

FOOD & BEVERAGE OPERATIONS

Assignment 2: Menu Engineering

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Part 1: Restaurant concept

Restaurant concept

Countryside Culinary is an innovative dining establishment that offers an immersive and delicious dining experience. Nestled in the countryside of the UK, the restaurant provides a serene and calming atmosphere to the visitors (Johnston, 2012). The concept aims to give an ode to the richness and beauty of nature. The restaurant provides a fusion of American and Mexican dishes that excites the palate of several individuals. As per Dixon, Miscuraca, and Koutroumanis, (2018), in today's world, individuals prefer the sourcing and serving of fresh and natural ingredients. It uses locally sourced ingredients and farm-fresh fruits and vegetables to prepare their delicacies. If any individual desires to experience the idea of farm-to-table and savour the natural flavours of the region, then Countryside Culinary is the best choice (Zutshi, 2019). It allows individuals an opportunity to immerse themselves in the picturesque landscapes and reconnect with nature.

Target audience

The primary audience of Countryside Culinary is nature enthusiasts who appreciate the beauty and simplicity of nature. They enjoy spending time outdoors and find the experience of farm-to-table fascinating. Individuals who are health-conscious and prioritise nutritious meals that suit their taste buds are the ideal audience for the restaurant (Fidan, *et al.* 2018). Since the restaurant uses fresh ingredients, they can cater to dietary preferences, and hence, the menu items are appropriate to every individual. The restaurant targets couples who desire to have an intimate and romantic dining experience since they can offer a comfortable and cosy natural setting at Countryside Culinary (Lelieveld, and Motarjemi, 2014). By providing a fusion of Mexican and American dishes, the restaurant has the opportunity to serve families that belong to different Mexican and American ethnicities (Brown, 2013). Locals, travellers, tourists, and event planners are the target audience as well, since they can try the local cuisine and get an ideal location for organising events and gatherings against the natural backdrop.

Reasoning behind menu choices

The menu of Countryside Culinary aims to support local farmers and producers. Since vegetables, fruits, and other ingredients are sourced from nearby farms, the restaurant promotes sustainability and focuses on reducing its carbon footprint (Boussard, 2021). While emphasising freshness and nature, the restaurant even celebrates culinary diversity by incorporating a fusion of Mexican and American dishes. They encourage communal dining and craft flavoursome dishes that meld ingredients and traditions of different ethnicities (Cousins, 2020). Beyond serving amazing delicacies, the restaurant aims to inform the guests about the Mexican and American cultures and the cultivation of the different ingredients (Wood, 2013). It helps the customers forge a strong connection with the food items while contributing to the promotion of sustainability and reduction of waste practices (Foskett, *et al.* 2021). To complement the delicacies, Countryside Culinary offers wines, beers, smoothies, and other meticulously crafted beverages that highlight the flavours of Mexico and America.

Part 2: Menu Design





Menu

MAIN COURSE

Taco Burger

£45,99

Juicy beef or veg burger topped with shredded lettuce, onion rings, chipotle mayo, salsa fresca, covered with a crunchy taco shell

Enchilada Mac 'n' Cheese

£65,99

Creamy and delicious mac 'n' cheese mixed with enchilada sauce and topped with cilantro and crushed tortilla chips. (shredded chicken optional)

BBQ Pulled Pork Burrito

£65,99

Soft and succulent pulled pork in barbecue sauce, infused with rice, coleslaw, fresh black beans, and cheddar cheese, wrapped in a large wholesome tortilla

Barbecue Chicken

Quesadillas

£65,99

Tender, smoky, and sweet barbecue chicken breast, sandwiched between two tortillas with a twist of cheddar and Monterey Jack cheese. It is served with coleslaw and chipotle dipping sauce for a mouth-watering taste.

Side dishes

Mexican Street Corn Salad

£25,99

Grilled corn kernels dipped in creamy mayo and seasoned with chilli powder, cotija cheese, lime juice, and cilantro.

Loaded Tater Totchos

Crispy tater tots completely smothered in sour cream, queso, and bacon bits, creating a burst of flavour with a Tex-Mex twist.

£25,99





Menu

DESSERTS

Churro Waffle Sundae

£45,99

Delicious churro-style waffles served with a topping of vanilla ice cream, sprinkles, and cinnamon sugar and a drizzle of caramel and chocolate sauce.

Apple Pie

A warm and comforting dessert filled with cinnamon-rolled apple slices and baked to perfection. Served with a warm scoop of vanilla ice cream.

£45,99

Lemon Lavender Shortbread

Soft and delicate shortbread cookies filled with the tangy and zesty flavour of lemon with a hint of floral taste of lavender.

£45,99





Menu

BEVERAGES

Local Craft Beers

£45,00

A perfect selection of crafted beers from local breweries, providing warmth and energy to the guests.

Spicy Watermelon Lemonade

Refreshing lemonade blended with the sweetness of fresh watermelon and a kick of energy from jalapeños.

£25,00

Margarita Milkshakes

A frozen margarita drink with a splash of tequila and a scoop of ice cream, creating a delightful and refreshing milkshake.

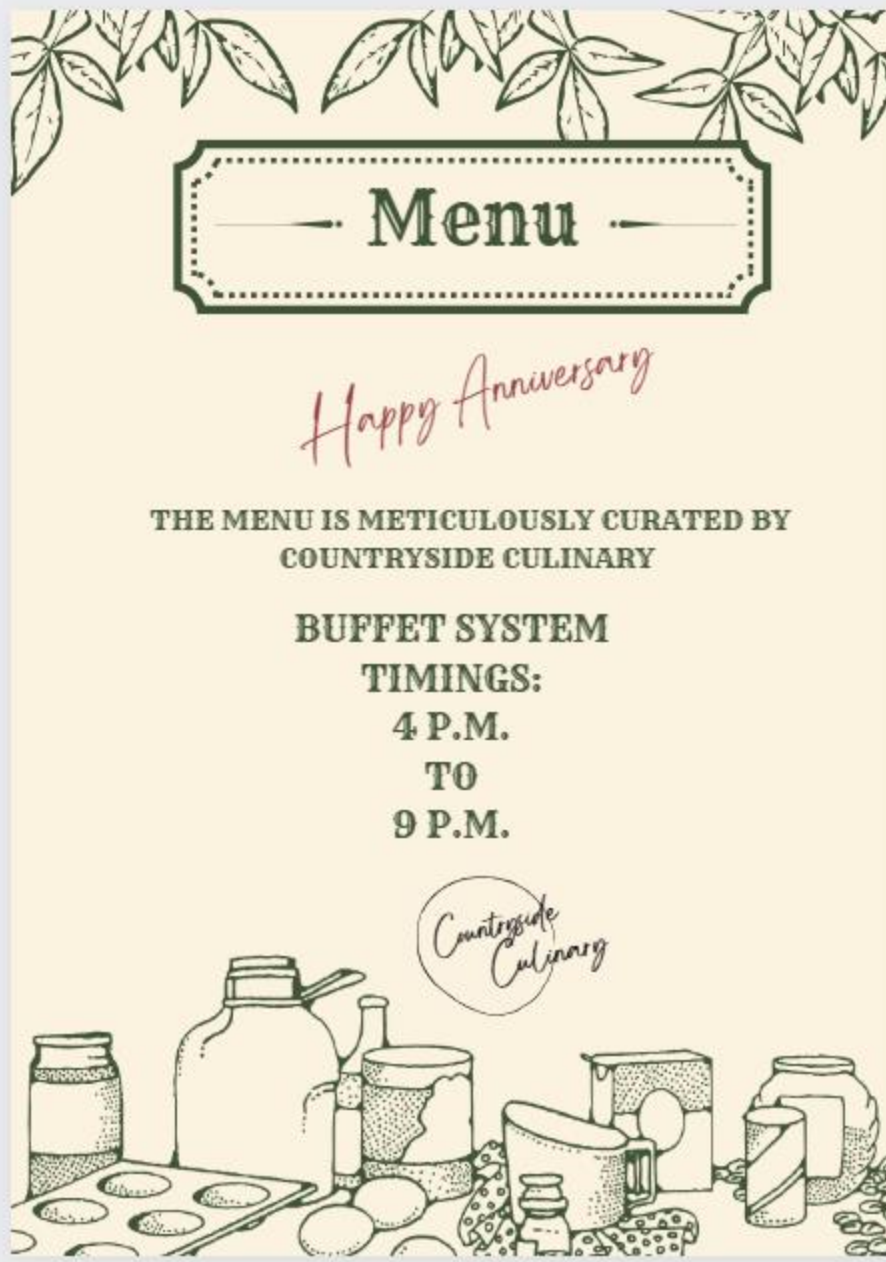
£65,00

Classic Bourbon

A timeless American spirit, where rich, caramel notes are infused with a hint of smoky oak. It provides a warm sip of perfection.

£85,00





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