

# HIGHER HOTEL INSTITUTE CYPRUS

## Module Description 2019/20



**Module Title:** Menu Planning

**Module Code:** CAPM 232

**Programme of Study/Year of Study:** Culinary Arts /Year 2

**Group:** CA II

**Semester:** Fall

**Number of Hours Taught:** 2 periods per week **ECTS:** 3

**Instructor:** Constantinou Constantinos

**Office Hours:** Wednesday 16:00 – 18:00

**Office Number:** 228

**Office Tel:** 22404809

**Pre-requisite(s) :** No previous background assumed

### Module Rationale

This module stresses the importance of effective menu design. Students will realise that the menu is at the heart of any food service operation, and understand its function as well as the correct sequence of items listed on it and the various types of menus that can be created. They will also explore ways of planning and designing a menu on their own.

### Aims

This module aims to provide students with the basic knowledge of the principles and processes of effective menu design. In particular, they will be able to identify how customer demographics, restaurant type, menu type and menu selection, impact on menu design. They will also learn how to cost and price menu items, how to use menu scoring formulas to calculate menu item popularity and profitability and how to create menus, always considering layout techniques, descriptive terminology and other factors which are important in menu design.

### Intended Learning Outcomes

On successful completion of this module, students will be able to:

1. Explain the difference between demographic surveys and feasibility studies.
2. Describe how competition can influence a restaurant's menu listings.
3. Differentiate between the popularity of certain foods among age groups, ethnic origins, education, occupation, and income.
4. Explain the difference between fads and trends and how to use them to an advantage in menu planning.
5. Describe the considerations that need to be made when changing the menu in an existing operation.
6. Explain the importance of product availability, selling price, equipment availability, station capabilities, flow, skill level, and theme when making menu changes.
7. Develop a card for a standardised recipe, including a conversion of invoice costs into recipe costs
8. Describe the difference between AP (as purchased price) and EP (edible portion).
9. Explain the makeup of an income statement including the interrelationships of controllable and non-controllable costs and their effect on sales and profits.
10. Describe several of the important markup methods, including the factor method, markup cost, gross

- markup, ratio method, and the TRA method, as well as the relationship each has with the others.
11. Analyse menu for profitability and apply menu engineering to menu analysis.
  12. Explain the impact of nutrition on menu writing.
  13. Identify the categories that are used on menus and differentiate when each is used.
  14. Explain the criteria that are used to determine specific menu listings.
  15. Describe the various styles of menu covers and explain their importance to the overall ambiance of the restaurant.
  16. Explain the proper layout techniques for the headings, subheadings, listings, and descriptive terminology for food and alcoholic beverage listings.
  17. Explain and differentiate the characteristics of various types of menus.

### Delivery Methods:

Lectures, discussion, coursework, project assignments

### Assessment:

Final Examination	30%
Mid-Term Exam	30%
Project assignments	40%

### Module Requirements

Refer to the students' manual for the module requirements.

### Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	02/10-06/10	<ul style="list-style-type: none"> <li>• <b>Know your customer:</b> Demographics, age groups, ethnic origins, education, occupation and income</li> <li>• <b>Guidelines for 1<sup>st</sup> project assignment (Menu description)</b></li> </ul>	Drysdale, John A. and Galipeau J. A., (2008). <i>Profitable Menu Planning</i> (4th Ed.). Prentice Hall. Chapter 1
2.	09/10-13/10	<ul style="list-style-type: none"> <li>• <b>Know your restaurant:</b> Existing operation, new operation</li> <li>• <b>Guidelines for 2<sup>nd</sup> project assignment (preparation of your own menu)</b></li> </ul>	Drysdale, John A. and Galipeau J. A., (2008). <i>Profitable Menu Planning</i> (4th Ed.). Prentice Hall.
3.	16/10-20/10	<ul style="list-style-type: none"> <li>• <b>Costs:</b> Standardised recipes and costing</li> </ul>	Drysdale, John A. and Galipeau J. A., (2008). <i>Profitable Menu Planning</i> (4th Ed.). Prentice Hall.
4.	23/10-27/10	<ul style="list-style-type: none"> <li>• <b>Pricing the menu:</b> Understanding income statement, mark-up methods, psychological pricing</li> </ul>	Drysdale, John A. and Galipeau J. A., (2008). <i>Profitable Menu Planning</i> (4th Ed.). Prentice Hall.
5.	30/10-03/11	<ul style="list-style-type: none"> <li>• <b>Menu analysis:</b> Menu engineering</li> <li>• <b>Hand in 1<sup>st</sup> project assignment (Menu description)</b></li> </ul>	Drysdale, John A. and Galipeau J. A., (2008). <i>Profitable Menu Planning</i> (4th Ed.). Prentice Hall.

Week	Dates	Topics to be Covered	Reference Chapter / Material
6.	06/11-10/11	<ul style="list-style-type: none"> <li>• <b>Nutrition:</b> Basics of nutrition and its impact on menu writing</li> <li>• <b>Mid-Term Exam</b></li> </ul>	Drysdale, John A. and Galipeau J. A., (2008). <i>Profitable Menu Planning</i> (4th Ed.). Prentice Hall.
7.	13/11-17/11	<ul style="list-style-type: none"> <li>• <b>Menu content:</b> Appetisers, soups, salads, entrees, etc.</li> <li>• <b>Mid-term Exam</b></li> </ul>	Drysdale, John A. and Galipeau J. A., (2008). <i>Profitable Menu Planning</i> (4th Ed.). Prentice Hall.
8.	20/11-24/11	<ul style="list-style-type: none"> <li>• <b>Writing the menu:</b> Descriptive terminology</li> </ul>	Drysdale, John A. and Galipeau J. A., (2008). <i>Profitable Menu Planning</i> (4th Ed.). Prentice Hall.
9.	27/11-01/12	<ul style="list-style-type: none"> <li>• <b>Menu layout and printing:</b> Styles of covers, proper layout of categories, etc.</li> </ul>	Drysdale, John A. and Galipeau J. A., (2008). <i>Profitable Menu Planning</i> (4th Ed.). Prentice Hall.
10.	04/12-08/12	<ul style="list-style-type: none"> <li>• <b>Various types of menus:</b> Quick service, family style</li> </ul>	Drysdale, John A. and Galipeau J. A., (2008). <i>Profitable Menu Planning</i> (4th Ed.). Prentice Hall.
11.	11/12-15/12	<ul style="list-style-type: none"> <li>• <b>Various types of menus:</b> Theme, ethnic</li> <li>• <b>Hand in 2<sup>nd</sup> project assignment (Menu building, costing, pricing and design)</b></li> </ul>	Drysdale, John A. and Galipeau J. A., (2008). <i>Profitable Menu Planning</i> (4th Ed.). Prentice Hall.
12.	18/12-22/12	<ul style="list-style-type: none"> <li>• <b>Various types of menus:</b> Fine dining, banquet/show and buffet menus</li> </ul>	Drysdale, John A. and Galipeau J. A., (2008). <i>Profitable Menu Planning</i> (4th Ed.). Prentice Hall.
13.	08/01-12/01/2018	<ul style="list-style-type: none"> <li>• <b>Various types of menus:</b> Alcoholic beverage menus</li> </ul>	

### Essential Reading

- Drysdale, John A. and Galipeau J. A., (2008). *Profitable Menu Planning* (4th Ed.). Prentice Hall.

### Additional Reading

- Loman Scalon, N. (1998). *Marketing by Menu*. (3rd Ed.). Wiley.
- Seaberg, A.G., (1997). *Menu Merchandizing and Marketing*, (4<sup>th</sup> Ed.).
- Loman Scalon, N. (1992). *Catering Menu Management*.
- Paul J. McVety, Bradley J. Ware, (2009). *Fundamentals of Menu Planning*. (3<sup>rd</sup> Ed.)