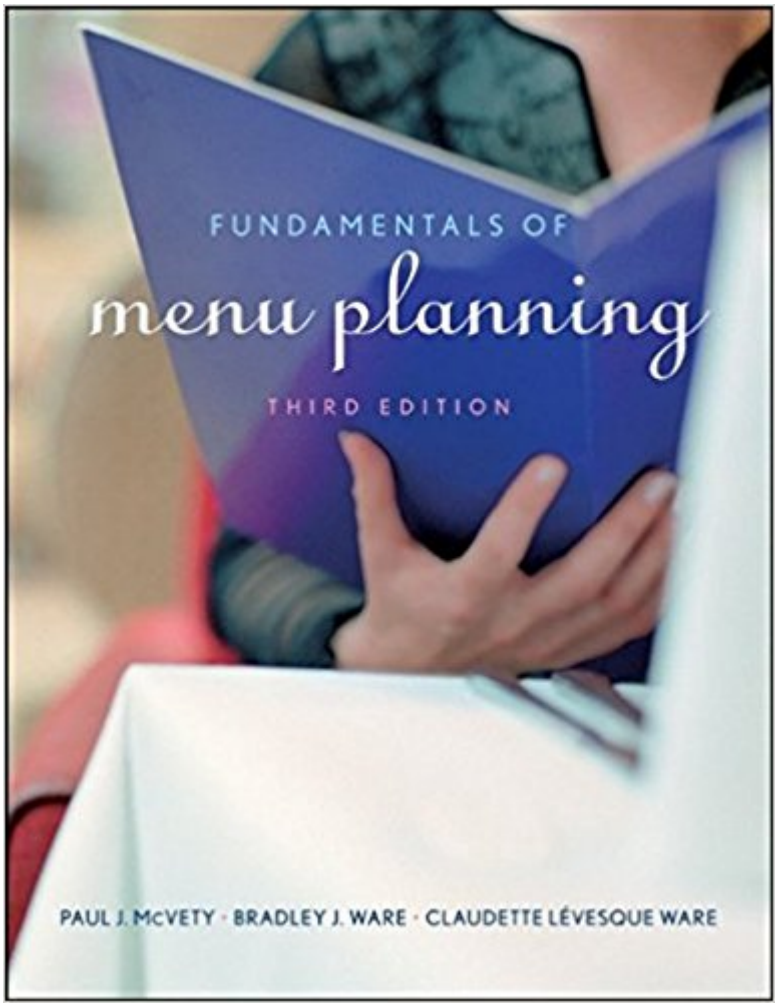
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Fundamentals Of Menu Planning



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Synopsis

Fundamentals of Menu Planning, Third Edition presents a complete overview of key aspects of menu planning, including designing, writing, costing, marketing, and merchandising a menu. Reflecting the latest menu trends in the restaurant industry, the authors show how research, surveys, and sales analysis are key to menu planning and design. With updated nutrition and menu planning information, an expanded collection of sample menus, new appendices and resources, numerous forms, tables, and worksheets, and more practice problems, this guide is key to the success of the overall foodservice enterprise.

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Customer Reviews

An essential guide for a vital foodservice skill–revised and updated Fundamentals of Menu Planning, Third Edition presents a complete overview of key aspects of menu planning, including designing, writing, costing, marketing, and merchandising a menu. Reflecting the latest menu trends in the restaurant industry, the authors show how research, surveys, and sales analysis are key to menu planning and design. This Third Edition also features: An updated nutrition and menu planning chapter, with new coverage of dietary guidelines, menu labeling laws, and the relationship between nutrition and health An expanded collection of sample menus from restaurants and hotels across the country that illustrate a wide variety of menu styles and descriptive copy Numerous forms, tables, and worksheets to aid in menu research, planning, and design New appendices and resources such as updated information on nutrition guidelines, an expanded list of culinary terminology, and cultural adaptations to the Food Guide Pyramid An increased number of practice

problems to reinforce understanding of key concepts such as recipe costing and yield With this accessible resource, hospitality and culinary students, restaurateurs, and other foodservice professionals will all gain a thorough understanding of how an effective and successfully planned menu is fundamental to the success and profitability of the wider foodservice enterprise.

Paul J. McVety is Dean of Culinary Academics at Johnson & Wales University in Providence, Rhode Island. BRADLEY J. WARE is a Professor in the College of Culinary Arts at Johnson & Wales University in Providence, Rhode Island. CLAUDETTE LÃƒÂ©VESQUE WARE is a Professor in the John Hazen White School of Arts and Sciences at Johnson & Wales University in Providence, Rhode Island.

Came in great condition. No missing or torn pages even though I bought it used. I used this for my menu planning classes at college and it was very helpful and informative.

Required purchase for my son at college

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