analysis, Hotel Trinity targets both kids and young professionals. Thus, the menu has been kept simple with minimal natural ingredients. The cost of the dishes has been selected based on the income level of the target audiences (Tang *et.al.*,

2022). Hotel Trinity targets both students and young professionals. Thus, an affordable pricing strategy has been selected in order to meet various customer demands.

PART 2: Menu Design

Introduction

This section of the task focuses on creating a memorable dining experience menu for a special occasion. Based on the menu planning skills, a menu for a birthday occasion has been designed. This menu includes appetizers, main courses, desserts, beverages, desserts and side dishes.

Conceptualisation

While creating the menu, the dining experience has been aligned with the client’s vision. Planning a birthday dinner is a little different from other typical dinner parties. This birthday party is for a girl of 5 years. The menu is an integral part of any birthday dinner party. The client recommends making food, which is less spicy and delicious (Segura *et.al.*, 2019). ***French and Italian cuisines*** will be fused together to offer the best quality dining experiences for the guests. The number of guests will be around 50 people. Thus, Buffet and plated service styles have been selected in order to offer the best dining experience to the guests of the event.

Menu Items

Birthday Party Menu



Appetisers

- Soup of the day
- Mixed salad
- Fruit Salads
- Chopped Italian Salad
- Chips and Dips

Cocktail

- Old fashioned
- Cosmopolitan
- Espresso Martini
- Fireman
- Margarita

Main Courses

- Toasted Bubblier bloomer
- Cajun Spiced Chicken Ceasar
- Philly Cheese Steak Sub Roll
- Baked Potato Bars
- Grilled Sandwich and Hamburgers
- Flatbread pizzas and pasta
- Potato Salad
- Chicken Wings

Children's Menu

- Fried and Mashed Potatoes
- Mixed Vegetables
- Fish Finger

	● Sauce and chips ● Ice Cream and chocolates Seasonal Ingredients ● Chicken Supreme ● Organic Salmon ● Chargrilled Irish Angus Steak ● Slow Cooked Feather Blade of Beef
Side Dishes ● Crispy Breaded Chicken Burger ● Chargrilled Beef Burger ● Coconut Vegan Curry ● Fish and Chips ● Rosemary Focaccia Bread ● Whipped Ricotta Crostini	Dessert and Beverages ● Sweet and Crispy Pastry ● Callison ● Charlotte ● Vanilla Cream Ice Cream ● Eclair and mouse chocolates
Vegan Recipes ● Chocolate Mousse ● Vegan Parfait ● Vegan Crepes ● Baked Rotatuli	

Table 2: Menu for Birthday Occasion

(Source: Self-developed)

The above menu has been designed to offer an excellent dining experience for the guests of the birthday party. The above menu includes main courses, desserts, appetisers, beverages and side dishes (Brewer and Sebby, 2021). Different dietary preferences have been considered during the design of the menu. Special preferences such as vegetarian, vegan and specific allergies or restrictions were considered during the design of the menu.

Pricing Strategy

A “Cost Plus pricing” strategy has been considered during determining the price for the dishes. This pricing method is similar to the value-based pricing strategy. This pricing strategy helps to determine the price of the Birthday package based on the price the customer wants to pay (Liu *et.al.*, 2022). The Price of each menu item has been decided based on the cost of raw materials, staffing needs, and equipment.

Birthday Package (Decoration and Catering)	£20 to 25 for each guest Total 50 Guests
Decorations Balloons, Birthday caps, names, cakes, candles and masks	Staffs 2 Waiters, 1 magician, 1 standup comedian and 2 Caterers
Plate Size Medium Large Small	Catering services 1 appetiser, 2 main courses, 2 side dishes, 2 desserts and 1 accomplishment

Table 2: Birthday Package Price

(Source: Self-developed)

Menu Design

While designing the menu, the colours, fronts and graphics have been considered. The theme of the birthday party is Unicorn (Silva *et.al.*, 2021). The client recommended using pastel colours while selecting menu options and decorative items for the birthday party.



Figure 1: Selected Birthday Party Theme

(Source: Self-developed)

Considering the birthday theme, all bright colour dishes have been selected for the menu. Green vegetable and fruit salads, mixed cocktails, rainbow-coloured mocktails and beverages will enhance the dining experience of customers (World Health Organization, 2021). The colour scheme for the birthday party is Unicorn or rainbow, which helps to make the whole presentation visually appealing.

Menu Description

A complete meal menu has been designed for each guest, which includes appetisers, salads, desserts and side dishes. The *blanching cooking technique* has been used for mashed potato making. Ice cold water has been used to stop overcooking of vegetables. This cooking technique helps to keep the food fresh and nutritious. This method is beneficial for enacting the taste of fresh food products without altering the taste and appearance (Ghadban and Fayad, 2023). The blanching technique has been used to remove membranes for meats and vegetable skins. *Roasting and baking cooking techniques* have been used for preparing grilled chicken and potatoes. The cooking method is beneficial for enacting the tenderness of the meat and the natural flavours of vegetables (Brewer and Sebby, 2021). Natural species and ingredients such as mints, herbs, chilli flakes, oregano and parsley have been used in order to enhance the aroma of served foods.

Sustainable and Seasonality

The menu has been designed based on the availability and Seasonality of vegetables and fruits, Some Seasonality foods have been included in the menu (Liu *et.al.*, 2022). Chicken Supreme, Organic Salmon Chargrilled Irish Angus Steak and Slow Cooked Feather Blade of Beef are some seasonal dishes, which have been added to the menu. Seasonality and sustainability of the menu help to enhance the dining experiences of the guests.

Conclusion

In order to design the menu for the birthday party, all recommendation of clients has been considered. Themes, colours, dish, menu and cooking techniques have been utilised considering client needs, which helped to offer best dining experiences for the guests.

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