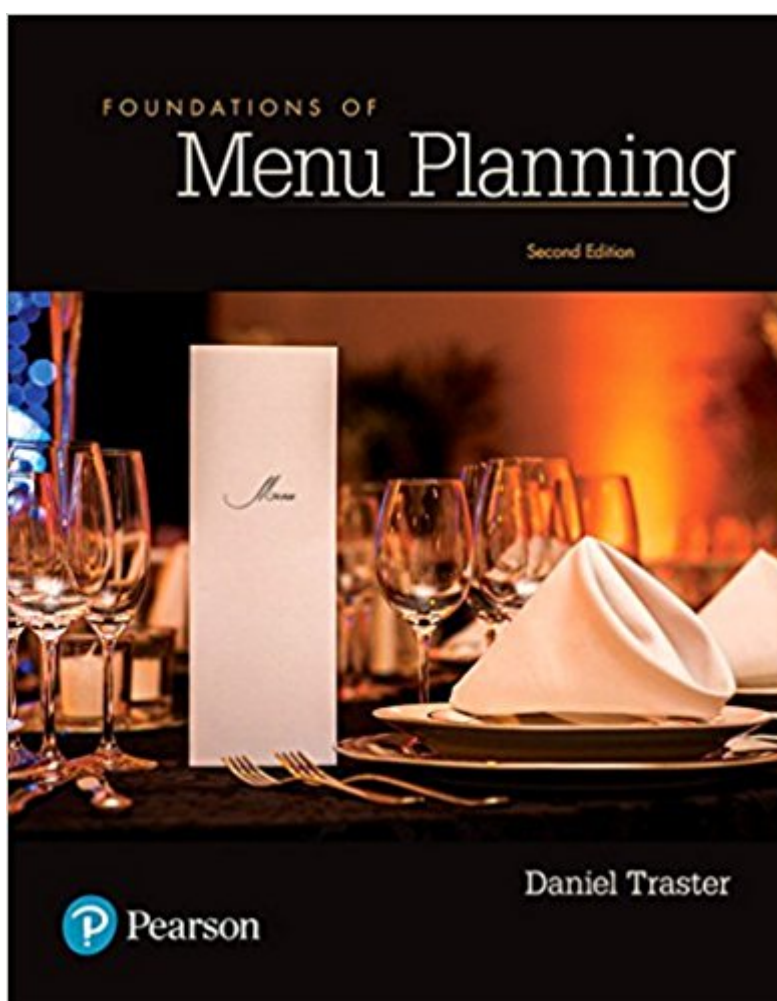


The book was found

Foundations Of Menu Planning (2nd Edition) (What's New In Culinary & Hospitality)



Synopsis

How to create a menu from start to finish! Foundations of Menu Planning guides readers through the menu planning process in the same order in which a professional menu planner conducts the process. Menus are marketing mechanisms, cost control tools, and critical communication devices for successful food service operations. Beginning with identifying and defining a target market, the book progresses through understanding various menu styles, creating beverage menus, costing recipes, determining menu prices, and analyzing and engineering an existing menu. A unique chapter on unwritten menus, a capstone project for creating an original menu, and a concluding look at the menu-first approach to building a successful foodservice operation reinforce the book's reputation as the most comprehensive resource of its kind on the market. The Second Edition incorporates a wide range of new information including: strategies for incorporating nutrition into menus based on the Dietary Guidelines for Americans 2015-2020 and shifts in menu pricing strategies from the traditional table d'hôte to the more contemporary prix fixe with supplemental charges. Also included are trends in menu planning, from small plates and signature cocktails, to online menu design and layout and menu engineering to maximize profitability.

Book Information

Series: What's New in Culinary & Hospitality

Paperback: 272 pages

Publisher: Pearson; 2 edition (January 14, 2017)

Language: English

ISBN-10: 0134484479

ISBN-13: 978-0134484471

Product Dimensions: 8.4 x 0.9 x 10.8 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #49,093 in Books (See Top 100 in Books) #10 in Books > Cookbooks, Food & Wine > Entertaining & Holidays > Tablesetting #117 in Books > Business & Money > Industries > Hospitality, Travel & Tourism #2094 in Books > Textbooks > Business & Finance

Customer Reviews

Daniel Traster CCP, is a freelance writer, culinary consultant, and author of three books: Welcome to Culinary School: A Culinary Student Survival Guide (2010, 2016), Foundations of Cost Control

(2013), and Foundations of Menu Planning (2013), all published by Pearson Education. Former Dean of Culinary Arts and Hospitality Management at Stratford University and former Academic Director for the Art Institute of Washington, Traster had eight years of experience in formal culinary arts education before pursuing culinary education consulting. Prior to his time in education, Chef Traster worked at the Four Seasons Hotel in Philadelphia, and at Provence Restaurant, Occasions Caterers, and American University all in Washington, DC. Traster has a BA in English and Theater from Yale University, an AOS in Culinary Arts from the Culinary Institute of America, and an MS in Adult Learning and Human Resource Development from Virginia Tech.

[Download to continue reading...](#)

Foundations of Menu Planning (2nd Edition) (What's New in Culinary & Hospitality) Supervision in the Hospitality Industry with Answer Sheet (AHLEI) (5th Edition) (AHLEI - Hospitality Supervision / Human Resources) Hospitality Sales and Marketing with Answer Sheet (AHLEI) (6th Edition) (AHLEI - Hospitality Sales and Marketing) Food for Fifty (14th Edition) (What's New in Culinary & Hospitality) The Professional Server: A Training Manual (3rd Edition) (What's New in Culinary & Hospitality) Hospitality Law: Managing Legal Issues in the Hospitality Industry Selling Hospitality: A Situational Approach (Hospitality and Tourism) Welcome to Culinary School: A Culinary Student Survival Guide (2nd Edition) NOLS Backcountry Cooking: Creative Menu Planning for Short Trips (NOLS Library) Fundamentals of Menu Planning Gluten-Free Baking with The Culinary Institute of America: 150 Flavorful Recipes from the World's Premier Culinary College Pies and Tarts: The Definitive Guide to Classic and Contemporary Favorites from the World's Premier Culinary College (at Home with The Culinary Institute of America) Foundations of American Education, Enhanced Pearson eText with Loose-Leaf Version -- Access Card Package (8th Edition) (What's New in Foundations / Intro to Teaching) Foundations of Restaurant Management & Culinary Arts: Level 2 Foundations of American Education: Becoming Effective Teachers in Challenging Times, Enhanced Pearson eText with Loose-Leaf Version-- Access Card ... New in Foundations / Intro to Teaching) The New Passover Menu Foundations of GMAT Math, 5th Edition (Manhattan GMAT Preparation Guide: Foundations of Math) Foundations in Nursing Research (6th Edition) (Nieswiadomy, Foundations of Nursing Research) Complexity and Planning: Systems, Assemblages and Simulations (New Directions in Planning Theory) Nutritional Foundations and Clinical Applications: A Nursing Approach, 5e (Foundations and Clinical Applications of Nutrition)

[Contact Us](#)

[DMCA](#)

Privacy

FAQ & Help