

Paper Code and Title: H06QF Quantity Food Production

Module Code and Name: H06QF03 Types of Menu and Menu Design

Name of the content writer: Dr. S. Uma Mageshwari

Component – I

Role	Name	Affiliation
Principal Investigator	Dr. N. Vasugi Raaja	Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore
Co-Principal Investigators	Dr. G. Bagyalakshmi Mrs. E. Indira Dr. K. Arockia Maraichelvi Dr. G. Baradha	Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore
Paper Coordinator	Dr. S. Uma Mageshwari	Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore
Content Writer	Dr S. Uma Mageshwari	Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore
Content Reviewer	Dr. Dorothy Jaganathan	Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore
Language Editor	Dr. S. Uma Mageshwari	Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore

Component-I (B) Description of Module

Items	Description of Module
Subject Name	Home Science
Paper Name	Quantity Food Production
Module Name	Types of Menu and Menu Design
Module ID	H06QF03
Pre-requisites	Hotel and Food Service Management
Objectives	Understand that menu is the key control for a food service system. Know the various types of menus and be able to differentiate them. Plan a menu and understand menu psychology. Evaluate the aesthetic characteristics of a menu and understand a menu design.
Keywords	Menu, Menu planning, Menu planning process, Classic menu, Menu psychology, Menu Display.

Paper Code and Title: H06QF Quantity Food Production

Module Code and Name: H06QF03 Types of Menu and Menu Design

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QUANTITY FOOD PRODUCTION

TYPES OF MENU AND MENU DESIGN

1. INTRODUCTION

A menu is the statement or a list of food and beverage items sold to the customer by a food service. Menu is the core component in a food service operation and is the focal point around which the entire activities of a food service revolve. A good menu needs to satisfy the customer and fulfill managerial objectives of facing competitions and run a successful food service operation.

2. LEARNING OBJECTIVES

After reading and studying this lesson you should be able to

- Understand that menu is the key control for a food service system.
- Know the various types of menus and be able to differentiate them.
- Plan a menu and understand menu psychology.
- Evaluate the aesthetic characteristics of a menu and understand a menu design.

3. WHAT IS A MENU

A menu is the statement or a list of food and beverage items sold to the customer by a food service. The word "menu" is French in origin which is used in cuisine. Menu is derived from the Latin "minutus" which means something small.

4. WHAT IS THE ORIGIN OF MENU

Menu should have come into existence when people started eating out. The first menu served was a limited one in 512 B.C at Egypt with just three items.

Originally the menu was not presented at the table before the guest. A long list of items for nearly 10 to 40 dishes was written and was set at the end of the table for the diners to read. It is said that in 1541 the Duke Henry of Brunswick referred to a long list of dishes and by referring it he could reserve his appetite and know beforehand what food item was coming. Hence may be from such an event the menu originated.

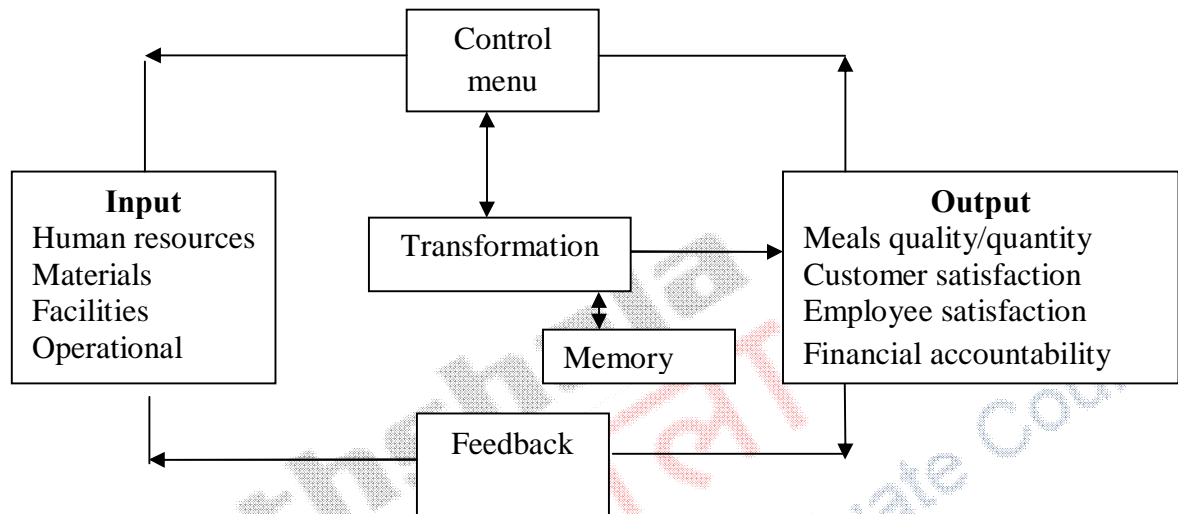
5. WHY IS MENU NEEDED IN A FOOD SERVICE

Menu is the primary control in a food service operation and in a food service system model, menu is the most important internal control system.

Paper Code and Title: H06QF Quantity Food Production

Module Code and Name: H06QF03 Types of Menu and Menu Design

Name of the content writer: Dr. S. Uma Mageshwari



Menu controls each subsystem. It controls labour cost, food cost, the layout of a food service, equipment needed to produce and foods to be purchased. It is a sales tool for food service operations and hence is important for a food service.

5.1 Human resources

- The skills and qualification needed for recruitment (eg: A Chinese dish requires a chef with skills of Chinese cuisine).
- Work to be done by employees.
- Foods to be served.
- Food production.

5.2 Materials

The supplies to be purchased in a food service are based on the menu.

5.3 Facilities

- Layout and space needed for the kitchen is based on the menus offered (eg An Indian kitchen for an Indian cuisine)
- Equipment needed for production of the menu. (eg. Baking oven- if bakery items are served.)

Paper Code and Title: H06QF Quantity Food Production

Module Code and Name: H06QF03 Types of Menu and Menu Design

Name of the content writer: Dr. S. Uma Mageshwari

5.4 Operational

- Money- Menu is the major determinant of the budget.
- Time- Time needed to prepare elaborate or simple menus.

6. TYPES OF MENU

Menus are of varied types and are planned to aid in customer satisfaction. There are three types of menu namely **Static, Cyclic and Single use**. When the same menu items are offered every day the menu is called **Static** and this type of menus can be seen in restaurants and hospitals.

Different menu items served every day either weekly, biweekly and repeated at a given interval is a **cyclic menu** and this can be seen in non-commercial institutions like hostels, old age homes and school food service.

A **single use menu** as the term implies is served on a particular day and is not used exactly in the same manner for a second time. This type of menu is frequently used for special events like functions, banquets and other special requirements.

The other types of menu are

- Ala Carte**- Ala carte is a French term and means----- and this menu offers choices from a large variety of food items. The choices are available under the food categories like starters, soups, main dishes, salads and so on. This menu is also called as selective menu because of the wide choices offered and a customer can choose items according to their budget, appetite and mood. This kind of menu is suitable for customers who dine leisurely and who spend lot of time in dining.
- Table d' hôte** - Table d' hôte in French literally means -Table of the host. Unlike the Ala carte menu this offers only a certain number of dishes and is offered at a set price. Hence this menu is also called as a set menu or no choice menu.
- Combination Menu** - In a Combination Menu choices are available for certain courses so that flexibility is offered like ala carte and for certain dishes it takes the form of a table d' hôte.
- Du Jour**- Du Jour means "for the day" in French. The menu can be an ala carte, Table d' hôte or combination menu. These menus are used by small food service operations like coffee shops, snack bars and cafeterias.

6. FACTORS AFFECTING MENU PLANNING

Paper Code and Title: H06QF Quantity Food Production

Module Code and Name: H06QF03 Types of Menu and Menu Design

Name of the content writer: Dr. S. Uma Mageshwari

Planning menu is an art and it should be done to satisfy the customer and the management. The factors affecting menu planning can be broadly based on

6.1 The customer

6.2 The management

6.1. THE CUSTOMER

i. Food habits and preferences:

A primary consideration in planning a menu should be the food habits and preferences prevailing in the region where the food service outlet is located. Cultural food habits, regional food preferences are important in planning the menu. For example the consumption of pork and beef is not appreciated in certain communities and this has to be taken into account while the menu is planned.

A preliminary analysis of food habits and preferences will enable the caterer to examine customer reactions towards menu items. Small scale surveys, formal and informal interviews with customers, customer comment cards and observations of plate waste can help to collect information on food preferences.

Sensory evaluation score cards can be used to access the food preference where the attribute of a particular food item is evaluated by the customer. This method of evaluation can be done when new menus are introduced in the food service.

Observation can be done by trained observers to estimate the amount of food which is wasted and can be a simple method to access food acceptability. Another technique which is the self reported consumption pattern can also be used.

ii. Sociocultural Factors:

The values, customs and demographic characters where the food service operation functions is important because the sociocultural factors decide the products and services the customers want.

iii. Nutritional Influences:

In the present day, health issues are of great concern and the menu should be planned taking into considerations the health and nutritional needs of the customer. Food Service managers cannot ignore the nutritional needs of the customer due to increasing public awareness of the importance of

Paper Code and Title: H06QF Quantity Food Production

Module Code and Name: H06QF03 Types of Menu and Menu Design

Name of the content writer: Dr. S. Uma Mageshwari

nutrition and health. Nutrition and physical activity messages have to be looked upon from the dietary guidelines.

With the increasing prevalence of lifestyle disorders like diabetes special menus have to be planned based on specific guidelines. Many food service operations have a nutritionist or a consultant dietitian to take care of the special needs and consumer requests for healthy items.

iv. Aesthetic Factors:

A menu should be planned with a balance of flavor, texture, color, shape and method of preparation. Foods of the same or similar flavors should not be repeated in a meal and a balance should be maintained. Similarly texture should be varied within a menu like crisp, soft, chewy and so on. The consistencies of foods like firm, runny, gelatinous have to be given among the food items in a menu.

Colour has instant eye appeal and helps in sales. Appealing combination of colours like red tomatoes and green lettuce in a salad can be presented. In order to create interest in a menu, various shapes of food can be included. Food combinations including different methods of preparations usually add variety to the menu and helps in sales promotion.

6.2 THE MANAGEMENT

From the management viewpoint, a number of factors must be considered in planning menus and the menu should be viewed as a managerial tool to control food and labour cost.

6.2.1 Food cost

The cost of food as purchased is termed as food cost. As menu is the major determinant of pricing food items both raw and prepared food costs should be taken into account for each menu item. For example, a forty person raw food cost is related to sales revenues in commercial food service operations. In non-commercial food service operations a daily food cost per customer is calculated and based on that the menu will be different

6.2.2. Production Capability

Among several resources to be considered to produce a given menu, human resource is very important. The number of working hours, number of employees, skills of the employees at a given

Paper Code and Title: H06QF Quantity Food Production

Module Code and Name: H06QF03 Types of Menu and Menu Design

Name of the content writer: Dr. S. Uma Mageshwari

time determines the menu items. Some menu items can be prepared in advanced and some menu items need last minute preparations. Hence based on production capability, not only that of the labour the availability of large and small equipment is also important

6.2.3. Type of service

Based on the type of service offered in a food service operations, the menu will be different for example a restaurant with table service will have different menu when compared to a hostel. Certain menu items require special serving equipment and with the establishment can fulfill these requirements menu suiting this condition can be planned

6.2.4. Availability of food

The availability of local foods, seasonal products , processed and preserved foods decide the menu to be offered at that time. The frequency of delivery of food products from various markets also decides the menu to be planned.

7. CONSTRUCTION OF MENU/ PLANNING PROCESS

A menu needs to be considered in a systematic manner. A list of the steps that can be followed is given below.

- A set, selective or a combination of both menu patterns should be decided based on the type of food service operation.
- The degree of flexibility to be incorporated should be decided.
- The main dish and the side dishes have to be planned in a manner that the items selected should help to enhance the colour, texture, flavor and taste of the meal.
- In case of cyclic or weekly non- cyclic menus the same food item or dish should not appear consequently on two or more days.

The general principles of menu planning are applicable to both onsite and commercial food service operations.

1. Plan the dinner meats or the other entrees for the entire cycle
2. Select the luncheon entrees on main dishes, avoiding those used on the dinner menu.
3. Decide on the starch item appropriate to serve with the entree

Paper Code and Title: H06QF Quantity Food Production

Module Code and Name: H06QF03 Types of Menu and Menu Design

Name of the content writer: Dr. S. Uma Mageshwari

4. Select salads, accompaniments and appetizers next
5. Plan desserts for both lunch and dinner
6. After the luncheon and dinner meals have been planned, add breakfast and any others
7. Review the entire day as a unit and evaluate if clientele, governmental regulations and managerial considerations have been met.

In commercial operations as merchandising is the primary consideration menus are planned accordingly. The static choice menu is the predominant type used in commercial foodservices, including upscale restaurants, limited menu operations and coffee shops. Menus are revised infrequently. Either all meals are included on one menu or separate printed menus are available for each meal with clip-ons for daily specials. Signature food items are common in commercial food service operations

A menu that is efficiently and consistently produced in the kitchen and is pleasing to guests should be the outcome of planning process.

8. CLASSIC MENU SEQUENCE:

The number of courses on a menu, and dishes within each course, depends on the size and class of the establishment. In an establishment where full food preparation and service brigades are in operation a full menu may be offered. The courses of the menu are

- Hors- d'œuvre
- Soup (Potage)
- Egg (Oeufs)
- Rice and pasta (Farineaux)
- Fish (Poisson)
- Entrée
- Sorbet
- Releve
- Roast (Roti)
- Vegetables (Legumes)
- Salads (Salades)
- Cold Buffet (Buffet froid)
- Sweet (Entrement)
- Savoury (Savoureux)
- Cheese (Fromage)
- Fresh fruit (Dessert)
- Beverages.

Paper Code and Title: H06QF Quantity Food Production

Module Code and Name: H06QF03 Types of Menu and Menu Design

Name of the content writer: Dr. S. Uma Mageshwari

9. MENU SEQUENCE

There is no relationship between the length of a menu and its quality. A customer may be disappointed at having insufficient choices in a short menu whereas if the menu is too long it may be

a collection of items with medium quality. Hence a balance between offering a reasonable choice with quality dishes is important to be planned.

The type of dishes are normally grouped in the following order

- i. Starters
- ii. Soups
- iii. Entrees
- iv. Main courses
- v. Side dishes
- vi. Desserts

i. Starters

The term –starters is used for all the dishes that are small in size and for those that are designed to stimulate the appetite. All diners may not choose a starter. Generally starters are the most commonly ordered at dinner, although many lunch menus now have a starter on offer. Examples of starters, are small serves of seafood (oysters, prawn, smoked salmon etc). spicy chicken wings, bread with dips and many others.

ii. Soups

There are different types of soups. Some diners will order soup as a starter. Care must be taken in the portion sizes if ordered as a starter. Soups come in different varieties such as thick and creamy, clear and light and hot or cold.

ii. Entrees

The term entrée is used to describe a starter course. Traditionally the entrée is a dish between the starter and the main. Some main courses are offered in entrée sizes for those with smaller appetite. Fish and seafood meals are commonly served as entrée sizes. Pasta is commonly offered in main and entrée size.

Paper Code and Title: H06QF Quantity Food Production

Module Code and Name: H06QF03 Types of Menu and Menu Design

Name of the content writer: Dr. S. Uma Mageshwari

iv. Main courses

A main course is the basis of the meal. In continental cuisine it is normally a meat or poultry dish with a starch (rice, pasta, potatoes) and two to three vegetables.

v. Side dishes

Some menus offer side dishes. These are developed to accompany the main course and would include cooked vegetables, starches and salads. Many of these side dishes can be ordered in large sizes as a main course, such as special salads or vegetarian dishes.

vi. Desserts

Desserts may be included on the main menu or presented on a separate desert menu. In continental cuisine desserts could include the traditional sweets such as cakes, pastries or pies as well as various types of cheeses or cheese platters.

10. MENU PSYCHOLOGY

Techniques used in the graphic design and layout of a menu to influence menu selections by customers often are referred to as menu psychology. These techniques include print style and size, paper type and color, ink color, graphic illustrations and designs and placement on a page. These techniques are designed to showcase items generally that customers might not have otherwise considered.

The printed menu is an important communication tool for a foodservice operation. The menu cover should project an accurate image of the operation and suggest to the customer the formality, price range and even theme of foods served. According to Pavesic and Magnant (2005), key elements used in menu psychology include

- **Eye gaze motion:** The eye will travel in a set pattern when viewing a menu. Thus the centre of a three ó fold menu is considered the prime
- **Primacy and regency :** Position those menu items that need to be sold more in the first and last positions within a category that a customer reads. These are the items more likely than others to be chosen.

Paper Code and Title: H06QF Quantity Food Production

Module Code and Name: H06QF03 Types of Menu and Menu Design

Name of the content writer: Dr. S. Uma Mageshwari

- **Font size and style:** Increase the size of font to attract the customer's attention to an item; decrease the size to deflect attention from an item. Avoid use of fonts that are difficult to read, especially in dim lighting.
- **Color and brightness:** Increase the brightness, color or shading of visual of fonts to attract customer attention
- **Spacing and grouping:** Use borders around or placement of items together with a space to draw attention to items.

11. MENU DESIGN

The final appearance of a planned menu as it is presented to the customer is known as a menu design. Presentations and the type of menu differ from one establishment to another. Menu design is an art form where there is more to a menu than its cover. It conveys simply, clearly and precisely what is food and drink that is being offered to the customer. Designing menus is important as menus act as an advertisement for the establishment which the customer can take as a souvenir. It can be used as a vehicle for artistic and creative expression and are often designed to match the décor of the establishment.

The ten commandments of menu design

1. It is important to use words that is understood by the reader, especially when it features ethnic items
2. What is important has to be mentioned especially when menu items have unique flavors, religious exceptions (beef, pork, kosher), allergies (nuts, shellfish) or aversions.
3. Descriptive use of appealing adjectives like fresh, juicy, crunchy and so on helps the customer understand better.
4. The method of preparation or origin should be mentioned correctly.
5. Accompaniments that add significantly to flavor and value should be described so that the guest can have a complete understanding of the full experience.
6. The menu should be spelt correctly.
7. Appropriate punctuations may be used as it is helpful to explain the correctness of a menu.

Paper Code and Title: H06QF Quantity Food Production

Module Code and Name: H06QF03 Types of Menu and Menu Design

Name of the content writer: Dr. S. Uma Mageshwari

8. The rules of good Typography is important.
9. The overall presentation including the elements of design and style most suited for the organization gives a good visual appeal.
10. Ensure that menus that are torn, mutilate and stained are removed at once. If a price change occurs should not be done.

12. ESSENTIALS OF A GOOD MENU CARD

There are five basic features important to a good menu card

- Appeal ó A menu card should be aesthetically appealing and easy to hold being neither too large or too small
- Content - The content should be listed legibly for easy reading and the prices should be clearly indicated. The description of the main contents or cooking method for an unusual dish should be indicated in brackets.
- Tips on Dishes - Tips on cuisines from different countries can be given to choose.
- Format - The format of the menu should be designed in a manner that price fluctuations. can be accommodated easily without cancellations and overwriting.
- Stain Resistance ó A menu card should be laminated or lacquered so that it is stain free.

13. METHODS OF DISPLAY

The different methods of displaying menus include

13.1 Show casings: An attractive menu showcased at the entrance of the establishment can draw attention of the passersby and can be advertised.

Showcasing menus involves important factors such as

- Background colour menu
- Material of the case
- The style
- Its ability to stay clean
- Easy to maintain
- Easy to open for menu changes
- Replaceable fixtures

13.2 Leaflets: Attractive leaflets are sent to people with the newspaper or through post and mail boxes which are presented with details of menu items, mini meals and discounts to attract attention. Information like address, phone numbers, websites and email address are given in the leaflets. Online

Paper Code and Title: H06QF Quantity Food Production

Module Code and Name: H06QF03 Types of Menu and Menu Design

Name of the content writer: Dr. S. Uma Mageshwari

menus are becoming popular in the travel catering sector wherein the traveler can choose his menu in airlines, railways, marine ways and also roadways. E- Menus can be displayed inside the restaurant where the customer can place his order in front of him via a tablet.

On formal occasions small menu cards may be placed in front of each guest cover for letting guests know in which order items will be served. Such menus generally indicate the set menu ordered by the host. Each card carries the guests name on it so that each guest is directed to his proper position at the table. For institutions like hostels, hospitals, homes the menu can be displayed on boards or charts.

14. SELF-CHECK EXERCISES

1. A statement of the food and beverage offered in a food service is a.....
2. Choices of dishes given for starters onwards to desserts are a.....
3. Primary concern in planning a menu is based on customerø.....
4. The final presentation of a menu to a customer is known así í í í
5. Choice of menu for a hospital is a set menu pattern. True/False

(Ans.1. Menu 2. A la carte menu 3. Food preferences 4. Menu design 5. True)

15. SUMMARY

Menu is an important tool and is the centre point of all activities in food service operations which aids in efficient management. Depending upon the type of establishment the types of menu can vary. The factors to be borne in mind while planning menus are the customers food preferences, sociocultural factors, nutritional guidelines and aesthetic factors from the management view point the production capability, food cost, types of service have to be remembered. A good menu design speaks good about the organisation.