Profitable Menu Planning

To Download this book in many format Visit :

https://wocoentala.org/source1/a9523de4cca050ffa557ea0edd02451a

Exceptionally thorough, this volume offers single-volume coverage of ALL aspects of menu planning. Hands-on and real-world in approach, it features accompanying interactive software with specific examples of costing, mark-ups and menu engineering.

For the beginning-level course in menu planning offered in hospitality programs and culinary schools, this book covers menu costing, pricing, layout, design, menu analysis and provides a wealth of information on a variety of menus. The book is an extremely practical guide with numerous exercises that allow students to practice writing menus. A discussion on using computers in menu planning is provided, and an equipment checklist is included.

Profitable Menu Planning, Third Edition is the most up-to-date, comprehensive book on menu planning available. It covers every operation needed to properly design and develop menus, including determining who your customers are and how to market the menu to them; available kitchen equipment; recipe costs; how to make a profit; and how to figure selling prices. Menu analysis, nutrition, printing the menu (including desktop publishing), menu accuracy, and all the different types of menus are also discussed.

"Must" reading for students as well as industry professionals, this edition includes:

>> Software for menu analysis, recipe costing, and selling price
>> How to market to your customer
>> Utilizing existing equipment to expand and enhance your menu
>> How to analyze your menu for maximum profitability
>> How to properly price your menu for maximum sales and profit
>> Marketing nutrition to today's health-conscious customer
>> Laws and regulations governing today's menus
>> Menu design and layout
>> Actual menus from across the country used as illustrations
>> Includes menus from quick-service operations, family restaurants, theme and ethnic restaurants, cafeterias, buffets, banquet menus and cycle menus

Other Books

How to Start a Restaurant on a Budget, The best way to start and run a profitable restaurant! Have you ever wanted to chase the dream of owning your own restaurant? This book is a complete guide with everything you need to start your own restaurant even on a budget. Even if you have never owned or operated a restaurant before, this guide will show you how. If you have started a restaurant, and are looking for a way to make more money, or improve the business, this is your guide. From best selling author and hospitality expert J.H. Dies, this guide contains an extensive selection of actual business tools and advice including: How to choose a restaurant location How to experiment with your concept before you leap into business How to prepare a business plan Where to get financing for your restaurant Food and menu planning and costing How to staff your restaurant and manage labor How to market your restaurant Money saving tips for a small restaurant startup How to build a successful restaurant brand Using social media to market your restaurant Advice on improving profitability How to start and run a profitable bar Finding and selecting inexpensive equipment for the restaurant, bar and kitchen Every form, spreadsheet, checklist and tool you need to own and operate your business, and much more! Use this book to find out if you have what it takes to succeed in the competitive restaurant business. We start from scratch with real ideas to generate revenue, test your concept, and

get your restaurant started successfully.
⬚ ⬚ ⬚ ⬚ ⬚ . This book is a complete guide with everything you need to start your own restaurant even on a budget. Even if you have never owned or operated a restaurant before, this guide will show you how."