

Module Title: Food and Beverage

Module Code: BMIH4002

**Programme Name: BA International Hotel
Management**

Assignment Title: Menu Engineering

Student Name: Maria Tulceanu

Student ID:2243849

Content

- Restaurant concept
- Menu Design

Restaurant Concept

The word 'menu' dates to the eighteenth century, although the custom of making a list of the courses for a meal is much older. (Cousins, J., 2020). Creation of the menu must be in line with the restaurant concept and goals. At the Trinity Hotel chain, we are creating unique experiences for the guests while developing new ways to enchant our customers. A new restaurant in one of our facilities is a new opportunity.

"... in order to differentiate your operation in an era of high competition and the increasing commoditization of service there is a need to provide the customer with a memory of an experience that they can take away with them rather than just a good product or service." (Davis, B et al., 2018). The restaurant base of creation is the idea of local traditions combined with contemporary traveling customer habits. By combining tradition with modern world, the aim is to bring conscious knowledge of the past for a sustainable future.

"In any establishment a customer may be gained or lost on their first impressions alone." (Foskett, D. et al., 2021). Our restaurant showcases the history of the area: high-beamed ceilings, ornate glass windows are adding to the intimacy and beauty of the location, making it a perfect place for special events.

It is a full-service restaurant. The type of service is English service combined with buffet style. The guests are being served the main dishes, while they can use the buffet for appetizers and desserts.

The primary audience of the location is the history and tradition enthusiasts attracted to the beauty and simplicity of the past. Gen Xers and millennials are our main target. Gen Xers "Restaurants that offered a casual dress code, a kid-friendly atmosphere, value for their dollar, and friendly service met the needs of this generation." (Dixon, 2018). Millennials have a "positive relationship with green purchase intention which is also positively related with actual purchase behaviour regarding ecological food products." (AMIN, S.2022)

The menu has various options. We have implemented a food safety culture in the restaurant; therefore we are assuring that all products used are fresh. Except for the

dinning menu, special menus were created for events such as: business gatherings, anniversaries, christening, etc. The special menus are created per person meal pay and can be changed according to the client desires. Our team is ready and trained to meet and exceed the guest's expectations ensuring a memorable experience.

Corporate Event

Menu- *SAMPLE!* £72 / person

Starter

ORGANIC QUINOA & COURGETTE SALAD

QUAIL EGG, PEPPERS, ARTICHOKES, AVOCADO,
BLACKBERRY

SPRING ROLLS (VE)

TOFU AND VEG, RICE PAPER ROLLS WITH
PEANUT DIPPING SAUCE

CHICKEN & MUSHROOM BOUCHÉE

CREAMY WHITE WINE SAUCE, CONFIT
TOMATOES

CAPRESE SALAD (VE)

SALAD, BASIL SALSA VERDE

Main Course

BEEF FILLET & PORT JUS

BONE MARROW, PRESSED POTATO, BROCCOLI,
CONFIT SHALLOT

KENTISH LAMB SIRLOIN & MINT JUS

SMOKED AUBERGINE, AROMATIC COUSCOUS,
ROASTED PEPPERS, FENNEL

SPINACH & RICOTTA TORTELLINI (VE)

COURGETTE, ASPARAGUS, PEAS, PUMPKIN SEEDS
GREMOLATA

TRUFFLE & WILD MUSHROOM RISOTTO (VE)

SAMPHIRE, SWISS CHARD, BAKED CAULIFLOWER

TEA AND COFFEE

For desserts customize
your own plate using our
Sweets Buffet

Half bottle of wine per
person from our cellars at
your choice

**OUR TEAM IS HERE TO RESPOND TO ANY ALLERGEN INFORMATION.
MENU CAN BE CREATED ACCORDING TO CUSTOMER
SECIFICATIONS. MIN 50 PERSONS PER EVENT**

Corporate Event

Menu- *SAMPLE!* £87/person

Starter

CHICKEN & MUSHROOM BOUCHÉE

CREAMY WHITE WINE SAUCE, CONFIT
TOMATOES

EVESHAM GREEN & WHITE ASPARAGUS (VE)

QUAIL'S EGG, CITRUS HOLLANDAISE, CAPERS,
SOURDOUGH POLONAISE

CURED SEA BREAM

SOY EMULSION, PINEAPPLE

TUNA POKE

GINGER & SOY GLAZE, AVOCADO CRÈME,
TOASTED SESAME

TEA AND COFFEE

For desserts customize
your own plate using our
Sweets Buffet

Main Course

MARRAKECH SALMON

QUINOA PILAF, SULTANA RAISINS, DRIED APRICOTS,
HONEY MARRAKESH, PISTACHIO CRUST

60Z WEST CORK ANGUS FILLET STEAK

28 DAYS HUNG FOR PRIME TENDERNESS. SAUTÉED
WILD MUSHROOMS, RIOJA GLAZE

GRILLED COURGETTE & RICOTTA CHEESE BEIGNET (VE)

TROFIE PASTA, SAVOY CABBAGE, SEEDS, CORIANDER
CHILLI SALSA

CRISPY POLENTA & ROASTED TURNIP(VE)

CHERRY TOMATOES, ARTICHOKES, ENDIVE,
PICKLED WALNUTS

Half bottle of wine per
person from our cellars at
your choice

**OUR TEAM IS HERE TO RESPOND TO ANY ALLERGEN INFORMATION.
MENU CAN BE CREATED ACCORDING TO CUSTOMER
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References

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