

Unit 21: Menu Development, Planning and Design

Unit code	L/616/1805
Unit level	5
Credit value	15

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

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

Recommended resources

Textbooks

DAVIS, B. (2013) *Food and Beverage Management*. Oxford: Routledge.

MARSHALL, S., MCVETY, P. and WARE, B. (2014) *The Menu and The Cycle of Cost Control*. 5th ed. Dubuque: Kendal Hunt.

MCVETY, P., WARE, B. and WARE, C. (2009) *Fundamentals of Menu Planning*. 3rd ed. Chichester: John Wiley & Sons.

SCHAEFER, J. (2011) *Serving People with Food Allergies and Menu Creation*. Boca Raton: CRC Press.

TRASTER, D. (2014) *Foundations of Menu Planning*. Harlow: Pearson.

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

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