



Learning Objectives

- Understand the different types of menu.
- Acquire skill in planning a menu.
- Identify the different types of cuisines and courses of menu.

A menu is a list of food and beverages served in a food service. It is a presentation of detailed list of dishes in a catering operation and may include full meals or snacks.

Cuisine is a style or method of cooking and characteristic of a particular country or region.



▲ Plate 7.1 Restaurant

7.1 Menu Planning

Planning menus become essential when food has to be purchased, prepared and served in large quantities to people of varying tastes and requirements.

The success of a food service operation no matter, what its size, depends primarily on those who plan the menus and how it is made into a tasty dish. In other words menu is the focal point around which the entire functions of a food service depend on. Good menu planning requires skills. People responsible for menus should have the following qualifications:

- Knowledge on different methods of preparing and serving foods.



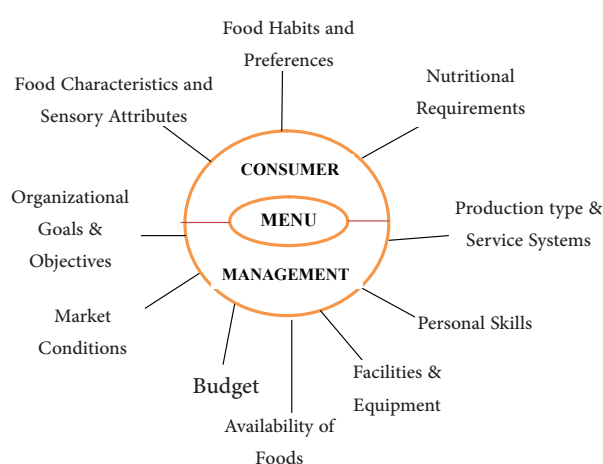
DO YOU KNOW?

Origin of Menu -

The word 'menu' is French in origin. It ultimately derives from Latin 'minutus', something made small in French.

- Knowledge on creative presentation of food
- Knowing the expectations of the customer
- Updating knowledge on standard recipes, seasonal foods, profitable dishes, price list and popular food combination.

So, there are some factors to be followed in a wise menu planning for a food service operation.



▲ Figure 7.1 Factors to be considered in Menu Planning



DO YOU KNOW?

Online Menu -

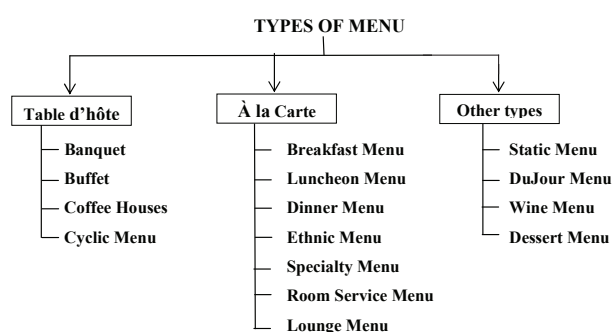
Several restaurants owned and start up online food ordering using websites.

7.2 Types of Menu

Menu could be offered in different ways in different food service organization but they are basically of two types. It is classified as follows:



▲ Plate 7.2 Table Setting in a Restaurant



▲ Figure 7.2 Types of Menu

I. Table d'hôte or Set Menu

- It is actually a classified menu or otherwise called as a 'set menu'.
- It does not provide any choices among food items offered in each course
- It has a fixed selling price and assured quality of food
- It is easy to produce and requires less kitchen space, labour and service equipment.



▲ Plate 7.3 Menu Display

- A typical Table d'hôte menu in India is served in the form of 'Thali' meals.

Table d'hôte includes the following order.

- Appetizers
- Soups
- Salads
- Entrées
- Desserts

Indian Menu (Table d'hôte)	
Soup	: Cream of tomato soup
Salad	: Green salad
Starters	: Chilli Gobi
Entrée (Main)	: Butter Naan, Paneer Masala
Rice	: Vegetable Pulao, Onion Raitha
Dessert	: Vanilla Ice Cream

The Table d'hôte menu can be followed in:

a. Banquet: It offers a selection of fixed items given at a set price and is arranged for formal functions.

b. Buffet: A buffet can be a large list of dishes seen in weddings or few as in a working lunch given in offices. Usually in buffet service the food is neatly arranged and the guests served in the counters or it is self service. The food items are predetermined with set price and set time. It may vary depending on the occasion and the operational cost.

c. Coffee House: A few snacks with limited choices in food and beverage are given in

coffee house. Usually coffee, tea and other hot beverages are sold. This menu is a set menu which offers food often 24 hours of the day with limited choices.

d. Cyclic Menu: A set of menu for various meals (breakfast, lunch, dinner) repeated at specific intervals ie. Every seven days and rotates again from the first day. Example: Hostel, mess, school food service and industrial canteens.

II. À la Carte Menu (or) Selective Menu

- It offers wide choice in food and beverages within each course and its categories.
- It is prepared after the order has been taken with a particular preparation time.
- It offers colourful and high cost seasonal foods.
- All entrées, dishes, salads and desserts are ordered separately.
- The different types of À la carte menus are Breakfast menu, Luncheon menu, Dinner menu, Ethnic menu (Food from different countries), Specialty menu and Lounge menu (served in hotels and inns).



▲ Plate 7.4 Dosa



▲ Plate 7.5 Vada



▲ Plate 7.6 Poori

III. Other Types of Menu

a. Static Menu: This menu offers same dishes all through the year **Eg:** Fast food restaurants.

b. DuJour Menu: “Specialty of the House” – prepared on the basis of seasonal items and combination of both À la carte and table d’hôte.

c. Wine Menu: It is developed only with the extensive selection of wines.

d. Dessert Menu: It offers particular list of desserts that are offered by any establishment.

Indian Menu

(À la Carte)

Breakfast Items	Price (Rs.)
Vadai	: 26.00
Sambarvadai	: 26.00
Roast	: 45.00
Two in one roast	: 60.00
Ghee/Masal/Onion Roast	: 45.00
Uttappam	: 45.00
Onion uttappam	: 54.00
Parotta (1)	: 43.00
Chappathi (2)	: 48.00
Romali roti with gravy	: 70.00
Poori (1)	: 28.00

7.3 Preparation of Menu Card

A menu is the first thing the customer sees when they come into the restaurant and the last thing they look at before they order. This makes the menu one of the most valuable marketing tools. So the restaurant menu should be prepared attractively.

Simple steps for preparing a menu card are as follows:

- Choose the restaurant’s concept (Kind of cuisine)
- Decide the menu items (minimum 10-12 items)



▲ Plate 7.7 Menu Card



▲ Plate 7.8 Menu Card Design

- Order the menu in a logical way (Breakfast, Lunch, Dinner).
- Pricing the menu – adjust menu prices to maximize profits, average income of the people in that area and end prices in whole numbers.
- Create a rough draft by looking through different templates, power point and websites.
- Choose a colour scheme that matches the style of the restaurant.
- Select a presentation style that fits with the restaurant's concept.
- Use a menu template for an easier menu design.
- Take pictures of the food to create an appetizing menu
- Determine how many menu cards needed based on the number of tables.
- Proof read the menu before printing.



DO YOU KNOW?

Restaurant -

Restaurant comes from the French term 'restaurer' which means "to provide food for". Common examples of restaurants include burger joints, cafeterias, pizzerias, sandwich shops, steak houses, seafood snacks, hot dog stands, ice cream parlors, Chinese takeouts, bakeries and fine dining establishments.

- Add a few high end or specialty items(choose 2-3 items that are little more expensive).
- Create unique names for the items in the menu (ex: Chicken manchow – Chinese soup).
- Write down the menu items.

7.4 Types of Cuisines

A cuisine is a cooking style denoting varieties of food prepared by a restaurant from a certain region or country. There are different types of cuisines all over the world. Each country or region has its own style.





7.4.1 Factors Affecting a Cuisine

- A cuisine is frequently named after the region or place where it is originated.
- It is primarily influenced by the locally available ingredients, the religion and the culture.
- The area's climate determines the native foods that are available.
- The trade among different countries also largely affects a region's cuisine.



▲ Plate 7.9 Cuisines

7.4.2 Common Cuisines

The common cuisines are Indian, International and fusion cuisine.

I. Indian Cuisine: Indian cuisines are as diversified and unique as its culture and country encompasses a wide variety of regional and traditional cuisines. Indian food is often thought of as an 'exotic cuisine' with charm of its own, it has such a great variety of taste, colour and aroma.

II. Regional Cuisine: It is based upon national, state or local regions. Regional cuisines may vary based upon food availability and trade, varying climates,

cooking traditions and practices and cultural differences. Each state has evolved its very own cuisine influenced by the availability of certain raw foods of the region. The cooking style varies from region to region and it is largely divided into South Indian and North Indian cuisine.

Characteristic Features

- Indian cuisine gives the range of diversity in soil type, climate, culture, ethnic group and occupations.
- The staple food varies with region to region. In the southern part of India, rice is the staple food while in the northern part it is wheat.
- There are special foods prepared for occasions like festival in all the regions.
- Indian cuisines use locally available spices, herbs, vegetables and fruits.
- A three meal balanced diet pattern is the most common feature in Indian cuisine.

1. North Indian Cuisine: North India has extreme climates – summer is hot and winter is cold. To quote a few, the region includes the following states: Jammu and Kashmir, Himachal Pradesh, Punjab, Maharashtra, Madhya Pradesh.



▲ Plate 7.10 Indian Cuisine





Courses of Menu-South Indian

Rice with sambar

Rice with rasam

Curd with rice (served with poriyal / kootu, pickle)

Palpayasam

Betel leaf and nut



▲ Plate 7.13 Tamil Nadu Cuisine

i. Tamil Nadu Cuisine

Characteristic Features

Variety of raw and parboiled rice as a staple food, forms part of a typical meal in Tamilnadu, accompanied with mildly or richly spiced vegetarian and non-vegetarian dishes.

- The various Tamil dishes can be categorized in different groups starting from the regular meals, the light meals, snacks and desserts.
- Mashed dhal with ghee, sambar, pulikuzhambu, rasam, kootu, kolisaaru, morkuzhambu and milagukuzhambu are the special dishes of Tamil Nadu.
- This cuisines conventionally include all the six tastes that any food categorized into sweet, sour, salt, pungent, bitter and astringent into the main meal so as to get complete nutrition and balanced digestion.

In Tamil Nadu there are different types of cuisines like Chettinad and Kongu. Some special foods like Thirunelveli halwa, Kumbakonam degree filter coffee, Ambur biriyani, Kanjeeपुरam idly, and Madurai Jigarthanda are also famous in Tamilnadu cuisine.

For example Traditional meals served in Chettinad style on banana leaves follow a specific protocol. Each dish has a designated space and order in which, it has to be served.



DO YOU KNOW?

Nanjil Nadu is famous for its abundant use of coconut oil and coconut dishes made in Kanyakumari district.

Courses of Menu

Tamil Nadu

Items served at the top of the leaf

Salt, pickle, mormilagai, varuval, poriyal, kootu, lentil ball urundai, masiyal, banana.

Items served at bottom left

Appalam, fritters and fries.

Items served in the centre

Rice and ghee with mashed dhal, sambar, pulikuzhambu, morkuzhambu, rasam, curd.

Items served at bottom right

Sweet dishes like ukkarai, palpayasam.



DO YOU KNOW?

Athirasam is a traditional fermented sweet product and used in South Indian cuisine. A combination of rice and jaggery made into dough and fermented. Later fried in oil or ghee and the shelf life is long.

Serving of Food in Indian Cuisine

- Etiquette of Indian dining varies with the region in India.
- Both in urban and rural settings Indians wash their hands thoroughly prior to dining, and then eat with their fingers, without any cutlery.
- Traditionally Indians sit on the floor while eating.
- Main dish (rice or chappathi), surrounded with other dishes are served on 'Thali' – a plate laid with banana leaf or stitched leaf.
- There will be dishes that are crunch, soft, dry, moist, rough and smooth.
- Garnishes are very simple such as sprinkling chopped coriander leaves or grated carrots and nuts.
- After a meal, it is common to serve small cardamom seeds with their husks, aniseeds and betel nuts.

III. International Cuisine: International cuisine means the different cooking practices around the world. Each country has its own cuisine and each cuisine is an art in itself. A global cuisine that is practiced around the world and can be categorized according to the common use of major food stuffs. In order to become a global cuisine a local, regional and

national cuisine must spread around the world.

There have been significant improvements and advances during the last century in food preservation, storage, shipping and production and today many countries, cities and regions have access to their traditional cuisines and many other global cuisine.

Some of the most popular International cuisines include French, Chinese, Italian and Mexican. Most countries have a well-known famous dish or ingredient that is associated with the cuisine.

Courses of Menu

In a full course menu, for example in a French cuisine, the dinner consists of multiple dishes or courses. In its simplest form, it consists of 3 or 4 courses such as appetizers, fish, entrée (main course) and dessert.

1. French Cuisine

Characteristic Features

- Innovative flavours and elegant presentation.



▲ Plate 7.14 French Cuisine



- Rich flavours with garlic, herbs, duck and mushrooms.
- French cuisine is an unique cultural experience with nutritious foods with beauty.

Ingredients used in French Cuisine

Bread, butter, cheese, fleur de sel (sea salt), herbs, leeks, mustard, olive oil, shallots (onions), tarragon (fresh herb), wine.

French classical menu

Hors-d oeuvre / Appetizer

Potage / Soup

Poisson / Fish

Entrée / Entrée of 1st meat course

Sorbet / Dessert

Salades / Salad

Fromage / Cheese

Café / Coffee

Serving of Foods in French Cuisine

- Family style is followed in serving food with all courses on the table at the same line.



▲ Plate 7.15 Frenb Salad

- Continuous service of bread is followed till the last course.
- “Buffet” style is the variation of the French service where all food is available at the correct temperature in a serving space other than dining table.

2. Chinese Cuisine

Characteristic Features

- Chinese cooking calls for maximum preparations of raw ingredients and minimum cooking methods.
- The dishes have balance, combination and blend of colour, flavour, texture, shape and size.
- The Chinese sauté, steam, deep-fry and roast with a difference.
- Ingredients are cut into beautiful shapes, yet flavor is never sacrificed.



▲ Plate 7.16 Chinese Vegetable Noodle

Ingredients used in Chinese Cuisine

Soya sauce, peanut oil, garlic, ginger, pepper, chilli sauce, corn flour, noodles, mono sodium glutamate (ajinomotto), bamboo shoots.

Serving of foods in Chinese Cuisine

- It is considered inappropriate to use knives on the dining table. Chopsticks are the main eating utensils.
- Youth should not sit at the table before the elders.
- When eating with a bowl, one should not hold it with its bottom part.
- Waiters serve hot dishes one by one and usually meat dishes are served first, then vegetables.
- Rice / noodles are the staple dishes for Chinese people.



▲ Plate 7.17 Noodle with Chopsticks

Courses of Chinese Meal

Tea / Drink

Appetizer – Cold Dishes

Entrée – Meat & Vegetables

Rice / Noodles

Soup

Fruit

3. Italian Cuisine

Characteristic Features

- Italian food is extremely regional and varies greatly from region to region.
- Light sea food dishes, semolina and egg based pastas are served.
- Simple preparations and presentations. Heavy emphasis is given to quality of ingredients.



▲ Plate 7.18 Italian Cuisine-Pizza

Ingredients used in Italian Cuisine

Sea foods, high quality olive oil, pizza, sausages, egg based pastas, cream based sauces, sea salt, wine, espresso, fresh herbs.



DO YOU KNOW?

There are two varieties of vermicelli Italian and Asian. The Italian variety is made from flour, eggs and a little salt. Dough is formed and extruded through a device. Asian variety is similar but rice flour is used.



Serving of foods in Italian Cuisine

- In Italy, eating is a moment of celebration where families, friends, colleagues, get together, relax and participate in the dining ritual.
- Even the most informal meals include multiple courses.
- The various courses are a way to break down the meal into different sections, to add variety and creativity.



▲ Plate 7.19 Italian Cuisine-Pasta

Courses of Italian Cuisine

Antipasto – Bowl of olives

Primo / Appetizer – Pasta rice / soup

Secondo / Main course – Chicken / sea food / meat

Controno – Plate of vegetables

Dolce – Bowl of fruit / cakes / custard

Coffee – Espresso

Pizza (in dinner course)

IV. Fusion Cuisine

A combination of different traditional culinary cuisines is called fusion cuisine. Cuisines of this type are not categorized according to any one particular cuisine style and have played a part in innovations of many contemporary cuisines. **Eg:** Vegetable fried rice – Indo Chinese cuisine.

Key Words

1. **Cuisine** : French word – Kitchen
2. **Coquina** : Latin word – to cook
3. **Table d'hôte** : French word means – 'host table'
4. **Entrée** : Main course of a meal
5. **À la Carte** : French word "menu of the day"
6. **DuJour** : French word "Item served in a restaurant on a particular day"
7. **Naan** : Bread made in a clay tandoor oven.
8. **Stuffed Paratha** : Baked Indian bread with different kinds of vegetarian and non-vegetarian fillings
9. **Kulchas** : Bread made from fermented dough
10. **Mutter paneer** : Prepared with peas and paneer
11. **Chaat** : Savory snack in North India (**Eg:** Paanipoori)
12. **Dhokla** : Prepared from rice and split chick peas
13. **Dhal makhani** : Prepared from whole black gram, red kidney beans, butter and cream
14. **Etiquette** : Polite behaviour





LINKAGES

<https://www.youtube.com/watch?v=Vw4lmFK7s2A>-Types of Menu and Menu Design

<https://www.youtube.com/watch?v=dDJca97viS4>-Types of Menus

<https://www.youtube.com/watch?v=ry1E1uzPSU0>-What Does the World Eat for Breakfast?

https://youtube/_LTdWIFzr4 Food in French <https://youtube/SjudnyMEWEg> How to read an Italian menu

Student Activity

- Formulate a Table d'hôte (set) or À la Carte (selective) menu.
- Design a menu card for a small scale restaurant

Teacher Activity

- Take students to a nearby restaurant and make the students identify the type of menus and types of cuisines used.



Questions

I. Choose the correct answer

1. The French word Table d'hôte means
a. Thali
b. Entrée
c. Host table
d. DuJour
2. is one of the variety of Table d'hôte menu.
a. Buffet
b. Ethnic
c. À la Carte
d. Lounge
3. 'Set menu' is otherwise called as
a. Cyclic
b. Ethnic
c. Table d'hôte
d. DuJour
4. The French word used for 'selective menu' is
a. Table d'hôte
b. À la Carte
c. Entrée
d. DuJour
5. 'Specialty of the house' is the meaning of
a. À la Carte
b. Entrée
c. DuJour
d. Ethnic
6. Entrée is the in a menu.
a. Appetizer
b. Soup
c. Main course
d. Dessert





7. In a school canteen, which type of menu is used often?
 - a. Buffet
 - b. Banquets
 - c. Cyclic
 - d. Static
8. Which type of menu is followed in a coffee house?
 - a. Set menu
 - b. Selective menu
 - c. DuJour
 - d. Static
9. Buffet style is the variation of food service.
 - a. French
 - b. Chinese
 - c. Italian
 - d. Indian
10. is the main course in Indian menu.
 - a. Pasta
 - b. Noodles
 - c. Cheese
 - d. Rice and Chappathi
11. Pizza is the famous food in Cuisine.
 - a. French
 - b. Chinese
 - c. Italian
 - d. Indian
12. Mono sodium glutamate is used in cuisine.
 - a. Italian
 - b. Indian
 - c. Chinese
 - d. French
13. is a meal served in a large plate with other dishes in India.
 - a. Chat
 - b. Thali
 - c. Main course
 - d. Entrée
14. is the staple food in China.
 - a. Pasta
 - b. Noodles
 - c. Cheese
 - d. Chappathi
15. is a bread made in a clay Tandoor oven.
 - a. Chappathi
 - b. Pasta
 - c. Noodles
 - d. Naan



II. Write in 3 lines (3 marks)

1. Define a menu.
2. Define a cuisine.
3. List the qualifications of a person who plans the menu.
4. Point out the different types of menu?
5. What is a set menu?
6. Write on selective menu?
7. Give the meaning of Banquet?
8. How does a coffee house run?
9. What is a static menu?
10. DuJour menu – Explain.
11. Name some of the International cuisines.
12. Mention any 3 factors affecting a cuisine.
13. What is meant by course of menu (in general)?
14. List the common ingredients used in Italian cuisine.
15. Indicate any two characteristic features of Tamilnadu cuisine and name some of the dishes.



III. Write in a paragraph (5 Marks)

1. Bring out the difference between a Table d'hôte and À la Carte menu.
2. Plan a model menu for Table d'hôte in Indian style.
3. Write the characteristic features of Chinese cuisine.
4. How do you serve food in an Italian cuisine?
5. Describe the serving pattern of food in Chinese cuisine and write the course of meal?



IV. Answer in detail (10 marks)

1. Elaborate the factors to be considered in menu planning.
2. Discuss the various types of menu in detail.
3. How do you prepare a menu card for a restaurant? State the different steps in detail.
4. Explain the characteristic features of North Indian cuisine.
5. How food is served in an Indian cuisine?