

Imagine....



You are the manager for a new restaurant opening at Hereward College two evenings a week.



Customers will be staff, students and their visitors.



You need to develop a menu for your new restaurant.



It is going to showcase the food service skills of students as well as provide high quality food.



Let's have a look at some
different kinds of
menus.....

Static menus

These are menus that basically stay the same every day and are typically used in quick service and casual restaurants. These types of menus may be presented on a menu board or in some type of printed format, sometimes laminated so it is easily cleaned.

Choices are limited - think of the menus for McDonalds, Subway, Pizza Express and Creams.

Q. Can you think of any more examples of static menus?



The Subway logo, featuring the word "SUBWAY" in a bold, green, sans-serif font with a yellow arrow pointing to the right, is centered within a circular frame with a blue, hand-painted border.

WOLFSON HILLS PRIMARY SCHOOL

Week 1	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
SAVOURY SALAD OPTION	Tuna Mayo/olive Boiled Eggs Salami Bap or Sandwich	Tuna Mayo/olive Boiled Eggs Cold Chicken Drumstick Tortilla Roll or Sandwich	Tuna Mayo/olive Boiled Eggs Cold Salt Beef Pitta Bread or Sandwich	Tuna Mayo/olive Boiled Eggs Cold Sliced Turkey Chilli Meat or Sandwich	Tuna Mayo/olive Boiled Eggs Tinned Salmon Bread Bap or Sandwich
SALAD BAR	Lettuce, Tomate, Cucumber Dressed Cress Potato Salad Pasta Salad Special of the day	Lettuce, Tomate, Cucumber Cressy Cabbage Rice Salad Beetroot Special of the day	Lettuce, Tomate, Cucumber Cabbage Celery, apple & Sultana Salad Mixed Paper Parts Special of the day	Lettuce, Tomate, Cucumber Hoisin Red Cabbage Coleslaw Mixed Paper Parts Special of the day	Lettuce, Tomate, Cucumber Savoy Cabbage Beetroot Cress Special of the day
MAIN CHOICE	Chicken Drumsticks or Vegetable & Quorn Ste Fry	Fried Haddock in Maltre Meal or Spanish Omelette	Roast Turkey/Beef & Roast Dray or Tuna & Potato Bake Vegetable Shepherd's Pie	Pasta Bar or Homemade Vegetarian Burger	Yorkshire Pudding with Savoury Mince or Vegetarian Bolognaise
VEGETARIAN MEATS	Rice Jacket Potatoes	Chopped Potatoes Jacket Potatoes	Roast Potatoes Jacket Potatoes	Pasta Jacket Potatoes	Cassero Jacket Potatoes
VEGETABLES	Blood Courgette Baked Beans	Garden Peas Sweetcorn	Roast Potatoes Cauliflower Baked Beans	Green Beans Sweetcorn	Sweetcorn Braised Spears
DESSERT	Fruit & Chocolate Trifle	Apple Cumble & Panna Cotta	Chocolate Spoons & Chocolate Sauce	Homemade Cakes	Assorted Muffins
FRUIT	From the Basket or Sliced Mixed	From the Basket or Sliced Mixed	From the Basket or Sliced Mixed	From the Basket or Sliced Mixed	From the Basket or Sliced Mixed

Sandwiches are available in white or wholemeal bread. Biscuits & Cakes are made with reduced levels of both Fat & Sugar

Cycle menus

Cycle menus are most often used in non-commercial foodservice operations that serve the same group of customers every day. Such as schools, colleges and hospitals.

A cycle menu follows a particular pattern designed to meet the needs of the customers and repeats on a regular basis.

The length of the cycle is set with the customer in mind.

For example, a hospital can use a shorter cycle menu, perhaps five to seven days, for patients, since most do not stay in the hospital for many days. But a foodservice operation in a school may need a cycle as long as four weeks since pupils will be eating at school every day.

Cycle menus can also be planned seasonally so an operation might have a spring, summer, and autumn/winter cycle.

Q. Do you know what Mojo's menu cycle is?

St. Elizabeth Hospital Cafeteria Menu
Monday, April 5th, to Sunday, April 11th, 2010
The St. E's Cafeteria Proudly Serves Scott's Best Coffee!

	Monday April 5 th	Tuesday April 6 th	Wednesday April 7 th	Thursday April 8 th	Friday April 9 th	Saturday April 10 th	Sunday April 11 th
Breads				Fruit, Yogurt, & Cereal Bar	Denver Sandwich		
SOUPS	Beef Rice Soup	Cream of Broccoli Soup	Cream of Mushroom Soup	Chicken Lump Soup	Beef Vegetable Soup	Soup of the Day	Soup of the Day
ENTREES/SIDES	Shrimp Stee Fry over Rice Cilantro Grilled Chicken Sandwich	Chicken & Biscuits Soup Shrimp and Bean	Crab Salad Chicken Breast Salad	Asian Chicken Salad	Chicken Udon	Beef Falafel	Baked Chicken w/ Corn Charbroiled Eggplant on Bean
St. E's Vegetable Plate	Vegetable Lasagna w/ Garlic Bread	Stuffed shells	Baked Fish	Grilled Turkey & Egg on Bun	Philly Steak Sandwich	Hot Turkey Sandwich	Charbroiled Eggplant on Bean
Specialty Plate	Roasted Sweet Potatoes	Cherry Garlic Bread	Warm Biscuits & w/ PEEZ Sauce	Orzo Cut Fries	Squash Rice	Spaghetti	Neufchatel Cheese or Salad
Drinks	Brussels Sprouts	French Cut Green Beans	Caribbean Island Beans	Carrot Casseroles	Blissful Spinach	Mexican Corn	California Island Vegetables
Salads	Salad Bar	Salad Bar	Salad Bar	Taco Salad Bar	Salad Bar	Salad Bar	Salad Bar
	Cherry Italian Pasta Salad	Cherry Cucumber Salad	Cauliflower & Beetroot Mashed	Crab Caesar Salad	Mixed Strawberry Salad	Beetroot Salad	Salad Maker's Choice
			Marbleheart Nite!				W.A.

Items in red are the featured item of the day. Combo plates are available on weekdays at a discounted price.

Available Dates: Most & Egg Salads, Turkey, Ham or Beef Sandwiches. Two varieties of Fish Sandwiches.

Cafeteria hours: Monday-Friday, 7:30 a.m. - 6:30 p.m.; Wednesday, 8:30 a.m. - 1:00 p.m. and 5 - 6:30 p.m.

Hot Meals served: Breakfast, open to 10 a.m.; Lunch, 11 a.m. - 1 p.m.; Dinner, 5 - 6:30 p.m.

Resource Café (Starbucks) Weekly Sandwich Rotation

Soups are the same as the St. E's Cafeteria. Available Daily: Vegetables and Dip, Cheese and Sausage Plate

Monday, April 5 th	Tuesday, April 6 th	Wed., March 7 th	Thursday, April 8 th	Friday, April 9 th
Southwest Chicken Wrap	Sub Sandwich Wrap	S. C. Croissant	Big Shrimp	Turkey Salad Plate



Daily (or single-use) menus

Daily menus change on a daily basis or may be planned for a special event with a one-time use.

Daily menus are often used in fine dining or for foodservice operations that feature locally sourced products, which are available in the market on a given day.

Single-use menus are planned for catered events like banquets or parties, and are also used in many operations for “daily specials.”

Q. Can you think of any events you have been to where there would have been a menu created just for that day/evening?



Advantages and disadvantages of different menu types

Static and cycle menus would be easiest for buying ingredients and staff scheduling since they are the same every day.

.....but it can take restaurant chains a year or more to plan or make a change to a static menu.

Daily menus are the very flexible and can be easily changed.

Static and cycle menus offer the customer a predictable dining experience, but daily menus offer a new dining adventure with every visit.

You could use more than one type of menu for example some restaurants using a static menu but offer daily specials.

Q. Name the three types of menus

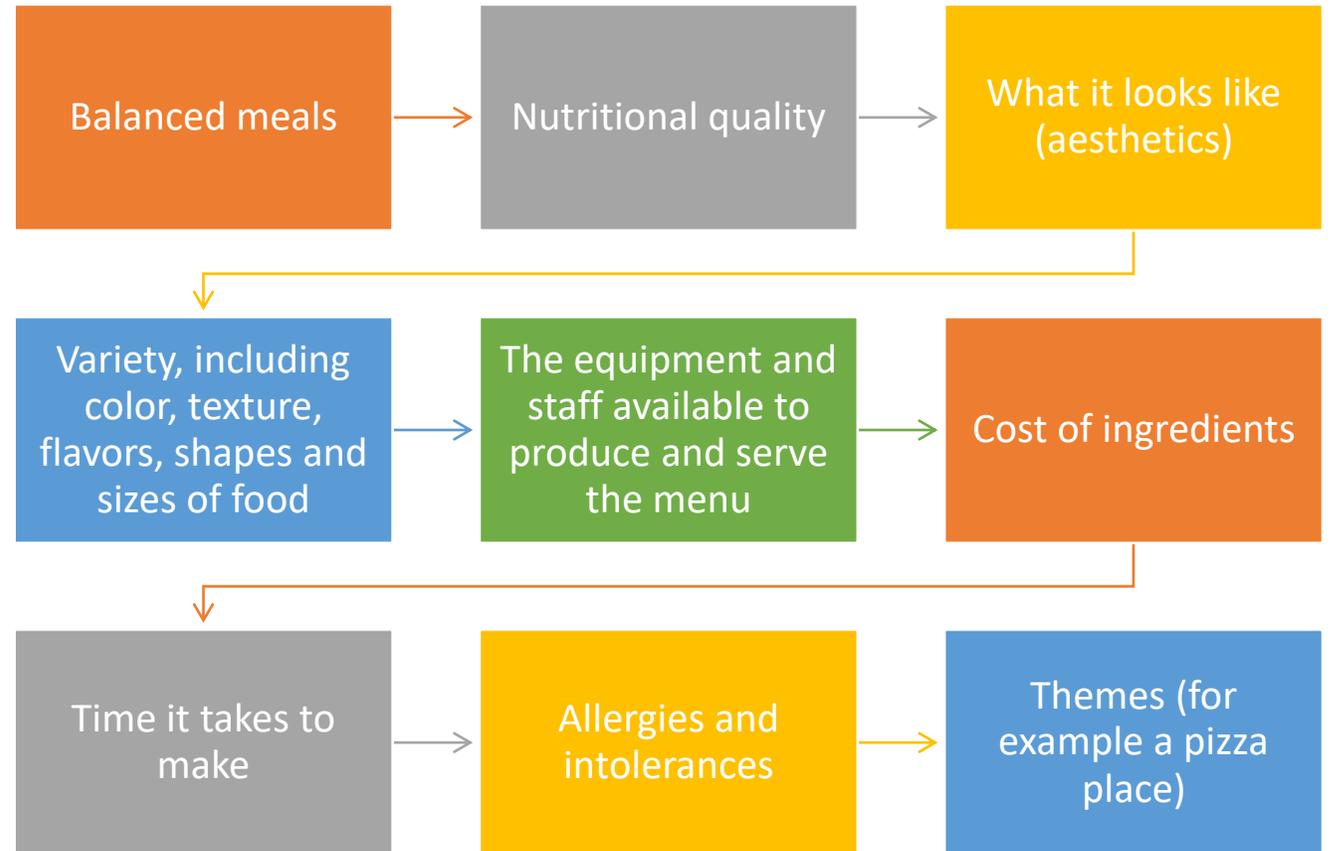
1.

2.

3.

Q. Which type would you use for your new restaurant?

Menu planning – what to think about



Menu planning – what to think about



Menu categories;



Drinks



Starters



Mains



Desserts



See the next slide for some examples....

Restaurant - MENU -

GET EXTRA
SODA!



581 642 213
CALL US NOW!

DINNERS

Food name **3⁹⁹**

Tasty Food name **9⁹⁹**

Food name **NEW 4⁹⁹**

Tasty Food **6⁹⁹**

Food name **9⁹⁹**

DRINKS

Drink name **2⁹⁹**

Tasty Drink **4⁹⁹**

Drink name **7⁹⁹**

Tasty Drink name **8⁹⁹**

Drink name **9⁹⁹**

PIZZA MENU

CUSTOMER NAME

	THIN & CRISPY		DEEP PAN	
	9"	12"	9"	12"
Margherita tomato, mozzarella, oregano	£5.49	£6.49	£6.49	£8.49
Ham & Mushroom chef's ham, mushroom, tomato, mozzarella	£5.99	£7.99	£6.99	£8.99
Pepperoni spicy pepperoni, red onion, tomato, mozzarella	£5.99	£7.99	£6.99	£8.99
Spicy Hot spicy meatballs, jalapenos, peppers, tomato, mozzarella	£5.99	£7.99	£6.99	£8.99
Hawaiian ham, pineapple, tomato, mozzarella	£5.99	£7.99	£6.99	£8.99
Tuna tuna, mayonnaise, tomato, mozzarella	£5.99	£7.99	£6.99	£8.99

OR ALTERNATIVELY - "BUILD YOUR OWN" FROM OUR RANGE OF TOPPING:- (50p 9" / 80p 12")

sliced pepperoni, shredded ham, chilli beef, spicy chicken, sliced onion, pineapple pieces, sweetcorn kernels, prawns, diced fresh tomato, sliced mushrooms, flaked tuna chunks, spicy pizza meatballs, sliced mixed peppers

YOU CAN ALSO CHOOSE FROM THE FOLLOWING STRENGTHS:-



HOTI



VERY HOTI



VOLCANICI

Side Orders

Garlic Bread	£1.95
Garlic Bread with Mozzarella Cheese	£2.25
Chips	£1.50
Mixed Salad	£1.95
Onions & Tomato Salad	£1.50



Telephone orders welcome.

01584 123456



fee)

vegetarian sausage, hash browns, toast, extra items 45p each.

veg, baked beans, toast,

£1.30

£1.30

£1.30

£1.00

45p

£1.65

£1.65

45p



ingers, fish portion, veggie

ries or baked beans or salad with rik.



Chips

Cheesy Chips

Pizza

Bread & Butter

Sausage Roll

Egg, Chips & Baked Beans

Egg & Chips

Sausage, Egg & Chips

Soup of the Day

Panini (any filling)

with salad

Jacket Potato (plat

1 filling

2 fillings

salad

Chicken Salad

Ham & Cheese Salad

Cold Sandwiches

Please choose from our la

Cakes & Desserts

Please choose from our la
scones.

Ice Cream from 35p

Please chose from our larg



TASK

Using on of the template slides provided (or create your own style) plan your menu for your restaurant for the opening week. You will be open Monday and Wednesday Evening.

You can do it any way you like but think about who will be eating there and what they would like.

Think about who will be cooking the food and how much time they will have to do it.



MY MENU

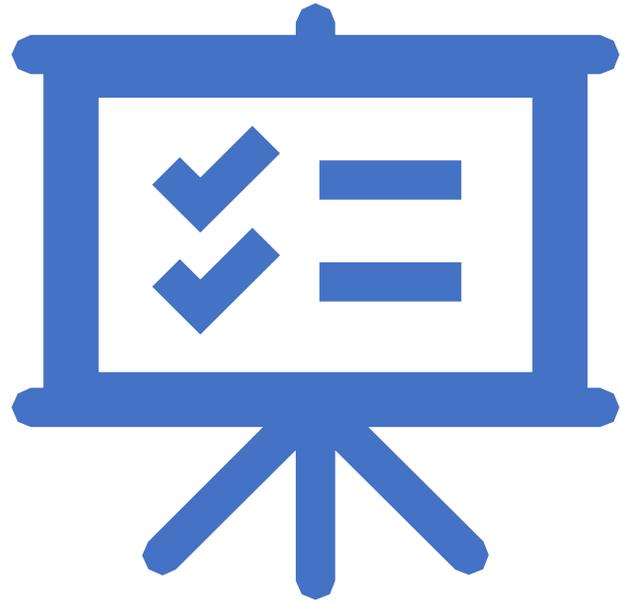
MY MENU



MY MENU



Now you have done that answer these two questions;



1. How is a menu used as a planning tool?
2. What needs to be considered when planning menus?