Introduction

The menu in any hospitality business is not only the prime method of communicating to customers what it is they have to sell, but it is also the key document for directing and controlling the business. The menu provides a road map for what ingredients need to be purchased, the price a business can pay for those ingredients, and the staff, equipment and procedures required to produce the dishes.

In this unit students will be investigating how menus are planned and designed to meet customer requirements within the resource, skills and cost constraints of a hospitality business. Students will understand how to apply these principles to developing and designing profitable and achievable menus and how to evaluate their impact on customers and the business.
Learning Outcomes

By the end of this unit students will be able to:

1. Investigate how menus are planned and designed to meet customer and business requirements
2. Determine how to cost and price menus
3. Develop and evaluate menus to meet customer and business requirements.
Essential content

LO1 **Investigate how menus are planned and designed to meet customer and business requirements**

*Planning and designing menus:*

The principles of planning, trialling and testing different types of menus including à la carte, table d’hôte, specials, functions and special occasions

Menu planning constraints

*Customer requirements:*

How current trends influence menu choices

How an organisation targets market impacts on menu design and the importance of meeting customer tastes, preferences, and needs

*Business requirements:*

The areas which need to be considered to plan and design realistic, achievable and profitable menus e.g. experience and training needs of staff, the equipment and facilities available, viability in terms of preparation time and kitchen protocols

The sources of produce including consistency of supply

Meeting current legislation, dietary considerations and health, safety and hygiene requirements

Planning efficiently to meet overall business objectives on quality, cost, marketing and profitability

The use of menu engineering to maximise profits

The future developments according to an organisation’s business plan

LO2 **Determine how to cost and price menus**

*Key considerations when costing dishes and menus:*

The impact of costs and revenue from various sources – the cost-to-profit ratios, revenue figures, energy costs and staffing costs

Business environmental policies and the extent to which they impact the costing of menus

The current economic climate, including cost of produce, and the implications on menu costing and pricing

The scope and limitation of available equipment in relation to costs

The impact of seasonality restrictions on menu costs calculations
Cost and price menus:
Calculating the proportions of the main component and accompaniments in dishes
Calculating the sales mix and the balance of price and offers
Identifying the main sources of revenue from the menu
Estimating the use of energy for sustainable food production
Calculating staffing costs associated with the production of menu items
Calculating the cost-to-profit margin ratios
Costing produce to accurately price dishes

LO3 Develop and evaluate menus to meet customer and business requirements

Develop menus taking into account:
The appropriateness to an organisation’s customer base in terms of diet, nutritional content and price
Cultural preferences and requirements
The appropriateness to different types of function such as conferences, weddings or fine dining and quantities of dish required
The advantages and disadvantages of using local and seasonal produce
The use of produce from appropriate sources that meet quality standards and allow optimum profit margins
Maximising the use of resources and skills
Menu balance, creativity and imagination
Menu engineering
Legal requirements

Evaluate menus:
Key Performance Indicators (KPIs) and benchmarks for success
Systems for collecting, recording and evaluating feedback on menus
Updating menus in line with customer feedback
### Learning Outcomes and Assessment Criteria

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<tr>
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<th>Pass</th>
<th>Merit</th>
<th>Distinction</th>
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<tbody>
<tr>
<td><strong>LO1</strong></td>
<td>Investigate how menus are planned and designed to meet customer and business requirements</td>
<td><strong>M1</strong> Compare and contrast a range of different menus and the customer and business requirements which have impacted their design</td>
<td><strong>D1</strong> Analyse how customer and business requirements impact the design of a broad range of menus and make recommendations to meet future trends</td>
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<td><strong>P1</strong></td>
<td>Examine the principles of menu planning and design to meet customer and business requirements for a range of different menus</td>
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<td><strong>P2</strong></td>
<td>Determine the customer and business requirements which need to be fulfilled to maximise profits for a range of different menus</td>
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<td><strong>LO2</strong></td>
<td>Determine how to cost and price menus</td>
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<td><strong>P3</strong></td>
<td>Determine the key considerations which need to be taken into account when costing and pricing menus</td>
<td><strong>M2</strong> Analyse approaches to menu costing and pricing and use effective methods to accurately cost and price menus to maximise profitability</td>
<td><strong>D2</strong> Produce an in-depth plan for menu development, including KPIs to measure success; produce and test the menu, making justified recommendations to resolve problems identified to meet overall business objectives of a chosen organisation</td>
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<td><strong>P4</strong></td>
<td>Produce accurately costed and priced menus to meet a range of customer requirements</td>
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<td><strong>LO3</strong></td>
<td>Develop and evaluate menus to meet customer and business requirements</td>
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<td><strong>P5</strong></td>
<td>Produce a realistic plan to develop a menu which meets customer and business requirements to maximise profitability for a chosen organisation</td>
<td><strong>M3</strong> Produce a realistic menu using a fully researched and costed plan that meets the overall business objectives of a chosen organisation</td>
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<td><strong>P6</strong></td>
<td>Produce a menu which meets customer and business requirements to maximise profitability for a chosen organisation</td>
<td><strong>M4</strong> Make justified recommendations for improvement based on tests and evaluation of the menu</td>
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<td><strong>P7</strong></td>
<td>Test and evaluate the menu produced</td>
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Recommended resources

Textbooks


Websites

www.bighospitality.co.uk Big Hospitality
Online Forum and News Articles
(Research and General Reference)

www.thecaterer.com The Caterer
News and Articles
(Research and General Reference)

Links

This unit links to the following related units: Unit 4: The Hospitality Business Tool kit Unit 10: International Gastronomy Unit 23: Food Inno vati on Unit 35: Food Scie nce
Unit 36: Diet and Nutrition
Unit 34: Hospitality Brand Management Unit
Unit 41: Hospitality Business Strategy