

Identify Menu Types

Unit: Preparing Foods

Problem Area: Menu Planning

Lesson: Identify Menu Types

■ **Student Learning Objectives.** Instruction in this lesson should result in students achieving the following objectives:

- 1 Identify various types of professional restaurant menus.**
- 2 Match menu types with restaurant types.**
- 3 List the benefits of each menu type.**

■ **Resources.** The following resources may be useful in teaching this lesson:

McVety, Paul J., Bradley J. Ware, and Claudette Lévesque Ware. *Fundamentals of Menu Planning*, 3rd ed. Wiley, 2008.

“Menu Designs for Restaurants,” *Google: search images*. Accessed Aug. 2, 2010. <http://images.google.com/images?hl=en&q=menu+designs+for+restaurants&um=1&ie=UTF-8&ei=oDKdS7KBJ4aqNs6iyOYN&sa=X&oi=image_result_group&ct=title&resnum=1&ved=OCCMQsAQwAA>.

National Restaurant Association, *ProStart Year 2: Becoming a Foodservice Professional*, 2nd ed. National Restaurant Association Education Foundation, 2005.



■ **Equipment, Tools, Supplies, and Facilities**

- ✓ Overhead or PowerPoint projector
- ✓ Visual(s) from accompanying master(s)
- ✓ Copies of sample test, lab sheet(s), and/or other items designed for duplication
- ✓ Materials listed on duplicated items
- ✓ Computers with printers and Internet access
- ✓ Classroom resource and reference materials

■ **Key Terms.** The following terms are presented in this lesson (shown in bold italics):

- ▶ à la carte menus
- ▶ banquet menus
- ▶ California menus
- ▶ carryout menus
- ▶ catering menus
- ▶ commercial operations
- ▶ cycle menus
- ▶ du jour menus
- ▶ limited menus
- ▶ non-commercial operations
- ▶ prix-fixe
- ▶ table d'hôte menus

■ **Interest Approach.** Use an interest approach that will prepare the students for the lesson. Teachers often develop approaches for their unique class and student situations. A possible approach is included here.

“Menu” is derived from the French for “minute” and means “small list.” Menus were traditionally called “bills of fare” and often included a house specialty. Show students various examples of menus without identifying them by type. To illustrate the infinite variety, provide several hard-copy examples. If hard copy is not an option, photos from online or text sources or even projected images from online menus work well. Allow students to review and assess them. Then ask students to verbalize the differences in style and content among the menus they reviewed.

It is typical for students to begin identifying the “flavor” of the restaurant type through the menu (Italian, Greek, etc.). They may even come close to identifying the type of operation (e.g., fast food or family style). They may lack the required vocabulary to accurately define the menu type. Ask them to sort the menus into group-defined categories. Then ask the students to label each category with a word that best defines each group of menus. Finally, provide the new vocabulary terms shown in VM–A to clearly define the primary professional menu types.

How close did the group-defined categories parallel the professional menu categories?

CONTENT SUMMARY AND TEACHING STRATEGIES

Objective 1: Identify various types of professional restaurant menus.

Anticipated Problem: What are the various menu types of restaurant menus?

I. Menu types

- A. **À la carte menus** are menus designed to sell every offered item separately; foods are not sold together in “groups” based on the choice of a single item.
 - 1. Soups, salads, vegetables, entrees, and starches are all sold separately rather than as part of a chicken dinner.
 - 2. In an à la carte restaurant, a person must order his or her entrée and then add any items to accompany the entrée.
- B. **Banquet menus** are menus written for large groups of guests who are attending a special event—wedding, anniversary, awards night—and reflect a served meal as opposed to one that is delivered or picked up. Well-written banquet menus ensure smooth and effective service for guests and provide the establishment with a high profit margin. The type of operation where the banquet facility is housed and its geographical location often have a direct bearing on the menu selections of the group. For instance, a facility in or near a sports arena would require different menu choices from a facility housed in a convention center or in the theater district of a large city. Banquet menus have three main considerations:
 - 1. Fast service
 - 2. Attention to the customer base
 - 3. High profit margins for the establishment
- C. **California menus** are menus designed to offer a wide selection of foods from various mealtime choices; guests at the same table would find breakfast, lunch, and dinner selections all available on a California menu. These menus are typically available if the restaurant is open 24 hours a day or 24 hours on the weekend.
- D. **Carryout menus** are menus that are small or large in scope; they are generally inexpensive to produce, and they keep for future use. These menus tend to reflect the identical menu offerings of the main restaurant menu with similar or identical pricing. Some restaurants are solely based on carryout business. Other

establishments have dramatically increased their business by adding carryout offerings to their options. Carryout menus are common across the restaurant industry and are used across the restaurant spectrum:

1. Fast-food (e.g., burgers, pizza, or fried chicken)
 2. Chinese
 3. Family restaurants
 4. High-end establishments
- E. Catering menus typically (but not always) are menus that reflect the regular menu of an operation, expanded in volume and, therefore, discounted in price. **Catering menus** are menus designed for guests who wish to have quantity foods delivered to a location or wish to pick up quantity foods from a location for use elsewhere.
- F. **Cycle menus** are menus typically written for institutions or cafeterias for a specific period of time (e.g., a month, a quarter, or a semester), and the menus usually repeat.
1. Cycle menus written by the month would repeat the same food items every four weeks.
 2. Cycle menus may be written for one or multiple meals per day (as for a hospital cafeteria) and are usually written for numerous days, weeks, or months at a time after which they cycle through again.
 3. The advantages of cycle menus
 - a. The ability of the executive chef to select food items at their peak
 - b. The opportunity of the executive chef to order low-priced items at certain times of the year
 - c. The ability to purchase food items in bulk
- G. **Du jour menus** are menus written and changed daily. Du jour is a French term that literally means “of the day.” The intent of du jour menus is to scan the market for great quality food items (e.g., soft-shell crabs in May or strawberries in June) or to plan menu items that include the freshest items each day.
- H. **Limited menus** are exactly that—menus with few offerings. While all menus have an end to them and are effectively limited in that way, limited menus have a small number of offerings and/or are limited to a specific type of food. For example, an ice cream store may offer 31 flavors of ice cream, but the menu is limited to ice cream.
- I. **Table d’hôte menus** are menus that offer full-course meals at a fixed price (**prix-fixe**) and group foods together based on choosing one item—generally the entrée. For instance, by choosing roast turkey for dinner, the prix-fixe meal comes with stuffing, potatoes, a vegetable, soup, and bread. Table d’hôte is a French term that literally means “table of the host.” These menus are the opposite of an à la carte menu.

Teaching Strategy: Display VM–A, VM–B, and VM–C. You may also want to share a sample of a high school catering menu. Ask students to point out how the menu types overlap.

Objective 2: Match menu types with restaurant types.

Anticipated Problem: What types of restaurants use each specific type of menu?

II. Menu types and restaurants

- A. À la carte menus typically reflect food service operations that create high-end fine dining offerings, with multiple choices for each course.
 - 1. À la carte restaurants *tend* to be more expensive restaurants.
 - 2. Fast food restaurants generally sell their food à la carte or as a “meal.” For instance, the purchase of a Whopper at Burger King equates to purchasing an à la carte sandwich off the à la carte menu. It comes with nothing unless the guest orders a side dish or drink.
 - 3. Many menus offer a select number of side dishes sold à la carte, but the entire menu must be written that way to be considered an à la carte menu.
- B. Banquet menus are most often associated with facilities (e.g., hotels, convention centers, or large restaurants) that offer served meals to a large number of guests.
 - 1. Banquets may be fancy or commonplace.
 - 2. Typically, banquets are arranged for weddings, bar mitzvahs, conferences, and other large meetings in a hotel or convention center setting.
 - 3. Banquet menus may be offered at large restaurants that have special private banquet rooms for use or rent.
- C. California menus are extremely popular in the United States and are found most readily at casual family type eateries—chain and locally owned. While chain restaurants like Denny’s or Big Boy are good examples, many local diners and family-owned restaurants offer “any time of day” menus, as do hotel room service dining plans. College towns and major cities are likely to see more of these restaurants than rural areas because of business patterns.
- D. Catering menus may be associated with most food service establishments: small operations, chain restaurants, carryout operations, and specialty catering only businesses.
 - 1. Catered foods may be similar to carryout or delivered items, but catered foods could also be off the menu.
 - 2. Catering is not always in large quantities.
 - 3. It may be simple in nature or elegant.
 - 4. Some catering operations offer servers to assist in serving and cleaning up at the event site (for a fee).

- E. Cycle menus are generally used in institutional operations where food is produced in large quantities on a never-ending basis (e.g., airlines, hospitals, nursing homes, some schools, and military operations). Cycle menus have a narrow field of use and are commonly used by a select section of the food service industry, specifically:
1. **Non-commercial operations** are establishments that are not in business to make a profit based on food sales; they exist to support another industry (e.g., hospital or military).
 2. **Commercial operations** are establishments that exist to make a profit and include about 95 percent of all food service operations.
- F. Du jour menus are written based on the freshest ingredients available for that day.
1. Expensive, exclusive, and high-end restaurants may have true du jour menus, reflecting the freshest foods available on any given day.
 2. More moderate restaurants use blackboards or whiteboards to write their menus daily, and the practice is becoming somewhat more common across the industry.
- G. Limited menus are common and lean toward fast food operations. For example, KFC offers several types of chicken, but it is still chicken. Limited menus vary widely and include:
1. Vending machines
 2. Cafeterias
 3. Ice cream shops
 4. Coffee bars
 5. Street vendors
 6. Sporting event vendors
 7. Movie theaters
- H. Table d'hôte menus are menus used at the majority of restaurants in the United States. In an effort to boost sales by showing value, entrée selections typically come with side dishes. Most include a soup or salad, a beverage, etc. Table d'hôte menus are found in inexpensive family restaurants, high-end restaurants, and moderately priced establishments.
- I. Carryout menus cross so many lines that it is easier to identify those food services that do not offer carryout service as part of their business. For instance, institutional food services generally do not offer carryout menus. High-end, expensive à la carte restaurants tend not to offer carryout menus. Banquets by their very nature are dine-in only. Most all other food service operations now offer a carryout menu option as a part of the business plan. Part of the surge toward carryout menus is more per food item profit due to the limited personnel contact necessary with the customer.

Teaching Strategy: Prompt a class discussion by displaying VM–D. Then assign LS–A. It is important to remind students that a menu may be classified as several

types. For example, most limited menus are also à la carte menus, and a California menu is often a table d'hôte menu.

Objective 3: List the benefits of each menu type.

Anticipated Problem: What are the benefits of each menu type?

III. Benefits to the establishment and the guest

A. À la carte

1. The establishment generates more income (and generally more profit) by charging for each item rather than grouping food items together at one price (prix-fixe).
2. Profit margins on side dishes tend to be higher than on an entrée and higher overall than on prix-fixe meals.
3. Diners have the option to pick and choose exactly what they want to purchase rather than having food “bundled” together for them on the menu, but this often comes at a higher cost to the guest.
4. High-end restaurants using à la carte menus are typically able to provide higher quality food because the guest pays a higher fee for each item. Conversely, fast food restaurants entice the guest to buy more “extras” by using lower-cost food items all sold separately.

B. Banquet

1. Banquet menus generate high profits for the establishment. Hotels, convention centers, and large restaurants price these menus higher to take advantage of the need to feed a large group of people the same food at the same time—arguably a difficult task. The menu is specifically designed to allow the facility to accomplish this task, offering choices that may be provided in quantity, served quickly, and offered identically for every guest.
2. Banquet menus facilitate food service for large numbers of guests in a timely fashion.
3. Appetizers, side dishes, beverages, and even specialty desserts (e.g., wedding cake) are up-charged to maximize profits on banquet events.
4. Banquets tend to require high levels of labor and expertise, mandating high levels of income to be profitable.
5. Catered banquets introduce the restaurant operation to new people by way of invited guests experiencing the business for the first time.

C. California

1. California menus offer steak, pancakes, tacos, and sandwiches to guests at the same table. This flexibility attracts many diners, particularly families with children.

2. The menu offerings are generally comprised of easy, quick, and inexpensive food items, allowing for fast turnover of guests and the use of low-skilled (and low paid) labor that provides more income for the restaurant.
 3. California menu restaurants are typically open around the clock, with the possibility of additional income when other businesses are closed.
- D. Carryout
1. Carryout menus generate business and high-income sales for restaurants. For many food services, carryout is an essential business element and increases their ability to remain solvent.
 2. Carryout increases overall sales by extending seating capacity beyond the seating of the restaurant, and it brings in business from diners who wish to eat off site.
 3. Guests enjoy the convenience of dining at the hour and location of their choice with the food they wish to eat.
 4. Carryout-only businesses save the restaurant dining room costs and additional labor costs.
- E. Catering
1. Catering menus offer guests a break as food is priced in bulk and is prepared for offsite use.
 2. The restaurant generates more income by making a quantity sale, by making higher profits by pricing side dishes and accompaniments separately (e.g., pastas, salads, and desserts), and by maximizing the productivity of the staff by generating a large sale with the same workers and same menu selection as the regular restaurant.
- F. Cycle
1. Cycle menus have specific values for the operator.
 - a. The menus may stay in place for long periods of time without changing.
 - b. The menus minimize food cost and waste as all items will “come around again.”
 - c. Non-perishable leftovers will be used for the next cycle.
 - d. No foods that have no use would be stored on shelves.
 - e. Cycle menus require minimal staff training as changes seldom occur in the production of the food, and labor costs can be cut as repetitive work tends to improve speed.
 2. Cycle menus allow businesses to negotiate low prices from their vendors, as there is an implicit and ongoing need for the same items repeatedly.
 3. Cycle menus are often used for transient populations, so there is little if any benefit for the customers.
- G. Du jour
1. Du jour menus tend to provide the freshest foods and ingredients for their customers.
 2. Guests are treated to original dishes or house specialties.

3. Item costs may be high due to limited or seasonal availability.
4. Businesses benefit from the freedom to create menu items based on available ingredients. The staff enjoys the opportunity to create various new items with few limits, so creativity flourishes in this type of environment. Boredom is seldom an issue. A well-trained and highly motivated staff is essential with *carte (menu) du jour*.

H. Limited

1. Limited menus offer businesses the benefit of honing in on selling only what they do best; they do not try and please everyone, other than typically offering low prices.
2. Guests often perceive that they are receiving a superior product because the menu (restaurant) specializes in that certain food, even if the product is not proven to be superior to anything. For example, a guest may be more inclined to order tacos from Taco Bell under the guise that, “They know tacos!” as opposed to ordering tacos from a full-service family restaurant.
3. Businesses are able to refine (and limit) the amount of inventory and potential waste of a typical food service operation because of fewer menu choices, and they often (but not always) require a less proficient workforce. (High-end expensive *du jour* menus may also be limited.)

I. Table d’hôte

1. Table d’hôte menus clearly offer the benefit of value to their customers by pricing at a *prix-fixe* cost.
2. Table d’hôte menus allow choices within food clusters, giving the guests the sense of value and freedom to order what they want.
3. Few guests recognize that the cost of additional foods that “come with” their entrée have been passed along in the *prix-fixe* menu cost. The perception of value often keeps these businesses flourishing, along with increasing the turn-over rate of food in the kitchen due to high sales volume.
4. High sales volume is the restaurant’s reward from table d’hôte style menus, including good cash flow and strong potential profits.
5. Restaurants further benefit from table d’hôte menus by potentially “filling up a guest on inexpensive food items that come with the meal” and effectively cutting the portion size of the more expensive entrée ingredient.

Teaching Strategy: *Discussion of this topic should include a visual presentation of VM–E and be followed with student practice using LS–B.*

Review/Summary. Use the student learning objectives to summarize the lesson. Have students explain the content associated with each objective. Student responses can be used in determining which objectives need to be reviewed or taught from a different angle. Questions at the ends of chapters in the textbook may also be used in the review/summary.

- **Application.** Use the included visual master(s) and lab sheet(s) to apply the information presented in the lesson.
- **Evaluation.** Evaluation should focus on student achievement of the objectives for the lesson. Various techniques can be used, such as student performance on the application activities. A sample written test is provided.

■ **Answers to Sample Test:**

Part One: Multiple Choice

1. d
2. b
3. a
4. b
5. d
6. c
7. b

Part Two: True/False

1. T
2. F
3. T
4. F
5. F
6. T
7. T
8. T
9. F

Part Three: Completion

1. non-commercial
2. à la carte
3. du jour
4. California
5. limited
6. table d'hôte

Identify Menu Types

► Part One: Multiple Choice

Instructions: Circle the letter of the correct answer.

- ____ 1. A menu that sells all food items separately is a/an ____ menu.
- table d'hôte
 - California
 - catering
 - à la carte
- ____ 2. David is planning a Super Bowl party at his house for about 125 people, and he wants to serve pizza from Pizza Hut. When he goes to Pizza Hut to inquire about ordering ahead of time, he should ask to see the ____ menu.
- banquet
 - catering
 - dinner
 - à la carte
- ____ 3. Cycle menus are commonly used in all of the following food service operations except for ____.
- hotel restaurants
 - hospitals
 - airlines
 - schools



- _____ 4. Of these restaurants, _____ typically uses an à la carte menu.
- Big Wheel Family Restaurant
 - Dairy Queen
 - Old Country Buffet
 - None of the above
- _____ 5. At “Billie Jo Sue’s Diner” guests can get breakfast, lunch, or dinner 24 hours a day. Every meal comes with bread, soup, and a beverage—even breakfast! This type of menu is _____.
- California and du jour
 - limited and California
 - cycle and à la carte
 - table d’hôte and California
- _____ 6. The benefits of a cycle menu include all of the following except it _____.
- keeps food costs under control
 - reduces waste
 - requires a highly skilled labor force
 - stores only foods on the current cycle
- _____ 7. Of these statements, _____ is false.
- table d’hôte menus provide perceived value to the customer
 - banquet menus are often available for carryout service
 - restaurants that use a California menu often benefit from late night sales
 - when salmon is served on a du jour menu, it is likely to be quite fresh

► Part Two: True/False

Instructions: Write *T* for true or *F* for false.

- _____ 1. Movie theaters have limited menus.
- _____ 2. Large hotels and convention centers typically use catering menus.
- _____ 3. Cycle menus repeat after a specific period of time.
- _____ 4. An expensive, gourmet French restaurant is likely to use a table d’hôte menu.
- _____ 5. A street vendor selling hot dogs will probably use a cycle menu.
- _____ 6. A restaurant with a large private dining facility separate from the restaurant and designed for special parties will generally offer a banquet menu.
- _____ 7. Vending machines have a limited menu.
- _____ 8. Bakeries that make different items fresh every day will have a menu du jour.
- _____ 9. Non-commercial operations include hospitals, McDonalds, and airlines.

► Part Three: Completion

Instructions: Provide the word or words to complete the following statements.

1. Hospitals, schools, and the military are examples of _____ food service operations.
2. Wendy's "Dollar Value Menu" could be considered a limited menu or a/an _____ menu.
3. The freshest foods are typically found on a _____ menu.
4. It's 3:30 p.m., and three friends order food at the same table. Dave orders pancakes, Shelly orders a cheeseburger deluxe, and Sarah orders roast turkey. These people are clearly ordering from a _____ style menu.
5. Jerry goes to the concession stand to purchase snacks for his family at halftime of the football game. The concession menu in this setting is most likely a _____ menu.
6. Allen ordered the baked pork chop entrée. It comes with soup or salad, choice of potato, vegetable, and a beverage. This entrée selection is from a _____ menu.

PROFESSIONAL MENU CATEGORIES

◆ À la carte



◆ Banquet



◆ California

◆ Carryout



◆ Catering



- ◆ Cycle
- ◆ Du jour



- ◆ Limited



◆ Table d'hôte



BANQUET MENU



The Culinary Institute at the Area Career Center is a high school culinary program that prepares students for a career in culinary arts and hospitality management. Our graduates go on to post-secondary culinary schools and directly into the workplace. All meals are prepared and served by students under Chef supervision. Gratuities and proceeds support the Culinary Institute.

All catered events must be booked with a final head count no later than 14 days prior to any event. A P.O.# or 50% deposit is due at booking, and the balance is due 15 days net.

Your event will not be considered "booked" without financial commitment.

**Carry-outs are available on all items for a 5% surcharge.



**The Culinary Institute
at ACC
School City of Hammond**

The Culinary Institute at ACC operates as part of a regularly functioning class. Operational hours are Monday through Friday from 8 a.m. to 1:45 p.m.

Every effort will be made to ensure your dining experience is enjoyable. We ask our patrons to understand that this is a training center for high school students starting their professional careers.

Snack items will be served with disposable paper goods unless other arrangements are made. Meals will use appropriate table service. Linens are available for any event for an additional \$1.25 per person.

Small groups of up to 24 may book our private classroom that contains computers, a Smart-Board, and a visual presenter, all available for your meeting needs. *Groups of up to 80 may book our cafeteria/café. Groups of up to 170 will be placed in our large Professional Development Center. All rooms have video/DVD capabilities.

*When inquiring about a catered event at ACC, please be sure to check room availability with the ACC office at 219-933-2428 or email Mr. Pat Prorok at pjprorok@hammond.k12.in.us



*Catered events in the Professional Development Center and the Café may have **black-out dates** due to school events and class schedules. Call ahead to reserve your date!

5727 Sohl Ave., Hammond, IN 46320
219-933-2428

Culinary
Institute at
ACC

**Banquet
Menu**



Turning Out Young
Chefs of Tomorrow

Providing catering and
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*(With permission from the Hammond Area Career Center,
Hammond, IN)*

Good Morning!

Let The Culinary Institute at ACC begin your day with a catered breakfast for your next meeting. Choose from something simple, a plated meal, or a full breakfast buffet.

Continental Breakfast 1	\$2.75
Sweet rolls, coffee, and juice.	
Continental Breakfast 2	\$3.95
Sweet rolls, fruit breads, muffins, fresh fruit, coffee, and juice.	
Hot Breakfast 1	\$4.75
2 scrambled eggs, 2 bacon, 2 sausage, hash browns, toast, coffee, and juice.	
Hot Breakfast 2	\$4.75
French toast with powdered sugar, butter and syrup; 2 bacon, 2 sausage, coffee, and juice.	
Hot Breakfast Buffet	\$6.25
Scrambled eggs, biscuits & gravy, hash browns, bacon, sausage, breads, muffins, fresh fruit, juice, and coffee.	

Meeting Snacks

Any time you need light snacks for your meeting, we are here to help!

Beverages Only	\$.95
Coffee, tea (hot or cold), lemonade, or fruit punch. Price listed per item.	
Pastry Snacks	\$2.75
Cookies, brownies or muffins, and choice of one beverage.	
Elegant Pastry Snacks	\$4.25
European bars, cream puffs, mini fruit tarts, and one beverage.	
Cheese & Veggies	\$3.95
Assorted cheese and crackers, veggies & dip, and one beverage.	
Hot or Cold Canapés	\$4.50
Ask about our variety of hot or cold canapés using fresh seasonal ingredients. Beverage is <u>not</u> included.	

It's Lunch Time!

From light fare to a hearty spread, the Culinary Institute will delight your taste buds at your mid-day meal! Plated luncheon entrees are served with fresh bread and butter. Beverage not included (.75 additional per person).

Classic Cobb Salad	\$5.25
Mixed greens served with diced turkey, blue cheese, avocado, bacon, tomatoes, choice of dressing, and fresh bread.	
Oriental Crispy Chicken & Orange Salad	\$5.50
Strips of fried chicken breast, water chestnuts, candied walnuts, mandarin oranges, chow mein noodles, and an orange vinaigrette on a bed of greens. Served with bread.	
Chicken a la King Bread Bowl	\$5.25
An individual bread bowl filled with rich chicken a la king. Served with a garden salad.	
BBQ Brisket of Beef Sandwich	\$5.50
Fresh beef brisket, slow roasted for hours in our own sauce, sliced thin and piled high on fresh Italian rolls. Served with chips and a cup of soup du jour.	
Hot Meatloaf or Turkey Sandwich	\$5.25
Comfort food at its best! Homemade meatloaf or turkey, served on fresh bread with mashed potatoes and gravy, and a cup of soup du jour.	
Baked Salmon	\$6.25
Fresh Atlantic salmon fillet (4 oz.) delicately baked with white wine and butter, sitting on top of wilted baby spinach and served with your choice of potato and a cup of soup.	
Beef Stroganoff	\$5.95
Chunks of marinated beef, braised in a rich stock and finished with sour cream. Served over wide noodles and accompanied by a garden salad.	
Shrimp Fettuccini Alfredo	\$6.25
Freshly made fettuccini topped with shrimp in the classic cream and cheese sauce. Served with a garden salad.	
Roast Pork Calvados	\$6.25
Slices of roast pork, served with cornbread dressing, fresh vegetables and applesauce, drizzled with a calvados demi glaze. Includes a cup of soup du jour.	
Baked Rosemary Chicken	\$6.25
Tender 4 oz. chicken breast baked with fresh rosemary, served with creamy rosemary sauce and a choice of potato, fresh vegetable, and a cup of soup du jour.	

Lunch or Dinner Buffets

We've listed just a sample of the possible choices! Simply choose how many items from each category you want to serve your guests. Our chefs would be happy to discuss additional menu options. Two beverages, bread, & butter are included with meal.

Salads:	\$1.50
Tossed greens, Waldorf, Cole slaw, spinach, pasta, potato, or fresh fruit.	
Starches:	\$1.50
Wild rice, rice pilaf, potatoes—any style, buttered noodles, pastas, or dressing.	
Vegetables	\$1.50
Choose from seasonal fresh vegetables. Ask the Chef for options.	
Entrees	\$3.50
Chicken, turkey, pork loin (prepared any style), lasagna, Italian or Polish sausage, roast beef, salmon, cod, pasta (any kind), meat loaf, stir fry. If you don't see it on here...ask!	

Don't Forget Dessert!

Like our breads, all of our desserts are baked fresh in our bakery! Ask about our European Tortes!

Layer Cake	\$1.25
We can make your favorite flavor cake, garnished with butter cream or cream cheese frosting.	
Cream or Fruit Pies	\$1.25
Pick your favorite flavor, or make a creation of your own!	
Bread Pudding	\$1.25
Served warm with fresh caramel sauce and whipped cream.	
Marble Cheesecake	\$1.50
New York style cheesecake swirled with chocolate.	
Fruit Tart & Ice Cream	\$1.75
Fresh seasonal fruit baked in individual tarts and served with homemade ice cream.	

EXAMPLES OF MENU TYPES

Table d’Hôte Menu Examples

Cheeseburger Deluxe

1/3 pound of grilled beef on a toasted bun and your choice of cheese, served with French fries or onion rings, cole slaw, and a cup of soup \$6.95

Denver Omelet

3-egg omelet filled with onions, green peppers, ham and American cheese, along with hash browns, toast or pancakes, and coffee \$4.95

A la Carte Menu Example

Italian Beef Sandwich	\$4.95
Cheese Pizza (12 inch)	\$9.95
Fried Cheese Stix	\$2.50
Chicken Tenders (5)	\$3.50
Soft Drinks	\$1.95

Limited Menu Example

Ice Cream—\$2.99 per scoop

FLAVORS

Chocolate Vanilla Strawberry Coffee Butter Pecan Cookie Dough

Snow Cones—\$1.99 each

FLAVORS

Cherry Grape Strawberry Bubblegum Orange Cotton Candy

MENU TYPES MATCHED TO RESTAURANTS

A la carte

Dairy Queen
 McDonald's
 Taco Bell
 Burger King
 Ruth's Chris Steak House (high-end)

Table d'hote

Denny's
 Fast food (value meals)
 Family-style restaurants
 Chili's
 Outback Steakhouse

Du jour

Charlie Trotter's
 Tru
 Le Cirque
 Nick's Fishmarket

California

Denny's
 Big Wheel
 Round the Clock
 Big Boy
 Family-style restaurants

Cycle

Hospitals
 Nursing homes
 Airlines
 Military
 Schools

Limited

Baskin Robbins
 Vending machines
 Pizza Hut
 KFC

NOTE: Menus can easily cross lines and fit several types of restaurants.

COMMON BENEFITS OF MENU TYPES

◆ A la carte

- Potential higher profit
- Guests have more choices

◆ Du jour

- Freshest available ingredients and foods
- Variety for regular customers

◆ Cycle

- Reduced waste
- Reduced labor training

◆ California

- Great variety of menu choices
- Attracts a wide variety of guests



◆ Table d'hote

- Value to guests
- Manipulate costs and portion sizes

◆ Carryout

- Increase sales beyond seating capacity
- Attract on-the-go customers

◆ Catering

- Large potential profits from up-charging
- Maximizes profit vs. labor costs

◆ Limited

- Cost control from limited options
- Limited labor and overhead costs

◆ Banquet

- Huge potential profits from high volume and up-charging
- Introduces the restaurant to new customers
- Maximizes profit vs. labor costs

What are other potential benefits?

Menu Types Matched to Restaurants

Purpose

The purpose of this activity is to practice identifying, sorting, and connecting common menu types with typical restaurants.

Objectives

1. Identify menu types.
2. Accurately correlate the identified menu types to restaurants that use them.

Materials

- ◆ lab sheet
- ◆ writing utensil

Procedure

1. Review the menu word bank below.
 - a. À la carte
 - b. Banquet
 - c. California
 - d. Carryout
 - e. Catering
 - f. Cycle
 - g. Du jour
 - h. Limited
 - i. Table d'hôte
2. Match each restaurant listed below with the menu types available at each restaurant. Then add a sentence that explains why you selected the menu types for each restaurant.



There are multiple correct answers to this task. Use Web sites or sample hard copy menus for the restaurants as research tools. An example is shown in the Bob Evans entry below.

a. Bob Evans

(1) EXAMPLE: A carryout menu is fully available.

b. Kurt's Krazy Kandy Store (or a local candy store)

c. Denny's

d. St. James Hospital (or a local hospital)

e. Hilton Towers Grand Ballroom

f. Luigi's Hot Dog Stand (or a local vendor)

g. American Airlines

h. Stuckey's Family Restaurant

i. Le Bordeaux Fine French Cuisine (or a local high-end French restaurant)

j. Olive Garden

3. Turn in your completed lab sheet to your instructor.

Menu Types Matched to Restaurants

1. The matches shown below are meant as a guide only. Should any restaurant name be unfamiliar to students, please replace it with one of your choice in the same genre. There are multiple correct answers (no absolute answer), depending on each student's sentence explanation.
2. Students may select the "Carryout Menu" for nearly all of these 10 restaurants (even though that option may not be specifically shown below), but the student explanation must be plausible.
 - a. Bob Evans
 - (1) Carryout is fully available.
 - (2) Table d'hôte is available via meal deals.
 - (3) À la carte is available for most sales.
 - (4) It has a California menu.
 - b. Kurt's Krazy Kandy Store (or any local candy store)
 - (1) It is limited to candy sales only.
 - (2) The menu is à la carte because everything is sold separately.
 - c. Denny's
 - (1) Table d'hôte is the bulk of the menu.
 - (2) California menu service menu is offered at all hours.
 - (3) Carryout is popular, and the entire menu is available "to go."
 - d. St. James Hospital (or a local hospital)
 - (1) Cycle menus are typical of institutional environments.
 - (2) Carryout is offered, as most foods are available "to go" for patients and visitors.
 - (3) À la carte is offered via most hospital's cafeteria style arrangement. Most items are sold separately.
 - (4) Table d'hôte is possible, especially for employees and for any "meal deals."
 - e. Hilton Towers Grand Ballroom
 - (1) Banquet menus are prevalent because hotels are an event destination.
 - (2) À la carte menu items are offered (e.g., canapés or dessert).
 - (3) Table d'hôte meal options for weddings and bar mitzvahs would be sold as a price per head.
 - f. Luigi's Hot Dog Stand (or any local food vendor)
 - (1) It is limited because it is hot dogs and fixings.
 - (2) It's all carryout!
 - (3) Table d'hôte is possible when "meal deals" are offered.

- g. American Airlines
 - (1) Cycle menus are typical as airlines are institutional environments.
 - (2) It is limited as choices are strictly defined.
 - (3) Table d'hôte menus are possible, especially in first class, as "clusters" of foods may be provided for a set price or to those passengers with allergies.
- h. Stuckey's Family Restaurant
 - (1) California menus are likely as chain family restaurants generally offer any meal at any time.
 - (2) Table d'hôte AND à la carte are possible. It is typical that both options would be available on the same menu.
 - (3) Carryout menus are common for chain restaurants.
 - (4) Du jour, or daily specials, are commonplace.
- i. Le Bordeaux Fine French Cuisine (or other local high-end restaurant)
 - (1) Du jour offerings are most likely in fine dining establishments.
 - (2) À la carte is especially likely for appetizers and desserts.
 - (3) Table d'hôte is highly possible, often for specialties of the house and often at a prix-fixe pricing.
 - (4) Banquet seating rooms are common in many fine-dining establishments.
- j. Olive Garden
 - (1) Table d'hôte is typical for family restaurants.
 - (2) À la carte options abound on this menu.
 - (3) Carryout is a major part of this chain's business.
 - (4) Catering options are available at most franchise and wholly owned locations.

Match Menu Types and Benefits

Purpose

The purpose of this activity is to match a given menu type with its associated benefits.

Objectives

1. Assess professional restaurant menu types.
2. Identify the benefits of each menu style.

Materials

- ◆ lab sheet
- ◆ writing utensil

Procedure

1. Work independently to match each professional restaurant menu type shown below with its associated benefits.
2. Write the corresponding number of the benefit on the line following each menu type.
Hint: Many menus have more than one benefit to customers and the restaurant.

Professional Restaurant Menu Types

- a. À la carte _____
- b. Banquet _____
- c. California _____
- d. Carryout _____
- e. Catering _____
- f. Cycle _____



- g. Du jour _____
- h. Limited _____
- i. Table d'hôte _____

Benefits

- 1. Limits waste
 - 2. Potentially higher profits
 - 3. Requires limited labor skills
 - 4. Provides the freshest foods to customers
 - 5. Offers the largest variety of menu choices
 - 6. Increases profits vs. labor costs
 - 7. Introduces new customers to the business
 - 8. Attracts a variety of guests
 - 9. Offers menu variety to regular guests
 - 10. Improves sales vs. seating
 - 11. Keeps the restaurant overhead costs lower
 - 12. Customers have more choice control
 - 13. Provides a perceived value (to the customer)
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- 3. On the back of the lab sheet, explain how you identified (your rationale) the benefits for each menu type.
 - 4. Turn in your completed lab sheet to your instructor.

Match Menu Types and Benefits

1. The matches shown below are meant as a guide only. Students' individual analysis of the benefits is the intent of the lab sheet. Student rationale for a benefit choice is an excellent conversation starter. Please use your discretion in requiring all benefits shown below for each menu type.
2. Each menu has at least two correct answers, and others may be correct at your discretion.
 - a. À la carte 2, 9, 12
 - b. Banquet 2, 3, 6, 7, 8
 - c. California 5, 8, 13
 - d. Carryout 2, 3, 6, 7, 8, 10, 13
 - e. Catering 2, 6, 7, 10
 - f. Cycle 1, 3
 - g. Du jour 4, 9
 - h. Limited 1, 3, 11, 13
 - i. Table d'hôte 2, 8, 13