

Hospitality & Tourism Management BA

International Hotel Management

Food and Beverage Operations

Assignment Title: Assignment 2 Menu

Engineering (Practical Task)

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PART 1: Restaurant Concept

Restaurant Concept: "The Garden Bistro"

Hotel Trinity is bringing something new to the table with their Garden Bistro – a restaurant that gives you a one-of-a-kind dining experience with a nature-inspired, sustainable vibe. The customers will be surrounded by a beautiful garden while they eat, making for a peaceful and invigorating atmosphere.

Target Audience: With a focus on organic and locally sourced ingredients, the restaurant offers a seasonal menu that balances flavour, nutrition, and wellness (Boussard, 2021). In addition, The Garden Bistro accommodates guests with dietary restrictions by providing vegetarian, gluten-free, and lactose-free options.

Menu Choices and Style: At the Garden Bistro, one can find dishes that highlight the natural flavours of seasonal ingredients (Cousins et al, 2019). The priority is on fresh, vibrant, and nutritious food that not only nourishes but also your spirit. Check out some of the menu options:

Starters:

- Garden Salad with mixed greens, heirloom tomatoes, roasted beets, and citrus vinaigrette.
- Seasonal Vegetable Soup made with locally sourced organic vegetables.

Mains:

- Grilled Salmon with lemon dill sauce, served with roasted seasonal vegetables.
- Spinach and Ricotta Stuffed Pasta with homemade tomato sauce and fresh basil.

Desserts:

- Vegan Chocolate Avocado Mousse topped with coconut whipped cream.

- Chia Seed Pudding with mixed berries and a drizzle of honey.

Beverages:

- Freshly squeezed juices made from locally sourced fruits.
- Herbal Infusions and Tea Selection, featuring organic and fair-trade options.

Pricing Strategy: The pricing strategy for The Garden Bistro takes into account factors such as ingredient quality, preparation techniques, and competitors' pricing (Wood, 2018). While the use of organic and locally sourced ingredients might increase costs slightly, the target audience's willingness to pay for sustainable and health-conscious dining experiences justifies a premium pricing strategy (Brown, 2014).

Nutrition and Special Dietary Requirements: The menu is designed to cater to a range of dietary requirements (Zutshi, 2019). Each dish is carefully crafted to ensure nutritional balance and align with health and wellness trends (Bigliardi and Galati, 2013). Vegetarian, gluten-free, and lactose-free options are indicated on the menu, providing choices for guests with special dietary needs (Cousins, 2020).

Menu Layout and Design: The menu's layout and design reflect the restaurant's natural and sustainable theme (Johnston, 2012). Simple, clean fonts are chosen to ensure readability and subtle images of fresh ingredients and greenery add visual appeal while reinforcing the concept's connection with nature.

Sustainability and Seasonality: The Garden Bistro is committed to sustainability and seasonality. Ingredients are sourced from local farmers who practice sustainable agriculture, minimizing the restaurant's carbon footprint (Macdiarmid, 2014). The menu changes seasonally to ensure the use of fresh, local produce, thus reducing transportation impact and supporting the local community (Motarjemi and Lelieveld, 2014).

The Garden Bistro

WHERE NATURE NOURISHES: A
SUSTAINABLE CULINARY RETREAT



Starters

- Garden Salad: £8.50
- Seasonal Vegetable Soup: £6.50
- Quinoa-stuffed Portobello Mushrooms: £9.50

Mains

- Grilled Salmon: £18.50
- Vegetable Stir -Fry: £14.50
- Spinach and Ricotta Stuffed Pasta: £12.50



Desserts

- Seasonal Fruit Tart: £7.50
- Vegan Chocolate Avocado Mousse: £8.50
- Chia Seed Pudding: £6.50

Beverages

- Freshly squeezed juices: £4.50
- Herbal Infusions and Tea Selection: £3.50
- Seasonal Mocktails: £6.50



References

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