

The Menu

Directions: Fill in the blanks as you read the section in the textbook or listen to lectures and view demonstrations.

Influences on the Menu

- | | |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | |

Types of Menus

1. Fixed: _____
2. Cycle: _____
3. À la Carte: _____
4. Semi-à la Carte: _____

5. Ethnic: _____
6. Table d'hôte: _____

7. Prix Fixe: _____

8. Breakfast: _____

9. Lunch: _____

10. Dinner: _____

Menu Planning and Design

Directions: Fill in the blanks as you read the section in the textbook or listen to lectures and view demonstrations.

Menu Planning Principles

1. _____
2. _____
3. _____
4. _____
5. _____

6. Variety: _____

7. Balance: _____

8. Truthfulness: _____

9. Truth-in-Menu Guidelines

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

10. Nutrition: _____

11. Flexibility: _____

Writing Menu Descriptions

1. _____
2. _____

(Continued on next page)

Menu Planning and Design, continued

Menu Style and Design

1. _____

5. _____

2. _____

6. _____

3. _____

7. _____

4. _____

Types of Menus

1. _____

2. _____

3. _____

Menu Categories

Examples:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Pricing Menu Items

Directions: Fill in the blanks as you read the section in the textbook or listen to lectures and view demonstrations.

What Influences Menu Pricing

1. _____
2. _____
3. _____
4. _____
5. _____

Pricing Methods

1. Factor Pricing Method:

- _____
- _____

Example: _____

2. Markup-on-Cost Pricing Method:

- _____

Example: _____

3. Contribution Margin Method:

- _____

Example: _____

4. Average Check Method:

- _____

Example: _____

5. Competitors' Pricing Method:

- _____

Example: _____

6. Psychological Pricing Method:

- _____
- _____

Example: _____