

Chapter 12 Creating Menus

Section 12.1 The Menu



Note Taking

Directions As you read, write notes, facts, and main ideas in the Note Taking column. Write key words and short phrases in the Cues column. Then summarize the section in the Summary box.

Cues	Note Taking
<ul style="list-style-type: none"> • menu: a listing of food choices the restaurant offers for each meal • fixed menu: offers the same dishes every day for a long time 	<p>THE IMPORTANCE OF THE MENU</p> <ul style="list-style-type: none"> • The menu determines: the type of customers the restaurant will attract, the restaurant’s layout and equipment, the workers need and the skills they must have, and the type and number of supplies <p>MENU TYPES</p> <ul style="list-style-type: none"> • The most popular types of menus include fixed and cycle; à la carte, semi-à la carte, and table d’hôte; prix fixe; and meal-based
<p>Summary</p> <p>The menu is important since it attracts customers, influences the layout and equipment a restaurant will need, the foodservice workers that are needed, and the supplies that have to be ordered.</p>	

Chapter 12 Creating Menus

Section 12.2 Menu Planning and Design



Note Taking

Directions As you read, write notes, facts, and main ideas in the Note Taking column. Write key words and short phrases in the Cues column. Then summarize the section in the Summary box.

Cues	Note Taking
<ul style="list-style-type: none"> • plating: the arrangement of food and garnishes on a plate • the menu is the main way a restaurant communicates with its customers • the type of restaurant determines the categories and the order in which they are listed 	<p>MENU BASICS</p> <ul style="list-style-type: none"> • A clear and accurate menu will help your operation sell its food and meet customers' expectations <p>MENU STYLE AND DESIGN</p> <ul style="list-style-type: none"> • The menu style and design reflect the personality of a restaurant and the customers who frequent it <p>MENU CATEGORIES</p> <ul style="list-style-type: none"> • Generally, menu categories are listed in the order in which they are eaten
<p>Summary</p> <p>Foodservice professionals have developed several principles to plan successful menus.</p>	

Chapter 12 The Menu

Section 12.3 Pricing Menu Items



Note Taking

Directions As you read, write notes, facts, and main ideas in the Note Taking column. Write key words and short phrases in the Cues column. Then summarize the section in the Summary box.

Cues	Note Taking
<ul style="list-style-type: none"> • if prices are too high, you will not attract customers; if too low, you will not meet your operating costs • factor method: uses pricing scale based on a percentage of the food and nonfood costs needed to operate the restaurant successfully 	<p>MENU PRICING</p> <ul style="list-style-type: none"> • The final step in creating a menu is setting prices <p>PRICING METHODS</p> <ul style="list-style-type: none"> • Some restaurants set menu prices based on the cost of food and associated costs
<p>Summary</p> <p>Setting menu prices is the final step in creating a menu.</p>	