



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Food & Beverage Operations

BMIH4002

Week 4: Menu Planning

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Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales

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Week 4:

- Types of menu
- Menu engineering
- Legal factors
- Order and Collect or Deliver.
- Reference List



Learning Objectives:

Upon completion of this **lecture**, you should:

- Have a good understanding of the different types of menus.
- Know what needs to include on a menu.
- Feel confident by the end of the session that you have the knowledge needed to begin Assignment 2.

Module Assignments & Deadlines

Assignment 1 Student Journal <u>25%</u>	Assignment 2 Menu Engineering <u>25%</u>
Deadline: Friday 28th of October 11.55PM <i>Draft Deadline:</i> <i>Wednesday 19th of October</i>	Deadline: Friday 18th of November 11.55PM <i>Draft Deadline:</i> <i>Wednesday 9th of November</i>

If you would like feedback on your drafts, please send them to me via email by the draft deadline



AS1 Student Journal (750 Words)

This part of the assignment will require you to compile a Student Journal (learning log), through summarising your learning on one lecture topic:

- Restaurant Roles and Responsibilities
- Restaurant Management and Types of Service

You must include **personal reflections** and link your work to **industry discussion**. Describe how you will be able to apply the theoretical knowledge that you gain whilst working in industry. Discuss why the topic is important in the hospitality industry.

You must reference your work accordingly, by providing both **in-text citations** and a **reference list** containing a minimum of 10 references at the end, which must follow IHM's UWTSD Harvard Referencing Guide (this can also be located on Moodle, under the Module Information tile).

Microsoft Word settings: Arial Font 12, Justify Text, 1.5 line spacing



AS2: Menu Engineering

Hotel Trinity is a 4* city centre hotel, part of the Trinity Hotel chain, located in the United Kingdom (within your locality). Your task is to create and design a fixed price **Christmas Party** menu for Hotel Trinity (fictional hotel), that they can offer over the Christmas period. You must offer drinks packages on the menu. The menu will need to be designed on an A4 page format (Word / PowerPoint / Other). This can be a singular page, or 2 pages (as this could be printed back to back).

It is entirely up to you what menu items you include. However, you should consider the occasion and the location of the hotel, making sure you incorporate elements of this in to your menu. You should also choose dishes that would suitably represent a 4* hotel restaurant.

You will also be required to supply a reference list on a separate page, detailing the sources that you have used to create your menu. This could include references for images used, menu inspiration, theories you have studied and researched and so on. Your list must conform to UWTSD's Harvard Referencing Guide, a copy of which can be found on Moodle, under the Module Information tile. There is no requirement to provide in-text citations for this task, as we need to see the menu as a final product.



Menus



What Is a Menu?



Let's get the very basics out of the way first, for the uninitiated. The traditional menu definition is a list of food or drink items available for purchase, or a list of food or drink items that will be served. While the majority of the time the meaning of menu is applied to food and beverages, that's not always the case.

The word menu is also used frequently in the context of electronic devices and computer programs. There it usually refers to a navigable list of options a user can interact with.

And, of course, the meaning of menu can be applied in virtually any context where a list of services or options is presented to a customer or user. Think of a dog groomer with a menu of services.

How Many Types of Menu Are There?

There are five primary types of menu. Below is some information about them along with some more specific types of menus that aren't considered primary menu types.

What Are Five the Types of Menus?

The five types of menus most commonly used are du jour menus, cycle menus, static menus, a la carte menus, and fixed menus.

MENU

What is a Du Jour Menu?

Du jour menus change daily, depending on what's available or what the chef prepared. So, “chicken du jour” means the chicken that's available today. Likewise, “soup du jour” is the soup that's available today.

What Does Du Jour Mean?

Du jour is a French phrase that means “of the day.”

MENU



What is a Cycle Menu?



A cycle menu is a menu or part of a menu that has repeated options over a specific period of time. The cycle menu definition is fairly intuitive given its name. Think of a sandwich shop that offers a certain sandwich on Monday. Then another sandwich on Tuesday. And so on for the rest of the week. If they stick to those sandwiches on those days and repeat that week after week, it's a cycle menu.

Cycle menus are often used for two reasons. One is that the cooking operation is relatively small and doesn't have the resources to cook-to-order items off a larger menu.

The second is for daily specials, like a happy hour menu.

A bar or restaurant may have a static menu that anchors their offerings, but a cycle menu on top of it. That cycle menu showcases the same collection of special offers on the same days throughout the week.



What is a Static Menu?

A static menu is a larger menu, typically divided into categories, that doesn't change very often. It's the most widely used menu today, and it's what you likely think of when you think of menus.

That's because the majority of restaurants and bars out there utilize a static menu. They typically provide the best customer experience because of the amount of options they provide, their consistency, and their easy navigation.



MENU

A la carte

This is the most common across all styles of restaurant. It simply means a free choice across all food on offer. The customer can choose what to eat for which course and how many courses to have.

They traditionally have a large choice of dishes available across all courses - starters, mains and desserts.

A LA CARTE MENU

APPETISERS - HOT

Soup of the Day <i>Roll and Butter</i>	£2.40	Prawns in Garlic Butter <i>Brown bread and butter</i>	£4.95
Breaded Mushrooms <i>In breadcrumbs with garlic mayonnaise</i>	£3.50	Jumbo Scampi in Breadcrumbs or Batter <i>With lemon & tartare sauce</i>	£3.65
Smoked Mackerel Fillet <i>with salad garnish and horseradish sauce</i>	£3.65	Bury Black Pudding <i>Topped with creamy peppercorn sauce</i>	£3.65
Mushrooms in Garlic Butter <i>Brown bread and butter</i>	£3.65	Mushroom Pepperpot <i>Breaded mushrooms cooked in cream, brandy, peppercorns, topped with melted cheddar cheese & pineapple</i>	£3.95
Grilled Savoury Mushrooms <i>Breadcrumbs (Stuffed with Pate) with garlic mayonnaise</i>	£3.65	Garlic Bread with Cheese	£2.30
		Garlic Bread	£1.95

APPETISERS - COLD

Chilled Honeydew Melon	£2.45	Melon & Mandarin Cocktail	£2.55
Prawn Cocktail Marie Rose <i>Brown bread and butter</i>	£3.65	Paté Maison - Coarse <i>with buttered toast</i>	£3.40
Egg Mayonnaise <i>Brown bread and butter</i>	£2.35	Florida Cocktail <i>Grapefruit & Orange segments</i>	£2.45

GRILLS & MAIN DISHES

All the below are served with french fries or jacket potatoes and three veg. of the day.

PRIME BEEF STEAKS - all steaks grilled to order

Large Juicy Rump Steak	£11.50	Vienna Chasseur	£9.50
King Sized 16oz Rump Steak	£14.95	<i>Prime ground minced beef tastefully seasoned and topped with chasseur sauce</i>	
Steak Au Poivre <i>Large juicy rump cooked in a cream brandy and peppercorn sauce</i>	£12.50	Large Prime Tender Braised Steak <i>With mushrooms, onions and red wine sauce</i>	£10.25
Prime Tender Sirloin	£12.50	Mixed Grill	£13.25
Large Rib Eye Steak	£12.50	<i>Rump steak, lamb chop, gammon steak with egg, pork sausage, black pudding, mushrooms, onion rings, garden peas, grilled tomato with French fries</i>	
Tender Fillet Steak	£16.50		

See our Steak Toppings

CHICKEN DISHES

Large Peppered Chicken Fillet (spicy coating) <i>With salad garnish</i>	£9.25	Chicken Fillet Chasseur <i>Strips of chicken cooked in onions, mushrooms and red wine</i>	£9.95
Chicken Kebab (on a skewer) <i>Tender chicken pieces marinated in our own special sauce with salad, potatoes and vegetables, served with garlic.</i>	£10.25	Chicken Mount St. Helens <i>Chicken fillet topped with pineapple, smoked bacon and melted cheddar cheese</i>	£10.25
Breast of Chicken <i>Served with savoury stuffing</i>	£7.95	The House Special Chicken <i>Thick sliced grilled tender chicken fillet topped with homemade pepper sauce, consisting of chilli, peppers, onions served on a bed of boiled rice with garden peas, carrots and broccoli</i>	£9.25
Chicken a la Creme <i>Cooked in cream, mushrooms and garlic sauce</i>	£10.25	Piri Piri Chicken Fillet <i>With salad garnish (medium hot)</i>	£9.25
Large Cajun Seasoned Chicken Fillet <i>With salad garnish</i>	£9.25		

What Does A La Carte Mean?

When a dish at a restaurant is offered a la carte, it means the dish is ordered individually. It is not a part of a larger meal or a course of dishes. If you order a steak a la carte, you get a steak and just a steak. There may be garnishes or sauces with it. Some guests may choose to order a side dish with their a la carte steak. But they'd be ordering that side dish a la carte, too.

That's because the defining characteristic of an a la carte menu item is that it's served differently—separately—from the way the dish is offered on the restaurant's full menu. This puts it at opposition with fixed menus like the table d'hôte menu and the prix fixe menu. To adequately define a la carte it's helpful to see it in contrast to other menu types.

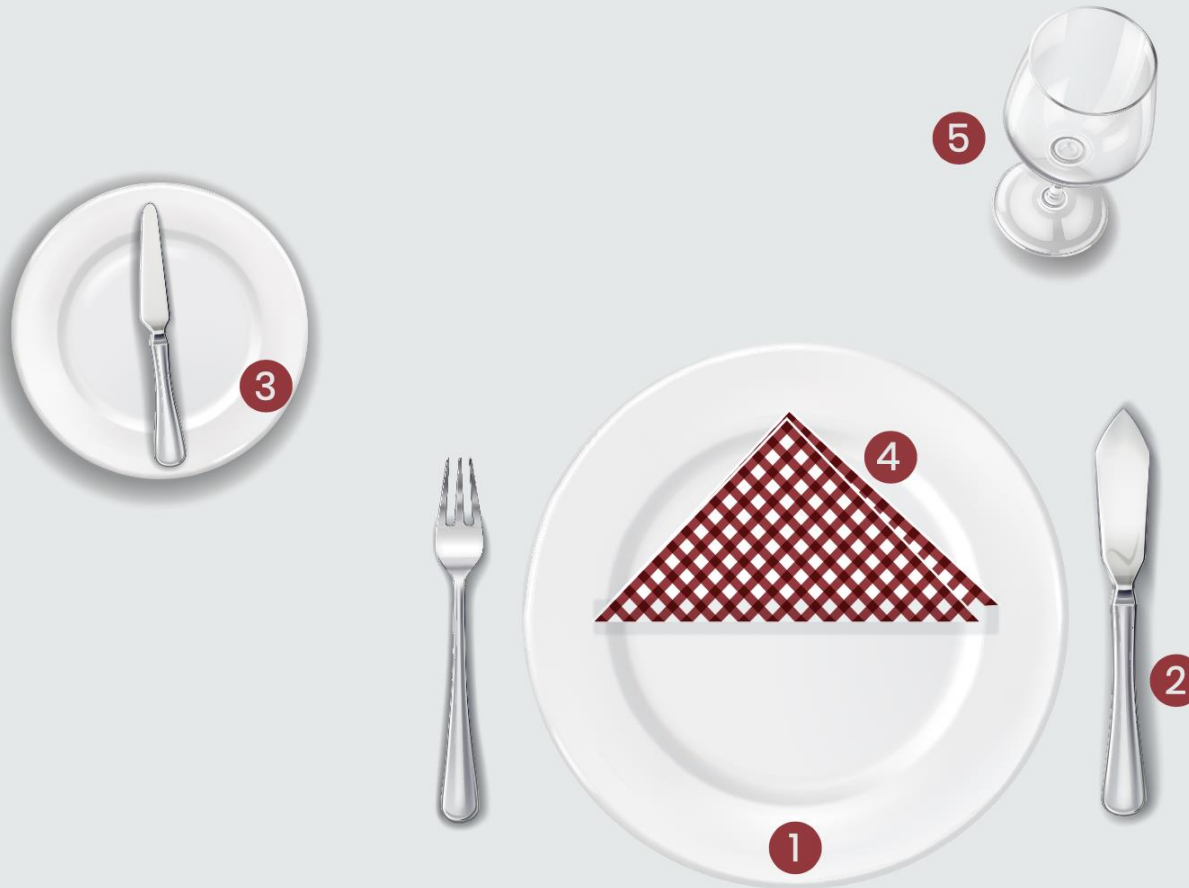
Standard A La Carte Table Cover

All sorts of restaurants have a la carte menus, from fast-casual spots to epic, white tablecloth fine dining establishments. This section is mostly concerned with the latter.

The a la carte table setting definition is simply how each guest's place setting is set when an a la carte menu is being served.

So here's how to do it. This usually applies when the entire party is ordering off the a la carte menu. And that tends to be a more common dining experience in Europe than it is in the U.S.

A La Carte Table Cover



- 1 Base plate
- 2 Fish knife and fork
- 3 Side plate with side knife
- 4 Napkin
- 5 Glass

Menus

Fixed Menu

A fixed menu is a menu with few options and a fixed total price. It can be confused with static menus because the words, outside of the context of menu names, are similar. But the fixed menu definition is far different from that of the static menu.

A fixed menu is also commonly called a set menu, and there are two common types. The table d'hôte menu and the prix fixe menu.

Table d'hôte

This literally translated means “food from the hosts table” and so typically provides a smaller choice.

Usually served for a fixed price offering diners two or three courses, popular at lunchtimes or early evening prior to the main dining periods.



TABLE D'HOTE MENU

3 courses and a glass of specially selected wine
£20.00 pp

STARTER

Freshly prepared soup of the day
Salad of sweet herrings and potato
Smooth parfait of chicken livers with onion marmalade

MAIN COURSE

Roast hake with minted peas and fries
Steak burger with cheese, relish and fries
Confit duck with spiced puy lentils and cabbage
Wild Scottish mushroom risotto

DESSERT

Vanilla crème brûlée
Iced chewy chocolate cake
Selection of French cheeses with oatcakes

£20 per person includes a 125ml glass of house red or white wine
Available all day Sunday – Thursday and Fridays until 6.30pm
Please note on parties of 6 or more a discretionary service charge of 10% will apply

Where Did Table d'Hôte Come From?

It began hundreds and hundreds of years ago in France's inns, cabarets, theaters, and taverns. A group of guests would find themselves sitting together at a common table. That table was often called the host's table. Not because the host sat there, but because it was one of the few tables in the space. So it was a special place.

There, the fellow travelers, drinkers, or performance-goers would enjoy one set meal together. There weren't commercial kitchens back then. Not much restaurant technology to speak of at all, really. It was much easier to make one large meal and have everyone eat the same thing.

MENU

MENU

What is a Prix Fixe Menu?

The meaning of prix fixe menu is a menu that offers a multi-course meal at a fixed total price. The number of courses can vary from 2 to over 10. And sometimes you may have options to choose from within each course. Though, commonly, a prix fixe menu does not provide choices within courses.

Friday, October 23, 2009

Three Course Prix Fixe Menu

With Optional Wine Pairings

1

Fried Calamari, White Anchovy Remoulade
2005 Furiato "Alta Villa," Grillo, Sicily, IGT

2

Blackened Redfish, Mango Butter, Fall Vegetables
2008 Anne Amie Pinot Gris, Willamette Valley, Oregon

3

Savarin Cheesecake with Blackberry Sauce
2007 Icardi Brachetto d'Aqui

\$33

\$43

With Wine Pairings

Let us design your menu tonight!

Chef's Grand Tasting Menu

A Multi-Course Menu of Exquisite Original Creations
by Chef Russell Wooten

\$69

Ask our Sommelier to Complete your Dining Experience with Wine Pairings

\$29

*Grand Tasting Menu is Limited to Entire Party Please

What Does Prix Fixe Mean?



Prix fixe is French for *fixed price*. That's the fundamental prix fixe definition. It's sometimes incorrectly spelled *prix fixe*, so watch out for that. Applied to a menu, it means diners get a collection of menu items for a set total price. It is the exact opposite of an a la carte menu.

How to Pronounce Prix Fixe

The prix fixe pronunciation is pretty easy. You pronounce prix fixe “pree-fix.” You’ll sometimes see that pronunciation reflected in menus spelled *prefix*. That spelling reflects exactly how to pronounce prix fixe, so it’s understandable. But it should be spelled *prix fixe*.

Prix Fixe Menus



\$40 Prix Fixe Menu

Three courses and a glass of wine

Appetizer

Grilled Sea Scallops

Entree

Roasted Figs and Ham

Dessert

Crème Brûlée

\$45 Prix Fixe Menu

Three courses and a glass of wine

Appetizer

Salmon Tartare

Entree

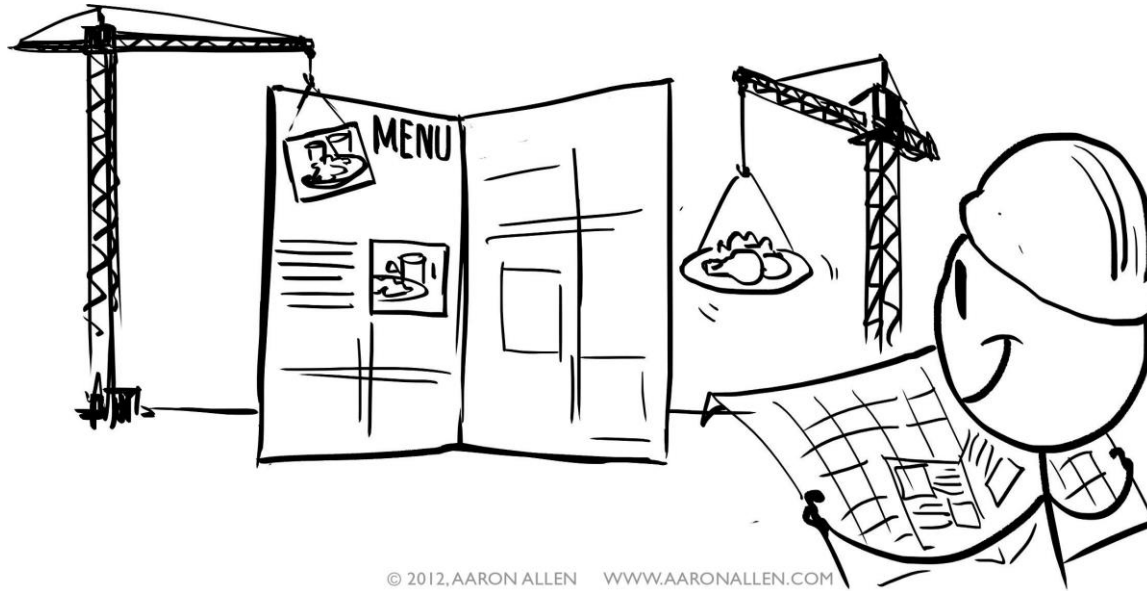
Lamb Chops with Fantastique Sauce

Dessert

Crème Brûlée

- Allow for much more accurate forecasting of food items needed and price per head
- Make menu engineering easier because there are less variables to test
- Signal to guests that you're offering an experience, not just food
- Are reliable drivers of traffic if positioned as something similar to value meals
- Showcase your chef's talent and creativity
- Drive word-of-mouth marketing because they're relatively unique and easy to communicate
- There is less printing and paper costs with such a simple menu, a benefit that digital menus like digital wine lists, for example, enhance greatly

Menu Engineering



Menu engineering is the study of the profitability and popularity of menu items and how these two factors influence the placement of these items on a menu.

The goal is simple: to increase profitability per guest.

Typically the goal with menu engineering is to maximize a firm's profitability by subconsciously encouraging customers to buy what you want them to buy, and discouraging purchase of items you don't want them to buy. Proper use of menu engineering can increase net profit.

Menu Guidelines

Keep it short and simple.

- Simply list major ingredients of different dishes. Use ethnic names and descriptions, where applicable to add a bit of authentic flair to the menu description.

Know Your Customers

- If your customers are mostly over 50, keep the typeface (font) large enough to read in dim lighting and the design uncluttered. If you're a family style restaurant, make your menus appealing to children by including colourful artwork, unusual fonts, and lots of boxed items. A white tablecloth setting calls for a more understated, simple yet tasteful design including a good quality paper stock.
- Keep in mind current health trends and concerns and prepare the menu accordingly. For example, if low fat, low sodium, low carb, or high protein options are valued by your diners, include them. Regional selections can also ramp up consumer appeal.

(Ancill, 2016)

Menu Guidelines

Seasonal Selection

- While preparing the menu, include and point out menu items and ingredients that reflect the current season and locale. Local ingredients are valued and appreciated.

Quality vs. Quantity

- Do not compromise quality with your food offerings. The menu should value and reflect ingredient quality over and above simply the number of ingredients. Best to execute six dishes perfectly than twelve that are so-so.

Pricing

- Set the pricing that reflects the location, brand position and quality level. Menu costing and pricing is critical to the success of any restaurant

(Ancill, 2016)

Menu Guidelines

Language

- The menu's language should be universal and easily understood by all.
- Be clear about your food and outlet concept.
- If you're using unusual foreign terms, explain them.
- Keep menu descriptions concise and simple.
- Your words should paint a picture. Use vivid colorful language as much as possible. Using words that describe the process of making the dish such as "tossed" or "lightly brushed" will also help create an alluring description.
- Make sure you include all of the main ingredients that are in a dish, or you'll be leaving guests with unexpected surprises in their food (such as olives to someone who hates olives).
- You'll know you've created great descriptions when you hear your guests say "that sounds amazing" time and time again.

(Ancill, 2016)

Menu Guidelines

Brand Names and Points of Origin

- Some customers are brand conscious and prefer to order a known brand, so make sure that any brand that is being advertised is the one served. For example, Coke, Maytag Blue Cheese, Cointreau, Heinz Ketchup, etc.

Dietary of Nutritional Claims

- Never claim anything you can't back up, especially with regard to nutritional information. Menus making health or nutritional claims, such as "Sugar-Free", must meet FDA standards and nutritional information must be provided upon request.

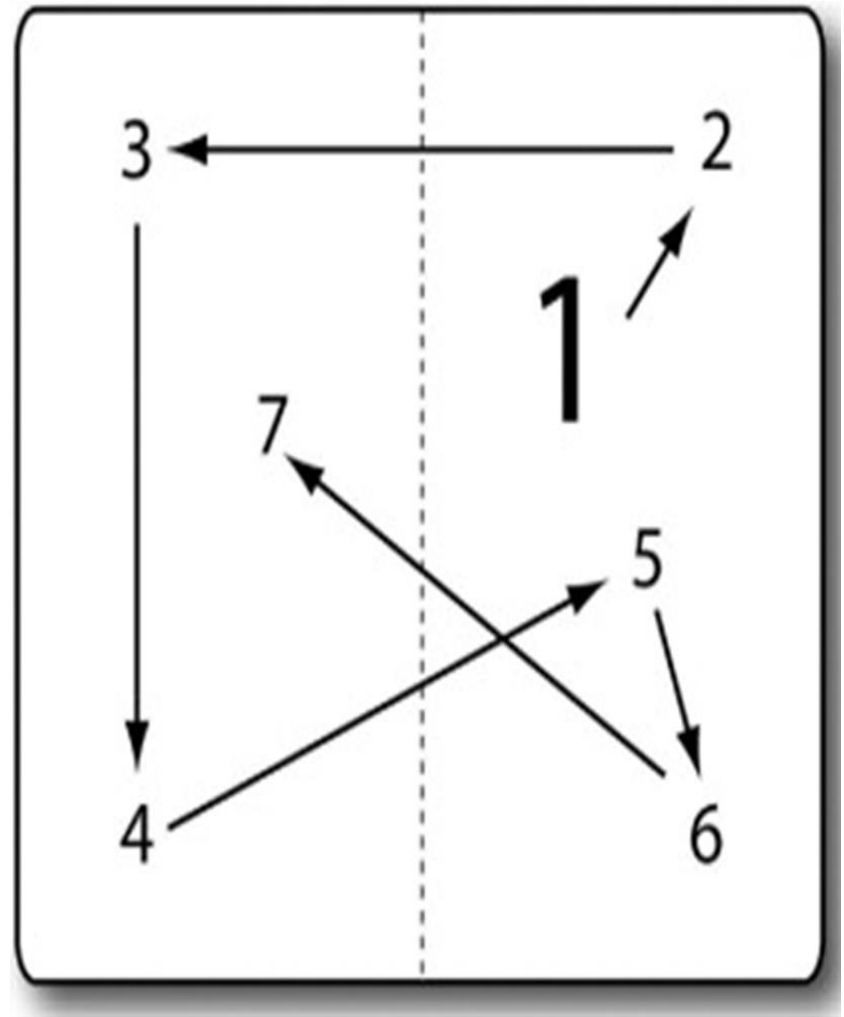
(Ancill, 2016)

The larger the menu the more time it takes to read.

But if too short, then customers can feel let down.

From this diagram you can see that if we follow the numbers, then this is where the customers eyes will track around the menu.

So, if you want to draw attention to particular dishes, then the top right-hand corner will get more attention!



Menu Guidelines

Item Placement

- People most often remember and buy the first two items or the last menu item in each menu category. Place your menu items with the highest gross profit in these spots on the menu.

Boxing

- Impact 10 to 15 percent of the space on your menu by boxing menu items. As a general rule box one out of every 8 to 10 items. Boxes draw attention and usually get orders, so it's best to use them on high-profit items. Too many boxes creates clutter and defeats their 'attention getting' purpose.

Showcasing

- Highlight types of foods by including menu headings such as *"Our Specialties"* rather than using generic terms such as Entrees.

(Ancill, 2016)

Menu Guidelines

Hospitality Symbols and Icons

- Stars, bullets, or other food symbol icons can make your menu unique and draw attention to menu items that you would prefer to sell. Graphics can set items apart and increase sales on those items as much as 15 percent. (Be careful with the ubiquitous Heart symbol that usually denotes ‘heart-healthy’ as people have learned to translate that into ‘tastes awful’.)



Menu Inserts

- Brand your restaurant by offering a specials menu insert that creates a sense of “*You can only get this here*”. Menu inserts also give your servers something to talk about and keep your menu fresh. Additionally, you can use them to promote high profit specials or new items that could eventually move onto the regular menu.

(Ancill, 2016)

Menu Guidelines

Keep your menus clean

- Customers often associate a dirty menu with a dirty kitchen. They may not walk out this time, but they are less likely to return if your menu isn't clean and sharp. So keep your menus clean by using protective menu covers that can be washed or replaced.

Embrace the White Space

- A menu written with clean and uncluttered content allows diners to absorb the information quickly and efficiently. A menu that is overcrowded often leaves the diner frustrated and confused. Embrace white space, which allows the eyes to pause and rest. An ideal menu page should contain no more than 55% content, leaving plenty of space and the widest margins possible.

(Ancill, 2016)

Menu Guidelines

Hidden Pricing

- It's usually a good idea to hide prices as much as possible. Give the customer a chance to read the title of a menu item without being scared away by a price. One great way of doing this is to include the price in the description of the item instead of right next to the title. Additionally, playing around with the font size and weight of the price can detract attention from it.

Stilton Chicken £10.99

VS

Stilton Chicken

wrapped in bacon served with seasonal vegetables 10

Menu Guidelines

Add Ons

- Including add-ons are a phenomenal way to offer a twist on a classic dish, and make more money from it! Add specialty sauces to your steaks or seafood or keep it simple with burger or fries add-ons such as fried egg, sharp cheddar, or bacon.

Jazz up your dish names

Take a boring Cheeseburger and give it a special name, by adding a style, adjective, or a key ingredient that's in the dish to the title. for example

- Tex-Mex Stacker
- Colorado Burger
- Bacon Avocado Burger
- Chipotle Cheese Burger
- Widow Maker
- Eiffel Tower

What else should we consider?

Consumers seek greater transparency in menu items and guidance towards healthier options

% agree

All restaurants should have a healthy option on their menu

70%

Having a healthy option on the menu is more important than a year ago

56%

(Oracle, 2022)

People are also influenced by a restaurants' broader sustainability commitments

% who say these actions are important

Companies to make efforts
to lower food waste



93%

Clear labelling about the
source of food and ingredients



91%

Transparency about a
company's social responsibility
commitments is important



87%

Companies encourage
customers to bring their own
cups for drinks refills



80%

(Oracle, 2022)

Menu Guidelines – Is it working?

Test, then test again, then again. Tracking the performance of the items on your menu (through sales numbers, profit, customer feedback, or another metric) is **the only way** to learn what is working and what isn't on your menu. It also allows you to test new items frequently and continue to update your menu without worrying about whether or not you're removing favourites or slashing profits.

It should go without saying, but make sure any changes to your menu are proofread! Not only will this help you catch any spelling or grammar errors, but hopefully you can also identify any descriptions that are complicated or vague and fix them before you print your new menu.

Also, collecting feedback on your current menu before making changes can give you a good idea of what your customers and staff are wanting changed.

Before rolling an item out on your menu, try it out as a daily special first. Be sure you ask customers what they think of the dish and whether or not they would order it again.

Using specials is also a great way to give chefs the chance to experiment with dishes that you might not want to risk putting on the menu. In the end, if customers like it and it fits your restaurant's brand, any dish that has success as a special has a good chance of being a crowd favourite on your menu as well.

If for no reason than to update pricing, you'll want to change your menu at least quarterly throughout the year. This will ensure that you are keeping track of which items on your menu are superstars and which are ready to be traded out. By updating your menu at least a few times every year you'll also be ensuring that your pricing information is up to date with food costs.



How to price a menu

Many involved in restaurant management will often shy away from getting involved with this area of the business as they have never been taught how to cost a menu or even how to calculate a Gross Profit (GP).

There are two ways how a menu item's selling price is determined.

They're (1) food cost and (2) gross profit margin. Both methods involve having a goal and working backward to determine the price that will get you there.

Today we are going to cover how to price items on a menu by GP Margin.



Pricing a Menu: via Gross Profit (GP) Margin

Gross profit margin is the percentage of total sales that's profit.

Step 1: Determine ideal gross profit margin.

Choose the gross profit margin you want for your menu item.

Restaurant gross profit margins vary wildly. They can be as low as 20% and as high as 80%.

Step 2: Determine the cost of goods sold (COGS) of the menu item in question.

We need the total cost of all the ingredients used to make menu items, right down to the garnishes and condiments. For example, onion rings. The COGS would be onions, batter, and dipping sauce.

Step 3: Calculate how to price food items.

The formula for pricing food by gross profit margin is: **Gross Profit Margin = (Menu Price - Raw Food Cost) / Menu Price**. The equation is for gross profit margin, not menu price. Which means a little experimentation is required.

If you have an existing menu, why not calculate the gross profit margin for each of your menu items.

Pricing a Menu: via Gross Profit (GP) Margin

Let's price up a Cajun fries starter.

Step 1: Determine ideal gross profit margin. = 70%

Step 2: Determine the cost of goods sold (COGS) = *The COGS would be sweet potato, cajun spice, homemade chive and onion dip £3.00.*

Step 3: Calculate how to price food items.

Gross Profit Margin = (Menu Price - Raw Food Cost) / Menu Price

Gross Profit Margin = (£8 - £3) / £8

Gross Profit Margin = 62.5% (We need to try again, remember our ideal is £70%)

Try again with £10. *Gross Profit Margin = (£10 - £3) / £10*

Gross Profit Margin = 70% (YES!)

VAT/Tax

In the UK, the Government put a tax called VAT on to the selling price of any food dish.

This % is not fixed but varies with the Government, currently it is set at 20%. This % needs to be added to your menu prices.

Different countries have different TAX rates and calculations should be carried out using the appropriate level of tax.

In some countries the TAX is ONLY added on when guests are presented with the bill/check, therefore the TAX rate is not include in the selling price.



Any Questions?



Seasonal Menus



As seasonal food and beverage offerings can add an important, dynamic to your existing menu options in several ways.



Your customers will enjoy fresh new flavours and limited-time offerings.



Seasonal foods are usually less expensive than some of your other menu items because of their abundance, which means more savings.



Using out of season ingredients could lead to increased waste due to it not being fresh and therefore more prone to decomposition.



Seasonal Menu's

December

Fruit: Apples, Cranberries, Pears

Vegetables: Beetroot, Brussels Sprouts, Carrots, Celeriac, Celery, Chestnuts, Chicory, Jerusalem Artichokes, Kale, Leeks, Mushrooms, Onions, Parsnips, Potatoes, Pumpkin, Red Cabbage, Swede, Swiss Chard, Turnips, Watercress, Winter Squash

How does chef come up with a menu?

Let's look at a Michelin star example with Grant Achatz, Alinea, America





Laws and Regulations



Pricing

All pubs and restaurants should display their prices clearly to their customers. Restaurants must show prices with their menu at or near their entrance so people will know how much they'll be charged.

Bars should display prices for their whole range of drinks.

Restaurants, pubs and bars that don't do this may face a fine.





Food Descriptions

- The description of the food should match the food that arrives on your plate. For example, 'homemade' food should be homemade.
- Selling food or drink that isn't as described in the menu is a criminal offence under the **Consumer Protection from Unfair Trading Regulations 2008**. You can report any instances of this to your local trading standards department.

Service Charge

Usually, restaurants either leave the service charge entirely to the discretion of the customer or automatically add a charge to the bill.

According to UK law, service charges added by the restaurant are entirely optional.

If you aren't happy with the service or if you'd prefer to calculate your own tip, you can ask for it to be removed and for a new bill to be printed.

Service charge, along with pricing should be displayed as clearly as possible.



Calories on Menus

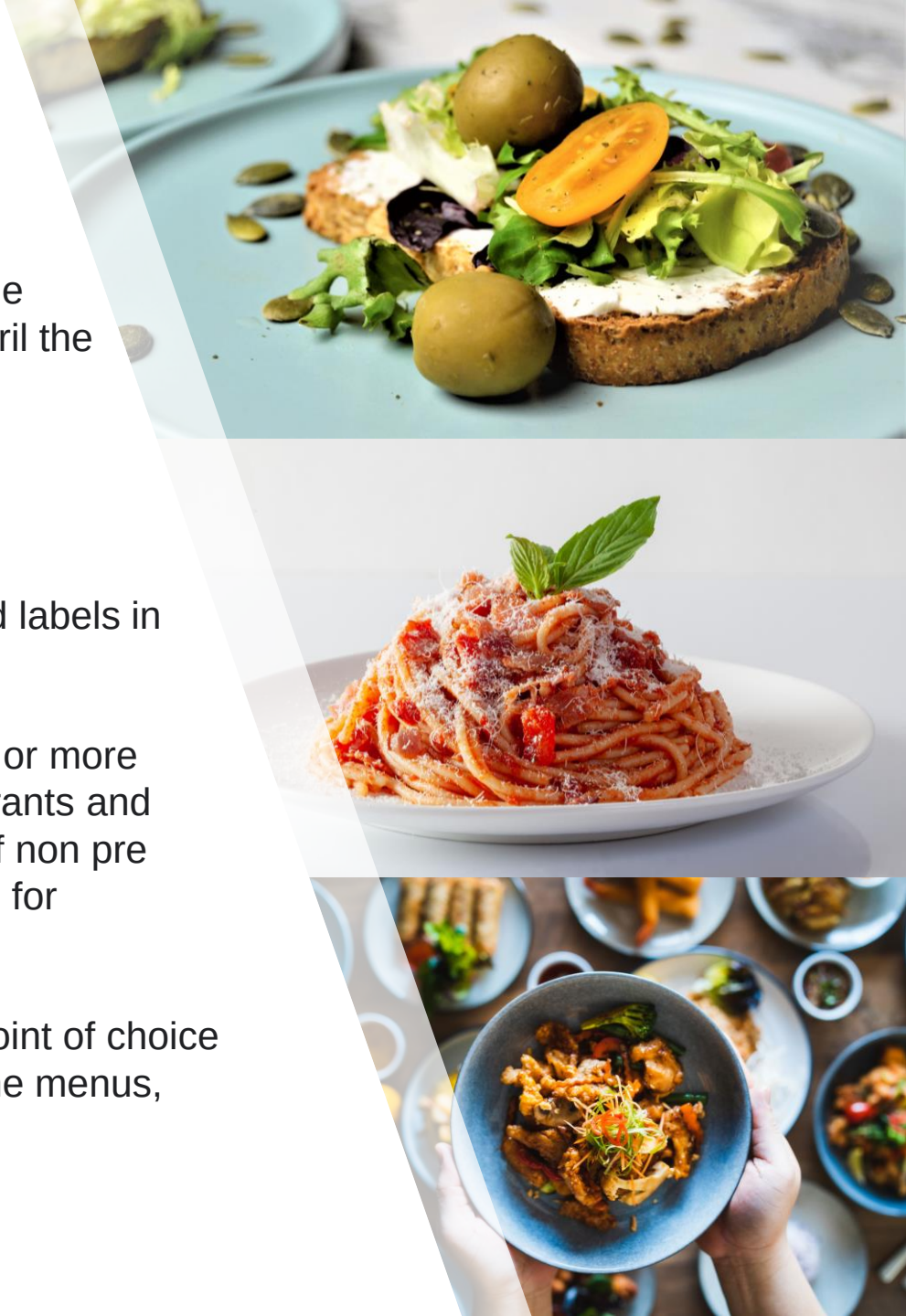
Large businesses are required to display calorie information on menus and food labels as of April the 6th 2022.

Rules are to help the public to make healthier choices when eating out.

Calories should be labelled on menus and food labels in out of home food businesses.

Regulations require large businesses with 250 or more employees in England, including cafes, restaurants and takeaways, to display the calorie information of non pre packed food and soft drink items that prepared for customers.

Calorie information must be displayed at the point of choice for customer, such as physical menus, online menus, food delivery platforms and labels.



Allergens

From December 13 2014, all European Union food businesses have had to declare the 14 identified allergenic ingredients which are used in non-packed loose foods that are sold or provided.

Food allergen labelling and information requirements fall under the EU Food Information for consumers Regulation No 1169/2011: Technical guidance April 2015. Food standards Agency (FSA).

The FSA guidance states that information on allergenic ingredients must be either

- written up front (for example on a menu or menu board) without the customer having to ask for (food allergens) information
- sign-posted to where written information can be found or obtained
- sign-posted to say that oral information can be obtained from a member of staff



(Food Standards Agency, 2022)

AS2: Menu Engineering

The look of the menu (layout, headings, font, colours and a logo created by you)

Number of courses, the dishes and cuisine

Seasonality of ingredients used

Theme, consider optional add ons such as entertainment or live music.

A suitable price-point, that reflects the location and offering and is competitive with local businesses. Consider weekdays vs weekends.

What information is needed on a menu (Allergens statement, vegetarian / vegan symbol etc. menu legend). Some of these are legal requirements whilst others are recommended / optional.

Availability – when is the menu available? Is a deposit or pre order required?

Offers / discounts to encourage more bookings

Beverages – be sure to state the measurements along with descriptive text that helps to describe and sell the items. Consider drinks packages you could offer.

Spelling and grammar – You are advertising the Hotel Trinity brand with this menu. Ensure you have accurate spelling throughout.

Menu planning fundamentals. Have you included descriptive language to help sell your menu items? Have you considered the local element?

Any Questions?



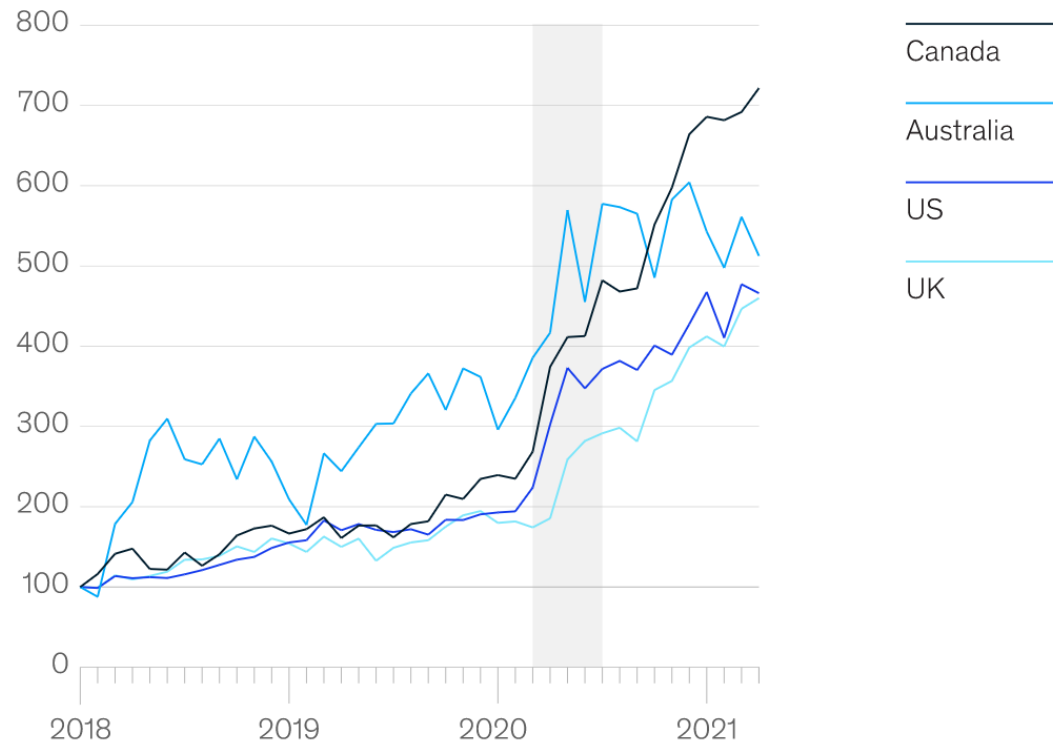
The changing landscape...

THE ERA OF ORDER AND COLLECT/DELIVERY



Since pandemic-related lockdowns started in March 2020, the growing food-delivery business has spiked to new heights in the most mature markets.

Normalized
delivery-platform
sales growth, index
(Jan 2018 = 100)



Source: Edison Trends

McKinsey
& Company

Where did this growth come from?

- Digitisation of systems has created a platform for businesses to reach more customers
- Ease of communication
- Secure, cashless payments
- Businesses developing order and collect or delivery solutions to continue operating in a transformed and cautious environment



Where next?



What should hospitality providers look for in a platform?

- Integrates seamlessly with current system
- ROI (Return on Investment)
- Same high-quality product
- Delivery or order & collect? Or both?
- Choosing the right provider



Takeaway Menus in Wales...



From November 2016, if a takeaway leaflet or menu shows food for sale, the price and a way of ordering the food without visiting the premises, it will also have to include a bilingual statement encouraging customers to check the food hygiene rating of the business on the food hygiene ratings website. The statement will also remind customers that they have a legal right to ask the food business for their food hygiene rating when they order over the phone.

The legislation also enables food businesses to voluntarily display their valid food hygiene rating on this type of publicity material, but if they do so the rating must be valid and in the specified format so it can be clearly seen.

(Welsh Government, 2016).

The statement that should be included is:

Ewch i food.gov.uk/ratings i ganfod sgôr hylendid bwyd ein busnes neu gofynnwch inni beth yw ein sgôr hylendid bwyd wrth archebu / Go to food.gov.uk/ratings to find out the food hygiene rating of our business or ask us for our food hygiene rating when you order.

Learning Objectives:

You should now:

- Have a good understanding of the different types of menus.
- Know what needs to include on a menu.
- Feel confident that you have the knowledge needed to begin Assignment 2.



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Resources

Useful websites:

- [Words to Describe Food: 73 Adjectives for Food Descriptions \(webstaurantstore.com\)](#)
- [How to Design a Perfect Menu \(And Design Tips!\) \(webstaurantstore.com\)](#)
- [Prepare to reopen: how to develop a restaurant menu \(typsy.com\)](#)
- [Menu Engineering Course: Make the Most of Your Menu - Welcome to the Course | Rise 360 \(articulate.com\)](#)

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