



UNIT 9: MENU MERCHNDISING

CHAPTER: MENU MERCHANDISING

WHAT:

The success of catering operations depends to a large extent on the way the menus are planned and designed. Menus are the backbone of any catering operation. A good menu should ensure profits.

To make the best or most effective use of menus in advertising and selling is called **Menu Merchandising**.

In order to increase the merchandising value of menus the following points should be considered:

Legible

Easy to change

Clean

Format

Type of operation

Effective Descriptions with descriptive headings

Organisation

Language

IMPORTANT QUESTIONS FOR THIS CHAPTER

Write short notes on MENU MERCHANDISING.

Write down the some Menu merchandising tools that can be used inside an F & B establishment



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CHAPTER: MENU AS MARKETING TOOL

Menu is an instant snapshot of **your restaurant**. It's the one piece of information that every guest *will* read. Having an aesthetic, well-designed menu that depicts your restaurant's theme and communicates effectively with your customers can do wonders for your restaurant.

There are many ways of using your restaurant menu to your advantage. In addition to letting customers know what dishes you are offering, a well-designed menu creates a great first impression for your restaurant. Customers can already anticipate the quality your food will offer just by looking at the effort you put into your menu. It's essential to set the right expectations and nail that perfect look for your menu.

When dining out, customers are looking for a great experience, not just good food. Everything from your restaurant's ambiance, to your service, to your menu and finally your food contributes to their experience. As a restaurant owner or manager, you need to ensure all aspects of a customer's dining experience are catered to.

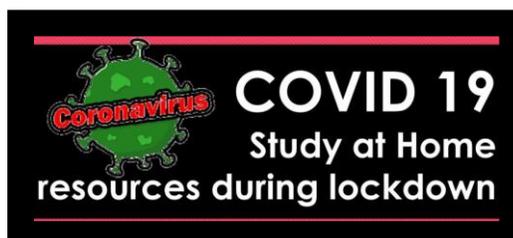
let's delve into how we can make your menu great.

- ✓ Designing and Preparing a Stunning Menu
- ✓ Keeping Your Menu Up-to-Date
- ✓ Making a Festive Menu
- ✓ Legible
- ✓ Organized
- ✓ Easy to change

IMPORTANT QUESTIONS FOR THIS CHAPTER

How can the menu be an effective tool for marketing? List the factors for designing a menu.

What factors to be considered while fixing the Menu selling price?





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