

# The Menu

**Directions:** Fill in the blanks as you read the section in the textbook or listen to lectures and view demonstrations.

## Influences on the Menu

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

## Types of Menus

1. Fixed: \_\_\_\_\_
2. Cycle: \_\_\_\_\_
3. À la Carte: \_\_\_\_\_
4. Semi-à la Carte: \_\_\_\_\_  
\_\_\_\_\_
5. Ethnic: \_\_\_\_\_
6. Table d'hôte: \_\_\_\_\_  
\_\_\_\_\_
7. Prix Fixe: \_\_\_\_\_  
\_\_\_\_\_
8. Breakfast: \_\_\_\_\_  
\_\_\_\_\_
9. Lunch: \_\_\_\_\_  
\_\_\_\_\_
10. Dinner: \_\_\_\_\_

# Menu Planning and Design

**Directions:** Fill in the blanks as you read the section in the textbook or listen to lectures and view demonstrations.

## Menu Planning Principles

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

6. Variety: \_\_\_\_\_

7. Balance: \_\_\_\_\_

8. Truthfulness: \_\_\_\_\_

## 9. Truth-in-Menu Guidelines

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

10. Nutrition: \_\_\_\_\_

11. Flexibility: \_\_\_\_\_

## Writing Menu Descriptions

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_

*(Continued on next page)*

## Menu Planning and Design, continued

### Menu Style and Design

1. \_\_\_\_\_

5. \_\_\_\_\_

2. \_\_\_\_\_

6. \_\_\_\_\_

3. \_\_\_\_\_

7. \_\_\_\_\_

4. \_\_\_\_\_

### Types of Menus

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### Menu Categories

### *Examples:*

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

4. \_\_\_\_\_

\_\_\_\_\_

5. \_\_\_\_\_

\_\_\_\_\_

6. \_\_\_\_\_

\_\_\_\_\_

7. \_\_\_\_\_

\_\_\_\_\_

8. \_\_\_\_\_

\_\_\_\_\_

9. \_\_\_\_\_

\_\_\_\_\_

10. \_\_\_\_\_

\_\_\_\_\_

# Pricing Menu Items

**Directions:** Fill in the blanks as you read the section in the textbook or listen to lectures and view demonstrations.

## What Influences Menu Pricing

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Pricing Methods

### 1. Factor Pricing Method:

- \_\_\_\_\_
- \_\_\_\_\_

*Example:* \_\_\_\_\_

### 2. Markup-on-Cost Pricing Method:

- \_\_\_\_\_

*Example:* \_\_\_\_\_

### 3. Contribution Margin Method:

- \_\_\_\_\_

*Example:* \_\_\_\_\_

### 4. Average Check Method:

- \_\_\_\_\_

*Example:* \_\_\_\_\_

### 5. Competitors' Pricing Method:

- \_\_\_\_\_

*Example:* \_\_\_\_\_

### 6. Psychological Pricing Method:

- \_\_\_\_\_
- \_\_\_\_\_

*Example:* \_\_\_\_\_