

MENU PLANNING

FDS119

COURSE NAME

COURSE CODE

PHILOSOPHY/GOALS:

This course will give the student an introduction to the industry and develop the theme of shaping the menu to best perform its function of controlling and directing a foodservice operation.

STUDENT PERFORMANCE OBJECTIVES:

Upon successful completion of this course, the student will be able to:

1. trace the beginnings and growth of the foodservice industry and identify the major contributions to this growth made by people and events
2. identify the usual organizational structure of a menu, identify the factors needed to plan a menu, define menu terms, identify some factors used in selecting menu items
3. identify the major constraints in menu planning and recognize why they must be considered in menu planning
4. explain how cost factors affect menu planning
5. discuss the theories behind menu pricing and characterize the most common pricing techniques used in the foodservice industry
6. identify the basic requirements of making a menu a good communication and merchandising medium
7. explain the need for menu analysis before and after putting the menu into effect
8. identify the basic requirements for planning a liquor menu
9. understand the importance of service in fulfilling the objectives of the menu

SOME TOPICS TO BE COVERED:

1. Development of Haute Cuisine
2. Commercial Feeding
 - eating places
 - food contractors
 - institutional feeding
3. Types of Menus
 - a la carte
 - table d'hote
 - du Jour
 - cycle
4. Menus for Various Meals and Occasions
5. Personnel Constraints
6. Food Availability
7. Patron Considerations
8. What Makes Food Appealing
9. Patron Expectations
10. Controlling Food Costs
11. Controlling Labour Costs
12. Pricing Methods
13. Evaluating Pricing Methods
14. Menu Mechanics
15. Popularity Index
16. Menu Analysis
17. The Liquor Menu
18. Types of Service

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LEARNING ACTIVITIES:

Each student will produce an a la carte menu for a restaurant of their choice together with costed recipes. Marks will be given for practicality, originality, accuracy and neatness. The project must be handed in to the instructor by **Monday, April 6, 1992** in order to be evaluated.

METHOD OF EVALUATION:

The final grade will be derived from the following:

Test #1	30%
Test #2	30%
Project	40%

Grade Interpretation:

A letter grade of A+, A, B, C, or R will be used to indicate the achievement or value of the student's work.

A+	90% and over
A	80 - 89%
B	70 - 79%
C	55 - 69%
R	0 - 54%

A student with a final grade of less than 55% must repeat the course. There will be no re-writes of either test.