



GAMBIA TOURISM AND HOSPITALITY INSTITUTE
COOKERY DEPARTMENT
DIPLOMA

MENU PLANNING

OBJECTIVES:

TO ENABLE STUDENTS TO UNDERSTAND:

- What is a Menu and Menu Planning?
- The Types of Menus and Their Characteristics
- The Importance and Role of Menus
- The Factors to Consider During Menu Planning
- How to Plan Menus for Different Purposes





MENU

- Is a list of selected dishes prepared or to be prepared for customers.
- It is also referred to as a Bill of Fare.
- Often refers to the item on which the the dishes are listed.



MENU PLANNING

- Is the process of identifying, costing and selecting suitable dishes for customers.
- Selection should be based on three criteria:

Customer Satisfaction

Profitability

Availability at all Times



TYPES OF MENU

A LA CARTE MENU

- Means “From the Card”
- Varieties of Dishes are Available to Order
- Dishes are Individually Priced
- Pre-preparation or “mis en place” is Needed
- Dishes Must be Quickies, Short Preparation Time.
- Possible Waste Accumulation
- Expensive



MENU PLANNING TOOLS

- Cookery Books, Magazines,
- Market Research
- Competitor Menus
- Internet Websites
- Eating Trends



TYPES OF MENU cont.

TABLE D'HOTE MENU

- Means “host’s table”
- Little or No Variety for the Customer
- Production is Done Before Customer Arrival
- Less Accumulation of waste
- Little Waiting Time for Customers
- Less Expensive



MENU SYSTEMS

STATIC MENU SYSTEM

- The same menu is used for a long time
- Not suitable for regulars.
- Staff get bored after a while of repetitive work

CYCLE MENU SYSTEM

- Changing of the menu after a set time frame
- Most suitable for regulars
- Workers get more experience from new dishes

WHAT AFFECTS MENU PLANNING

- Seasonal Availability of Ingredients
- Type of Meal
- Customer Preferences/Menu Value
- Price Affordability/Target Group
- Weather
- Food Cost/Budget Allocated/Profit Margin
- Ability and Capacity of Staffs
- Equipment and Work Space
- Suppliers
- Competitors





IMPORTANCE AND ROLE OF MENUS

- Decides the type staff to be employed
- Dictates the equipment required
- Can make or break the finances of the firm
- Indicates the type of customers to expect
- States the type of service to be offered.
- Markets the products of the company.
- Reveals the identity of the firm.

MENU PLANNING SEQUENCE

Research

Recipe Testing

Approval

Menu Writing