



Menu Ideas: In Delighting Your Customers and Increasing Your Restaurant Revenue Yield (Volume 1)

Ms Janine P Siggaoat

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MENU PLANNING IDEAS AND STRATEGIES TO PUT YOU ON THE ROAD TO SUCCESS Menu counts! Menu is not merely a list of foods. The heart of any food services set up. It dictates the simplicity or complexity of the actions behind food preparation and service. Menu planning is the most important step of any restaurant and catering business. Food service professionals and menu planners face a daunting task when designing a menu. Taking the likes and wants of the diners, including their nutritional and health needs to create a nourishing, appealing, and well accepted dishes. Keeping in mind too, the staffing skill, equipment capacity, availability of ingredients, and restaurant lay-out prove menu planning is a formidable job. Much more, for profit making establishments, menu planning takes to have a unique selling proposition to position itself for a different restaurant branding. Where do you begin? This book gathers all the possible ways and strategies to include in putting up or reinventing your menu. May you use it for planning menus for children in schools or special diets in rest homes you will find ideas that will suit to your needs. The ideas and tactics aim to help you to recreate more snapshots and perspectives basing on your goals and current means. Whether planning for institutional feeding or for commercial profitability, you will never run out of idea backing-up from the notes and guides from the three volumes of this book. A dynamic guide and an invaluable tool to help you in delighting your diners and increasing your restaurant revenue yield.

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