

APCA 105: CULINARY MENU DEVELOPMENT

Foothill College Course Outline of Record

| Heading | Value |
|------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| Units: | 3 |
| Hours: | 40 lecture per quarter (40 total per quarter) |
| Prerequisite: | Per California Code of Regulations, this course is limited to students admitted to the Culinary Arts Apprenticeship Program. |
| Degree & Credit Status: | Degree-Applicable Credit Course |
| Foothill GE: | Non-GE |
| Transferable: | None |
| Grade Type: | Letter Grade (Request for Pass/No Pass) |
| Repeatability: | Not Repeatable |

Description

Students develop their own menus for breakfast, lunch, and dinner; develop a beverage program; and cost out the menu items. Students design pricing strategies and submit as a portfolio.

Course Objectives

The student will be able to:

- Explain the difference between commercial and noncommercial food service operations and describe examples of each.
- Describe the three levels of management and identify the various production and service positions in a food and beverage operation.
- Explain marketing in terms of providing guest-pleasing service and discuss the elements and importance of feasibility studies, marketing research, and marketing plans.
- Discuss nutrition and special dietary concerns as they relate to the food service industry and contrast the nutritional concerns and obligations of commercial and noncommercial operations.
- Describe menu pricing styles, menu schedules, menu types, and the menu planning process.
- Explain how a menu dictates operations in a food and beverage establishment and describe its importance as a marketing tool.
- Explain how to create and use a standard recipe and how to calculate costs.
- Explain basic menu engineering, menu scoring, and goal value method.
- Understand and identify the concepts that prevail in truth in menu.
- Identify and describe the types of service that food and beverage operations can provide and explain how to provide excellent guest service.
- Describe the factors involved in facility design and equipment selection for a food and beverage operation and understand effects the menu may impose.
- Explain the importance of staffing in menu development.
- Analyze the impacts of menu changes and how they can affect the restaurant not only at a unit level but at a strategic level as well.

Course Content

This course examines the role of the menu in a food service establishment as the driving force and the primary management tool. Every aspect of food service operation is menu driven, including such areas as facility design, inventory controls, pricing and costing, equipment selection, staffing, and style of service. Proper techniques for costing of menu items and proper purchasing techniques will also be covered. Topics include:

- Menu Planning (Lec)
- Cost Control (Lec)
- Menu Pricing Strategies (Lec)
- Menu Mechanics (Lec)
- Menu Analytics (Lec)
- Beverage Menu (Lec)
- Service Considerations in Menu Planning (Lec)
- Production Concerns in Menu Execution (Lec)
- Financial Planning and the Menu (Lec)
- Ethics and Menu (Lec)

Lab Content

Not applicable.

Special Facilities and/or Equipment

Laptop computer and projector or TV screen
Whiteboard with erasable markers

Method(s) of Evaluation

- Written portfolio of recipes, costing and marketing plan
- Routine checks for understanding
- Evaluation of notebook
- Student presentations
- Quizzes based on the units

Method(s) of Instruction

- Lecture
- Discussion
- Group projects
- Portfolio

Representative Text(s) and Other Materials

Kotschevar, Lendal, and Diane Wlthrow. *Management by Menu*. 4th ed. John Wiley and Sons Publications, 2008.

Although this text is older than the suggested "5 years or newer" standard, it remains a seminal text in this area of study.

Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments

- Students will produce a breakfast, lunch and dinner menu.
- Students will cost out 12 recipes for one of their menus as part of a portfolio.

C. Students will submit a base feasibility for their concept and describe their foodservice operation in detail.

D. Students will present a basic marketing plan for their concept.

Discipline(s)

Culinary Arts/Food Technology