



**School of International Hotel Management
BA (Hons) International Hotel Management**

Title: *Menu Engineering*

Food & Beverage Operations (BMIH4002)

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Word Count: **381**



According to Camillo (2021, pp. 370, 375) the concept of any food services is board. However, creating the concept of a restaurant must be defined and presented as clear as possible. So, Trinity, categorized as a full-service type, located on the hill, our restaurant can accommodate up to 60 guests. Half of the tables are placed on terrace, so, customers can enjoy a fantastic view of Portsmouth and the ocean. The décor of our large dining room with dark wooden walls and dark red and dark green leather banquetts seating plus the calm Latino music on background are giving customers the sensation of dining in one of the top luxury restaurants in London (Shurvell, 2018).

From my perspective the gold color gives prestige and lux to anything. Plus, it can be associated nice with the other colors. For this reason, the logo what I created has on it name of the restaurant and four stars in gold.

For the design of the menu, I did prefer to use green color which is calming and is associated with nature, life, freshness (Kendra, 2022), and the color of the sand which gives us the feeling of warmth. In my opinion both colors are suitable for the summer menu, and they integrate perfectly into the design of the restaurant.

Because Portsmouth is a waterfront city, I did choose more dishes which are prepared with fresh fish and seafood bought from local fish markets (Visit Portsmouth, 2023). For example, the 'Fish Pie' will be the favorite dish for seafood lovers as it combines the tastes of more sea products. Also, for the proposed dishes I am going to buy more local seasonal products from Westlands Farm and Emsworth Delicatessen shops which are offering large variety of products (Big Barn, 2023). Additionally, the menu includes options for sharing, such as 'Sweet potato wedges with garlic perinaise' for starter and 'Chicken wings' for mains. These dishes will be appreciated by families and cupels.

Considering today competition is important to understand the target groups' values and believes. Understanding them can help to frame certain messages to reinforce facts and judgements (Cullerton et al., 2022). I believe that the presented restaurant will attract lots of different categories of customers. But the main ones will be millennials, cupels, and families.



Motto "Taste the colors, smell the shapes in your plate – feel summer"

Summer Menu

Trinity is inviting you this summer for an exceptional dinner experience among your loved ones.

Our Head Chef is thrilled to present you his new collection of local delicious dishes with notes of Latino flavors. Dive into our menu and discover how much care we have for you offering a big chois of dishes for your dietary requirements, and for nature creating all our cuisine with seasonal and locally ingredients. The freshness of locally sourced of seafood will impress your palate. And don't miss our fresh fruit juices.

With delicious food from our kitchen staff, a chill atmosphere and brilliant table service we promise your experience will be unforgettable. We are impatient to see you every day from 2pm. to 11pm.

If you have a food allergy or intolerance – please speak to the staff about the ingredients on your food and drink before you order.

(V) Vegetarian / (GF) Gluten Free / (LF) Lactose Free

STARTERS

GARLIC TIGER PRAWNS (GF) £7.50

Prepared in butter with plum tomatoes, parsley, chilli, grilled sourdough, and notes of white wine
965 kcal

MUSHROOM ARANCINI (V) £6.80

mushroom risotto balls in rich tomato sauce, rocket and Riserva cheese
631 kcal

HALLOUMI FRIES (V) £6.95

Crisp-fried and served with sweet chilli sauce
590 kcal

BRUSCHETTA WITH TOMATO & BASIL (V) (GF) (LF) £3.15

Sweet seasonal tomatoes and fresh basil
139 kcal

SWEET POTATO WEDGES WITH GARLIC PERINAISE (V) (LF) £4.50

Sweet wedges potatoes in creamy plant-based Garlic PERinaise dip.
440 kcal/Serves 2



MAINS

CRISPY FISH (GF) (LF) £9

Tasty 6 with fish bites served with pickled red onion & coriander salad, sweet chilli sauce & sesame spice
185 kcal

TOMATO SOUP (V) (GF) (LF) £7.80

Delicious, sweet tomatoes soup finished with fresh basil
225 kcal

FISH PIE £12.95

Salmon, Smoked Haddock, Alaskan Pollock, and Prawns in a creamy leek sauce. Topped with Mashed Potato, toasted breadcrumbs, and Cheddar cheese. Served with fresh salad
930 kcal

CHICKEN WINGS £29.30

Flame-grilled 10 chicken wings with crispy skin served with fresh salad and baby potatoes in garlic butter
956 kcal/*Serves 2*

RIGATONI AMATRICIANA (V) £12.75

Short pasta mixed in bacon, red onions, and tomato sauce
102 kcal



DESSERTS

CARROT CAKE (V) £3.95

343 kcal

CHOCOLATE & RASPBERRY TORTE (V) £3.10

Gluten Free (GF) option available
382 kcal

FRUIT MIX £4.65

Mix of seasonal fruits dressed in citrusy
juice and one cup of ice cream (at your
choice)

Lactose Free (LF) option available
25 kcal

ICE CREAM (at your choice) £5.10

Chose 3 flavours

216Chocolate 216 kcal per 100g

Vanilla 201 kcal per 100g

Strawberry 192 kcal per 100g



DRINKS

SESONAL STRAWBERRIES FRESH JUICE (V) (GF) (LF) £4.85

Fresh pressed strawberries with
melon, sweet pear, ginger, and lemon
125 kcal

GOLDEN SWEET GREEN JUICE (V) (GF) (LF) £4.65

Cold pressed cucumber with golden
sweet pineapple
150 kcal

EXPRESSO £2.45

4 kcal

MOCHA £4.30

63 kcal



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