

Coronation Menu

by Jef Pascual

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Supply and Sourcing Plan

Trinity Restaurant

Coronation Menu

Langland Bay, Swansea

May 2023

80 covers

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Langland Bay is a popular sandy beach with beach huts, attracting both visitors and locals throughout the year. It is conveniently located a short walk from the centre of Mumbles and offers various amenities. The beach is known for its surf breaks, including Crab Island, The Sand Bar, Middle Reef, and Lefts, which attract surfers from different places. Surfing competitions are also held here under suitable conditions.

There is a beach shop and Pay & Display car parks available, with toilet facilities located in the main car park. A promenade stretches along the coastline, connecting Langland Bay to Caswell Bay and Limeslade. The path is generally well-maintained but includes some steep inclines and steps. Additionally, there are all-weather tennis courts administered by the City Council, with an attendant at the main car park entrance. Booking in advance is recommended during peak periods, and tennis coaching is offered locally (Enjoy Gower, n.d).

Langland Bay has been awarded the Blue Flag Seaside Award, indicating its quality (Swansea bay news, 2021).



Creating tasting menu for coronation day inspired by the Kings favourites for 80 guests.

According to Scully, it is reported that King Charles, consumes a hard-boiled egg each day without fail, insisting on a precise cooking time of seven minutes. On his 70th birthday in 2018, he specifically requested his favourite fruit cake from luxury baker Fiona Cairns. The two-tier cake was exquisitely adorned with intricate sugar craft shapes depicting rare breed animals, hens, a basket with eggs, and elements reflecting the King's country pursuits.

In addition to his royal duties, he is an avid watercolour artist, dedicating his free time to this creative pursuit. The menu design was inspired by one of his paintings.

When it comes to his choice of drink, he indulges in a glass of Laphroaig whisky, a smoky libation hailing from the stormy island of Islay off the coast of Scotland.

The King takes pleasure in consuming fresh produce grown in the gardens of his Highgrove estate, with plums ranking as his preferred fruit. Former royal chef Darren McGrady, who once served as personal chef to the Queen herself, has attested to his fondness for plums. As for his favoured meal, he delights in mushroom risotto with lamb (Scully, 2022).



Majestic Symphony

King Charles Favourites

Appetiser:

Plum Crown Canapés:

Creamy goat cheese with a slice of plum on top, creating a crown shape. Small sprig of fresh thyme and a delicate edible flower.

The Plum Crown Canapés will offer a delightful balance of flavours, with the creamy goat cheese complementing the sweetness and tartness of the plum.

Vegetarian option: The Vegetarian Plum Crown Canapés

 5 Vegan cream cheese instead of Goat cheese.

Wine Pairing:

To enhance the flavours of the Plum Crown Canapés and create a harmonious pairing, we recommend a sparkling wine such as Coronation Cuvée (Limited edition of Classic) or a Classic Cuvée.

Starter:

Laphroaig Whisky-Glazed Quail Regent: Succulent roasted quail glazed with Laphroaig whisky reduction. Served on a bed of sautéed kale, drizzle of honey and a sprinkle of toasted almonds.

 6 Vegetarian option: Laphroaig Whiskey-Glazed Tofu Regent

Glazed Tofu instead of Quail Egg.

Wine Pairing: Vinarija Deuric Gewürztraminer 2020, Serbia, the aromatic and floral characteristics of the wine complement the smoky flavours of the whisky glaze and enhance the richness of the quail.

Main Course:

Lamb and Mushroom Risotto Royale: Creamy Arborio rice cooked with succulent pieces of lamb, a medley of wild mushrooms, and a hint of truffle oil. Served in a crown-shaped dish and garnished with edible gold leaf.

 7 Wine Pairing. Château Méaume Bordeaux Supérieur 2019/20. The wine's bold flavours and firm tannins complement the richness of the lamb and the earthy notes of the mushrooms.

Vegetarian option: Mushroom Risotto Royale

Dessert:

Traditional Fruit Cake Majestic Tower: Layers of traditional fruit cake stacked with alternating spreads of mascarpone cheese and fruit preserves, elegantly garnished with edible gold leaf and a crown-shaped marzipan decoration.



Wine Pairing: Kuhlmann-Platz Riesling 2021/22 Cave de Hunawihr or Herdade de Gambia 2020/21, Portugal. The wine's rich flavours and caramel notes complement



the sweetness of the fruit cake and create a harmonious pairing.

According to Le Cordon Blue (n.d.), “successful wine pairing will enhance the dining experience—potentially heightening flavours, textures and qualities of food.” Hence it is important to understand how different type of foods impact the taste of the wine (WSET Global, 2022).

Coronation Menu

MAJESTIC SYMPHONY KING CHARLES 111 FAVOURITES

Appetiser:

Plum Crown Canapés

Vegetarian option:

The Vegetarian Plum Crown Canapés

Vegan cream cheese instead of Goat cheese.

Wine Pairing:

Coronation Cuvée (limited edition of Classic) or a Classic Cuvée

Starter:

Laphroaig Whisky-Glazed Quail Regent

Vegetarian option:

Laphroaig Whiskey-Glazed Tofu Regent

Wine Pairing:

Vinarija, Beuric Gewürztraminer 2020, Serbia

Main Course:

Lamb and Mushroom Risotto Royale

Vegetarian option:

Mushroom Risotto Royale

*Wine Pairing. Château Méaume Bordeaux Supérieur
2019/20*

Dessert:

Traditional Fruit Cake Majestic Tower

Wine Pairing:

*Kuhlmann, Platz Riesling 2021/22 Cave de Hünawehr
or Herdade de Gandra 2020/21, Portugal*

Estimated Costing:

- Plum Crown Canapés 2 per guest, cost/guest is 0.47p.
- Laphroaig Whisky-Glazed Quail Regent, cost/guest tasting menu is £3.45.
- Lamb and Mushroom Risotto Royale, cost/guest is £3.75.
- Traditional Fruit Cake Majestic Tower, cost/guest is £5.50.

The estimated total cost of the tasting menu per guest is £55. To cover staffing, overhead costs, including VAT, and generate a profit of £15.59 per guest, a 70% markup is added to the ingredient cost of £13.17.

By multiplying the profit per guest (£15.59) by the total number of guests (80), the estimated total profit for the event is £1,247.20.

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Potential Sources:

- Wellocks- it has established itself as a trusted provider of premium ingredients for the finest restaurants in the UK (Wellocks, n.d.).
- Gower Salt Marsh Lamb- In August 2021, they bestowed as the first recipient of the PDO award (Gower Salt Marsh Lamb, n.d.).
- Laphroaig- the company claims that they are “passionate community and an experience that should be available to everyone” (Macaffer, n.d.).

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Running a restaurant business can be both fulfilling and profitable, but it also presents various challenges. To effectively navigate these challenges and make informed decisions, it is important to have a clear understanding of the strengths, weaknesses, opportunities, and threats (SWOT) associated with your restaurant business. Conducting a SWOT analysis specifically tailored to your restaurant can provide valuable insights that can guide your operational strategies and help you overcome obstacles. This analysis is especially beneficial when developing a comprehensive restaurant business plan prior to launching your venture (Karam, 2023).

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SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
Prime Location	Seasonal Fluctuations	Collaborations with Local Businesses	Economic Conditions
Scenic Ambience	Competition	Online Presence	Changing Consumer Preferences
Experienced Staff		Menu Innovation	External Factors

Strengths:

- Prime Location: Being situated in Langland Bay provides access to a popular tourist destination with a steady flow of visitors throughout the year.
- Scenic Ambience: The restaurant can leverage the beautiful surroundings of Langland Bay to create a pleasant and inviting atmosphere for diners.

- **Experienced Staff:** Having a skilled and knowledgeable staff can contribute to providing excellent customer service and a memorable dining experience.

Weaknesses:

- **Seasonal Fluctuations:** The restaurant may experience variations in customer demand based on seasonal patterns, with potential lulls during off-peak periods.
- **Competition:** Langland Bay has other dining establishments, and standing out among competitors may require strategic marketing and a strong value proposition.

Opportunities:

- **Collaborations with Local Businesses:** Partnering with local hotels, tour operators, or event organizers can help attract a steady stream of customers, especially during events or peak tourist seasons.
- **Online Presence:** Establishing a strong online presence through a website and social media platforms, can expand the restaurant's reach and attract a broader customer base.
- Simply having a website or social media page is no longer sufficient. In today's highly competitive market, it is crucial to ensure that your business can be easily discovered online. This is where Search Engine Optimization (SEO) plays a vital role (Modern Restaurant Management, 2023).
- **Menu Innovation:** Regularly updating and innovating the menu with seasonal specials, themed events, or unique dining experiences can create excitement and encourage repeat visits.

Threats:

- **Economic Conditions:** Economic downturns or financial uncertainties can impact consumer spending on dining out, potentially affecting the restaurant's revenue.
- The cost of living has seen a notable increase in the UK and globally in recent months. This rise has been primarily driven by the surge in food and energy prices, particularly gas prices, which have been influenced by the conflict in Ukraine. Additionally, the global recovery from the COVID-19 pandemic has added further pressure on prices (Hourston, 2022)
- In the UK, the price of consumer goods and services experienced the fastest growth in four decades in the year leading up to October 2022. However, the annual inflation rate has slightly decreased to 7.8% in the 12 months ending in April 2023, down from 8.9% in March 2023 (ONS, 2023).
- **Changing Consumer Preferences:** Shifting dietary trends, preferences for healthier options, or increased demand for sustainable practices may require adapting the menu and business practices to meet evolving customer expectations (Deloitte, n.d.)
- **External Factors:** Factors such as unfavourable weather conditions, or road closures can disrupt regular business operations and impact customer footfall.

Swansea's 2021 Census Population by Age and Sex:

The table below presents the population of Swansea by age group and sex, as recorded in the 2021 census.

Age Group	Males	Females	Total	(% of all)	Wales % Difference: 2021 vs. 2011
0-4	5,800	5,600	11,400	4.8%	5.0% -1,700 (-13.0%)
5-9	6,800	6,300	13,000	5.5%	4.5% +600 (+4.5%)
10-14	7,100	6,500	13,700	5.7%	3.7% +500 (+3.7%)
15-19	7,600	6,900	14,500	6.1%	-9.7% -1,500 (-9.7%)
20-24	10,500	8,700	19,200	8.1%	-6.4% -1,300 (-6.4%)
25-29	7,100	7,200	14,200	6.0%	-8.7% -1,400 (-8.7%)
30-34	7,400	7,700	15,100	6.3%	4.9% +700 (+4.9%)
35-39	7,100	7,400	14,500	6.1%	-1.4% -200 (-1.4%)
40-44	6,800	7,000	13,800	5.8%	-13.4% -2,100 (-13.4%)
45-49	6,900	7,100	14,000	5.9%	-14.1% -2,300 (-14.1%)
50-54	7,800	7,900	15,700	6.6%	3.6% +500 (+3.6%)
55-59	7,800	8,200	16,000	6.7%	15.5% +2,100 (+15.5%)
60-64	7,000	7,600	14,500	6.1%	-3.2% -500 (-3.2%)
65-69	6,100	6,600	12,700	5.3%	5.4% +700 (+5.4%)
70-74	6,200	6,900	13,100	5.5%	29.6% +3,000 (+29.6%)
75-79	4,400	5,200	9,600	4.0%	11.2% +1,000 (+11.2%)
80-84	2,900	3,900	6,800	2.9%	8.5% +500 (+8.5%)
85-89	1,700	2,600	4,300	1.8%	12.7% +500 (+12.7%)
90+	800	1,600	2,400	1.0%	23.7% +500 (+23.7%)
All ages	117,600	121,000	238,500	100%	-0.2% 100% -500 (-0.2%)

Source: Swansea City Council

Based on the current Census data as of 2021, the average target age of the restaurant's guests would be 20 years and above. This suggests that the restaurant's

primary demographic consists of individuals who have reached adulthood and beyond.

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Coronation Menu

GRADEMARK REPORT

FINAL GRADE

77 / 100

GENERAL COMMENTS

Instructor

An excellent piece of work, combining some very good research into both the area of operations and also the likes and preferences of the King. These have then been woven into a delightful menu and costed appropriately. Even the use of the menu as a tool to reinforce the Royal link has been thought through and taken full advantage of.

On a personal level, I would questions some of the wine pairings, but I'm sure it would be interesting to try them.

Structurally, I would have put all the information regarding population make up and your SWOT analysis before the menu and supplier choices, simply as a tool to reinforce what you were choosing and why. For example the use of Quail and Laphroaig would be more suited to an older population who are more familiar with these things and you could have shown the relevance of your menu choices again by using the population data.

Other than that, an excellent job. Well done.

1. Engagement with Literature Skills 17/20

Your work must be informed and supported by scholarly material that is relevant to and focused on the task(s) set. You should provide evidence that you have accessed an appropriate range of sources, which may be academic, governmental, and industrial; these sources may include academic journal articles, textbooks, current news articles, organisational documents, and websites. You should consider the credibility of your sources; academic journals are normally highly credible sources while websites require careful

consideration/selection and should be used sparingly. Any sources you use should be current and up-to-date, mostly published within the last five years or so, though seminal/important works in the field may be older. You must provide evidence of your research/own reading throughout your work, using a suitable referencing system, including in-text citations in the main body of your work and a reference list at the end of your work. Guidance specific to this assessment: You should incorporate information about your chosen restaurant, from credible sources, this can be from the organisations own website in part but must also include text-based information from industry journals and reference books. You must include a minimum of 15 reference sources, and these must be accurately cited within the essay text.

2. Knowledge and Understanding Skills 16/20

At level 4, you should be able to demonstrate: sound knowledge and critical understanding of the well-established concepts and principles of the subject area and the way in which those principles have developed; knowledge of the main methods of enquiry in the discipline. Knowledge relates to the facts, information, and skills you have acquired through your learning. You demonstrate your understanding by interpreting the meaning of the facts and information (knowledge). This means that you need to select and include in your work the concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. meaningfully to show your understanding. Your mark/grade will also depend upon the extent to which you demonstrate your knowledge and understanding.

Guidance specific to this assessment: You should show an understanding of the principles of restaurant operation in this context, specific to menu design and how this has been influenced by diners. This should also be supported by your ability to demonstrate an understanding of the influence of changing dining influences and how this change the menu.

3. Cognitive and Intellectual Skills 13/20

You should be able to critically analyse information, and propose solutions to problems arising from

that analysis, including the critical evaluation of the appropriateness of different approaches to solving problems. Your work must contain evidence of logical, analytical thinking, evaluation, and synthesis. For example, to examine and break information down into parts, make inferences, compile, compare and contrast information. This means not just describing what! But also justifying: Why? How? When? Who? Where? At what cost? At all times, you must provide justification/evidence for your arguments and judgements. Evidence that you have reflected upon the ideas of others within the subject area is crucial to you providing a reasoned and informed debate within your work. Furthermore, you should provide evidence that you are able to make sound judgements and convincing arguments using data and concepts, with an understanding of the limits of knowledge, and how this influences analyses and interpretations. Sound, valid conclusions are necessary and must be derived from the content of your work. Where relevant, alternative solutions and recommendations may be proposed. Guidance specific to this assessment: You should be able to show an appreciation for the decisions that the restaurant operators have made, regarding their sourcing of food and how food provenance might influence their sales and marketing techniques.

4. Practical Skills 15/20

At level 4, you should be able to use/deploy a range of established techniques within the discipline and apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context. You should be able to demonstrate how the subject-related concepts and ideas relate to real world situations and/or a particular context. How do they work in practice? You will deploy models, methods, techniques, and/or theories, in that context, to assess current situations, perhaps to formulate plans or solutions to solve problems, or to create artefacts, some of which may be creative. This is likely to involve, for instance, the use of real-world artefacts, examples and cases, the application of a model within an organisation

and/or benchmarking one theory or organisation against others based on stated criteria. You should show awareness of the limitations of concepts and theories when applied in particular contexts. Guidance specific to this assessment: You should be able to compare and contrast the restaurants approach to menu compilation - the rise in veganism for example or farm to fork principles.

5. Transferable Skills for Life and Professional Practice 16/20

Your work must provide evidence of the qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making. This includes demonstrating: professional development to advance existing skills and acquire new competences that will enable

you to assume significant responsibility within organisations; that you can initiate and complete tasks

and procedures, whether individually and/or collaboratively; that you can use appropriate media to

effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences; fluency of expression; clarity and effectiveness in presentation and organisation. Work should be coherent and well-structured in presentation and organisation.

Guidance specific to this assessment:

By compiling this essay, you should be able to demonstrate an understanding of food sourcing, provenance and the influence the changing dining habits of guests have on menu compilation from the perspective of menu design, location, food culture and diner need, how this works in the practical sense, and by writing in a professional style allow the reader to gain an understanding of your competency within this subject, and how you might work as an influencer within the restaurant, being able to support operations.

PLEASE NOTE:

As this is written as an essay, it must follow the approved academic essay format with:

Introduction (5-10% of word count) – Usually short and introduces the context and reason for writing the essay- 'This is what this essay is about'.

Main body (80% of word count) – Develops key themes and topics around the writer's position, which link together to produce logical and

coherent progression ideas, with each paragraph linking to the title of the essay "The golden thread of essay writing".

And conclusion (10-15% of word count). -

Summarises the content of the essay and presents concluding arguments and implications for the future 'Here's what this essay has shown'.

It is completed by a reference list (Using the Harvard referencing system) this is an essential part of your essay but is not included within the word count and should make 1% of your total word count so for 1500 words a minimum of 15 reference sources accurately cited within the essay.

In addition to this structure there must be NO inclusion of diagrams, illustrations, photographs, or such like within the essay.

PAGE 1

PAGE 2



Comment 1

Excellent setting of the scene. gives access and attractions to a wide range of consumers and potential customers

PAGE 3



Comment 2

A very nice touch. Will the customers know this when they read it?



Comment 3

Very strong flavours here. Smoke, seaweed and iodine. A powerful Whisky indeed!



Comment 4

Some excellent research. Gives great direction to the menu itself and makes sure every ingredient has a link back to the King

PAGE 4



Comment 5

A good start. The blend of flavours works well and the matching of a mature sparkling wine will work well, both as a match to the food and a palate cleanser before the starter



Comment 6

A hugely powerful dish, but again well thought out. I would probably put a Pinot Noir with the dish as oppose to a Gewurtz, but wit would be interesting to try both



Comment 7

Again, a well thought out dish with those strong links to the King. Interesting wine choice, although I don't necessarily disagree. When choosing wine it's always a good idea to look where the main ingredients are popular (lamb and mushrooms). Perhaps a Rioja Crianza/Reserva may work here too, as both Lamb and Mushrooms are popular in Northern Spain

PAGE 5



Comment 8

A great finish and a good amount of theatre as well.



Comment 9

I've liked the fact that the vegetarian options are just as interesting as the other choice. So important in dining now.

PAGE 6

PAGE 7



Comment 10

Good figures and well worked. The cost of £55 per head will be perceived as good value for food and wine pairings of this quality and the restaurant is bringing in a good profit for the evening's work



Comment 11

One of the most famous suppliers around. I assume they do come into Wales?



Comment 12

Good use of a more local supplier to add authenticity



Comment 13

The Whiskey will be easy to pick up from local supermarkets or merchants.



Comment 14

This could have been put before the menu and the costings to justify your decision making processes

PAGE 8



Comment 15

Reaching out and having direct conversations with customers is one of the biggest developments in the last decade in hospitality



Comment 16

Keeping the customers engaged and excited



Comment 17

Still a huge increase and will continue to drive consumer behaviour in the next few years



Comment 18

This shift of emphasis will continue to drive restaurant offerings into the future

PAGE 9



Comment 19

Interestingly the growth in the ages of 55 onwards is the most significant, meaning that the population is shifting into the older spectrum. This is not necessarily a bad thing as in such an area these are the most likely to have both the spare income and time to indulge in eating out more often

PAGE 10

PAGE 11

PAGE 12
