

# 9. F & B Services — Menu Preparation

Food and beverages form an integral part of the human culture. Ever since human culture started evolving, food and beverages preparation also went on finding new ways. Today, every country flaunts a different line of food and beverages prepared in authentic culinary ways.

Over the past several years, various food and beverages have been developed using local crops, meats, fruits, and vegetables, and trying different recipes with them. This manner of development contributed in the authenticity of the food and beverages to a great extent.

## What is Menu?

---

It is a detailed list of food and beverage offerings with their respective prices. It is prepared by a food and beverage service businesses to keep the customers informed about the availability of various F&B items.

A good menu must:

- Present clear, unambiguous information.
- Adhere to food safety and nutrition policies of the business.
- Meet or outstrip guests' expectations.
- Meet the quality standards of the business.
- Be truthful in describing the taste and preparations.
- Be strictly going with the production and service facilities of the business.

## Restaurant Menu Preparation

---

The restaurant menu should be planned well by considering various aspects of the food outlet. There are myriad menus available right from breakfast, lunch, small bites, up to dinner. The following information is gathered before planning food and beverage menu for a commercial kitchen:

- What kind of food outlet is it? (Vintage, Contemporary, Modern, Theme, Bar, and more)
- What is the name of the outlet?
- What is the expanse of food items, their accompaniments, and beverages the owner wishes to keep?

## Food and Beverage Services

- Which information needs elaboration for food and beverages?
- What tone of language is required? (formal/informal)
- What types of names and category headings would best suit for the food and beverage items?
- What design, images, colors, and typeface would look best for the menu?
- Are the graphic details relevant to the food outlet theme?
- How large should the menu be on paper?

These days, numerous apps such as MenuPro, FineDine, MenuExpress, InnMenu, and more are readily available to create catchy and engaging menus. A good menu design is a treat for eyes that drive the guests to place orders.

Depending upon the expanse of physical outlet and service, and the variety of food and beverages it offers, the menu design and details change.

## Menu Planning

---

This is the selection of menu in advance for an upcoming event. Menu planning plays an important role in customer satisfaction.

Menu planning is beneficial in the following areas:

- Purchasing of essential material in advance.
- Pricing of the food.
- Guiding the food preparation.
- Evaluating the dietary needs.
- Evaluating the food in terms of necessary improvements.

The menu must be planned such that it goes well with the theme of the F&B outlet and it must be a good bargain for food price and dietary value.

# 10. F&B Services — Ethnic Food Menus

There are various cuisines around the world. Each cuisine involves a lot of preparation. The following most famous ethnic menus are prepared in various cuisines around the world:

## Indian Food Menu

---

Indian food is perhaps as diverse as its culture and offers a lot more than curries and gravies. It balances all tastes — savory, sweet, salty, and sour. Indian food broadly goes according to the regions where it originates such as Northern, Southern, Western, and Eastern. Within regions it is varied according to states such as Kashmiri, Punjabi, Gujarati, Marathi, Keralite, Bengali, and so on. **It is an authentic combination of the base food paired with aromatic herbs nuts, and spices.**

It includes various appetizers, snacks and their accompaniments, veg and non-veg stews, various types of flat breads, plain or spicy lentils, rice preparations, sea-food, street food, and sweets made of milk products and nuts.



Indian food is eaten using one's clean fingers because that way, the flatbreads are easy to portion. The spoons and forks are used for having snacks, curries, stews, rice, curds, or

## Food and Beverage Services

sweets when the need arises. Authentic Indian food is generally served in copper or brass bowls and plates or you can have it on fresh banana leaves or *Patravali* (Plates made of dried leaves), which help to save efforts of cleaning and disposing.

A few popular Indian foods are:

- **Poha** (beaten rice soaked and cooked by adding chopped vegetables and cilantro)
- **Aloo Bonda** (Boiled, mashed, and flavored potatoes enwrapped with lentil flour and deep fried)
- **Kadhai Panner** (Savory cubes of cottage cheese in thick tangy curry or gravy)
- **Veg Kolhapuri** (Wholesome vegetables cooked in spicy red gravy)
- **Rajma** (Black beans cooked in spicy gravy)
- **Biryani** (Aromatic and flavored rice dish cooked with vegetables or meat)
- **Sarson-da-saag** (Mustard leaves cooked with chili, garlic, and mustard oil)
- **Jalebi** (Coils of flour batter deep fried and dipped in sugar syrup)
- **Gulab Jamun** (Deep fried balls of milk powder and flour soaked into sugar syrup)

## French Food Menu

---

France boasts of a wide range of cuisines. The cuisines follow authentic traditional cooking practices. French food caters to the preparation of appetizers, salads, soups, stews, side and main dishes, and desserts. A large variety of classic food is prepared using red and white meats. Recipes have evolved with seafood, fruits, cheeses, vegetables, pastries, and chocolates using authentic sauces and dressings.



The following are some traditional French dishes are:

- **Soupe à l'oignon** (Onion soup in meat stock)
- **Petits Pâtés a la Sage** (Little pies of sage)
- **Ratatouille** (Traditional vegetable stew)
- **Coq au vin** (Rooster in wine)

### Italian Food Menu

---

Italian food boasts of classically prepared pizza bases baked with savoury toppings of vegetables, meat, and cheese. It also includes a wide range of pastas of various shapes and sizes cooked and served with authentic Italian accompaniments and sauces.

The local customs of baking and cooking provide a large array of soups, salads, snacks, meals, and desserts from Italian cuisine. The food is often accompanied with beverages such as wine, champagnes, or other similar drinks.



The following are some popular dishes in Italian cuisine:

- **Bellini** (a cocktail made with white peach puree and sparkling wine.)
- **Caprese Salad**
- **Cacciucco** (Seafood stew)
- **Risotto Alla Milanese** (Saffron Rice)
- **Arancini Veneziani** (Venetian Rice Fritters)
- **Braciola** (Italian Beef Rolls in Tomato Sauce)
- **Spinach and Mushroom Lasagna** (Baked sheets of flour separated by stew and cheese)

### Chinese Food Menu

---

They say, Chinese food is the tastiest in the world. It includes soups, snacks, and meals prepared with rice, noodles, vegetables, meats, seafood, sauces, and seasonings. The stir frying manner of cooking brings crunchiness, texture, and adds a great flavor to various Chinese dishes.



Chinese food is prepared with crunchy or leafy vegetables, bean sprouts, a variety of mushrooms, bamboo shoots, tofu (soybean curds), and spices such as chilies, ginger, Chinese celery, and garlic. The food is consumed using traditional chopsticks and spoons. The table setting displays porcelain bowls and spoons for soup, a large bowl for food kept on the flat plate underneath, Rice bowl, and a pair of chopsticks with resting stand.

The following are some traditional Chinese dishes:

- **Gong Bao Chicken** (Diced chicken cooked with dried chili and fried peanuts).
- **Ma Po Tofu** (Tofu cubes cooked with pepper powder, ground beef, and green onions).
- **Wontons** (Triangles of flour added in soup).
- **Dumplings** (Small dough disks filled with minced meat or spicy chopped vegetables, closed, and steamed).
- **Spring Rolls** (fried cylindrical rolls that enwrap minced meat or vegetables).
- **Chow Mein** (Cooked and stir fried vegetables in savory sauce).

Chinese food includes a cup of tea as beverage. No aerated drinks are served as part of authentic Chinese meal. Desserts are not commonly consumed in Chinese cuisine except on special occasions. The meal is generally completed with fruits.

## Thai Food Menu

---

Thai food is popular for the aroma it brings with the addition of lemongrass, lemon leaves, galangal, chili, and aromatic herbs. The base food is vegetables, meats, eggs, sauces, noodles, and rice. A complete Thai meal comprises of snacks, salads, soups, one-dish meals, and desserts. It makes a blend of great taste and treat for eyes too.



As per the traditional customs, the soups are enjoyed along with rice and noodles; not before. The rice or noodles are topped with the toppings of choice and consumed with spoon. Some popular Thai dishes are:

- **Tom Yam Goong** (Jumbo prawns in savory hot and spicy sauce)
- **Pad Thai** (Noodles with tofu, sprouts, fried onion, chili sauce, and finely powdered peanuts)
- **Kuay Tiew** (Noodles served in vegetables and meat broth)
- **Gai Med Ma Mung** (Chicken in soy sauce, garlic, honey, and cashew nuts)
- **Kao Phad** (Fried rice)
- **Massaman Curry** (Meat and potato cooked in cinnamon flavored curry)

## Mexican Food Menu

---

Mexican line of food is famous for spicy and tangy taste. It includes salads, snacks, one-dish meals, elaborate meals, and desserts.



The basic food items in Mexican cuisine are:

- **Tortillas** (Corn flour or wheat flour disks)
- **Fajitas** (Grilled meat on tortilla)
- **Tacos** (Small tortilla partially enwrapping the filling)
- **Quesadillas** (Wheat or corn tortilla filled with cheese and meat or vegetables)
- **Nachos** (A Texan-Mexican or Tex-Mex snack with savory flavored tortilla chips)
- **Enchiladas** (Corn tortillas rolled around a filling of cooked meat, seafood, beans, or vegetables and covered with a chili pepper sauce and cheese)
- **Empanadas** (Baked or fried stuffed bread or pastry)

Corn, black beans, native fruits and vegetables, herbs, and meats are integral ingredients of Mexican food. A few popular Mexican dishes are:

- Chicken-mango-jalapeno salad
- Mango-pineapple salsa
- Prawn fajita with avocado cream
- Mexican chicken stew
- Grilled chicken nacho

# 11. F & B Services — Menu Courses

The courses of meal around the world vary in number from as small as just one to as wide as 17, in case of a traditional French meal. The courses are divided according to what food one eats. There are different food profiles according to the country's culture and customs. Generally, there are at least three courses of a meal:

## Starter

In this course, a welcoming appetizer that induces hunger is given to the guests. Also, the guests can prefer soups accompanied with the bite-size savory snacks as side orders in this course.

## Main Course

During this course, main dishes with vegetables or meats accompanied with rice and breads are served. In some cultures, such as Indian, the main dish is accompanied with salads.

## Dessert

This course signals the end of meal and is usually had with a cup of coffee.

Salads form an important part of diet in France. A typical French meal has an addition of Salad Course. It is often accompanied by other courses such as Fish Course and Cheese Course. There are cultures where people prefer to take one dish meal with no elaborate and distinguished courses of food.

## Broad Types of Menus

---

Depending upon what and how the food is made available to the guests, there are following broad menu types:

### Table D'hote Menu

Table D'hote is a menu where the meal is combined with a number of food options from each course. **The guests can make their choice and order for a fixed price.** Irrespective of what the guest chooses or declines, the price remains the same. Hence, it may also be called **prix fixe** or **fixed price** menu. Banquet menus, children's menus, and occasion menus cater to special occasions and are offered at a **set price**.

### À la carte Menu

À la carte is a multi-course or multi-category menu that comes with appetizers, starters, sea-food, meats, side dishes, beverages, and alike. Each dish is offered at a separate price. The guest can choose individual dishes to make own meal package.

## Food and Beverage Services

### Static Menu

In this menu, the typical types of meals are served yearlong with an occasional change on some special days.

### Cyclic Menu

Cycle menu includes different meals offered on different days of a week. The cafeterias at educational institutes and otherwise use this menu which they can repeat after a week or a month. Serving a feast on Sunday, offering special variants of chicken on Fridays can add to the cyclic menu.

Let us now look at a few other menus which boost your platter and the F & B Services.

### Dessert Menu

This menu displays puddings, cakes, tarts, ice creams, smoothies, fondues, sundaes, sweet pies, and ice creams and frozen yogurts along with their respective prices.

**Frozen Desserts** are usually popular with people from all ages and walks of life. They are always served chilled. The following are some mouthwatering frozen desserts are:

**Ice Cream/Gelato (Italian for ice-cream):** They are primarily same with just a little difference in composition of milk, custard, water, and eggs. In India, frozen desserts are prepared with thick full cream milk and fruit pulp or crushed nuts and saffron. It is popularly known as '*Kulfi*'. Kulfi is served on stick or in terracotta pot called '*Matka*'.

**Sorbet:** It is a frozen dessert made of fruit juices, dessert wines, and ice shaves. It is flavored by a variety of edible food colors and essences. In contrast to ice cream, frozen dessert appears icier than milky.

**Frozen Yogurt:** It is made by freezing flavored yogurt. It also contains less fat, sugar, and thus less calories as compared to ice creams.

### Beverage Menu

This menu includes variants of tea and coffee, hot chocolate, juices, milkshakes, mocktails, and so on. The wine menu includes wines, beers, liquors, types of water, cocktails, and spirits with their respective serving quantities and prices.