

Menu Engineering

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#### Introduction:

Elevate is an innovative restaurant concept located within the 4-star Trinity Hotel in Sunderland, UK, offering a captivating fusion of culinary traditions from around the world, creating a unique dining experience (Cousins and Weekes, 2020). Elevate explores the type of fusion as well as the reasons behind its name, logo, and branding, examining the target consumers by considering psychographic, behavioral, and demographic factors. Elevate, highlights its reflection of a 4-star restaurant and menu engineering techniques, presenting a fusion of flavors that draws inspiration from diverse culinary traditions, combining elements from Asian, Mediterranean, Latin American, and Middle Eastern cuisines, creating a harmonious fusion that excites the taste (Wood, 2013).

#### Restaurant concept:

"Elevate" reflects the restaurant's commitment for dining experience through flavors, techniques, and overall ambiance (Cousins and Weekes, 2020). The branding of Elevate is simple, utilizing a tasteful combination of colors, fonts, and visual elements that evoke elegance and refinement (Boussard, 2021). Elevate ensures safe dining through strict food safety compliance, maintaining a hygienic environment (Motarjemi and Lelieveld, 2014). Staff training procedures and regular audits create a worry-free dining experience (Zutshi, 2019). Operational efficiency is prioritized, enabling smooth operations and handling high guest volumes without compromising service quality (Johnston et al., 2010).

#### Target audience:

Elevate identifies its target audience by considering factors like psychographic, behavioral, and demographic, aiming to appeal to individuals who value culinary creativity, enjoy exploring new flavors, and seek a memorable dining experience (Walker, 2017). Elevate caters to both adventurous travelers seeking unique gastronomic experiences and local residents who appreciate refined dining options (Cousins et al., 2011).

#### Menu choices:

The menu at Elevate is meticulously curated to reflect its 4-star status and the elevated dining experience it offers. A selection of exquisite dishes that showcase the finest ingredients and culinary techniques (Foskett et al., 2021). Variety of options for different dietary preferences, including both vegetarian and non-vegetarian choices. Each dish is crafted with precision and presented with artistic flair, reflecting the attention to detail and commitment to excellence (Cousins, Foskett, and Pennington, 2011).

Using menu engineering, customer targeting, and pricing strategies, Elevate allows diners to focus on culinary quality and experience rather than solely seeing price (Foskett et al., 2021). The menu design prioritizes a seamless layout and strategic use of space (Boussard, 2021). The overall menu design harmoniously aligns with Elevate's branding, reflecting elegance and refinement (Davis et al., 2018).

#### Conclusion:

Elevate is an innovative restaurant concept that embodies the pursuit of culinary excellence. With its fusion-inspired menu, refined branding, and attention to menu engineering, Elevate aims to elevate the dining experience for its target audience, creating a memorable and exquisite journey of flavors and refinement.

## STARTERS

## PRICE

### Korean barbecue tacos

£6.99

Grilled beef seasoned with Korean spices, topped with spicy kimchi slaw, and served on a soft tortilla

### Mediterranean platter

£7.99

Hummus, tzatziki, baba ghanoush, and tabbouleh, are served with warm flatbreads

## SALADS

### Greek Salad

£7.99

Crispy greens, Kalamata olives, feta cheese and citrus dressing

### Thai Beef Salad

£9.99

Grilled beef slices tossed with fresh herbs, mixed greens, cherry tomatoes, and a zesty lime dressing

## MAIN COURS

### Curry with Tofu

£14.99

Spicy curry with coconut milk, green curry paste, tofu, and seasonal vegetables, served with steamed rice

### Moroccan Salmon

£17.99

Grilled salmon fillet with Moroccan spices, served with quinoa pilaf and roasted vegetables

## Ingredients and allergens

Please contact the waiter for more details on ingredients and allergens for each menu.

We take providing accurate information to ensure your safety and satisfaction very seriously.



## FOOD MENU



24 RESTAURANT STREET, SUNDERLAND



07442 071 172



<https://www.elevate.com>



[elevate-afusinofglobalflavours@yahoo.com](mailto:elevate-afusinofglobalflavours@yahoo.com)

## Chef's Recommendation

### Seasonal Harvest Salad

A mix of organic greens, roasted seasonal vegetables, tangy goat cheese, and a zesty citrus dressing. It's a refreshing explosion of flavors

### Catch of the Day

Our chef's freshest catch from the local market, expertly prepared and served with your choice of delightful sauces. Accompanied by chef's selection of seasonal sides

### Surf and Turf Delight

Indulge in a combination of perfectly grilled Angus steak and a succulent lobster tail, served with garlic butter. Accompanied by truffle mashed potatoes and sautéed seasonal vegetables

### Vegetarian Delight

Grilled seasonal vegetables, quinoa stuffing, and a tangy balsamic glaze. Served with a fresh mixed green salad and garlic-infused crostini

Our chefs take pride in using seasonal ingredients and culinary expertise to create amazing dishes. Here are some of the chef's delicious recommendations. Please note that the chef's recommendations may vary daily or seasonally to ensure we offer an early menu that reflects the finest ingredients and culinary trends.

## SIDES

### Kimchi Fried Rice

£3.99

Fried rice with kimchi, diced vegetables, your choice of protein, and a sunny-side-up egg on top

### Truffle Parmesan

£5.99

Crispy French fries with truffle oil, parmesan cheese and a pinch of fresh herbs

## DESERTS

### Creme Brulee

£6.99

French dessert with pistachio, cardamom and caramel sugar

### Dulce de Leche

£5.99

Traditional Spanish churros served with rich caramel sauce

## KIDS MENU

### Mini Fusion Tacos

Mini tortillas of your choice: grilled chicken/beef, vegetables with salsa, grated with cheese and guacamole

### Teriyaki Chicken Rice

Teriyaki grilled chicken served with steamed rice and mixed vegetables

### Veggie Sushi Rolls

Sushi roll filled with avocado, cucumber, carrot, served with soy sauce

### Mini Flatbread

Mini pitta bread with tomato sauce, mozzarella and a selection of kid friendly toppings

## SOUPS

### Yum Soup

£6.99

Spicy and sour Thai soup with shrimp, mushrooms, lemongrass, and lime leaves

### Miso with Tofu

£7.99

Traditional Japanese soup with soybean paste, tofu, seaweed, and green onions

## Nutrition information

We offer a variety of options, including vegetarian, vegan, gluten-free and allergy menus. Please let the waiter know if you have any dietary restrictions or preferences. The waiter will be happy to help choosing the best option.

## SPIRITS

|                    |      |       |
|--------------------|------|-------|
| Single Malt Whisky | 50ml | £7.00 |
| Premium Vodka      | 50ml | £5.00 |
| Aged Rum           | 50ml | £5.00 |
| Gin                | 50ml | £5.00 |

## BEERS

|            |       |       |
|------------|-------|-------|
| IPA        | 330ml | £7.00 |
| LAGER      | 330ml | £5.00 |
| STOUT BEER | 330ml | £5.00 |
| WHEAT BEER | 330ml | £5.00 |

## COCKTAILS

|                                                                                                             |        |
|-------------------------------------------------------------------------------------------------------------|--------|
| Mojito                                                                                                      | £10.00 |
| A classic cocktail made with fresh mint, lime juice,sugar,rum topped with soda water for a refreshing taste |        |

|                                                                                                                                            |        |
|--------------------------------------------------------------------------------------------------------------------------------------------|--------|
| Old Fashioned                                                                                                                              | £10.00 |
| A timeless cocktail made with bourbon/whiskey,sugar,aromatic bitters and a twist of orange slice for a smooth and sophisticated experience |        |

|                                                                                                                                |        |
|--------------------------------------------------------------------------------------------------------------------------------|--------|
| Cosmopolitan                                                                                                                   | £10.00 |
| A vibrant cocktail with vodka, cranberry juice,orange liqueur and a squeeze of fresh lime for a sweet and refreshing sensation |        |

## WHITE WINE

|                 |        |
|-----------------|--------|
| Chardonnay      | £30.00 |
| Sauvignon Blanc | £30.00 |
| Riesling        | £30.00 |
| Pinot Grigio    | £30.00 |

## RED WINE

|                    |        |
|--------------------|--------|
| Cabernet Sauvignon | £30.00 |
| Merlot             | £30.00 |
| Pinot Noir         | £30.00 |
| Malbec             | £30.00 |

## ROSE WINE

|                 |        |
|-----------------|--------|
| Provence Rose   | £30.00 |
| White Zinfandel | £30.00 |
| Grenache Rose   | £30.00 |
| Syrah Rose      | £30.00 |

## SPARKLING WINE

|                |        |
|----------------|--------|
| Champagne      | £60.00 |
| Prosecco       | £60.00 |
| Cava           | £60.00 |
| Sparkling Rose | £60.00 |

## PRICE

## SOFT DRINKS

|                 |       |
|-----------------|-------|
| Coca-Cola       | £2.50 |
| Pepsi           | £2.50 |
| Sprite          | £2.50 |
| Fanta           | £2.50 |
| Dr Pepper       | £2.50 |
| Mountain Dew    | £2.50 |
| 7 Up            | £2.50 |
| Schweppes       | £3.00 |
| Tonic Water     | £3.00 |
| Red Bull        | £7.00 |
| Monster Energy  | £5.00 |
| Gatorade        | £4.00 |
| Still Water     | £3.50 |
| Sparkling Water | £3.50 |

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