

Module Title: MENU PLANNING AND COSTING

Department: Hospitality Management

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**Lecture 4 : FOODSERVICE MENUS**

- A menu is a list of food and beverage items.
- To plan a profitable menu, a foodservice professional must first identify the style of menu to be used: à la carte, semi à la carte, or prix fixe

- This chapter explores the characteristics of a variety of foodservice menus including **breakfast, brunch, luncheon, dinner, tasting, special occasion, ethnic, specialty, catering, room service, institutional, wine, dessert, tea, and lounge.**

# Objectives:

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

- ❑ To define the three styles of menus: à la carte, semi à la carte, and prix fixe
- ❑ To present in detail the important elements of the various food service menus
- ❑ To define three types of service: American, French, and Russian

# Menu Styles

- In the foodservice industry, there are three styles of menus: à la carte, semi à la carte, and prix fixe or Table d'hôte.
- **On the à la carte menu :** everything on the menu is priced separately, from appetizers to desserts.

- **On the semi à la carte menu:** soups, and desserts usually are priced separately.
- The entrée traditionally includes a salad, potato, vegetable, and sometimes a beverage.
- This style of menu is the most popular today.
- **The prix-fixe menu** : offers a complete meal at a set price.

YOUR RESTAURANT



# MENUS

THE BEST CAFE IN YOUR CITY

OPEN HOURS  
3 PM - 11 AM



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## SPECIAL MENUS

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1231 MAIN STREET, YOUR CITY . STATE 1231  
FOR RESERVATION PLEASE CALL : 033-987654321

www.example.com

# MENU



## APPETIZER

Lobster Bisque  
Fried Calamari  
Cobb Salad\*

## ENTRÉE

Crab Stuffed Flounder with New Potatoes  
Chicken Broccoli and Ziti  
Baked Cauliflower 'Steaks' with Sauteed  
Mix Vegetables\*

## DESSERT

Key Lime Pie  
Strawberry Short Cake  
Mixed Berry Fool\*

~ 24



\*Low Carb  
Gluten Free

# Breakfast Menus

- Most breakfast menus contain both à la carte and semi à la carte sections.
- The à la carte section offers **juices, fruits, cereals, eggs, meats, pancakes, French toasts, waffles, bakery goods, side dishes, and beverages.**

- The semi à la carte section offers a wide variety of combinations (e.g., two eggs any style with bacon or sausage served with toast; or three pancakes with syrup and bacon or sausage served with home fries).

- The prices of food items on a breakfast menu range from low to moderate due to the fact that most people do not expect to pay much for breakfast.

# *the Hideaway* BED & BREAKFAST

## STARTERS

<b>HONEY-GLAZED ONION RINGS</b>	6.50
sweet vidalia onions, deep fried in beer batter, glazed with thyme honey	
<b>SMOKED CHICKEN QUESADILLA</b>	8.50
with caramelized onions, roasted poblano guacamole, jicama salsa & chipotle	
<b>ANCHO CHILE SHRIMP TACOS</b>	8.50
with mango salsa, jalapeno-lime crème fraiche, guacamole & shredded cabbage	
<b>FRIED CALAMARI</b>	8.50
with house-made marinara and salad greens	

<b>ANTIPASTO PLATTER</b>	9.25
fresh mozzarella, heirloom tomatoes, fresh basil, egg, prosciutto, balsamic vinaigrette	
<b>HUMMUS PLATE</b>	7.75
house-made hummus, carrot sticks, cucumber rounds, fresh radish & toasted pita	
<b>GRILLED ARTICHOKE</b>	8.00
with sliced baguette & garlic aioli	
<b>MARINATED OLIVES</b>	5.50
black and green olives marinated in fresh thyme, lemon, fennel & olive oil	

## SALADS

<b>WATERMELON FETA SALAD</b>	9.75
Cubed watermelon with fresh mint, raisins, and chunks of feta cheese. Topped with a balsamic fig vinegar	
<b>CRANBERRY CHICKEN SALAD</b>	12.50
with romaine, grilled chicken breast, cranberries & satsuma orange slices in spicy curry dressing	
<b>FUJI APPLE &amp; BUTTERLEAF LETTUCE SALAD</b>	9.75
with strawberries, candied pecans & gorgonzola in poppy seed dressing	

<b>SESAME SEARED AHI TUNA SALAD</b>	13.50
with field greens, cucumber, carrots, tomatoes & crispy onion rings in miso-wasabi dressing	
<b>SPINACH SALAD</b> 	9.75
baby spinach tossed with bacon, red onion, walnuts, balsamic vinaigrette	
<b>BLEU CHICKEN SALAD</b>	9.25
mesclun greens, apple, grilled chicken, gorgonzola cheese, balsamic vinaigrette	

## BURGERS

Includes your choice of garden salad, mixed fresh fruit, or baked potato chips

<b>ORGANIC SIRLOIN BURGER</b>	9.50
with sharp cheddar, heirloom tomatoes & caramelized onions	
<b>MUSHROOM SWISS BURGER</b>	10.25
with sautéed mushrooms & melted Swiss on a home-baked roll	

<b>VEGETARIAN BURGER</b>	9.00
house-made veggie burger with heirloom tomatoes, avocado & sprouts on a home-baked roll with aioli	
<b>CHICKEN BURGER</b>	9.75
grilled chicken breast with heirloom tomatoes, avocado, tomato & fresh mozzarella on a home-baked roll	

*Consumer Advisory: Consumption of undercooked meat, poultry, eggs, or seafood may increase the risk of food-borne illnesses. Alert your server if you have special dietary requirements.*

- However, in high-end restaurants and large hotels, the cost can be considerably **higher**.
- Most breakfast items generally are cooked to order, requiring the chefs or breakfast chefs to be quick and well organized.

# Brunch Menus

- ABRUNCH menu consists of both breakfast and luncheon items, and is generally served in hotels and high-end restaurants from 10:00 A.M. until 3:00 P.M.

- The brunch menu can be quite elaborate.
- Brunch menus offer items such as juices, fruit, appetizers, soups, sandwiches, breakfast items (eggs, French toasts, bacon, etc.), pastries, breads, and desserts.



# ENGLISH IVY'S BRUNCH

HOURS  
SAT 11AM - 3PM  
SUN 10AM - 3PM

## CYO OMELETTE

### THREE WHIPPED EGGS

with choice of three items below,  
home fries and toast  
additional items +1/ea

**12**

### OPTIONS

HAM, BACON, TURKEY, MUSHROOMS,  
GREEN PEPPER, RED PEPPER, BABY SPINACH,  
JALAPENOS, ONION, TOMATO, BLACK OLIVES,  
SUN-DRIED TOMOTOES, BANANA PEPPERS,  
CHEDDAR, PEPPERJACK, PROVOLONE,  
MOZZARELLA, AMERICAN, GOUDA, FETA

## A LA CARTE

1 BELGIUM WAFFLE	5
2 PANCAKES	4
TATER KEGS	4
BACON	3
BREAKFAST SAUSAGE	3
2 EGGS	3
HOME FRIES	3
FRESH FRUIT	3
TOAST OR BAGEL	2
ENGLISH MUFFIN OR BISCUIT	2

## SIGNATURE

**IVY'S CHICKEN & WAFFLES** **12**  
served with home fries

**STERN'S BIG STACK** **11**  
3 pancakes, bacon, or sausage & home fries

**THE BAG LADY** **13**  
(choice of 2 pancakes or 2 biscuits or English muffins)  
bacon, sausage, home fries & two eggs

**IVY'S AVOCADO TOAST** **12**  
Served with 2 poached eggs & bacon or sausage

**HANGOVER SANDWICH** **11**  
(choice of biscuit, English muffin, bagel or toast)  
choice of cheese with bacon, ham & sausage  
served with home fries

**JEFF'S BISCUITS & GRAVY** **12**  
2 butter biscuits with homemade sausage gravy  
2 eggs on top & a side of bacon

**IVY'S EGGS BENEDICT** **12**  
served with bacon or sausage & home fries

**UNCLE SAM'S FRENCH TOAST** **12**  
Cinnamon style with brioche bread  
served with bacon or sausage & 2 eggs  
(\*ADD cup of fruit \$1.50)

**JOE'S STEAK N EGGS** **17**  
8oz. baseball sirloin, 2 eggs & cup of fruit  
served with home fries  
Rest in peace Joe Stuart

**JUNE'S BIG GAY SKILLET** **13**  
Corn beef hash with egg, sausage, cheese &  
choice of bread

CONSUMING RAW OR UNDERCOOKED MEATS, POULTRY, SEAFOOD OR EGGS MAY INCREASE YOUR RISK OF FOODBORNE ILLNESS

# Luncheon Menus

- A LUNCHEON menu can be à la carte or semi à la carte. À la carte items include appetizers, salads, cold and hot sandwiches, entrées, desserts, and beverages.
- The semi à la carte section lists entrées served with salad, vegetables, potato, or rice.

- Many luncheon menus offer daily specials, such as soups, sandwiches, or pastas, that are prepared in a variety of ways.
- Entrée specials might include Baked Salmon on Monday, and Chicken Pot Pie on Tuesday.

- **Specials are presented in a variety of ways: on a blackboard at the entrance of the restaurant; inside the menu as a clip-on; or verbally by the servers.**

- Luncheon items are generally baked, barbecued, braised, broiled, fried, grilled, poached, roasted, sautéed, simmered, smoked, and steamed so a fully equipped kitchen is essential.

# Dinner MENU

## APPETIZERS

### BUFFALO SHRIMP SKEWERS \$7.25

Two Skewers of grilled BBQ marinated Shrimp.

### SWEET POTATO FRIES \$4.25

Basket of tasty strips of sweet potatoes deep fried and served with a side of honey mustard.

### SMOKED NACHO GRANDE \$7.50

Tortilla chips heaped with pulled pork, cheddar cheese, lettuce, tomatoes, jalapeños, salsa and our cream.

### CHILI CHEESE TOTS \$6.25

One pound of tater tots topped with homemade black bean chili, melted cheddar and chopped jalapeños.

## PLATTERS

### WHISKEY BEEF RIBS \$8.75

Prime rib bones, slow smoked over hickory and glazed in a whiskey barbecue sauce.

### SLICED BRISKET \$6.50

Our beef brisket, seasoned and smoked for hours for a deep smoky flavor and sliced thin.

### SLICED PORK LION \$4.25

Tender slices of pork loin rubbed with our secret blend of spices and slow smoked.

### CHICKEN FRIED STEAK \$7.25

A large boneless, skinless chicken breast, hand-breaded southern style, deep-fried and smothered in white peppered gravy.

## LOREM IPSUM HOTEL

OPEN EVERYDAY 8 AM - 11 PM | LOREM IPSUM PLACE 4321, CITY STATE.

# Dinner Menus

- A DINNER menu is usually a combination of both à la carte and semi à la carte items.
- A dinner menu usually has more appetizers and entrées than a luncheon menu.
- The type of service used in a restaurant offering a dinner menu may be American, French, or Russian.

- **In American service**, there is one server who takes the order and brings it to the table.
- The table is then cleared and reset by a buser.
- **French service** is sometimes used in high-end restaurants.
- This type of service may involve table-side cooking.



- A guéridon, or cart, which comes with a heating unit called a réchaud, is used.
- Most items are uncooked or semi prepared and are brought from the kitchen, placed on the guéridon, cooked on the réchaud, and served to the patron



**Hotel studies (2020), Gueridon Service,**

<https://hotelstudies.in/wp-content/uploads/2020/05/b5a46ac39ab5b82c0ca9b07381f5b223.jpg>

- **In Russian service** the entrée, vegetables, and potatoes are prepared in the kitchen, placed on a silver or wooden platter, and then served on the guest's plate at the table.
- **In modified Russian service**, which is sometimes used in seafood or specialty restaurants, the server serves the entrée from a casserole using a serving spoon and fork.

# Special Occasion Menus

- The special-occasion menu is prix fixe in style and includes a choice of appetizer, soup, salad, and entrée, and may also offer an alcoholic beverage

# Specialty Menus

- A SPECIALTY menu is usually a combination of both à la carte and semi à la carte items.
- Appetizers, soups, salads, and desserts are à la carte.
- The entrées come with vegetables, and potato or rice.
- For the most part, specialty houses offer steak, seafood, or chicken.

# Catering Menus

- Catering operations generally provide food and beverages that are prepared from a central kitchen.
- Catered meals can be simple to elaborate, from a simple breakfast buffet, a special theme menu, a complete luncheon or dinner buffet,

# Room Service Menus

- The room service menu can be à la carte, semi à la carte, or prix fixe.
- The menu may consist of a complete wine list and liquor list, appetizers, soups, salads, hot and cold entrées, hot and cold sandwiches, accompaniments, and an assortment of desserts.

# Institutional Menu

- The institutional menu is utilized in hospitals, health care centers, schools, colleges, universities, correctional facilities, and military facilities.

- The institutional menu must be **nutritionally balanced** and include items from each of the recommended food groups (grains, vegetables, fruit, oils, dairy, and meats, beans, fish, and nuts) at every meal.

- Most institutions, especially hospitals, use a **cyclical menu** to alleviate boredom.
- **A cyclical menu** is one that has different items on the menu each day for a period of two to five weeks.

# Wine Menu

- The wine menu may be incorporated on the dinner menu or may be listed as a separate menu dedicated solely to wines.
- An extensive selection of wines, usually 20 or more, requires a separate wine list. The cellar master usually prepares the wine list.

# Dessert Menus

- Dessert menus may be utilized to list and describe a restaurant's offerings.
- They may be used in and of themselves or in conjunction with a dessert tray or a dessert cart presentation

# Lounge Menus

- Lounge menus are usually found in hotels, inns, and spas where patrons can select food items that are **easily prepared and less expensive** than in the dining room.

# References

[1] Paul J. McVety et al (2009), Fundamentals of Menu Planning, p61 – p95

<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 4

Next lecture : Financial Aspects of Menu Planning

Contact me via email: [flecturermusanze@gmail.com](mailto:flecturermusanze@gmail.com)

Thank you!