

Module Title: MENU PLANNING AND COSTING

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**Lecture 1: NEW TRENDS IN THE FOODSERVICE INDUSTRY**

## Objectives:

At the end of this lecture, learners will be able:

- ❑ To introduce the current trends in the foodservice industry
- ❑ To delineate the various menu classifications and their offerings
- ❑ To provide a collection of current industry menu items and their descriptive copy

# Let discuss!

- What is a menu in the context of hotels, restaurants, coffee shops and other related hospitality businesses?
- Why is so important?



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## TAKEAWAY MENU

### BIRYANIS

Chicken Biryani	₹210
Mutton Biryani	₹253
Chicken Family Pack	₹552
Mutton Family Pack	₹576
Special Chicken Biryani	₹337
Special Mutton Biryani	₹351
Supreme Chicken Biryani	₹784
Supreme Mutton Biryani	₹819
Egg Biryani	₹154
Veg. Biryani	₹154
Veg. Family Pack	₹383
Veg. Supreme Pack	₹574

### STARTERS

Chilli Chicken	₹264
Chicken 65	₹264
Pepper Chicken	₹264
Paneer 65	₹196
Veg. Manchurian	₹189

### KEBABS

Chicken Tikka Kebab	₹243
Tandoori Chicken (Half)	₹243
Tandoori Chicken (Full)	₹379
Chicken Reshmi Kebab	₹243
Chicken Garlic Kebab	₹243

### CURRIES

Butter Chicken Boneless	₹246
Nizami Handi	₹171

### INDIAN BREADS

Tandoori Roti	₹40
Rumali Roti	₹40

### DESSERTS

Qubani Ka Meetha 250 Gms	₹107
Double Ka Meetha	₹73

### BEVERAGES

Diet Coke   Thums Up   Mineral Water Maaza   Sprite   Coke Tin   Coke   Fanta	MRP
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*Selçukbey*  
A'la Carte Restaurant

*Menu*

- Planning a profitable menu requires an extensive knowledge of food trends.
- This lecture explores each of the menu categories: appetizers, soups, salads, sandwiches, entrées, pastas and pizzas, accompaniments, desserts, and beverages, as well as current offerings in these classifications

# Foodservice Trends

## 1. Seasonality and the freshness of ingredients



- Different Chefs emphasized the importance of seasonality and the freshness of ingredients by promoting the purchase and use of products from local growers and purveyors

- Today this trend has exploded throughout the foodservice industry in all over the world, and chefs in fine dining restaurants, hotels, inns, and taverns are using local ingredients.

# Example 1

- The menu of the Harraseeket Inn's Broad Arrow Tavern, in **Freeport**, Maine, lists the local ingredients used in the menu items and from whom they are purchased. The lobster used in the lobster roll, for example, is purchased from Potts Harbour Lobster Co. located in Harpswell, while the beef and pork are supplied by Wolf's Neck Farm in **Freeport**

## 2. Healthy menu items that meet client demands.



- Nowadays, Food service establishments offer their guests healthy menu items and in some cases provide a **nutritional analysis** of each menu offering.

## Example 2

- At the Canyon Ranch Health Resort & Spa in Tuscon, Arizona, chefs offer healthy breakfast menu choices, such as Peach Pear Smoothies with Protein Powder, Three Egg-White Omelets with a Vegetable Filling and Low-Fat Cheese, and Golden Flax Seed Breads

# 3. Safer dining area



Four seasons (2024), Executive Dining Room,  
[https://www.fourseasons.com/alt/img-opt/~80.930.0,0000-143,6543-3000,0000-1687,5000/publish/content/dam/fourseasons/images/web/MAR/MAR\\_1851\\_original.jpg](https://www.fourseasons.com/alt/img-opt/~80.930.0,0000-143,6543-3000,0000-1687,5000/publish/content/dam/fourseasons/images/web/MAR/MAR_1851_original.jpg)

- Guests trust the hotel that is taking all precautions and that is ready to keep them safe and healthy during their stay

# 4. Plant-based foods



- In recent years, vegetarianism and veganism have become all the rage. As such, if you want your F&B business to succeed, you'll have to ensure you always have plant-based items on your menu – and they must be packed with flavor, color, and freshness

# Exploring Menu Components

## 1. Appetizers

- Appetizers are the prelude to the meal. They are generally spicy and are served with either wine or a cocktail. Appetizers can be either hot or cold. Customers expect a variety of appetizer offerings on the menu that appeal to many tastes.



- Appetizers might include beef, fish or seafood, poultry, vegetables, and fruit choices. Throughout the food industry today, appetizers have a global flare.

## 2. Soups

- Soups are generally presented after the appetizers on a menu. They are offered hot or cold, and are classified as clear or unthickened, thick, and specialty

- Clear soups encompass bouillons, broths, consommés, and vegetable soups.



- Thick soups consist of bisques, chowders, creams, potages, and purées.



How to Make Soup Creamy(Kim,2023)

<https://insanelygoodrecipes.com/wp-content/uploads/2020/06/creamy-pumpkin-and-carrot-soup.png>

# 3. Salads

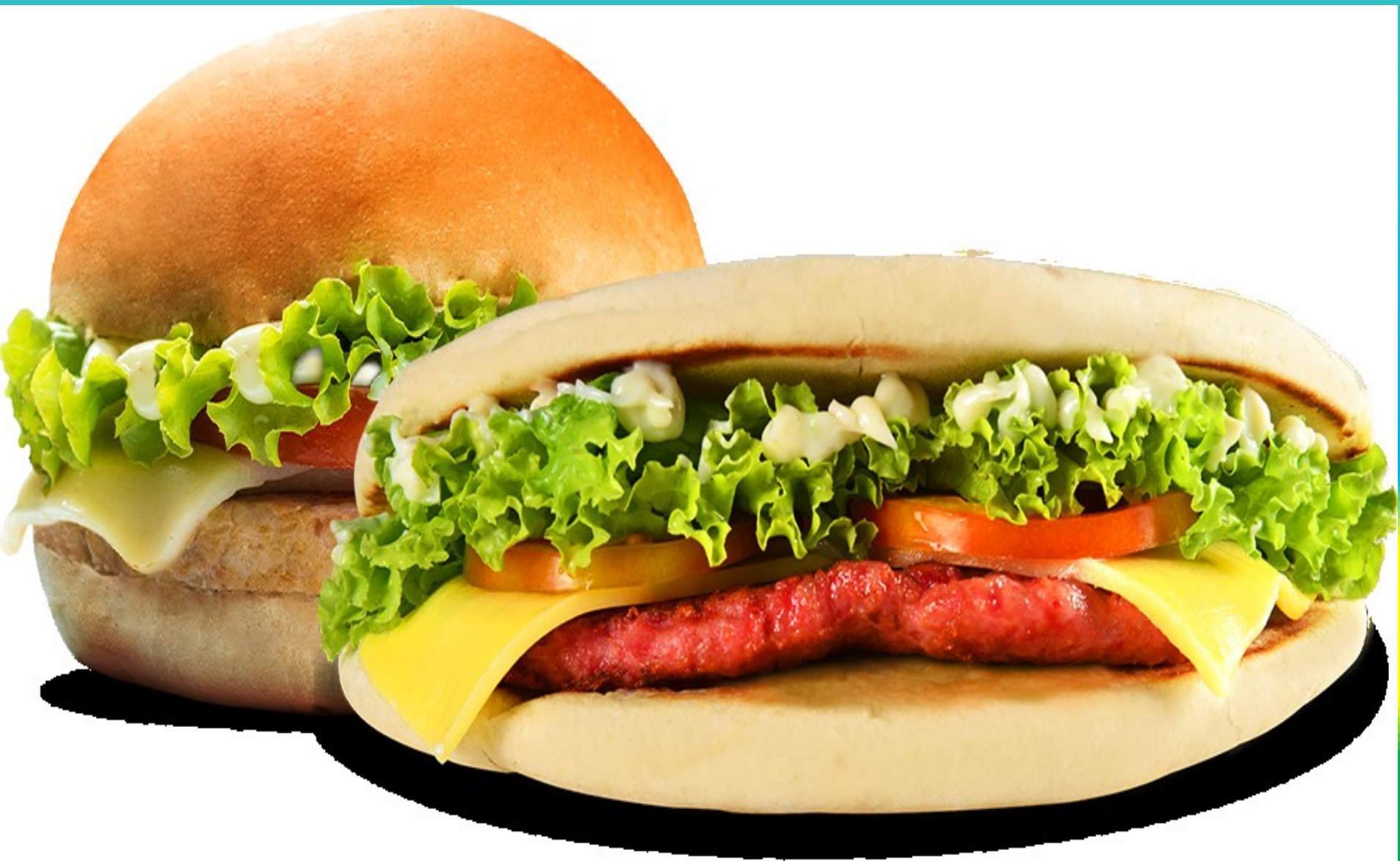


Wooden Skillet (2015), Grilled Chicken Salad,  
<https://thewoodensillet.com/wp-content/uploads/2020/07/grilled-chicken-salad-recipe-1-1.jpg>

- Salads are also prepared hot or cold and may be served as an accompaniment or as a main course or entrée on the menu. Sometimes a salad is served in lieu of an appetizer or soup and is called a first-course salad.

- Generally first-course salads include poultry, fish and seafood, specialty meats, and fruits or vegetables.

# 4. Sandwiches



- Luncheon patrons may choose hot or cold sandwiches in lieu of an entrée. Sandwiches of beef, fish or seafood, poultry, vegetables, and fruits are all popular

# 5. Entrées

- **Meats**

- Meats are the most popular entrée subcategory on the menu, consisting of beef, lamb, pork, and veal



© The Endless Meal

# 6. Pastas and Pizzas



eatwell101.com

Christiana(2023), Healthy Tomato Zucchini Pasta,  
<https://www.eatwell101.com/wp-content/uploads/2023/03/Healthy-Tomato-Zucchini-Pasta-recipe.jpg>

- **Pasta and pizza** are generally presented as entrées on restaurant menus. In many cases they are strategically placed on the menu in their own section. Pastas and pizzas are very popular with customers.

# 7. Accompaniments





Ina Garten (2022), Garlic Roasted Potatoes, [https://food.fnr.sndimg.com/content/dam/images/food/fullset/2003/9/29/0/ig1a07\\_roasted\\_potatoes.jpg.rend.hgtvcom.616.462.suffix/1446840363593.jpeg](https://food.fnr.sndimg.com/content/dam/images/food/fullset/2003/9/29/0/ig1a07_roasted_potatoes.jpg.rend.hgtvcom.616.462.suffix/1446840363593.jpeg)



- Accompaniments consist of pasta, potato, rice, and vegetable selections. For the most part, they are inexpensive and can be prepared in a number of ways: broiled, grilled, roasted, sautéed, and steamed.

# 8. Desserts



Natasha (2022), Fruit tart recipe,

<https://natashaskitchen.com/wp-content/uploads/2022/08/Fruit-Tart-4-728x1091.jpg>



- Desserts are extremely versatile and inexpensive to prepare. Selections include cakes, custards, pies, puddings, tarts, and soufflés. Desserts are very profitable and should be strategically placed on the menu to maximize sales.

# 9. Beverages



Nawon (2024), Some type of non-alcoholic drink,  
<https://nawon.com.vn/wp-content/uploads/2024/01/soft-drinks.jpg>



Edible Ink (2021), How to Juice Without Juice Blender,  
<https://i0.wp.com/edibleink.org/wp-content/uploads/2021/01/Featured-Image-1.webp?w=1200&ssl=1>



TIMESOFINDIA.COM(2019) Tea OR Coffee?

<https://static.toiimg.com/thumb/resizemode-4,width-1280,height-720,msid-71539299/71539299.jpg>



Webstaurant(2022), How to Run a Proper Wine Service,  
<https://www.webstaurantstore.com/uploads/blog/2024/5/serving-temperature.jpg>

- Beverages are by far the most profitable items on any menu. The beverage classification consists of wines, beers, mixed drinks, after-dinner drinks, and nonalcoholic beverages

# References

[1] Paul J. McVety et al (2009), Fundamentals of Menu Planning, p3 – p21

<https://lib.unika.ac.id/index.php?p=fstream-pdf&fid=3132&bid=48553356>

[2] SKAGEN, RAVINTOLA (2019), Menu planning and costing

[https://www.theseus.fi/bitstream/10024/267034/2/Venalainen\\_Kristiina.pdf](https://www.theseus.fi/bitstream/10024/267034/2/Venalainen_Kristiina.pdf)

End of Lecture 1

Next lecture: Market Survey

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Thank you!