

# Menu

It is a mean of communication and information to the customer that what the establishment or organization has to be offered. It is also a central management, document that direct and control the food service operation or system.

## **Types of Menu**

There are generally two types of menu.

### **1) Table d' hote**

- ✓ It is a French name.
- ✓ It is a set menu forming a complete meal at a set price e.g. fast food restaurant.
- ✓ This menu has little or no choice.
- ✓ This menu offers a small number of food items or dishes normally 3-4.
- ✓ All dishes are being prepared at set times.

### **2. A la carte**

- ✓ This menu is larger than table d' hote.
- ✓ It has a wide choice of dishes in each category.
- ✓ On this menu each dish is individually priced and customer can compile menu according to their choice or demand.

## **Derived Menu**

### **1. Special party or function menu**

These are set menu for parties and functions like conference, exhibition, wedding etc.

### **2. Ethnic menu**

It includes both table d'hote and A la carte menu. Specializing the food for religion. Groups of the menu are formed under the heading of different religion, e.g. menu for muslims, hindu, Christian.

### **3. Hospital menu**

It is prepared according to the requirement of different patients.

### **4. Menu for people at work**

It is offered in working places. It is pre-set or pre-decided menu e.g. hostel menu, employees, workers.

## **5. Menu for kids**

It is pre-set menu. It mostly focuses on nutritional requirements for the proper nourishment of kids.

## **6. Cycling menu**

It is a type of set menu which repeat within specific time duration. It may be weekly, biweekly or after month. The seasonal cyclic menu is most common and mostly use in restaurant, hotels, health care institution, schools.

## **Requirement For Menu Planning**

### **1) Location and establishment of organization**

Establishment should have easy access to customer, basic utilities must be available, transportation source.

### **2. Competition in locality**

First see the competitor then set the menu according to locality. Food items are allocated according to locality and the establishment should consider the competition within the locality.

Two most important things are considered in competition, e.g. food items and prices of food item.

### **3. Suitability of particular establishment to the particular area**

It is better to establish a large restaurant or hotel in a residential area or in commercial areas. And take away are better.

### **4. Spending power of customer**

It is the most important factor that effect menu planning. The menu is planned according to the budget or capacity of the customer.

### **5. Customer requirement or demand**

Menu should be planned according to the requirement or choice of the customer, therefore traditional or regional dishes are included in the menu.

### **6. No. of items and price range of menu**

It include volume of business in a particular area. The establishment will start with a limited no of items in the menu and with a reasonable price range. It plays an important role in the success of any establishment.

### **7. Throughputs**

It means the provision of anything within defined limits. The most important thing is the capacity of the building and equipment. In this system carry away food services are included, e.g. if there

is less space and more customer then menu will include more self services, more quick prepared food items, separate services for beverages.

### **8. Space and equipment in the kitchen**

During menu planning, space and equipment in the kitchen are considered. Check that equipment has space in the kitchen or not. The capacity of that equipment to prepare any food item, equipment should not be overloaded.

### **9. Supplies and storage**

Either establishment has capacity of storage or storage facilities.

## **Nature of Demand in the Food Industry**

The operation of a food service organization is designed according to the need of customer or consumer rather than type of people. Keeping in view this concept, there are three types of market.

### **1. Captive market**

In captive market, there is no choice available for consumer and consumer is restricted towards one menu e.g. hostel or hospital.

### **2) Non-captivemarket**

In the non-captive market, there is a free choice for consumer to select specific food items e.g. restaurant, hotels.

### **3) Semi-captive market**

In semi-captive market consumer has both option. The consumer has free choice towards any food item and consumer are restricted towards the selection of specific food item e.g. travelling.

## **Food Service Industry Product**

A food service industry product can be defined according to the consumer as set of satisfaction or dissatisfaction which a consumer experience after utilizing food services.

Different aspects of food service industry, according to consumer: (a) Psychological needs (attractive packaging, appearance) (b) Economical needs (affordability) (c) Convenience of food product (d) Fortified or enriched product

## **Standards in Food Service Organization**

There are two basic standards on the basis of food production/preparation or food service.

### **1) Technical standards**

It is directly or indirectly related to food production/preparation and services.

**a) Related to food production / preparation**

- ✓ Formulation of food product
- ✓ Cooking method
- ✓ Ingredients

**b) Related to food services**

- ✓ Presentation
- ✓ Table setting
- ✓ Menu
- ✓ Ordering

**2. Service standards**

It relates to procedure of service and the ways to carry out the procedure

**a) Procedure of service**

- ✓ Meeting or greeting
- ✓ Sitting
- ✓ Order taking
- ✓ Dealing with customer
- ✓ Satisfy special needs of customer complaints
- ✓ Payment

**b) Ways to carry out the procedure**

- ✓ Presentation
- ✓ Well behaved or well educated people
- ✓ Way of communication
- ✓ Attention or care towards customer
- ✓ Body language

**How to Make a Service System Successful**

1. The supervisor should be visible in the service area.
2. The supervisor should visit all tables at least once during the meal.
3. Service employees should have a positive attitude towards customer.
4. Regular customer should be addressed by name.
5. All customers should be addressed at least once during the meal.
6. Customers need should meet and satisfy.