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FOOD AND BEVERAGE OPERATION³ MANAGEMENT

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1.0 Introduction

The purpose of this piece of paper is to offer consulting guidance for the effective menu planning of an upcoming Italian restaurant being launched in London. The research will review the current menu of Marriott hotels in London, determine sustainable menu planning factors, and evaluate menu planning considerations and constraints. The report's suggestions will assist the food and beverage team of the forthcoming Italian restaurant in creating a successful menu that complies with consumer tastes, industry trends, and sustainability ideals.

2.0 Marriot menu evaluation report

Address of the hotel: ²Carluccio's Marriott Regents Park 128 King Henry's Road, London NW3 3ST, United Kingdom

ANTIPASTI *Starters*

ZUPPA DI FUNGHI

Porcini broth, mushrooms, pancetta, cream, focaccia **6.25** ☺

TOMATO BRUSCHETTA

Yellow cherry, baby plum and beef tomatoes, extra virgin olive oil, baby basil, garlic, grilled ciabatta **5.75** ☺ ☹

CALAMARI FRITTI

Squid rings in light batter, lemon mayonnaise **6.95 / 13.25**

PRAWNS MARINARA

Prawns, white wine, baby plum tomatoes, chilli, fennel seeds, tomato & basil sauce, grilled ciabatta **7.75**

CHICKEN LIVER PÂTÉ

Smooth pâté, red onion marmalade, grilled ciabatta **6.75**

BURRATA & PROSCIUTTO

Burrata, 14-month aged prosciutto, aged balsamic vinegar, pane carasau **6.95**

SICILIAN ARANCINI

Two crispy rice balls – buffalo mozzarella & basil; provolone cheese, beef ragù & peas. Pepolata sauce **6.25**

INSALATA CAPRESE

Buffalo mozzarella, beef tomatoes, basil, extra virgin olive oil, black olives **6.75**

GRANDIOSO BOARD

Mortadella, 14-month aged prosciutto, salami ventricina Abruzzese, soppressa al finocchio, prosciutto cotto, salami Aquila, chicken liver pâté bruschetta, caponata bruschetta, Parmigiano Reggiano, baby peppers with pesto, artichokes, green beans, balsamic onions, olives, caperberries **17.95**

PASTA

SPAGHETTI CARBONARA

Eggs, Grana Padano cheese, guanciale, black pepper, spaghetti **10.95**

SEAFOOD LINGUINE

Prawns, mussels, squid, bottarga, tomato, crab & chilli sauce, baby plum tomatoes, basil, linguine **14.95**

LASAGNA TRADIZIONALE

Beef & tomato ragù, cheese, béchamel sauce, egg pasta **11.25**

TAGLIOLINI ALLA NAPOLETANA

Chicken thigh, baby plum & yellow tomatoes, anchovies, olives, capers, garlic, basil, white wine, garlic & herb breadcrumbs, fresh egg tagliolini ribbons **12.95**

CAULIFLOWER ORECCHIETTE

Cauliflower, baby spinach, chilli, capers, turmeric, garlic & herb breadcrumbs, orecchiette pasta **11.50** ☺ ☹

RAVIOLI SPINACI E RICOTTA

Spinach & ricotta parcels, sage & butter sauce **10.95** ☺

RISOTTO AI FUNGHI

Porcini, chestnut, oyster, shiitaki, shimenji, baby king oyster & closed cup mushrooms, garlic **12.95** ☺

Add truffle oil for **£1.00**

Add chicken for **£2.50**

SECONDI *Mains*

ZUCCHINE RIPIENE

Yellow & green courgettes stuffed with ricotta, olives, breadcrumbs, capers, tomato, spring onion, basil. Pepolata sauce **11.95** ☺ ☹

CHICKEN MILANESE

Chicken breast, rosemary & Grana Padano breadcrumbs, mixed leaves, baby plum tomatoes, mustard dressing **12.95**

SIRLOIN ALLA GRIGLIA

Dry aged, 8oz* Casterbridge sirloin, rosemary & garlic roasted potatoes **19.95**

SWORDFISH MUDDICA

Swordfish, herb & parmesan breadcrumbs, courgette, green beans, rocket, Parmigiano Reggiano **15.95**

INSALATA *Salads*

POLLO E VERDURE

Chicken breast, green beans, baby potatoes, baby spinach, red onion, frisée lettuce, rocket, chives, spring onion, dried tomatoes, garlic & herb breadcrumbs, balsamic dressing **11.25**

RICOTTA E ZUCCHINE

Baked ricotta, yellow courgette, pickled fennel, rocket, baby spinach, frisée lettuce, soya beans, peas, basil, pesto & lemon dressing **10.95** ♻️
Add chicken for **£2.50**

RISO NERO

Black rice, tenderstem broccoli, golden beetroot, pickled carrot, yellow courgette, mixed leaves, soya beans, peas, chick peas, basil & chilli vegan mayonnaise **10.95** ♻️ ♻️
Add chicken for **£2.50**

ABRUZZESE

Italian flaked tuna, buffalo mozzarella, green beans, peppers, baby plum tomatoes, mixed leaves, baby potatoes, anchovy, soft-boiled egg, croutons **11.25**

PIZZA *ROMANA*

Our bases are in the Roman style. Their structure contains "alveolata" – bubbles within the crust - which create a lighter dough

MARGHERITA

Buffalo mozzarella, tomato sauce, extra virgin olive oil, basil **8.95**
Ask for vegetarian mozzarella ♻️

SALSICCIA PICCANTE

Sausage, spicy 'nduja, tomato sauce, mozzarella, salami ventricina, burrata **12.95**

PROSCIUTTO

14-month aged prosciutto, rocket, tomato sauce, mozzarella, Parmigiano Reggiano **11.50**

CAPRICCIOSA

Artichokes, marinated peppers, mushrooms, black olives, tomato sauce, mozzarella **11.50** ♻️

SALAMI

Aquila salami, tomato sauce, mozzarella **10.50**
Add Puglian burrata for **£1.50**

FUNGHI

Mushrooms, garlic, chilli, mozzarella, truffle oil
No tomato sauce **11.95** ♻️

CONTORNI *Sides*

ROSEMARY & GARLIC ROASTED POTATOES 3.50

GREEN BEANS 3.50 ♻️ ♻️

ZUCCHINE 3.50 ♻️ ♻️

GARLIC FOCACCIA 4.50 ♻️

INSALATA MISTA

Baby gem, peppers, baby plum tomatoes, red onion, balsamic dressing **3.95** ♻️ ♻️

INSALATA VERDE

Mixed leaves, Parmigiano Reggiano, balsamic dressing **4.50** ♻️

*Approximate uncooked weight.

DOLCI *Desserts*

PANNA COTTA

Vanilla set cream, raspberry coulis **5.95**

TIRAMISÙ

Savoardi biscuits, espresso, coffee liqueur, mascarpone, cocoa **6.25** ☺

CHOCOLATE BREAD & BUTTER PUDDING

Vanilla ice cream **5.95** ☺

CHOCOLATE CAPRESE

Chocolate & almond cake, vanilla ice cream **6.50** ☺

LEMON TART

Sweet mascarpone **5.95** ☺

FORMAGGI

A selection of three Italian cheeses, truffle honey, pickled walnuts, ciappe - an Italian flat bread. *We import our cheeses from all over Italy, including regional specialities and handmade favourites* **6.95**

GELATO & SORBETS

GELATO

Arabica coffee & hazelnut / Bitter chocolate / Vanilla / Strawberry / Cherry **4.95** ☺

SORBET

Lemon / Passion fruit / Melon **4.95** ☺☺

CHOCOLATE & SALTED CARAMEL COPPA

Vanilla ice cream, chocolate & salted caramel sauces, amaretti biscuits **6.50** ☺

DESSERT WINES & LIQUEURS

DIGESTIVES

Served in large 50ml measures.

Frangelico / Disaronno Amaretto / Amaro / Sambuca / Grappa / Strega **5.95**

LIMONCELLO

Traditional lemon liqueur, served chilled **5.95**

VIN SANTO & CANTUCCI

Tuscan Vin Santo dessert wine, honey & almond cantucci biscuits

Glass (50ml) 5.25

Half Bottle 17.50

CAFFÈ

We serve two coffee blends, both roasted just for us in Italy: Milano is smoother, Napoli is richer

Espresso / Ristretto 2.45

Double espresso 2.75

Espresso macchiato 2.45

Americano 2.65

Cappuccino 2.95

Caffè latte 2.95

Ciocolata

Italian hot chocolate **2.75**

Ciocolata fiorentine

Thick Florentine drinking chocolate served in an espresso cup **2.15**

Bicerin

A traditional drink from Torino. Espresso, Florentine drinking chocolate, cream **3.00**

TÈ *Tea*

English breakfast

Earl Grey

Decaf English breakfast

Fresh mint

Lemon

Chamomile

Rooibos

Peppermint

Green tea

2.30

SPUMANTI *Sparkling* BOTTLE

PROSECCO, SANTA SARA, VENETO

Fine bubbles, dry and delicate **25.95**

ROSE PROSECCO, SANTA SARA, VENETO

Pink fruit - raspberries, cherries & strawberries **26.95**

LAMBRUSCO, VECCHIA MODENA,

CHIARLI EMILIA ROMAGNA

Dry sparkling red in the proper, traditional Lambrusco style. Strawberries and wild berries **30.00**

FRANCIACORTA DOCG, BERLUCCHI BRUT 25, LOMBARDIA

Italy's answer to Champagne - a Blanc de Blancs made using the champenoise production method, with the classic full, elegant style **38.00**

ROSATI *Rosé* BOTTLE

BENDICÒ, SETTOSOLI, SICILY

Light and fruity with a crisp finish **18.95**

PINOT GRIGIO BLUSH, SERRA DI PAGO, VENETO

Fresh and delicate with red berry flavours **21.95**

BIANCHI *White* BOTTLE

LIGHT

PINOT GRIGIO, SERRA DI PAGO, VENETO

Easy drinking, fresh and fruity **19.95**

SICANI BIANCO, SETTESOLI, SICILY

Citrusy and refreshing **16.50**

SAUVIGNON BLANC, LALUNA, VENETO

Crisp and refreshing with stone fruit and lime flavours **19.95**

FRUITY

PECORINO, AMODO, ABRUZZO

A dry white with floral nose & exotic fruit flavours **20.95**

LA SEGRETA, 'IL BIANCO' PLANETA, SICILY

Aromatic and fresh with tropical fruit flavours. Made with Grecanico grapes **23.00** ☺

VERMENTINO BELGUARDO, MAZZEI, TUSCANY

Peach and exotic fruit with a mineral, slightly salty taste. One of Italy's most popular grapes **27.50**

SMOOTH

GAVI, VIA DELFINI, PIEDMONT

Refined and elegant with floral and peachy flavours **24.00**

CHARDONNAY, CORTE VIGNA, VENETO

Unoaked with a nose of fresh gooseberry **17.95**

ROSSO *Red* BOTTLE

FRUITY

MERLOT CORVINA, SARTORI, VENETO
An elegant and easy drinking Merlot-Corvina blend **19.95**

NERO D'AVOLA, MANDRAROSSA, SICILY
Dark fruit, spice and vanilla from Sicily's signature red grape **18.95**

VALPOLICELLA, VILLA BARBARO, VENETO
Delicate and fruity. A blend of Corvina and Rondinella grapes **19.95** ☺

LA SEGRETA, 'IL ROSSO', PLANETA, SICILY
Strawberries, spice, soft tannins - fresh yet intense **23.00** ☺

HEARTY

SICANI ROSSO, SICILY
A medium-bodied, versatile red **16.50**

BARBERA, BRICOTONDO, FONTANAFREDDA, PIEMONTE
Silky smooth with a rich undertone of berries and Morello cherry **24.00**

CHIANTI CLASSICO RISERVA 'SER LAPO' MAZZEI, TUSCANY
A classic Chianti from the Mazzei family. Bittersweet flavours, full-bodied **28.00**

BOLD

MONTEPULCIANO D'ABRUZZO, CONTRI, ABRUZZO
Warming, rich and full-bodied, with a hint of spice **17.95** ☺

BAROLO DOCG RIVA LEONE, PIEMONTE
Rich and full-bodied but elegant. Earthy, truffle, chocolate notes - and a hint of violets **36.00** ☺

BEER

PERONI NASTRO AZZURRO 5.1%
330ml **4.30** / 660ml **7.00**

SPIRITS

WITH FEVER TREE MIXER 50ML
Campari / Rum / Aperol / Vodka / Whisky **5.95**

STRAIGHT 50ML
Limoncello / Grappa / Sambuca / Strega / Amaro / Brandy / Tia Maria / Frangelico / Disaronno Amaretto **5.95**

Also available by the bottle

SOFT DRINKS

JUICES
Fresh orange / Fresh apple **2.95**

Fresh lemonade / Peach / Cranberry / Cloudy cherry / Spiced tomato **2.75**

SAN PELLEGRINO
Lemon / Orange / Mint & lemon / Pomegranate & orange **2.70**

SAN PELLEGRINO ICED TEA
Organic peach iced tea **2.95**

BOTTLED WATER 500ML
San Pellegrino Sparkling **2.60**
Acqua Panna Still **2.60**

COCA COLA 2.85
DIET COKE 2.70



MARRIOTT
LONDON REGENTS PARK

SNACKS & DRINKS

BY MARRIOTT MIDNIGHT – 6AM

SANDWICHES

Served on a choice of white or brown bread with potato crisps

Tuna Mayonnaise - sweetcorn	8.00
Mature Cheddar - Branston pickle, lettuce, tomato v	8.00
Marriott Club Sandwich - turkey, bacon, lettuce, tomato, mayonnaise	9.00
Roasted Chicken - sundried tomato, basil pesto, lettuce	9.00

MAINS

Classic Mac 'n Cheese - crispy herb crumb topping v	10.00
Kashmiri lamb kofta curry - basmati rice and mini naan bread	14.00
Butter chicken masala - basmati rice and mini naan bread	13.00

DESSERTS

Sticky toffee pudding - with salted caramel ice cream, toffee sauce	6.50
Fresh fruit salad - lemon sorbet	6.00

We guarantee to serve your meal within 45 minutes otherwise your meal is 'on us'.

SPIRITS

Absolut vodka ALC 40%	25ml	5.00
Plymouth gin ALC 41.2%		
Jack Daniel's ALC 40%		
Bacardi rum ALC 37.5%		
The Famous Grouse ALC 40%		
Martell VS ALC 40%		
Tequila ALC 38%	25ml	5.25
Baileys Irish Cream ALC 17%	50ml	6.25

WINES

Ayrum - Red and White	175ml	7.50
	750ml	22.50
Moët & Chandon Brut Impérial Champagne	750ml	64.50

BOTTLED BEERS

Stella Artois ALC 5.2%	330ml	4.95
Becks ALC 5.2%	330ml	4.95

SOFTS

Pepsi/Diet Pepsi	200ml	2.25
Lemonade	160ml	2.00
Juices	160ml	2.00
Orange, Pineapple or Tomato		
Tonic water/soda water	160ml	2.00
Mineral water	330ml	2.00
	1 litre	5.00

If you are concerned about food allergies e.g. nuts, you are invited to ask one of our team for assistance when making your order. V Vegetarian. Prices are inclusive of VAT. Gratuities are discretionary. When ordering drinks only, no in-room dining charge will be added to your order.

Carluccio's Marriott Regents Park 128 King Henry's Road, London NW3 3ST, United Kingdom
| +44 (0)20 7449 4490

Evaluation of the menu: This menu, which is broken up into three sections for starters (ANTIPASTI), entrées (SECONDI), and desserts (DOLCI), comes from one of the Marriott restaurants. Zuppa Di Funghi, Spaghetti Carbonara eggs, Calamari Fritti, swordfish mixed herb and parmesan breadcrumbs), and Panna Cotta are just a few of the dishes mentioned (Styler, 2006). Additionally, starters (ANTIPASTI), entrées (SECONDI), and desserts (DOLCI), comes from one of the Marriott restaurants. The menu allows for various additions and modifications, such as putting chicken into the risotto or adding truffle oil to the mushroom dish (Mariani and Mariani, 2000). It also includes some vegetarian alternatives. The restaurant also provides a selection of liqueurs and other digestive beverages, such as limoncello. Panna cotta containing raspberry coulis, tiramisu, plus lemon tart are available as dessert alternatives. For those who want a lighter dessert, the restaurant also provides a range of Italian cheeses, gelato, and sorbets. A variety of dessert beverages and liqueurs, such as limoncello and Frangelico, are also available for customers to select from.

A variety of foods, including vegetarian and gluten-free alternatives, are offered on the available menu to accommodate different dietary needs and palate preferences (Cousins *et al.* 2014). Most of the items appear to be priced reasonably, from \$8 to \$20, which is typical for a dining establishment in this category. particular consumers may be turned off by the somewhat higher cost of particular meals, such as the seafood plate and the ribeye steak. A good selection of drinks, including spirits, beers, and cocktails, is also available on the menu, with prices starting at \$6 to \$16.

The menu is organised and simple to understand in terms of design. The addition of images for some items enhances the menu's aesthetic appeal and can aid consumers in choosing what they want to order (Beldona *et al.* 2014). However, to make it simpler for customers to read, the font size may be increased significantly. Even if each dish's description is succinct and to the point, it would still be helpful to know more about the dish's history or any unusual ingredients that were utilized.

3.0 Menu planning considerations and constraints for the new Italian restaurant

A freshly opened Italian restaurant that is attempting to develop its own unique identity in an extremely competitive marketplace will find that menu planning is an even more vital procedure. Planning the menu for an upcoming Italian restaurant requires taking into account a number of factors and restrictions.

1. The target market for the restaurant's menu must be taken into account. The restaurant will be able to better construct a menu that meets the demands of its target market by having an understanding of its tastes and expectations (Gustafsson *et al.* 2006). For instance, if the restaurant wants to attract a younger crowd, they would wish to offer more contemporary Italian cuisine on the menu.
2. The restaurant must take ingredient availability into account. Italian food relies largely on fresh ingredients; thus, the restaurant needs to make sure that its suppliers can regularly deliver high-quality supplies (Hjalager and Corigliano, 2000). This might entail working with vendors to acquire food locally or changing the menu according to the season.
3. The restaurant must take the neighbourhood competition into account. The restaurant will be able to detect market gaps and develop a distinctive menu that differentiates itself from the competition by doing market research and examining the menus of rivals (Ozdemir and Caliskan, 2014).
4. The restaurant needs to think about profitability and costs. To maintain profitability without pricing oneself out of the market, the menu must be priced appropriately. This can entail paying close attention to component pricing, portion proportions, and overhead expenses (Nagle and Muller, 2018).

A detailed awareness of the target market, ingredient availability, competitors, and cost concerns are necessary for menu design for a new Italian restaurant (Murphy and Smith, 2009). The restaurant may design a menu that satisfies client demands while being profitable and staying competitive in the marketplace by carefully taking these elements into account.

4.0 Sustainability considerations for the new Italian restaurant

Menu for an upcoming Italian restaurant with sustainable considerations ideas:

Menu Item	Price (in euros)	Sustainable Consideration
Antipasti	€ 6.75	Locally-sourced ingredients
Insalata Caprese	€ 10.50	Seasonal produce
Risotto alla Carbonara	€ 14.50	Use of organic rice
Spaghetti alla Carbonara	€ 12.50	Use of free-range eggs
Pizza Margherita	€ 9.50	Use of organic flour
Pollo alla Griglia	€ 18.50	Use of free-range chicken
Branzino alla Griglia	€ 22.50	Sustainable seafood
Tiramisu	€ 7.50	Use of fair-trade cocoa

It's crucial to take into account a number of elements when creating a sustainable menu, including decreasing food waste, sourcing foods locally, encouraging animal welfare, and lowering the restaurant's carbon footprint. Using locally sourced products in the antipasti & seasonally available vegetables in the Insalata Caprese are just two examples of the sustainable menu planning strategies that are used in the aforementioned menu (Parasecoli, 2004).

A dedication to encouraging sustainable agriculture may be seen in the use of organic flour and rice in the Pizza Margherita and Risotto alla Carbonara, respectively. Animal welfare is promoted by using natural eggs in the Spaghetti alla Carbonara and free-range chicken in the Pollo alla Griglia. Dedication to ethical sourcing may be seen in the Branzino alla Griglia's usage of sustainable fish. Finally, the restaurant's dedication to sustainable and ethical procurement is demonstrated by the incorporation of fair-trade chocolate in the Tiramisu (Barrows and Powers, 2008).

5.0 Conclusion

In conclusion, menu planning that is sustainable is an important component for every restaurant, particularly the new Italian eatery. It not only aids in decreasing the waste of food but also encourages moral and environmentally responsible behaviour. The menu ought to be created to give a selection of foods made using organic, regional, and locally produced components. In order to draw clients and yet pay the cost of manufacturing, costs should be

fair. In the end, a sustainable menu may help the restaurant succeed while also helping the planet and society.

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