



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

Theme of the Restaurant:

The restaurant is based on the idea of a contemporary fusion dining, where dishes are prepared using a variety of different cooking styles and ingredients from all over the world. The concept is to create a one-of-a-kind and compelling eating experience by fusing both classic and modern touches to create a warm and welcoming ambience (Cousins, 2020). The restaurant is named *Apex Fusion Eats*.

Target customer:

The intended readers are those people who like trying new foods and restaurants, both individually and as a family. The concept is appealing to individuals who are looking for something new and different from their eating experience (Clarke and Chen, 2009). Customers who enjoy trying new and interesting flavours will get what they are looking for at this restaurant.

Justifications for Menu Selections:

1. Global Fusion: The cuisine has been carefully developed to fuse elements from many different cultures, including Asian, Mediterranean, Latin American, and more (Balandran, 2011). The restaurant prides itself on introducing its patrons to novel flavour combinations through its fusion menu.

2. Seasonal and Local Ingredients: The restaurant places great value on using only the freshest, in-season, and locally sourced ingredients (Jalilvand et al, 2017). This helps preserve local agriculture and guarantees the highest quality ingredients. The menu changes with the seasons to highlight the most delicious ingredients that are readily available (Allen and Albala, 2007).

3. Dietary Considerations: The kitchen is conscious of the need of catering to a broad range of dietary choices and limits, so they have included a number of options that are suitable for vegetarians, vegans, and people who must avoid gluten in their diet (Celnik, Gillespie and Lean, 2012). The eventual goal is for everyone to feel secure and at ease.

4. Small Plates and Sharing: The restaurant encourages its customers to eat together by offering a variety of mini meals and sharing options on their menu (Clemes, Gan and Sriwongrat, 2013). This style of serving is ideal for social gatherings, since it lets guests to sample many different meals and serves as a catalyst for discussion.

5. Specialty Drinks and Wines: The restaurant's varied food is complemented by the extensive wine selection and unique cocktails (Davis et al, 2018). The aim is to pair drinks with cuisine in ways that provide for a more enjoyable and memorable dining experience (Bresciani, 2017).

6. Unconventional Ingredients and Preparation Methods: The restaurant takes a ground breaking approach to cooking. Dishes on the menu have been updated with a modern twist to surprise and please repeat customers (Baxter, 2023).

Conclusion

The idea caters to adventurous eaters who are curious in different culinary traditions throughout the world. The menu features creative riffs on classic meals that draw from a broad variety of countries and cuisines. The intention is for each diner to have a unique and enjoyable experience, encouraging them to try new cuisines and developing an appreciation for the culinary arts.

Part 2- Menu Design

Apex Fusion Eats	
Appetizers	
Chicken Satay Skewers	£7.99
Thai-inspired Chicken Satay Skewers with Peanut Sauce	
Mediterranean Mezze Platter	£9.99
Mediterranean Mezze Platter with Hummus, Tzatziki, and Pita Bread	
Crispy Spring Rolls	£6.99
Asian-inspired Crispy Spring Rolls with Sweet Chili Dipping Sauce	
Mexican street	£5.99
Mexican Street Corn Cups with Cotija Cheese and Lime	
Salads	
Greek Salad	£7.99
Greek Salad with Kalamata Olives, Feta Cheese, and Lemon-Oregano Dressing	
Sesame Ginger Salad	£8.99
Asian Sesame Ginger Salad with Mixed Greens, Mandarin Oranges, and Crispy Wonton Strips	
Quinoa and Roasted Vegetable Salad	£9.99
Quinoa and Roasted Vegetable Salad with Balsamic Vinaigrette	
Southwest salad	£10.99
Mexican-inspired Southwest Salad with Black Beans, Corn, Avocado, and Chipotle Ranch Dressing	
Main Courses	
Pan-Seared Salmon	£15.99
Pan-Seared Salmon with Lemon Butter Sauce, served with Roasted Potatoes and Seasonal Vegetables	
Thai Red Curry	£17.99
Thai Red Curry with Tofu, Bell Peppers, and Jasmine Rice	
Grilled Chimichurri Steak	£20.99
Grilled Chimichurri Steak with Chimichurri Sauce, Served with Garlic Mashed Potatoes and Grilled Asparagus	
Vegetable Pad Thai	£11.99
Vegetable Pad Thai with Rice Noodles, Tofu, and Peanuts	
Pizzas	
Margherita Pizza	£11.99
Margherita Pizza with Fresh Mozzarella, Tomato Sauce, and Basil	
BBQ Chicken pizza	£13.99
BBQ Chicken Pizza with Smoked Gouda, Red Onions, and Cilantro	
Mediterranean Veggie Pizza	£12.99
Mediterranean Veggie Pizza with Feta Cheese, Olives, Sun-Dried Tomatoes, and Pesto Sauce	
Spicy Pepperoni Pizza	£14.99
Spicy Pepperoni Pizza with Jalapenos, Mozzarella, and Marinara Sauce	

Desserts

Chocolate Lava cake £6.99

Decadent Chocolate Lava Cake with Vanilla Ice Cream

Churros £5.99

Churros with Cinnamon Sugar and Chocolate Sauce

Tiramisu £8.99

Beverages

Tropical Mojito £7.99

Signature Tropical Mojito with Fresh Pineapple and Mint

Berry burst Smoothie £5.99

Berry Burst Smoothie with Mixed Berries, Yogurt, and Honey

Sparkling Citrus sangria £8.99

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