

Assignment 2 Menu Engineering

The module title: Food & Beverage Operations BMIH4002

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KNIGHT

My chosen restaurant concept is Knight, which is a casual- family- friendly restaurant being introduced to the Hotel Trinity Chain (Lightspeed,2021). Therefore, the target audience is mainly families, people who admire this style, era and history.

I chose this kind of restaurant concept because most English people, including children, especially boys, like knights and princesses- middle aged characters and not to mention that it is close to me, as well. The restaurant's theme is the middle ages, the music also resembles this era; however, you cannot listen to loud music here (Wendi and Denise, 2022). Regarding the cuisine, it is characterized by medieval recipes, which are quite special and exotic, including mainly various sorts of meat like beef, pork, turkey, fish, etc.,with different spices and herbs such as garlic, parsley, pepper, thyme, and so on (Giles and Rachael, 2014). The dishes are served in wooden plate, and the drinks are served in glass and goblet resembling medieval times. Guests can choose from alcoholic to non- alcoholic beverages, and vegetarians are also worth visiting this place because it offers vegetarian options. Moreover, special dietary like gluten-free meals can be found here (Medieval Times, no date).

My menu choice is fixed- prix fixe menu because it is less expensive, so families can afford to visit this restaurant and they are able to forecast the ordered food items more accurately. The menu consists of three courses: starter, main course and dessert and the price does not change at all. Ordering is very simple for both the customer and staff, too. This place is great for a crowd of people because meals can be prepared quickly and easily giving a special experience with different dishes. Furthermore, not to mention that it has another advantage, this kind of menu optimizes sales (Hannah, 2023).

Considering the prices are higher than a fast food restaurant, however, it is affordable for families. Customers have the opportunity to take photos in medieval costumes and organise banquets (Canevaworld, no date).

It can be said that the restaurant's furniture is designed in medieval style. Guests can sit on wooden chairs at wooden tables. There are candlesticks with white candles on

each table. The windows are colourful, there are a great number of decorations on the walls resembling medieval times. For example, you can see paintings, swords, flags, armour, etc. The waiters and waitresses serve dishes wearing clothes in medieval style (Stagland Budapest, 2023).

KNIGHT

PRIX FIXE MENU



from Monday to Sunday 1pm.-10pm.

Two courses- £22 Three courses- £34

STARTERS (kcal)

Vegetable soup (vegan) (67)
Cold forest fruit soup (milk,gluten) (177)
(Wild) game ragout soup (120)

MAINS

Livonian lamb (gluten) (300)
Burgermeister's Game Fillets (mustard,egg) (250)

For children

Fish and chips (fried, gluten) (654)
Beef steak with rice (gluten and gluten-free available) (200)

Vegetarian and gluten -free main dishes

Five Tastes of Vegetarian Origin (110)
(Crusader's Lentils, Ginger Rutabaga, Saffron Spelt, Forest Mushroom Sauce, Rickard's Cheese Pasties with Garlic and Herbs)

Far away Merchant 's Lentil Stew (130)
(Spicy Lentils and Saffron Spelt with plentiful Greens and Crispy Lentil Bread) (vegan)

DESSERTS

Apple Crumble (gluten, egg) (280)
(Homeade, chunks of apple, topped with crumble and clotted cream)





Ice Cream (milk,gluten) (280)
(vanilla, strawberry, chocolate flavours) gluten-free and sugar-free available
Peach Melba (milk,gluten) gluten-free and sugar-free available (302)
(Ice cream, peaches, raspberry sauce and clotted cream)

BEVERAGES

NON-ALCOHOLIC

	Per 20cl
<i>Still water</i>	£2,5
<i>Sparkling water</i>	£2,5
<i>Fruit juice</i>	£3
<i>(apple, strawberry, lemon, peach, watermelon)</i>	



ALCOHOLIC

	Per 20cl Glass
Red wines	
<i>Cabernet Sauvignon</i>	£6
<i>Crianza Coto de Hayas</i>	£8
White wines	
<i>Pinot Grigio Garda</i>	£10
<i>Sancerre Domaine de Saint- Romble</i>	£15

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