

Course Title	Principles of Menu Planning				
Course Code	CHOS 201				
Course Type	Required				
Level	Diploma				
Year / Semester of Study	2 nd Year/1 st Semester				
Lecturer's Name	TBA				
ECTS	4	Lectures/Week	2	Laboratories/ Week	N/A
Course Aim	Principles of Menu Planning delves into the intricacies of crafting menus that not only cater to diverse customer preferences but also optimize profitability through cost-effective ingredient sourcing, sustainable practices, cultural relevance, and promotion of health-conscious options, empowering culinary arts students with comprehensive skills essential for success in the dynamic food industry."				
Learning Outcomes	By the end of the course, students are expected to: • Demonstrate proficiency in conducting market research and analyzing customer preferences to inform menu planning decisions effectively. • Apply principles of menu engineering to strategically design menus that optimize revenue generation and enhance customer satisfaction. • Utilize software tools and technology to facilitate menu planning processes, including menu design software, cost analysis spreadsheets, and nutritional analysis databases. • Critically evaluate menu items and pricing strategies to ensure alignment with organizational goals and industry standards. • Develop skills in menu writing, including crafting enticing descriptions, incorporating nutritional information, and utilizing effective layout and design techniques. • Explore the nuances of menu development across various culinary contexts, from fast-casual establishments to upscale fine dining restaurants, considering factors such as service style, ambiance, and target demographic. • Engage in collaborative projects and case studies to analyze real-world menu planning challenges and develop innovative solutions. • Reflect on the ethical and social implications of menu choices, including issues related to food justice, sustainability, and cultural sensitivity. • Demonstrate effective communication skills in presenting and defending menu proposals to industry professionals, showcasing a comprehensive understanding of menu planning principles and practices.				
Prerequisites	NONE		Corequisites	NONE	

Course Content

1. Know Your Customer: Demographics; Feasibility Studies; Demographic Surveys; Personal Knowledge; Competition; Age Groups; Ethnic Origins; Education, Occupation, and Income; Popularity Polls.
2. Know Your Restaurant: The Existing Operation; The New Restaurant.
3. Costs: Standardized Recipes and Cost Cards; Costing Meat Items; Coffee Cost; Carbonated Beverages; Single Service Items; Complete Meals; Buffets and Salad Bars; Keep Current.
4. Pricing the Menu: Understanding the Income Statement; Markup Methods; The No-Method Method; The Factor Methods; The Markup on Cost Method; The Gross Markup Method; The Ratio Method; The TRA Method; Similarities and Differences; Selecting a Method; Psychological Pricing; Product Mix; Price-Value Relationship; Menu Precost.
5. Menu Content: Types of Menus; Appetizers; Soups; Salads; Cold Entrees; Hot Entrees; Sandwiches; Vegetables; Side Dishes; Starches; Desserts; Cheeses; Fruits; Beverages; Listings; Variety; Composition.
6. Writing the Menu: Descriptive Terminology; Explaining; Selling; Negative Terminology; Accuracy in Menus- Representation of Quantity, Representation of Quality, Representation of Price, Representation of Brand Names, Representation of Product Identification, Representation of Points of Origin, Representation of Merchandising Terms, Representation of Means of Preservation, Representation of Food Preparation, Representation of Verbal and Visual Presentation, and Representation of Dietary or Nutritional Claims; A Position Statement of the National Restaurant Association; Nutrition Labeling Laws. .
7. Menu Layout and Pricing: Cover; Style of Covers; The Layout; Putting It All Together; Printing the Menu; Desktop Publishing; Analyzing Aesthetics.
8. Quick Service Menus: Simple and Limited; Standardization; Test Marketing; Marketing; Concessions; Delis and Sandwich Shops; Drive-Thru, Delivery, and Boxed to Go.
9. Coffee Shop Menus: General Principles; Breakfast; Club Breakfast; Lunch and Dinner; Menu Layout; Children's Menus; Room Service Menus.
10. Theme-Ethnic Menus: General Characteristics of Theme Restaurants; General Characteristics of Ethnic Restaurants; Food and Culture; Fine Dining; Course Sequence; Descriptive Terminology; Other Income.
11. Banquet/Show Menus: Banquet Organizational Structure; Banquet Menu Planning; Fixed Menu; Demographics;

	Theme; Skill Level; Pricing; Meeting Length; Convention Menus; Show Menus.																															
	12. Buffets: Visual Appeal; Fresh Food; Garnishment; Supporting Display Material; Line Movement and Zoning; Table Shapes and Placement; Writing the Menu; All You Can Eat Buffets; Hors D’oeuvre Buffets; Formal Buffet.																															
	13. Cafeteria and Cycle Menus: Length; Restaurant use; Nonprofit Food Service; Selection and Popularity; Variety; Menu-Planning Procedures; Cafeterias; Cafeteria Styles; Demographics; Cafeteria Menus; Food Arrangement.																															
	14. The Menu as a Management Tool: The Menu; Food Cost and the Menu; Food Cost and the Operation; Purchasing; Storage; Production; Plating; Food Cost and the Menu and the Operation.																															
	Use of the Software Profitable Menu Planning, by John A. Drysdale and Jennifer A. Aldrich.																															
Lecturing Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.																															
Bibliography	Required: Title: Profitable Menu Planning Author(s): John A. Drysdale and Jennifer A. Aldrich Publisher: Prentice Hall Edition: Latest ISBN: 0-13-089164-9																															
Assessment Policy		50 %	Final Exam																													
		40 %	Mid –Term / Tests / Quizzes																													
		10 %	Class Attendance & Participation																													
ECTS Allocation	<table><tr><th colspan="4">Estimated student’s work time distribution in hours:</th></tr><tr><th colspan="2">Contact hours</th><th colspan="2">Student’s private time</th></tr><tr><td>Lecture</td><td>23</td><td>Private study</td><td>40</td></tr><tr><td>Mid-Term Test</td><td>1</td><td>Homework / Assignments / Projects</td><td>27</td></tr><tr><td>Final Exam</td><td>2</td><td>Test preparation</td><td>9</td></tr><tr><td></td><td></td><td>Final Exam Preparation</td><td>18</td></tr><tr><td>Total:</td><td>26</td><td>Total:</td><td>94</td></tr></table>				Estimated student’s work time distribution in hours:				Contact hours		Student’s private time		Lecture	23	Private study	40	Mid-Term Test	1	Homework / Assignments / Projects	27	Final Exam	2	Test preparation	9			Final Exam Preparation	18	Total:	26	Total:	94
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