

SCHOOL OF BUSINESS AND MANAGEMENT

Program name		Bachelor of Tourism & Hospitality Management		Program code	BP312	Office use only School date stamp
Course/unit name		International Food & Beverage Management		Course/unit code	FOHO1024	
TAFE National Module Unit of Competency (UOC) name				TAFE National Module Unit of Competency (UOC) ID		

Assignment no.	ASM2A	Due date	30 August 2020	Name of lecturer/teacher	Dr. Justin Pang
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MENU ENGINEERING

'20



MODERN
FOREST

Course: International Food & Beverage Management - FOHO1024

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MENU DESIGN AESTHETICS

The menu is considered to be a central element in the food and beverage industry since it deliberately delivers the restaurant's concept and information to customers, explicitly provokes the restaurant's image and quality in customers' minds, and psychologically affects customers' choices. There are many determining factors regarding a menu design; however, to convey these messages to the patrons and leave positive initial impressions of the establishment on them, menu aesthetics is one of the principal components to be appraised.

Menu Design & Theme Colours

Modern Forest's primary theme is inspired from the greenery motif with a combination between rusticity and modernity via the two main colors moss green and ivory. With such cohesive colors usage throughout the restaurant aesthetics, customers are able to visually perceive Modern Forest characteristics and speciality, which is centralised around fusion plant-based nutrients and healthy lifestyle.

The modernity that the restaurant skews towards is also reflected through the logo design: an arch shape and a twig of aroid palm representing the embracing atmosphere full of plants and greens that fabricates a warming and welcoming environment for the patrons (Grayson 2015).

Regarding the menu engineering, the application of minimalism has enhanced the simplicity and the elegance not only upon the general restaurant concept but also on the dishes that Modern Forest specialised in. The use of moss green resembles a nature-like and nurturing sense which radiates the calming and relaxing effect for customers during their experience of skimming and choosing from the menu (Cugelman 2020). Additionally, the touch of ivory hue in letters on top of moss green frames delivers an elegant yet highlighting effect on signature dishes to span the

customers attention onto the recommended options that Modern Forest offers. Each menu category is spread into 2 portrait-size A4 pages with one page consisting of every dish item and the other comprises descriptive imagery of the signature speciality for the ease of customers to visualise the portions of the dishes and of Modern Forest to market these dishes to the target audiences.

Font & Languages

In order to further illustrate the restaurant brand persona and generate a luxurious with relaxing feeling for diners, both titles and descriptions are written in simple and elegant Montserrat typeface (Quick Sprout Editorial 2019). English is the main language to be communicated in the menu due to Modern Forest target customers; however, Vietnamese titles are listed right below for dual-lingual purposes as well. The strong distinction among bold typeface for English title, normal typeface for Vietnamese title, and italic normal typeface for English description establishes a balance in the layout of the menu, not too busy nor too plain.

CONSIDERATIONS

Restaurant Theme

Customers consider outstanding service experiences as a way to improve their well-being and quality of life; therefore, restaurateurs have responded to this trend by theming the servicescape of their restaurant (Meng & Choi 2017). Our restaurant theme is Modern Forest with the aim to let people become closer to nature and the environment while adapting to the new lifestyle of eating vegan food and using eco-friendly service. This theme aligns perfectly with our concept of pursuing

environmentally friendly objectives in the restaurant industry with creative fusion vegan dishes that value the ingredients from nature.

Business Goals & Objectives

We at the Modern Forest aim to provide an opportunity for knowledge , understanding, nourishment, and the practice of our four main objectives:Secure the environment wherever possible by enhancing plant-based composting, lessening our consumption waste and endorsing organic farming, local producers and fair trade.

- **Customers' Health**

Pay more attention to the ingredients inside their food and the impact of them on customer's health. We believe that plant products are the most empowering for vibrant health and generate its greatest potential in all aspects of being.

- **Community**

Associate a group of open-minded people who want to improve the world by making responsible choices that impact not only their own wellbeing but the health of the world.

- **Animal Welfare**

Believe in kindness and compassion for both human and non-human animals and in any of our creations and spaces, we don't ever use any animal products; as it is an inappropriate aspect to tolerate.

Target Market

Identifying our target customers and understanding their insights are the fundamental steps for our organisation when we frame the concept for the products and services. Since we are a forest-concept-based restaurant with the aim of promoting a healthy

lifestyle in plant-based consumption, our target customers are young Vietnamese people and foreigners between the age of 25 to 40, either non-vegan or vegan practitioners, with high disposable income and growing perception towards the environment. Particularly, they seek for contemporary as well as tasty vegan options to alternate their meat intakes and satisfy their adventurous taste buds. Besides that, they also look for a place with good servicescapes to spend quality time with their companions.

Geographic Location

Our first Modern Forest restaurant is located in the heart of district 2, Ho Chi Minh city since the area is famous for its Western influence and population. With district 2 being an ideal gathering spot for young adults on the weekends and with fusion vegan-oriented eateries being scarce in the area, the advent of Modern Forest can potentially attract lots of targeted prospects and soar to succeed in the near future.

Interior Design/Decoration

In our restaurant, tables and chairs will mainly be made out of wood while the sofa will be covered in green felt since the theme colour palette of Modern Forest consists of moss green and ivory. An open kitchen will be placed on the first floor as the focal highlight of our restaurant in order to create a sense of reliability with transparency and elevate customer's appetite via the sensory interactions (Nguyen 2017). Additionally, there will be a skylight configuration installed on the second floor which allows us to both take advantage of the natural lighting during our daytime operation and create a connection between the customers with the natural surroundings. With these interior features, our restaurant aims to emphasise the green lifestyle, value the sustainability of the environment, and connect the guest with the natural beauty.

Menu Types

Our menu is designed based on the **à la carte menu** model, which consists of several categories such as salads, appetizers, mains, hotpots, desserts, and beverages. In order for customers to easily choose the dish, not only our items will be described clearly by its ingredients but also signature dishes will be accompanied with descriptive imagery. With 1245 current vegan eateries and 82,000 foreign settlers in Vietnam, our mission is to become the pioneer in delivering and fusing original Vietnamese recipes with Western and Asian elements (Happy Cow n.d. & Nguyen 2019).

Service Method

The service style chosen at our restaurant is the ordinary plate service. With the aim to fulfill customers expectation and satisfaction, our waiters and waitresses will assist the customers thoroughly from understanding the menu concept to choosing the suitable dishes upon their demands. Our staff members will be well-trained with full skills of communication, expressions, and serving manners. Regarding the interpersonal skills, they are required to be fluent in both Vietnamese and English in order to understand either local or foreign customers' requests at ease and fabricate an immensely pleasant environment with no language barrier for customers.

Marketing & Promotions

To stay consistent with the eco-friendly mission, our restaurant takes advantage of social media to magnify the brand's reputation. Facebook, Instagram and website will be our leading channels to approach and communicate with potential customers (Chen 2020). Restaurant promotions, herb-planting workshops announcements, and special holiday menu will be continuously updated to acquire new prospects and retain current

patrons. By applying this social media marketing approach, we will be able to build and enhance myriad brand attributes, namely brand image, brand equity, brand preference, brand loyalty, and brand leadership.

Furthermore, we will tap into influencer's marketing techniques via the Word-of-Mouth method by inviting top food bloggers in the city to try our service, in return for feedback about their dining experiences on their social media platforms. Therefore, besides the owned media assets, we will be able to obtain new earned assets to effectively reach new guests within our target market.

LIMITATIONS

Target Market Preferences

Our target market is young people and foreigners from 25 to 40 years old with middle to high disposable income. At this age, they choose food with a high amount of protein such as a meat dish to get full strength and energy to work for an entire day instead of vegan options. In Vietnam, meat is known as the main dish served by millions of households in years after liberation as they were affordable and became a measurement of wealth. Along with the economic transition, GDP increase results in the improvement of Vietnamese lifestyle in which meat and fish have replaced vegetables to be indispensable components in every family's meal (Dien et al. 2004). Therefore, to have the spiritual value of Modern Forest preserved and the need of diners satisfied simultaneously, we are considering implementing several dishes that are made up of plant-based meat.

Target Market Dietary Restrictions

Protein accounts for 14-16% of the total dietary energy per day; for this reason, people who practice veganism always raise considerable desires for protein nutrients. In our

body, important vitamins and nutrients are diminished significantly without meat or animal by-products (Baroni et al. 2019). The most common nutrition that may be missing in vegan diets is calcium, omega 3, magnesium, Zinc and B12 (Hawkins et al. 2019). Some of our menu items still lack vitamins and nutrients; therefore, our restaurant needs to investigate our resources to generate items that could provide full nutrition for patrons.

Ingredients Availability

Since ingredient diversity is a competitive advantage, it has also been a limitation as well. Due to the seasonality and regional availability factors for some of the ingredients utilised in our food, it is a dilemma for us to ensure the stability and availability of them in the long run. Therefore, for every specific spice and ingredient, we will cooperate with specific suppliers who have already had long-term credibility to guarantee food hygiene and the authenticity of the food itself.

- For ingredients that have oversea origins such as garlic toum, burrito/taco fillings and chutney sauce, we choose Nam An Market, a high quality and healthy food retailer, to be our supplier and An Nam Gourmet as our substitute.

Address: 21 Thao Dien street, district 2, Ho Chi Minh City

- For domestic ingredients, we choose 3Sach, a qualified organic grocery chain which has approximately 7 years of history in providing Da Lat fresh vegetables, and Fresh From Farm to ensure a stable supply

Address: 124 Tran Nao street, Binh An ward, district 2, Ho Chi Minh City.

Equipment Availability

- **Furniture**

As our restaurant is built following the theme of forest and jungle, we aim for an environment where our customers could enjoy not only the convenience but also the feeling of being in a real forest. We opt for Baya Furniture as our main furniture supplier due to their reputation and ability to meet our demands.

Address: 92 Nguyen Huu Canh, Binh Thanh District.

- **Kitchen equipment & appliances**

Hafele Vietnam will be our main kitchen equipment and appliances supplier due to their background and position in Vietnamese market.

Address: 3rdfloor, REE Tower, 9 Doan Van Bo, Ward 12, District 4, Ho Chi Minh city.

Skills Of Chefs

As our restaurant menu is a combination of numerous cuisines from European to Asian culture, there will be two chefs required. One will be in charge of European dishes and the other will be in charge of Asian dishes. However, both of them are required to practice veganism and possess a deep understanding of the cuisine they are responsible for. This would be a challenge for our restaurant to recruit qualified chefs as finding wise chefs is hard, finding professional vegan chefs is even harder. Still, it will never be a redundant action because people who do the job that is related to their habits and interests are more likely to perform better (Van Knippenberg 2000 & Barata et al. 2014).

Service Style

Our restaurant mainly serves customers via ordinary plate service. This service style has been extremely familiar to most of Vietnamese due to its existence under different restaurant models, from the luxury one such as restaurants and eateries to the affordable one such as outdoor garden cafes, street food carts. Nevertheless, serving during peak time is a disadvantage of this service style since more staff is required when the restaurant gets crowded; however, this would cause labor-intensity during off-peak time.

BUDGET & PRICING STRATEGY

Budget

MONTHLY EXPENSES	AMOUNT (VND)
FIXED COSTS	136,000,000
RENTAL	41,000,000
SALARIES	95,000,000
VARIABLE COSTS	164,000,000
HOURLY WAGES	12,000,000
UTILITIES	10,000,000
INGREDIENTS SUPPLY	135,000,000
MARKETING	7,000,000
TOTAL	300,000,000

RESTAURANT'S OPERATING COSTS	AMOUNT (VND)
DECORATION	180,000,000
EQUIPMENT	280,000,000
TOTAL	460,000,000

Table 1. Modern Forest Monthly Expenses and Operating Costs.

Costing Structure & Menu Pricing

In view of our main target customers posing tremendous concerns about their health and the environment, value-based pricing will be a suitable strategy since the technique is built upon consumers' perceived values of products (Bloomenthal 2019). To further escalate the customer satisfaction rate, every element of the F&B cycle from choosing suppliers to ensuring food safety and hygiene will be closely monitored to match with the high-end standards of Modern Forest. Moreover, as 0- and 5-ending prices are perceived to be associated with higher quality by customers, we apply the psychological pricing method of this even-odd effect to conceptually produce the high-end standards and services of our restaurant in customers mind (Wilkie et al. 2015).

OPERATING BUDGET ESTIMATION	
FOOD COSTS	300,000,000
NON-FOOD COSTS	460,000,000
BUDGETED PROFIT GOAL	94,000,000

Table 2. Modern Forest Operating Budget Estimation.

The ratio of food costs to non-food costs plus profit:

$$\frac{\text{Non-Food Costs} + \text{Profit}}{\text{Food Costs}} = \frac{460,000,000 + 94,000,000}{300,000,000} = 1.85 \text{ (rounded)}$$

The total non-food costs and profit of **Roasted Butternut Squash with Wild Greens**:

If the food cost 28,360 VND, the amount of non-food costs and profit required is 52,466 VND ($28,360 \times 1.85 = 52,466$)

The base selling price for **Roasted Butternut Squash with Wild Greens**:

$$\frac{\text{Non-Food Costs}}{\text{Profit}} + \text{Food Costs} = 52,466 + 28,360 = 80,826 \text{ VND}$$

The ratio of food costs to non-food costs plus profit:

$$\frac{\text{Non-Food Costs} + \text{Profit}}{\text{Food Costs}} = \frac{460,000,000 + 94,000,000}{300,000,000} = 1.85 \text{ (rounded)}$$

The total non-food costs and profit of Lotus Root Chips with Wasabi Mayonnaise:

If the food cost 30,278 VND, the amount of non-food costs and profit required is 56,014 VND (30,278 x 1.85 = 56,014)

The base selling price for Lotus Root Chips with Wasabi Mayonnaise:

$$\frac{\text{Non-Food Costs}}{\text{Profit}} + \text{Food Costs} = 56,014 + 30,278 = 86,292 \text{ VND}$$

The ratio of food costs to non-food costs plus profit:

$$\frac{\text{Non-Food Costs} + \text{Profit}}{\text{Food Costs}} = \frac{460,000,000 + 94,000,000}{300,000,000} = 1.85 \text{ (rounded)}$$

The total non-food costs and profit of Ravioli with Beetroot Puree and Garlic Sauce:

If the food cost 68,252 VND, the amount of non-food costs and profit required is 126,266 VND (68,252 x 1.85 = 126,266)

The base selling price for Ravioli with Beetroot Puree and Garlic Sauce:

$$\frac{\text{Non-Food Costs}}{\text{Profit}} + \text{Food Costs} = 126,266 + 68,252 = 194,518 \text{ VND}$$

The ratio of food costs to non-food costs plus profit:

$$\frac{\text{Non-Food Costs} + \text{Profit}}{\text{Food Costs}} = \frac{460,000,000 + 94,000,000}{300,000,000} = 1.85 \text{ (rounded)}$$

The total non-food costs and profit of Spicy and Sour Mushroom Hotpot:

If the food cost 97,300 VND, the amount of non-food costs and profit required is 180,005 VND (97,300 x 1.85 = 180,005)

The base selling price for Spicy and Sour Mushroom Hotpot:

$$\frac{\text{Non-Food Costs}}{\text{Profit}} + \text{Food Costs} = 180,005 + 97,300 = 277,305 \text{ VND}$$

The ratio of food costs to non-food costs plus profit:

$$\frac{\text{Non-Food Costs} + \text{Profit}}{\text{Food Costs}} = \frac{460,000,000 + 94,000,000}{300,000,000} = 1.85 \text{ (rounded)}$$

The total non-food costs and profit of Avocado with Coconut Flakes Ice Cream:

If the food cost 22,408 VND, the amount of non-food costs and profit required is 41,455 VND (22,408 x 1.85 = 41,455)

The base selling price for Avocado with Coconut Flakes Ice Cream:

$$\frac{\text{Non-Food Costs}}{\text{Profit}} + \text{Food Costs} = 41,455 + 22,408 = 63,863 \text{ VND}$$

MENU SIGNATURE ITEMS	ITEM FOOD COST	ITEM SELLING PRICE	CONTRIBUTION MARGIN
Roasted butternut squash with wild greens	28,360 VND	120,000 VND	91,640 VND
Lotus root chips with wasabi mayonnaise	30,278 VND	105,000 VND	74,722 VND
Ravioli with beetroot puree and garlic sauce	68,252 VND	210,000 VND	141,748 VND
Spicy mushroom hotpot	97,300 VND	395,000 VND	277,999 VND
Avocado with coconut flakes ice cream	22,408VND	65,000 VND	42,592 VND

Table 3. Signature Menu Items Food Cost, Selling Price, and Contribution Margin.

VARIETY OF MENU OFFERINGS

Salads, appetizers, main course dishes, hotpot and desserts are the five main categories in the food menu while tea, juice, smoothie, coffee are the four main ones in the drink menu to be served at Modern Forest. Accompanied with the wide food range, we constantly ensure and monitor our offerings to be nutritionally and sensorily balanced for our guests.

Salads

Items	Costs (VND)	Price (VND)
Banana blossoms with bean curd	26,375	75,000
Grilled assorted mushrooms with nuts	36,118	95,000
Pomelo salad with crackers	27,212	75,000
Roasted butternut squash with wild greens	28,360	95,000
Roasted vegetables with avocado lime dressing	29,640	85,000
Chickpea mango with herbal chutney dressing	35,710	95,000
Citrus and grains salad with tropical vinaigrette	25,550	75,000

SALADS

01

Banana blossoms with bean curd

Gỏi bắp chuối phù trúc

90

shredded banana blossoms with crispy bean curds and other homegrown herbs for a hearty taste

02

Grilled assorted mushrooms with nuts

Gỏi nấm thập cẩm ngũ cốc

115

wide selection of mushrooms and nuts drizzled with rich balsamic vinegar for a fresh and earthy appetite

03

Pomelo salad with sesame crackers

Gỏi bưởi kèm bánh phồng chay

105

citrusy pomelo fleshes and chewy soya bits paired with crunchy sesame crackers for a burst of textures

04

Roasted butternut squash with wild greens

Bí sếp nướng ngũ vị

120

well-roasted 5-spiced butternut squash with freshly homegrown mixed herbs on the side for a smoky and nutty palate

05

Roasted vegetables with avocado lime dressing

Rau củ nướng với sốt bơ chanh

95

crunchy lettuce and vegetables coated with creamy avocado dressing and tangy lime juice for a mild and balanced flavour

06

Chickpea mango with herbal chutney dressing

Salad đậu gà và xoài sốt chutney thảo mộc

125

Indian-inspired salad of grainy chickpea bits tossed with tropical mango chunks and covered in creamy green chutney dressing

07

Citrus and grains salad with tropical vinaigrette

Salad cam chanh đào sốt giấm nhiệt đới

95

succulent grapefruits and tangerines salad with fresh herbs and nutty walnuts for juicy and rich taste buds

All items listed are calculated in thousand (.000) VND

Appetizers

Items	Costs (VND)	Price (VND)
Baked sweet potato fries with garlic toum	22,460	65,000
Lotus root chips with wasabi mayonnaise	30,278	80,000
Mushrooms & herbs fritters with sour sesame dips	25,100	75,000
Crunchy silken tofu with cilantro chutney sauce	29,438	85,000
Grilled veggies with hummus platter	26,779	75,000
Modern Forest rolls with peanut butter dip	40,580	105,000
Rainbow herb crostini	35,126	95,000

APPETIZERS

08

Baked sweet potato fries with garlic toum
Khoai lang sợi nướng với sốt kem tỏi

85

charred sweet potato strips with a hint of sweetness and sharpness from Lebanon-inspired garlic toum for a newly pungent breeze

09

Lotus root chips with wasabi mayonnaise
Củ sen nướng giòn sốt mayonnaise mù tạc xanh

105

oven-crisped lotus root chips with a dash of heat from Japanese wasabi and creaminess from sweet mayonnaise for a umami flavor pop

10

Mushrooms & herbs fritters with sour sesame dips
Bánh nấm sốt mè chua

95

pan fried locally hand-picked mushrooms and herbs fritters dipped in tangy and nutty sesame sauce

11

Crunchy silken tofu with cilantro chutney sauce
Đậu hũ non chiên xù sốt chutney ngò

105

crunchy breaded soft silken tofu dipped in Indian cilantro chutney with a twist of creamy and velvet texture

12

Grilled veggies with hummus platter
Rau củ nướng kèm sốt hummus

85

smoky grilled assorted veggies dipped in nutty hummus spread for a creamy and flavorful taste

13

Modern Forest rolls with peanut butter dip
Cuộn rau củ kèm sốt bơ đậu phộng

105

fruit and herbal based rolls with noodles dipped in chunky peanut butter sauce for a hearty plate of rainbow goodness

14


Rainbow herb crostini
Bánh crostini rau củ cầu vồng

95

lightly buttered and toasted crostini with various greens and squashes for a crunchy and dazzling flavor

All items listed are calculated in thousand (.000) VND

Mains

Items	Costs (VND)	Price (VND)
"Pho" Burrito	50,623	155,000
"Banh xeo" taco	53,722	165,000
Coconut cream scallop pasta with truffle oil	62,986	185,000 
Woven vermicelli with betel rolls	58,243	175,000
Ravioli with beetroot puree and garlic sauce	68,252	195,000
Rainbow sticky rice with shaking tofu	52,826	155,000
Roasted veggies Buddha bowl with tahini sauce	61,724	185,000

MAINS

15

"Pho" Burrito

Phở cuộn burrito

225

authentic Mexican-infused burrito fillings wrapped in Vietnamese rice crepes for a rich fusion and earthy taste

16

"Banh xeo" taco

Bánh xèo taco

210

traditional Vietnamese crispy sizzling shell with Mexican-inspired taco fillings and guacamole sauce for a savory burst of flavors

17

Coconut cream "scallop" pasta with truffle oil

Mì ý "sò điệp" sốt kem sữa dừa với dầu nấm truffle

235

creamy and nutty shimeji mushrooms cooked in coconut cream with a dash of truffle oil for a rich and classy pasta plate

18

Woven vermicelli with betel rolls

Bánh hỏi cuộn "bò" lá lốt

195

traditional Vietnamese woven rice vermicelli with char-grilled betel rolls for an earthy and herbal taste

19

Ravioli with beetroot puree and garlic sauce

Bánh bao Ý kèm củ dền nghiền và sốt tỏi

210

buttery seared sweet potato ravioli with mushy beetroot puree for luscious taste buds

20

Rainbow sticky rice with shaking tofu

Xôi ngũ sắc kèm đậu hũ lắc

175

eye-catching sticky rice with spicy shaking tofu for a pop of piquancy and heat

21

Roasted veggies Buddha bowl with tahini sauce

Cơm trộn rau củ nướng sốt hạt mè

175

nourishing mixed charred veggies and rice drizzled with tahini sauce for a mellow and flavorful palate

All items listed are calculated in thousand (.000) VND

Hotpots

Items	Costs (VND)	Price (VND)
Soya Cheese with Taro hotpot	95,975	285,000
Spicy & Sour Mushroom hotpot	97,300	295,000
Soya hotpot	93,241	285,000



HOTPOTS

(2-3 servings)

22

Soya Cheese with Taro Hotpot

Lẩu chao khoai môn

385

cheesy soya cheese flavored broth with squishy taro and green herbs for a mild and hearty taste

23

Spicy & Sour Mushroom Hotpot

Lẩu nấm chua cay

395

spicy and sour broth with assorted hearty mushrooms, chewy bean curds, and fresh greens for a flavorful combination

24

Soya Hotpot

Lẩu đậu nành

395

mellow and creamy soya broth with soy proteins and greens for a warming and comforting taste

All items listed are calculated in thousand (.000) VND



Desserts

Items	Costs (VND)	Price (VND)
Brownies with Pear Vanilla sorbet	24,752	75,000
Avocado with coconut flakes ice cream	22,408	65,000
Earl grey sorbet with roasted black sesame sauce	27,273	80,000
Coconut panna cotta with kiwi puree	22,975	75,000
Silken Tofu Pudding	19,742	55,000
Grilled Banana with coconut cream	22,907	65,000
Sesame dough with mung bean paste	18,092	55,000

DESSERTS

25  **Brownies with Pear Vanilla sorbet** _____ **75**
Bánh brownies kèm kem lê vanilla

fudgy and crunchy nut brownies paired with melting tangy pear vanilla sorbet for a comforting and sweet choice

26  **Avocado with coconut flakes ice cream** _____ **65**
Kem bơ dừa sấy

garden-fresh Dalat avocado ice cream with chunky coconut sorbet and crushed baked coconut flakes for a crisp taste

27  **Earl-Grey sorbet with roasted Black Sesame sauce** — **80**
Kem trà bá tước sốt mè đen

richly earl-grey-infused sorbet drizzled with aromatic black sesame sauce for an earthy burst of flavor

28  **Coconut Panna Cotta with Kiwi puree** _____ **75**
Panna cotta dừa kèm sốt kiwi nghiền

jingly and creamy coconut panna cotta topped with silky kiwi puree for a balanced fusion

29  **Silken Tofu Pudding** _____ **55**
Tàu hũ nước gừng

warming tofu pudding with ginger syrup and lime juice for a comforting and herbal taste

30  **Grilled Banana with Coconut Cream** _____ **65**
Chè chuối nướng kem sữa dừa

grilled glutinous rice-covered banana in creamy coconut cream with chewy pearls for an appetizing and traditional palate

31  **Sesame dough with mung bean paste** _____ **55**
Bánh cam đậu xanh

deep-fried nutty sesame dough with wholesome mung bean filling for a crunchy and mouth-watering flavor pop




All items listed are calculated in thousand (.000) VND

Beverages

Items	Costs (VND)	Price (VND)
Roasted Brown Rice Tea	15,863	45,000
Lime and Ginger Tea	13,267	45,000
Cinnamon Star Anise Black Tea	12,010	45,000
Orange and Ginger Juice	20,273	65,000
Aloe Vera Grape Juice	27,775	85,000
Kumquat and Honey Coconut Juice	25,998	75,000
Citrus and Lemongrass Pandan Juice	20,263	65,000
Green Apple and Mint Mojito	24,922	75,000
Mulberry and Basil Mojito	23,441	75,000
Creamy Pineapple and Banana Smoothie	27,379	85,000
Mango Peach and Spinach Smoothie	27,362	85,000
Black Coffee	18,935	55,000
Cashew Milk Coffee	24,263	75,000
Coconut Milk Coffee	22,361	75,000
Cinnamon Coffee	20,820	65,000
Water	4,120	25,000

BEVERAGES

TEA

-  **01** **Roasted Brown Rice Tea** _____ **45**
Trà gạo lứt rang
-  **02** **Lime and Ginger Tea** _____ **45**
Trà chanh gừng
-  **03** **Cinnamon Star Anise Black Tea** _____ **45**
Trà đen hoa quế

JUICE

-  **04** **Orange and Ginger Juice** _____ **65**
Cam gừng
-  **05** **Aloe Vera Grape Juice** _____ **85**
Nho nha đam
-  **06** **Kumquat and Honey Coconut Juice** _____ **75**
Dừa tắc mật ong
-  **07** **Citrus and Lemongrass Pandan Juice** _____ **65**
Sả chanh lá dứa
-  **08** **Green Apple and Mint Mojito** _____ **75**
Táo xanh bạc hà
-  **09** **Mulberry and Basil Mojito** _____ **75**
Dâu tằm húng tây

All items listed are calculated in thousand (.000) VND

BEVERAGES

SMOOTHIE

- 10  **Creamy Pineapple and Banana Smoothie** _____ **85**
Sinh tố dứa chuối
- 11  **Mango Peach and Spinach Smoothie** _____ **85**
Sinh tố xoài đào và rau chân vịt

COFFEE

- 12  **Black Coffee** _____ **55**
Cà phê đen
- 13  **Cashew Milk Coffee** _____ **75**
Cà phê sữa hạt điều
- 14  **Coconut Milk Coffee** _____ **75**
Cà phê sữa dừa
- 15  **Cinnamon Coffee** _____ **65**
Cà phê quế

WATER

- 16  **Mineral Water** _____ **25**
Nước khoáng

All items listed are calculated in thousand (.000) VND

REASONING

Modern Forest restaurant possesses a comparable concept of Uu Dam Chay restaurant in Hanoi city and Fed By Water eatery in London, both of which likewise offer vegetarian food and adopt the eco-friendly motif. However, with the pursuit of fusion style at Modern Forest, we come up with more options that combine different cuisines; for example, “Banh xeo” Taco as the convergence of Vietnamese and Mexican signature dishes and Chickpea mango with herbal chutney dressing as the fusion inspiration from Indian cuisine. With that being said, foreigners will be more likely to get attracted to our restaurant since part of our cuisines can depict a home-like familiarity to their dietary preferences. The cohesive colour palette throughout our restaurant inspired from the concept of Fed By Water will also leave positive impressions on customers of the freshness and soothing effect in every detail in our design. Overall, apart from the exquisite nourishment offerings, we also customise the unique experiences to meet every demand of a dynamic customer range coming to Modern Forest.

APPENDICES

Signature Dishes Cost

Recipe:	Lotus Root Chips with Wasabi Mayonnaise				
Restaurant:	Modern Forest				
Number of Portions:	1	Cost		Menu Price:	VND 105,000
Serving Size:	300	Cost per Portion:	VND 30,278	Food Cost % Budget:	35.0%
Unit of Measure Per Person:	Gram	Cost per Recipe:	VND 30,278	Food Cost % Actual:	28.8%
		Margin per Portion:	VND 74,722	Ideal Selling Price:	VND 86,508

EP = Edible Portion after Trim AP\$ = As Purchased cost (out of the box) EP\$ = Edible Portion Cost

Ingredients	Recipe Quantity (EP)			Yield Costing				Recipe
	Quantity	Weight	Volume	AP(VND)/ Unit	Unit	Yield %	EP(VND) / Unit	Cost
Lotus root slices	0.5		Kilogram	VND 25,000	Kilogram	80%	VND 31,250	VND 15,625
Wasabi, grated	0.05		Kilogram	VND 20,000	Kilogram	95%	VND 21,053	VND 1,053
Japanese vegan mayonnaise	0.04		Kilogram	VND 38,000	Kilogram	90%	VND 42,222	VND 1,689
Rice wine vinegar	50		Milliliter	VND 200	Milliliter	90%	VND 222	VND 11,111
Cress, garnished	0.08		Kilogram	VND 8,000	Kilogram	80%	VND 10,000	VND 800

Procedure:

Peel and thinly slice the lotus root.
Submerge the lotus root slices into a bowl of vinegar to avoid darkening.
Marinate the lotus root slices with salt and pepper for a few minutes.
Pour the oil into the pan to about 3-4 centimeters height and heat up to 170 - 180 Celsius degree.
Slightly place the lotus root slides into the oil and deep fry until they are golden brown and crispy.
Remove and drain on paper towel.
In a bowl, whisk together the wasabi, mayonnaise, salt and vinegar until combined.
Use the remaining salt and the wasabi mayonnaise to decorate on the side.

Recipe:	Roasted Butternut Squash with Wild Greens				
Restaurant:	Modern Forest				
Number of Portions:	3	Cost		Menu Price:	VND 120,000
Serving Size:	300	Cost per Portion:	VND 28,360	Food Cost % Budget:	35.0%
Unit of Measure Per Person:	Gram	Cost per Recipe:	VND 85,079	Food Cost % Actual:	23.6%
		Margin per Portion:	VND91,640	Ideal Selling Price:	VND 81,027

EP = Edible Portion after Trim AP\$ = As Purchased cost (out of the box) EP\$ = Edible Portion Cost

Ingredients	Recipe Quantity (EP)			Yield Costing				Recipe
	Quantity	Weight	Volume	AP(VND)/ Unit	Unit	Yield %	EP(VND) / Unit	Cost
Butternut squash, cut into thirds	0.30		Kilogram	VND 30,000	Kilogram	80%	VND 37,500	VND 11,250
Butter	9.00		TBS	VND 2,000	TBS	98%	VND 2,041	VND 18,367
Brown sugar	9.00		TBS	VND 560	TBS	97%	VND 577	VND 5,196
Chinese five-spice powder	3.00		TBS	VND 500	TBS	98%	VND 510	VND 1,531
Cress	0.24		Kilogram	VND 20,000	Kilogram	80%	VND 25,000	VND 6,000
Baby amaranth leaves	0.24		Kilogram	VND 20,000	Kilogram	80%	VND 25,000	VND 6,000
Salad dressing	9.00		TBS	VND 4,000	TBS	98%	VND 4,082	VND 36,735

Procedure:

In a small sauce pan, melt butter and sugar over low heat. Once the mixture is smooth, add five-spice and salt until fully incorporated.
Apply the marinade onto the butternut squash and leave it for 30 minutes.
Preheat the oven to 170 Celsius degree & cover the baking tray with a baking sheet.
Spread the squash evenly on baking sheet.
Place in oven and bake for 40 - 45 minutes or until the squash sides are charred.
In a large bowl, toss in the cress and baby amaranth leaves with salad dressing.
Place the butternut squash and salad on one side once the squash is fully roasted.

Recipe:	Ravioli with Beetroot Puree and Garlic Sauce				
Restaurant:	Modern Forest				
Number of Portions:	2	Cost		Menu Price:	VND 210,000
Serving Size:	230	Cost per Portion:	VND 68,252	Food Cost % Budget:	35%
Unit of Measure Per Person:	Gram	Cost per Recipe:	VND 136,504	Food Cost % Actual:	32.50%
		Margin per Portion:	VND 141,748	Ideal Selling Price:	VND 195,006

EP = Edible Portion after Trim AP\$ = As Purchased cost (out of the box) EP\$ = Edible Portion Cost

Ingredients	Recipe Quantity (EP)			Yield Costing				Recipe
	Quantity	Weight	Volume	AP(VND)/ Unit	Unit	Yield %	EP(VND) / Unit	Cost
All-purpose flour	0.15		Kilogram	VND 3,600	Kilogram	98%	VND 3,673	VND 551
Semolina Flour	0.15		Kilogram	VND 12,000	Kilogram	98%	VND 12,245	VND 1,837
Garlic clove, minced	0.05		Kilogram	VND 3,480	Kilogram	87%	VND 4,000	VND 200
Olive oil	3.00		TBS	VND 15,000	TBS	98%	VND 15,306	VND 45,918
Butter	4.00		TBS	VND 2,000	TBS	98%	VND 2,041	VND 8,163
Brown sugar	3.00		TBS	VND 280	TBS	97%	VND 289	VND 866
Cashew milk	0.60		Cup	VND 13,500	Cup	95%	VND 14,211	VND 8,526
Cornstarch	3.00		TBS	VND 3,150	TBS	98%	VND 3,214	VND 9,643
Sweet potatoes, mashed	0.20		Kilogram	VND 12,980	Kilogram	95%	VND 13,663	VND 2,733
Vegan ricotta cheese	0.20		Kilogram	VND 150,000	Kilogram	90%	VND 166,667	VND 33,333
Parsley, chopped	0.03		Kilogram	VND 8,000	Kilogram	76%	VND 10,526	VND 316
Beetroot, pureed	0.30		Kilogram	VND 44,970	Kilogram	76%	VND 59,171	VND 17,751
Lemon, squeezed	3.00		TBS	VND 1,000	TBS	45%	VND 2,222	VND 6,667
Chive blossoms, garnished	0.01		Kilogram	VND 2,100	Kilogram	90%	VND 2,333	VND 23

Procedure:

☐ In a pot, boil the sweet potatoes until soft.
☐ Peel the sweet potato skins and mash it with cashew milk and brown sugar until it becomes creamy .
In a large bowl, mix the all-purpose flour and semolina flour to combine. Make a well in the middle and slowly pour in the water and start kneading the dough until it forms a ball.
Dust the surface with flour and knead the dough for about 4-6 minutes until it is smooth and elastic.
Cover the dough and let rest for 30 minutes.
Divide the pasta dough into fourths & roll 1 portion to 1/16-inch thickness while keeping unused dough covered in a cloth.
Scoop a teaspoonful of filling 1 inch apart over half of the pasta sheet.
Apply another rolled pasta sheet on top and press down to seal. Cut into round shapes with a cutter & repeat with the remaining dough and filling.
In another saucepan, simmer the cashew milk over medium heat & add the garlic with garlic powder until the milk is almost evaporated.
Stir in the parsley, salt, and pepper. Mix the cornstarch with a little bit of water, and pour into the sauce to thicken the substance up
Apply a thin coat of olive oil onto the beetroots and place them in an ovenproof saucepan with a tight-fitting lid and bake in a medium heat until soft through.
Remove from the oven and allow the beetroots to cool before peeling the skins.
Roughly chop and blend the beetroots in a food processor along with a dash of olive oil, a pinch of salt and pepper, and squeezed lemon juice.
Store the puree in the fridge until served, removing it 30 minutes before plating to allow the puree to set at the room temperature.
In a pan, bring the salted water to a boil and cook until the ravioli floats. Then transfer the ravioli into a pan with melted butter and seared the sides until crisp.
Plate the beetroot puree underneath, ravioli in the middle, and the garlic sauce drizzled on top with a garnish of 2 chive blossoms.

Recipe:	Spicy and Sour Mushroom Hotpot				
Restaurant:	Modern Forest				
Number of Portions:	1	Cost		Menu Price:	VND395,000
Serving Size:	500	Cost per Portion:	VND97,300	Food Cost % Budget:	35.00%
Unit of Measure Per Person:	Gram	Cost per Recipe:	VND97,300	Food Cost % Actual:	24.63%
		Margin per Portion:	VND297,700	Ideal Selling Price:	VND277,999.6

EP = Edible Portion after Trim AP\$ = As Purchased cost (out of the box) EP\$ = Edible Portion Cost

Ingredients	Recipe Quantity (EP)			Yield Costing				Recipe
	Quantity	Weight	Volume	AP(VND)/ Unit	Unit	Yield %	EP(VND) / Unit	Cost
King oyster mushroom	0.15		Kilogram	VND24,000	Kilogram	93%	VND25,806	VND3,871
Chinese black mushroom	0.15		Kilogram	VND28,500	Kilogram	93%	VND30,645	VND4,597
Winter mushroom	0.15		Kilogram	VND17,250	Kilogram	93%	VND18,548	VND2,782
Brown beech mushroom	0.15		Kilogram	VND14,250	Kilogram	93%	VND15,323	VND2,298
Straw mushroom	0.15		Kilogram	VND26,250	Kilogram	93%	VND28,226	VND4,234
Oyster mushroom	0.15		Kilogram	VND14,250	Kilogram	93%	VND15,323	VND2,298
Tomatoes, wedged	0.20		Kilogram	VND10,400	Kilogram	91%	VND11,429	VND2,286
Pineapple, sliced	0.20		Kilogram	VND11,000	Kilogram	91%	VND12,088	VND2,418
Lemongrass, crushed	0.10		Kilogram	VND8,450	Kilogram	70%	VND12,071	VND1,207
Chilli	0.05		Kilogram	VND3,000	Kilogram	95%	VND3,158	VND158
Lime leaves	0.01		Kilogram	VND4,450	Kilogram	98%	VND4,541	VND45
Vegan fishsauce	5.00		TBS	VND3,500	TBS	95%	VND3,684	VND18,421
Tamarind sauce	5.00		TBS	VND1,500	TBS	90%	VND1,667	VND8,333
Chilli sauce	3.00		TBS	VND1,000	TBS	98%	VND1,020	VND3,061
Chilli paste	1.00		TBS	VND4,132	TBS	98%	VND4,216	VND4,216
Silken tofu	0.20		Kilogram	VND9,900	Kilogram	98%	VND10,102	VND2,020
Bean curds	0.15		Kilogram	VND60,000	Kilogram	96%	VND62,500	VND9,375
Water spinach	0.15		Kilogram	VND24,000	Kilogram	95%	VND25,263	VND3,789
Basil	0.05		Kilogram	VND23,795	Kilogram	97%	VND24,531	VND1,227
Leek	0.05		Kilogram	VND7,500	Kilogram	95%	VND7,895	VND395
Vermicelli noodles	0.30		Kilogram	VND4,400	Kilogram	100%	VND4,400	VND1,320
Coconut juice	3.00		TBS	VND6,000	TBS	95%	VND6,316	VND18,947

Procedure:

Wash the vegetables and clean the mushrooms. Cut the mushrooms into edible and bite-size pieces, water spinach into 3 inch long strips.
Soak them in diluted salt water for 20 minutes to deodorize.
In a large pot, add crushed lemongrass, lime leaves, tomatoes, pineapple, chilli and sauteed until fragrant.
Then add the coconut juice and stir to combine.
When the broth is boiled, season it with tamarind juice, vegan fish sauce, chilli sauce, and chilli paste.
Stir well to dissolve the spices and season if needed.
Pour the broth into the hotpot container for serving purpose.
In a large , assemble the vegetables, mushrooms, and bean curds.
Plate the silken tofu on a smaller dish and the vermicelli noodles on another small dish.

Recipe:	Avocado with Coconut Flakes Ice Cream				
Restaurant:	Modern Forest				
Number of Portions:	10	Cost		Menu Price:	VND65,000
Serving Size:	150	Cost per Portion:	VND23,610	Food Cost % Budget:	35%
Unit of Measure Per Person:	Gram	Cost per Recipe:	VND236,098	Food Cost % Actual:	36.32%
		Margin per Portion:	VND41,390	Ideal Selling Price:	VND67,457

EP = Edible Portion after Trim AP\$ = As Purchased cost (out of the box) EP\$ = Edible Portion Cost

Ingredients	Recipe Quantity (EP)			Yield Costing				Recipe
	Quantity	Weight	Volume	AP(VND)/ Unit	Unit	Yield %	EP(VND) / Unit	Cost
Coconut milk	0.50		Kilogram	VND10,000	Kilogram	93%	VND10,753	VND5,376
Sugar	0.40		Kilogram	VND14,000	Kilogram	97%	VND14,433	VND5,773
Large ripe avocados, halved, pitted, meat diced	2.00		Kilogram	VND70,000	Kilogram	72%	VND97,222	VND194,444
Freshly squeezed lime juice	3.00		TBS	VND3,000	TBS	70%	VND4,286	VND12,857
Dried shredded coconut fleshs	1.00		Cups	VND15,000	Cups	85%	VND17,647	VND17,647
Coconut sorbet	0.50		Kilogram	VND20,000	Kilogram	85%	VND23,529	VND11,765

Procedure:

In a sauce pan, pour in the coconut milk with the sugar and place over medium heat.
Stir well until the sugar dissolves and turn off the heat
Cut the avocados in half, remove the pit and scoop the pulp out
Cut the pulp into chunks and place it in a blender or food processor
Add the coconut milk mixture with lime juice, and blend until it is completely smooth
Place the mixture in a freezer for a couple hours for firmer ice cream
In a small pan, lightly toast the shredded coconut fleshs over medium-low heat, stirring constantly so they don't burn.
Once the coconut fleshs become fragrant and acquires a tan colour, remove and set aside.
Crush the coconut fleshs.
Plate the splashed avocado ice cream beneath, the crushed coconut fleshs and the avocado ice cream with a few quenelles of coconut sorbet around.

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