

The Menu

Fall 2015

Dr. Ilgın Paker Yıkıcı



YEDİTEPE UNIVERSITY

Introduction

- The menu is the primary selling tool of any establishment that offers food and beverage for sale.
- For the customer it identifies the items that are available, shows prices and any other charges and together with other external features may characterize the style of food service offered.
- From the establishments perspective the menu should meet the objectives of the marketing policy, the catering policy and the financial policy.

Introduction

- The marketing policy should guide the catering policy so that the products on offer and the style of operation best meet the needs of the target market.
- The catering policy is concerned with the size and style of menu to be offered together with an appropriate style of service and the impact on space requirements, level and type of equipment purchased, and the level of skill and number of staff required.
- The financial policy aims to achieve revenue and profitability to budget through pricing, cost control and volume.

Learning Objectives

- Understand the differences between a Table d'hôte and à la Carte menu.
- Understand the basics of menu planning and menu design.
- Have a knowledge of menu pricing models and applications.
- Understand different types of beverage menus.
- Understand the need for accuracy and honesty in menu descriptions.
- Have a basic understanding of licensing and merchandising.

Type of Menus

- The *table d'hôte*
- The *à la carte*.
- From these two types of menus there are in practice many adaptations of each.

Table d'hôte

Table d'hôte means food from the hosts' table and may be identified by:

1. Being a restricted menu.
2. Offering a small number of courses, usually three or four.
3. A limited choice within each course.
4. A fixed selling price.
5. All the dishes being ready at a set time.

Table d'hôte

- Usually contains the popular type dishes and is easier to control, the set price being fixed for whatever the customer chooses, or being set depending on the main dish chosen and occasionally may offer an additional item at a supplementary price.
- It is common practice in many restaurants for a table d'hôte menu to be offered to a customer together with an à la carte menu.



Table d'hôte

SUNDAY ROAST MENU

STARTERS

Cream of Broccoli and Shropshire blue stilton soup

Served with crusty bread

Chicken liver, brandy and basil terrine

*Served with red onion chutney,
salad and toasted crusty bread*

Mushrooms

Cooked in a creamy garlic sauce

English Asparagus

Sautéed with butter and crispy cured ham

Scottish smoked salmon

Served with lemon

MAINS

Roasted Sirloin of Scottish Beef

and Yorkshire pudding

Whole Poussin Roasted

Roasted Pork leg

With crackling and fresh apple sauce

Whole Sea Bass

Stuffed with herbs, garlic and lemon

All of the above are served

With seasonal vegetables and potatoes

DESSERTS

Baked Apple with sultana's

and a light caramel sauce

Lemon tart with berries

and a berry Coulis

Chocolate and orange liquor cake

With cream and caramelised orange

Selection of Cheeses

Shropshire blue Stilton, Soignon Goats cheese, Somerset Brie, Mature cheddar

TWO COURSE £13.95

THREE COURSE £16.95

*12.5% discretionary charge will be added to your bill

Table d'hôte: Banquets

- A banquet menu is a fixed menu at a set price offering usually no choice whatsoever to the customers, unless the client informs the caterer in advance that certain guests require, say, a vegetarian or kosher type meal, and is available to all guests at a predetermined time.

Table d'hôte: Buffets

- Buffet type meals vary considerably depending on the occasion, and the price paid, from the simple finger buffet, where all items prepared are proportioned to a small size so that the customer may consume it without the use of any cutlery, to the exotic fork buffets where hot and cold food is available and where many large dishes will be carved and portioned for the individual guest.
- Buffets are frequently prepared for such occasions as wedding receptions, press receptions, presentations and conferences.
- Buffets can be classified as a form of table d'hôte menu as they offer a restricted menu, a limited choice of only what is on the buffet; a predetermined set price and all the dishes are available at a set time.

Table d'hôte: Coffee Houses

- A coffee house menu is a more recent form of table d'hôte menu that is commonly used today in hotels and restaurants. This type of menu is characterized by:
 - Being a set menu offered often for twelve to eighteen hours of the day.
 - Being reasonably priced, with often each dish or section of the menu individually priced.
 - Offering a range and choice of items that are suitable for snacks, light meals, lunch or dinner.
 - Offering a limited range of foods that are either already cooked, are of the convenience type food category and require little preparation time, or are simple and quick to cook, for example omelet's, hamburgers, etc.
 - A simplified form of service being offered, for example plate service, counter service, etc.
 - In some establishments the coffee shop menu may be replaced for two to three hours with a special breakfast menu offering a restricted choice when there is a need to serve a very large number of people in the shortest possible time.

Table d'hôte: Cyclical menus

- These are a series of table d'hôte menus, for example for three weeks, which are repeated again and again for a set period of, for example, four months.
- These are often used in hospitals and industrial catering as an aid to establishing a pattern of customer demand for a menu item and as a result assist in purchasing, preparation of items and staffing requirements.

À la carte

` À la carte means a free choice from the card or menu and is identified by:

1. Being usually a larger menu than a table d'hôte menu and offering a greater choice.
2. Listing under the course headings all of the dishes that may be prepared by the establishment.
3. All dishes being prepared to order.
4. Each dish being separately priced.
5. Usually being more expensive than a table d'hôte menu.
6. Often containing the exotic and high cost seasonal foods.

À la carte

- Part of an à la carte menu may contain *a plat du jour* or ‘speciality of the house’ section.
- This consists usually of one or two main dishes, separately priced, which are already prepared and change daily.
- À la carte menus are, because of their size and the unknown demand of each item, more difficult to control than the typical table d’hôte menus.

À la carte

- A special promotion menu is a form of à la carte menu which is at times offered to the guest in addition to the à la carte menu.
- This type of menu is concerned with the selling of a particular part of a menu to increase the interest for the customer, to increase the average spending by the customer and in turn to increase the turnover and profit for the caterer.

À la carte: Promotion menu

- Shellfish, when an increased variety of shellfish and special dishes would be made available.
- Soft fruits, when various types of berry fruits such as strawberries, raspberries, loganberries, etc. would be featured in special dishes.
- The game season, when pheasant, grouse, etc. would be featured in pâtés, soups and special main course dishes.
- Dishes cooked or prepared at the table, for example crêpes Suzette, steak Diane, etc.
- Dishes that utilize seasonal produce many of which are included in the items above.

DIFFERENCES

A'la Carte

- Food is kept in semi-prepared form.
- Waiting time is more.
- Portions served are large.
- Food items are individually priced and served.
- The menu is elaborate.
- Silver is laid according to the dishes ordered.

Table D'hote

- Food is kept in fully prepared form
- Waiting time is less.
- Portions served are small.
- Menu is collectively priced.
- Very less or no choice.
- Silver for the whole menu is laid in advance

Menu Offering

- Menu descriptions need to be both informative and accurate because all items are already on the plate and customers may dislike one component or have intolerance for some food items.
- Descriptions have also developed a wider range of and greater use of adjectives similar in many ways to that used to describe works of art, and for the chef restaurateur this is the image that they want to portray as part of the establishment's and their own identity.

Content of food menus

- The content of food menus varies with the type of menu, the segment of the market it is aimed at, the occasion, the food cost available, the country or region, etc.
- Table d'hôte menus are often of three to four courses only.
- A hotel room service breakfast menu will offer three or four courses from both a traditional breakfast and a continental style breakfast together with a number of ancillary items such as newspapers, magazines or early morning beverages and will also offer a range of breakfast delivery times depending on the establishment.

Menu Content

- The content of food menus varies with the type of menu, the segment of the market it is aimed at, the occasion, the food cost available, the country or region, etc.
- Table d'hôte menus are often of three to four courses only.
- A hotel room service breakfast menu will offer three or four courses from both a traditional breakfast and a continental style breakfast together with a number of ancillary items such as newspapers, magazines or early morning beverages and will also offer a range of breakfast delivery times depending on the establishment.

Menu Content

- A' la carte menus often differ for lunch and/or dinner periods, although it is not uncommon for the same à la carte menu to be offered throughout the day.
- In Europe and US for example, traditionally the heavier type items, for example thick vegetable-based soups, meat stews, steamed fruit and sponge puddings, would normally be found on a lunch menu; whereas the lighter and often more delicately flavoured dishes would be found on a dinner menu, for example speciality items, poached fish with delicate flavors and often complicated garnishes, hot and cold sweet and savoury soufflés, etc.
- However, many of these traditional dishes now feature on menus at any part of the day as part of a marketing campaign in what marketers would refer to as retro dishes or dishes that were popular in the past, went out of fashion only to re-emerge once again on our menus.

Menu Content

- Dishes that nutritionalists suggest are bad for us, for example steamed suet puddings for which, nostalgia is a strong buying force.
- For a traditional full à la carte menu, the courses or sections of the menu would be divided up into a possible 14 sections.
- It is from this full outline of the sequence of sections that a table d'hôte menu or a special luncheon or dinner menu could be constructed.
- The combination of the various sections of the menu depends very much on the occasion, the prices to be charged and the wishes of the customer.

Menu Content

- There is an established order of sequence of sections of the menu, which by tradition are followed.
- This accepted sequence enables the caterer to compile the separate courses on table d'hôte and à la carte menus and to suggest to clients suitable special and/or function menus of varying lengths.
- It is very seldom the practice for all of the possible courses of a menu to be served, but as a general rule it is possible to state that when a large number of courses are served that the portion sizes are relatively small.

Menu Content

- The classical European menu structure identified by M. J. Leto and W. K. H. Bode consists of 16 courses excluding coffee.
- They are in order of service: cold starter, soups, hot starters, egg and farinaceous, fish, small hot meat dishes, large meat joint, small cold meat course, sorbet, roast with salad, vegetable course, potato course, warm sweet course, cold sweet course, cheese course and fresh fruit.

Menu planning

- As stated earlier the menu is the key marketing and selling tool available to the restaurateur and as such meticulous attention to detail is the key to making this work successfully and is a positive step towards a profitable food and beverage enterprise.
- The menu communicates a wide range of information to the customer both in terms of the words used to describe dishes, referred to as 'copy' and more subliminally through color, layout, quality of material used, and style and needs to be reflected conceptually throughout the whole restaurant.

Menu planning

- The menu, together with other physical attributes of a property contributes to creating a level of expectation from the customer.
- Meeting this customer expectation or in fact exceeding this expectation should be the primary objective of the restaurateur in the quest for a successful and profitable business.
- Because the menu plays such a pivotal role in operational style, pricing structure and overall concept design it is important at the planning stage that the location is right for the planned menu type, that the market exists within this catchments area and that it works with regard to the local competition.
- In an affluent residential area a small restaurant may be successful with high priced, high quality items and a low volume of customers whereas in a less affluent area, perhaps with a high student population on restricted budgets a small restaurant may have more success with a take-away menu.

Themes

- The design of a menu concerns more than the typography, color, graphics, and shape or production material, important as these areas might be.
- Today's consumers are well aware of a modern computers ability to produce high quality print and graphics.
- With a little sophisticated software and a good quality color printer production of high quality colourfully designed menus with large amounts of graphics is relatively simple and inexpensive.
- A catering business, therefore, relies more heavily for its overall design appeal on what and how it describes the menu items.

Themes

- The use of language often causes difficulty particularly mixing different languages, for example English and French.
- By adding French the restaurateur may seek to add classical named dishes but by mixing the language the dish is described in pseudo-English or French and often becomes an unrecognizable hybrid.
- If part of the restaurants theme is to represent another country then the menu may be written in the corresponding language but it is essential that an accurate description of each dish be given properly translated into English.
- In this way special themes or events can be reflected in the menu design and content.

FALAFEL 000*

Pocket Sandwich • Salad Bowl • Hummus Bowl

Georgia's secret blend of freshly ground chickpeas and signature herbs and spices, hand-shaped into pucks and lightly fried until crispy and delicious.

\$3.99

CHICKEN 0*

Pocket Sandwich • Salad Bowl • Hummus Bowl

Traditional shawarma-style, slow-roasted chicken seasoned with Georgia's own blend of secret spices, sliced hot off the spit and served straight to your dish.

\$4.99

LAMB & STEAK 0*

Pocket Sandwich • Salad Bowl • Hummus Bowl

Slow-roasted lamb & steak seasoned with Georgia's secret blend of herbs and spices, sliced shawarma-style straight off the spit.

\$5.99

Extra or mixed meat, add \$1.99. Extra pocket bread \$.99
*Our pocket bread is NOT gluten free.

FIXINGS

Bubbly Salad Blend

Lettuce, tomato, parmesan
seasoned olive oil, etc.

Hubbly Hummus

Lettuce

Onions

Tomatoes

Pickles

Lemon Slives

Pickled Turnips

Cucumbers

Tahini

Spanish Cheese

Pickled Peppers*

*None

SAUCES

Tahini

2 ounces of sesame paste,
garlic, lemon and salt

Garlic Sauce

2 tablespoons olive oil, fresh
minced garlic, salt, olive oil
and lemon juice

Georgia's Dressing

A blend of fresh lemon juice,
salt, pepper and olive oil.

Tzatziki

A tangy blend of fresh
cucumbers, yogurt
and spices.

Burning Sauce**

Spicy dressing with
hot sauce that is hot sauce
and more hot sauce.

Smash Dressing

Crust and crumbly potato
with ranch dressing.

**Extra Sauce or side of Tostito \$.99

SIDES

Falafel Balls 000

A handful of our famous golden fried pucks. Served with your choice of sauce \$2.99

Pita Chips & Hummus or Sauce 00

Fresh pita slices lightly coated with olive oil and garlic salt and baked to a golden crisp. Served with Hubbly Hummus or your choice of sauce \$3.99

Mediterranean Tots 000

Extra crispy tater tots tossed with a signature five-spice seasoning. Served with Hubbly Hummus or your choice of sauce \$2.99

Baklava Fingers

Sweet phyllo dough fingers served with warm milk chocolate dipping sauce \$3.99

BUBBLY BAR

Bubbly Fountain \$1.99 PER \$2.00

Bubbly Tea \$1.99 Bottled Beer \$1.99 - \$4.99

Bottled Water \$1.99 Bubbly ICE \$2.49

☑️ Gluten Free ☑️ Vegan ☑️ Vegetarian

Order online at HubblyBubblyFalafel.com or download our app

3400 Edgewater Drive | Orlando, FL 32810

Orlando: 407-255-1111 | Tampa: 813-255-1111 | Fort Lauderdale: 954-255-1111

FALAFEL
IS COOL.
FALAFEL
IS FUN.
FALAFEL
BEATS
ANYTHING
SERVED
ON A BUN.



Fun and adorable menu design for a new falafel restaurant in Orlando. Using bright colours for every page, the child-like aesthetics are perfect for a small and local business.



Drawings conveys the restaurant's quality food and fun, relaxed atmosphere and showcases the unique Irish character and sense of humor.

- Vibrant
- Fresh
- Fun
- Gives idea about menu composition



HAMACHI



RADICCHIO



LANGOUSTINE



FOIE GRAS

CARROT

BLACK TRUFFLE

SKATE

LOBSTER

CHICKEN

PORK

LAMB

VEAL

HOBELCHÄS

COCONUT

LEMON

CHOCOLATE

FOUR COURSES: 125

TASTING MENU: 195

WINE PAIRINGS: 95 / 145

New York-based
restaurant Eleven
Madison Park
The 28-word food
menu features 16
principal food
ingredients for
customers to choose
from.

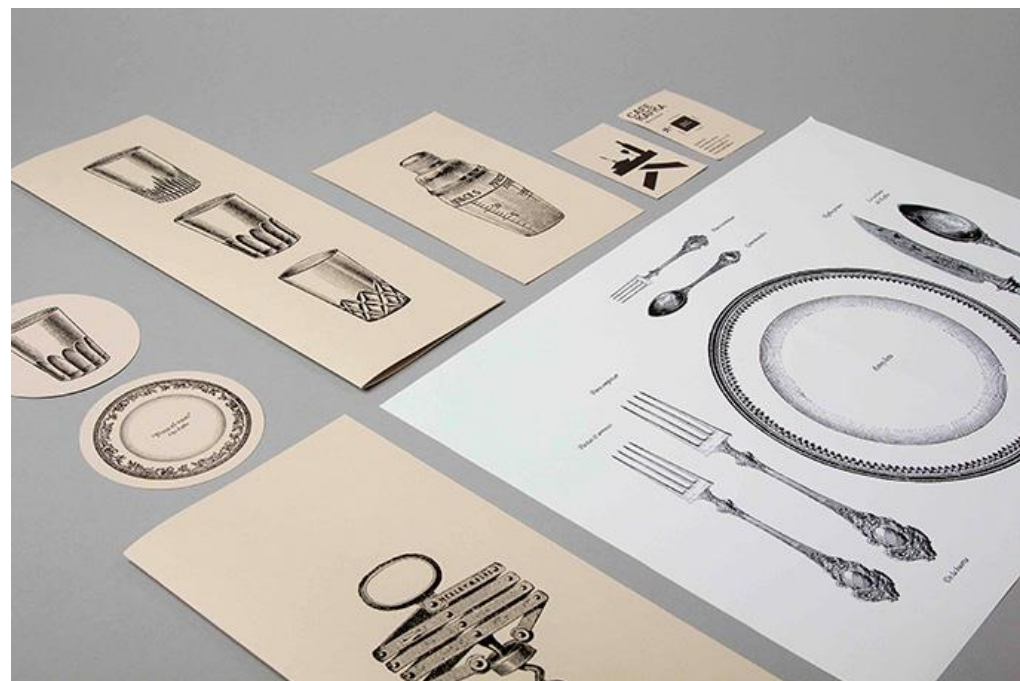
- Minimalistic
- Elegant
- Curious
- High End
- Special

Themes



- Fat Cow is a beef-specialty restaurant that follows the Japanese method of cooking and serving beef.
- Inspired by the Japanese notion of 'Wabi Sabi', an aesthetic based on underplayed modesty.
- Creative delivering of menus on wooden planks.
- The menu design also captured the style of the restaurant's food perfectly, with the laser etchings on the wood reminiscent of the branding of cattle.

Themes



CAFE KAFKA

Desayunos, comidas & Brunch



ITALIAN HOMEMADE PASTA

Al dente con salsa de trigo o arroz

Capellini Mediterraneo	8€
Fusilli	10€
Macarrones	8€

Evotismo asiático

DELICATESSEN

de kafka

Ensalada Kafka	8€
Burrata	10€
Croquetas	8€
Tortilla de patatas	7,90€
Ravioli vegetal de pasta de arroz	8€
Zai Wanton Mien	8€
Pha Pla Thod	8€

Know pad pak	12€
Mee goreng	12€
Bamoh asia	12€
Know pad goong	12€
Masi goreng	12€



CAPRICHIOS CARNÍVOROS

Best burgers in town

Roast veal	19€
Chuletón de ternera	16€
Kafka tartar	22€
Carnívoro	30€
Kafka burger	13€
Dedos de pollo rebozados	7€
Mixto "milanesa"	12€
Padania	12€
Filete 150grs - 150grs	17€



LAMARDE FRESCOS

Fish & Fun

Mejillones al vapor	12€
Medallones de merluza	18€
Tronco de merluza	18€
Tartaki de atún	19€
Tartar de atún	19€

o acompañamiento a elegir

Papas fritas	3€
Crema de espinacas gratinada	4€
Chou croust	4€
Verduras al wok	4€
Ensalada	4€



LE GOURMANDISE

Agustín Justo

Ensalada o zumo de frutas	6€
Coulant de chocolate	7€
Tarta Tatin	7€
Helados y Sorbetes	6€
Guay nam wha tod	6€
Por-lamal thai ruma-mit	6€



CAFÉS / TÉS / DIGESTIVOS

Bien calentito

Espresso	3€
Cortado	2,30€
Descafeinado	3€
Carajillo	2,40€
Té	1,80€
Pulco menta	1,50€
Tiña	1,50€

Limoncello	2,50€
Licor de melocoton	2,50€
o manzana	2,50€
Orujo de hierbas	2,50€
Grappa	2,50€



VINOS

Recomendados

Bianco: Vitis Pomal	12€
vaso	37€
botella	37€
Tinto: Luis Cañas	12€
vaso	37€
botella	37€

Themes



"The graphic of mixing human characters interacting with sea-inspired animals is inspired by the dual functions of the Pelican restaurant & bar. As the evening progresses, The Pelican transforms from a dining space to a groovy bar to club and wine deep into the night."



СЛАДКАЯ
280P



МОРСКОЙ БИВУА
180P

САЛЮТ ВЪ РИВНОМ
ПРОФИЛЕ
310P

ГОРЯЧАЯ
190P

SETS
RAGU
TS



САЛЮТ ВЪ РИВНОМ
ПРОФИЛЕ
860P



СОСИС НА ПИЛЕ
С ПИТАГОВИТОУ
510P



РАЙ ВЪ СЪСОУ
470P

НАТЪНЪ СЪРАК
С РЕДИС
760P

ПЪРВЕ ВЪ ОБРАКА
СО СЪАРЕС
530P



ПИРЪС ЛЪМОНАДЕ
280P

НИП ПО
280P



САЙРОСКА
350P

ВАНИЛА ЛЪИТ
300P

СТРАБЪРЪ ФЛЪП
300P

БЛАКЪ СЪАБЪТЪ
320P

ОЛДЪ ДЖЪНЪ
300P

КАЗЪ
300P

Themes

- Minimalistic versus Detailed
- Visuals of the dish versus Curiosity
- Whimsical versus serious

- Depends on:
 - Industry/restaurant segment
 - Market type

Menu presentation

- Comparatively lower production costs and modern materials should ensure that menus are always kept clean and presentable.
- Damaged, soiled menus or those that have prices overprinted or in some cases where new prices have been stuck over existing prices are not acceptable and customers will regard the establishment as being of a low standard.
- Menus should be easy to read, clear and precise and enable a customer to calculate approximately how much they are likely to spend and show clearly if any additional charges are to be made, for example service charge.

Menu presentation

- Menu items should have accurate descriptions where required, reflect the expectations of customers in terms of the style of restaurant the menu portrays and the service style they should expect.
- The menu should reflect the restaurant offering in line with current market trends and customer expectation.
- ‘

Menu presentation

- Menus should be designed to market the restaurant, entice diners to eat. The average customer spends only two minutes reading the menu. The term “reading” may be an overtly optimistic expression of what is no more than a quick scan. In only two minutes your menu must communicate the full range of food and beverages offered and sell the guest on what to purchase to both satisfy them and your financial objectives’,

Layout of the menu

- The larger the menu the more time consuming it is for customers to make their selection of food or wine.
- If it is too short customers may not be entirely satisfied by what is offered.
- Caterers need to adjust the length of their menu to the particular needs of their customers; bearing in mind that the longer a menu becomes the more management control will be necessary.

Layout of the menu

Appetizers

1. AGEDASHI-TOFU \$5.25
lightly deep fried tofu served with light soy, bento flakes and grated ginger and chopped scallions.
2. SUNOMONO SPECIAL \$4.95
thinly sliced cucumber salad with crab in light vinegar sauce
3. EDAMAME \$3.95
4. EGG ROLL \$4.25
5. GREEN MUSSEL \$5.95/3pcs
From New Zealand, baked with our spicy crabmeat or steam cold with masago and spicy sauce.
6. GYOZA \$4.95 deep fried Japanese potstickers
8. DYNAMITE \$7.95 stir-fried scallop, shrimp, masago and vegetable baked with special sauce
9. MUSSEL SHOOTER \$4.00/2pcs (with quail eggs +\$1)
10. HAMACHI KAMA \$8.95 grilled yellowtail fm
11. YAKITORI \$5.25
12. CALAMARI TEMPURA \$4.95
13. SOFT SHELL CRAB \$6.50
14. SHRIMP TEMPURA \$6.95
15. VEGETABLE TEMPURA \$5.95

- MISO SOUP \$1.50 RICE \$1.50

Salads

1. CHICKEN SALAD \$6.95
2. HOUSE SALAD \$2.95
3. SEAFOOD SALAD \$7.95
4. SEAWEED SALAD \$3.95
5. SPICY TUNA SALAD \$6.95
6. SQUID SALAD \$4.50

Entrée

served w/ miso soup, salad and rice

1. CHICKEN TERIYAKI \$12.95
2. BEEF TERIYAKI \$13.95
3. SALMON STEAK \$13.95
4. SHRIMP TEMPURA \$13.95
5. VEGETABLE TEMPURA \$9.95
6. TON KATSU \$12.95
7. CHICKEN KATSU \$12.95

chicken breast breaded in panko and deep fried golden brown, served with katsu sauce.

Donburi - rice in a bowl

served w/ miso soup

1. BEEF DONBURI \$9.50
sliced beef and vegetable simmered in teriyaki sauce.
2. KATSU DONBURI \$9.99
deep fried don katsu, egg and vegetable with special sauce over rice.
3. OYAKO DONBURI \$9.75
chicken, vegetable and egg over rice.
4. TENDON \$7.99
tempura and sauce over rice.
5. TORIDON \$7.99
teriyaki chicken over rice.
6. UNAGIDON \$12.99
fresh water eel with sauce over rice.

Udon - Noodle Soup

1. KAKE UDON \$7.95
2. CHICKEN UDON \$8.95
3. NABE YAKI UDON \$11.95
shrimp tempura, chicken, egg and vegetables
4. TEMPURA UDON \$8.99
noodles with shrimp and vegetable tempura

Hibachi-Tepanyaki

served w/ soup, salad and rice

1. COMBINATION \$16.95
2. CHICKEN \$12.95
3. BEEF \$13.95
4. SHRIMP \$14.95

Dinner Box

served w/ soup, salad, rice, shrimp and vegetable tempura and gyoza

1. Chicken Teriyaki, 6 pcs of California roll \$13.95
2. Beef Teriyaki, 6 pcs of California roll \$14.95
3. Salmon Teriyaki, 6 pcs of California roll \$14.95
4. Choice of Chicken, Beef or Salmon Teriyaki, 4pcs of nigiri sushi (chef's choice) \$16.95
5. Choice of Chicken, Beef or Salmon Teriyaki with 5pcs of sashimi (chef's choice) \$17.95

Dinner Combo

1. 14pcs of sushi & 8pcs of Crunch California roll \$26.50
2. OSAKA MAKIMONO- Crunch California roll 8pcs, inari sushi 3 pcs, salmon tempura roll 6pcs \$12.95
3. 7pcs nigiri sushi & crunch California roll 8pcs or crunch spicy tuna roll 6pcs \$14.95
4. CHIRACHI sushi rice on bottom, assorted sashimi w/ masago and yamagobo (mountain carrot) \$18.00
5. YAKISOBA \$11.95 Beef, Chicken or seafood
6. FRIED RICE \$10.95 Beef, Chicken or seafood

Sushi Roll Combo

1. Family Combo \$37.95 (Original Value \$44.19)
Andy Roll, Vegas Roll, Sunny Roll & Spider Roll
2. Wasatch Combo \$23.99 (Original Value \$29.99)
Spicy Crab Roll, Mars Roll & Tempura Roll
3. Utah Combo \$19.99 (Original Value \$26.99)
Mexican Crunch Roll, Spicy Tuna Roll & Philadelphia Roll

Kid's Meal -w/ rice \$5.99

- Chicken Teriyaki Beef Teriyaki

LUNCH MENU

Daily 11am - 9:30pm (mon - fri, exclude holidays)

Lunch Special

served w/ miso soup, salad and rice

1. BEEF TERIYAKI \$8.99
2. CHICKEN TERIYAKI \$7.99
3. SALMON STEAK \$8.99
4. SHRIMP TEMPURA \$8.99
5. VEGETABLE TEMPURA \$6.99
6. TON KATSU \$8.50
7. CHICKEN KATSU \$8.50

Lunch Box

served w/ miso soup, salad, rice and shrimp and vegetable tempura

1. Chicken Teriyaki, California roll \$8.99
2. Beef Teriyaki, California roll \$9.99
3. Salmon Teriyaki, California roll \$9.99
4. Choice of Chicken, Beef, Salmon Teriyaki, 4pcs of nigiri sushi \$12.95
5. Choice of Chicken, Beef, Salmon Teriyaki, 3pcs of sashimi \$13.95

Lunch Combo

1. Crunch California roll 8pcs, nigiri sushi 6pcs \$12.95
2. Shrimp tempura roll 8pcs, nigiri sushi 6pcs \$13.95
3. Tuna Roll 6pcs, nigiri sushi 6pcs \$12.95
4. Cucumber Roll, nigiri sushi 6pcs \$11.95
5. Osaka Combo - Crunch California roll 8pcs, Fresh water eel 2pcs, Masago nigiri 2pcs \$11.95

A La Carte

served w/ miso soup

1. BEEF DONBURI \$7.99
2. OYAKO DONBURI \$7.99
3. TENDON \$6.99
4. TORIDON \$6.99

Udon

1. NABE YAKI UDON \$8.95
shrimp tempura, chicken, egg and vegetables in chicken broth
2. TEMPURA UDON \$7.95
3. KAKE UDON \$6.95
4. RAMEN \$4.95

Soup & a Sandwich

The Soup

Cup 3.25

Bowl 5.95

- Minestrone
- Chicken Noodle
- Cream of Mushroom
- Chicken Corn Chowder
- Pasta Fagioli
- Carrot Ginger
- Beef Barley
- Specials

The Salad Bar

Side 3.95

Main 8.95

- Tomato-Cucumber
- Pasta Salad
- Potato Salad
- Quinoa
- Asian Noodle
- Mixed Greens
- Lentil Salad

Salad Toppings

Almonds, Raisins, Noodles, Cucumbers, Croutons, Dressing of Choice

Have a Wonderful Day. Eat Well.

All our products are stirred and simmered by

ON THE MOVE
A CATERING & EVENTS COMPANY

Layout of the menu

- What often is particularly confusing and embarrassing – unless the customer is very knowledgeable – is the length of wine lists offered in many restaurants.
- Unless wine lists of this type are extremely well laid out and contain additional help to customers to aid their selection, they will do very little to help the potential sales of a restaurant.
- The layout of a menu should take into consideration how a customer normally reads a menu.
- This skilled use of the important areas on a menu must be utilized to enable an establishment to achieve its budgetary targets.

Menu Layout

- Sequence:
- Appetizers, soups, entrees, desserts
 - Depends on the operation (side orders, salads, sandwiches, beverages)
 - Depends on popularity and profitability
- Placement:
- artworks; space; boxes; clip-on; etc.

Menu Layout

Artwork:

- Drawings, photographs, decorative patterns, borders

Paper:

- Texture

Cover:

- Color
- Texture



Common Menu-design Mistakes

- Menu is too small
- Type is too small
- No descriptive copy
- Every item treated the same
- Some of the operations' food and beverages are not listed
- Clip-on problems
- Basic information about the property and its policies are not included
- Blank pages

Trend Watch

- What's now
- What's next
- What's on its way out

2014 food trends

- The chicken:
Restaurants are taking the risk of removing ever-popular chicken from the menu and offering less conventional proteins, such as catfish, pork belly and goat.



2014 food trends

- Cobb salads
- Moving away from Caesar salads, restaurants are offering updated Cobbs, with personal touches such as fried avocados or chicken.



2014 food trends

- Mutant morsels: Unusual combinations -- such as the ramen burger that went viral after being introduced at the Smorgasburg food market in Brooklyn, N.Y., or the dessert pizza with Nutella, marshmallows and macadamia nuts at Scala's Bistro in San Francisco -- are striking chords with customers.



2014 food trends

- Ice cream sandwiches: It is predicted that we'll see more of these portable desserts, particularly from food trucks and popup restaurants.



2014 food trends

- Nontraditional chips:
Instead of tortilla chips, potato chips or crostini, it is predicted we'll see more items such as the beef tendon chips.



2014 food trends

- Sea-to-table: "We're sort of thinking next year is going to see this whole sea-to-table movement," noting that chefs are experimenting with less common seafood, such as octopus and monkfish liver.



2014 beverage trends

- Infused ice: Last year, bars and restaurants were making distinctive cubes or shaving their own ice. Now, they're infusing cubes with herbs and other ingredients to enhance flavors.



Photo Credit: Brit & Co

2014 beverage trends

- Wine by the ounce: "People don't like commitment," Freeman said, noting that they also like to try different things, which is why more restaurants are offering wine by the ounce, as well as recommending wine flights.
- Artisanal spirits: Local craft beer is well-established, but local spirits are trending, too. "Local spirits are infusing cocktails like I have never seen," Freeman said.

2014 beverage trends

- Tippler nibblers: Expect more food-drink combinations such as potent snow cones and graham cracker squares in root beer floats.



Over

- Cupcakes
- Cocktails
- Croissants



Trends

- Doughnuts
- Beer and beer cocktails
- Pretzels



Upcoming

- Ice cream sandwiches
- Tea and tea cocktails
- Biscuits



2014 restaurant trends

- **Tablesides service:** Traditional tableside presentations, like the bollito misto cart at Poggio in Sausalito, Calif, and the Caesar salad at Carbone in New York, along with not-so-traditional ones, like the Margarita cart at Stampede 66 in Dallas, where the drinks are frozen with liquid nitrogen, appeal to customers and are good for the bottom line, according to Freeman. “The wow presentations mean big bucks”



2014 restaurant trends

- **Niche ethnic:** Restaurants like Fat Rice in Chicago, which specializes in the cuisine of Macao, and La Urbana in San Francisco, serving the food of Mexico City, are examples of the specificity with which some restaurants are presenting their ethnic cuisine.



2014 restaurant trends

- **Multipurpose restaurants:** Expect more places like Pass and Provisions in Houston, which is a fine-dining restaurant on one side and a casual restaurant on the other.



2014 restaurant trends

- **Live art:** Restaurants are using digital images, both still and moving, such as the videos of Flamenco dancers at Canela in San Francisco, to keep their art changing.



2014 restaurant trends

- **Year of the brasserie:** Not necessarily French, but casual, sophisticated and boisterous restaurants such as Lafayette in New York and Cavalier in San Francisco are on the leading edge of this trend. Beymen is one of the trend leaders in Turkey.

On the menu in 2014. By: THORN, BRET, Nation's Restaurant News, 00280518, 12/2/2013, Vol. 47, Issue 23

KAHVALTI 10:30 – 13:00 arası servis edilir.

SAHANDA YUMURTA	12 TL
OMLET <i>sade / peynirli-domatesli / mantarlı / jambonlu</i>	16 TL / 20 TL
ÇEDAR PEYNİRLİ TOST <i>trüflü patates kızartması ve coleslaw</i>	32 TL

ATIŞTIRMALIKLAR

GUACAMOLE MARTINI <i>nachos</i>	30 TL
ACILI TAVUK KANATLARI <i>kereviz sapı, rokför dip</i>	38 TL
TACO <i>Meksika fasulyeli dana kıyma, guacamole, ekşi krema, jalapeno, çedar peyniri</i>	40 TL
MINI HAMBURGER <i>trüflü patates kızartması ve coleslaw</i>	42 TL
ÖRDEKLİ GYOZA <i>erik sos</i>	35 TL
KARİDESLİ GYOZA <i>mangolu acı-tatlı sos</i>	39 TL
PEYNİR TABAĞI	42 TL
POPCORN KARİDES	45 TL
ŞARKÜTERİ TABAĞI <i>prosciutto, fûme dil, fûme dana eti, pastırma, kızarmış ekmeç, küp parmesan, kornişon turşu</i>	52 TL

SANDVIÇLER

"STEAMED BUN" BUHARDA EKMEKLİ SANDVIÇ	
* <i>Karides, kırmızı soğan turşusu, kişniş, acılı aioli (3 adet)</i>	33 TL
* <i>Pekin ördeği, taze soğan, salatahk, hoi sin sos (3 adet)</i>	38 TL
* <i>Domuz kaburga, kişniş, salatahk, Meksika biberi (3 adet)</i>	46 TL
BRASSERIE HAMBURGER (180 gr.) <i>trüflü patates kızartması ve coleslaw</i>	42 TL
BUFFALO MOZARELLA ve DOMATESLİ BRUSCHETTA <i>mevsim yeşillikleri, balsamik sos</i>	36 TL
CROQUE MONSIEUR / MADAME <i>trüflü patates kızartması ve coleslaw</i>	38 TL / 39 TL
CLUB SANDWICH <i>trüflü patates kızartması ve coleslaw</i>	38 TL
FÛME HİNDİLİ SANDVIÇ <i>ekşi maya ekmeç, çedar peyniri, roka, trüflü patates kızartması ve coleslaw</i>	39 TL

2014 restaurant trends

- **Gilded Chopsticks:** Higher-end Asian restaurants are in the offing at places like Hakkasan in New York, San Francisco and Miami, and M.Y. China in San Francisco.



Menu 'sweet spots'

