Instructor Information

Instructor: Chef Rob Best CEC
Office: Rm 217
Hours: Monday By Appointment
      Tuesday 12:00-3:00
      Wednesday By Appointment
      Thursday 1 hour before class
      Friday 8:00-8:30 or 11:30-12:00
Phone: 501-812-2739
Email: rbest@uaptc.edu

*All emails and telephone calls will receive a response within 24-48 hours

Director: Renee Smith 501-812-2879 rsmith@uaptc.edu
Associate Dean: Todd Gold 501-812-2861 tgold@uaptc.edu

*If your emails and telephone calls do not receive a response within 48 hours, the appropriate chain of command is above. Note: E-mail is the official method of communication. Students should check their PTC e-mail accounts every week for updates from the instructor. I communicate by email to the class so make sure to check your email for any changes/updates before class!!!

Course Information

Thursday
9:00 – 11:50 am
Room 246

Catalog Description

This is a comprehensive course teaching the fundamentals of menu planning including industrial, institutional, and commercial operations, chef’s menus, banquets, restaurant, wine and spirits, special occasions, pre-fixe, ethnic, children’s, dietary and nutritional menus for all meal periods. Students will also gain an understanding of menu planning based on equipment needs, station strategy, skill level of employees and concept in conjunction with the characteristics of menus for commercial use. This course is also designed to allow the students to effectively be able to write and cost out standard recipes to use as a tool in controlling food cost and menu pricing. Merchandising and advertising to a target market will also be covered.

Course Materials

Required
Fundamentals of Menu Planning, 3rd Edition
Paul J. McVety, Bradley J. Ware, Claudette Levesque Ware
Copyright 2009 by John Wiley and Sons, Inc.

Optional
The Book of Yields: Accuracy in Food Costing and Purchasing, 7th Edition

Mission Statement

University of Arkansas – Pulaski Technical College provides access to high-quality education that promotes student learning and enables individuals to develop to their fullest potential.

Institutional Learning Outcomes and General Education

UA-PTC supports a college-wide institutional learning assessment program which concerns effective instructional methods and promotes student learning achievement by assessing:

1. Communication
2. Critical Thinking
3. Cultural Awareness
4. Information Literacy
5. Professionalism
6. Quantitative Literacy
7. Technology Literacy

For more information, please consult the following website: https://uaptc.edu/sla/learning-outcomes/student-learning-outcomes

Department / Program Learning Outcomes

The Hospitality Management program at UAPTC is accredited by the Accreditation Commission for Programs in Hospitality Administration (ACPHA). ACPHA standards set a national benchmark for the effective instructions of programs throughout the United States and are necessary to ensure that these programs are professionally administered.

For more info vist: http://www.acpha-cahm.org/

The Management Institute, consistent with the College’s mission and the Division’s objectives, encourages the success of its students in all technical fields and academic disciplines by promoting:

- Technology: Demonstrate proficiency in appropriate computer and information technologies. Apply technology to culinary and hospitality operations.
- Industry Math: Demonstrate applicable math skills to culinary and hospitality operations business.
- Sustainability: Formulate strategies to improve sustainability and ‘green’ principles in hospitality management.
- Nutrition: Use accepted nutrition standards that lead to positive health benefits. Discuss current community health trends and concerns.
- Purchasing and Cost Controls: Apply purchasing and of cost control principles, related to culinary and hospitality business.
• Safety and Sanitation: Operate in a safe and sanitary manner. Demonstrate systematic approach to safety and legal issues of operations in back of the house and front of house environments.
• Marketing: Analyze strategies to serve the current needs of the hospitality industry. Describe contemporary culinary and hospitality trends.
• Communications: Demonstrate oral and written communication proficiency with public speaking, social media, menu design, and written articles and/or reports.
• Cultural Awareness: Demonstrate the dynamics of the changing global business environment. Discuss service, food, and dietary issues from cultural, religious, historical, and geographical perspectives. Service: Demonstrate best practices to meet current and changing guest needs and expectations.
• Professionalism: Demonstrate knowledge of personal skills, including accepted professional standards and codes of conduct. Apply culinary and hospitality terminology.

Overview: Demonstrates an understanding of the broad scope of career options in hospitality along with an overview of hospitality operations and standards.

Student Learning / Course Outcomes

• List basic menu planning principles.
• Identify principles of menu layout and design.
• Create menu item descriptions following established truth-in-menu guidelines
• Apply principles of nutrition to menu development.
• Plan a variety of menus i.e. a la carte, cycle, ethnic, holiday, banquet, reception and buffet.
• Discuss importance of product mix, check average and their impact on profit contribution.
• Develop a menu layout for a foodservice operation.
• Evaluate the relationship of beverages to food.
• Discuss the availability of Food and Seasonal Menus.
• Discuss Menu Planning resources (Internet, professional and vendors).
• Demonstrate menu planning for industrial, institutional, and commercial operations in the foodservice industry;
• Define and demonstrate the fundamentals of merchandising and advertising to a target market by researching and using demographics;
• Create and design a marketable menu including a specified target market, equipment analysis, food costing, standardized recipes and station breakdowns.
• Identify the parts/components of a recipe.
• Outline the procedure for writing a standardized recipe.
• Write a standardized recipe.
• Discuss service methods such as banquets, buffets and catering and a la carte.
• Describe American, English, French and Russian Service.
• Develop recipes and menus using dietary guideline recommendations, food guides and food labels
• Discuss characteristics, functions and best sources of each of the major nutrients.
Policies

Report a Complaint or Concern

UA-PTC takes very seriously complaints and concerns regarding the institution. Most complaints or concerns of a specific nature should be initiated and resolved at the campus level through normal college processes whenever possible. UA - Pulaski Technical College receives and resolves complaints using a variety of methods. To report a complaint or concern, please follow the link below.

https://www.uaptc.edu/report-a-concern-complaint

Attendance Policy

Agencies granting financial assistance may be notified of the violation of the attendance policy by students receiving financial aid.

Attendance is taken starting the first day of the semester, with the exception of students who enroll after classes have started. Teachers have the right to count students as absent if they arrive late to class, leave class early, or go in and out of the classroom during class time. Teachers have the right to lower a student’s grade based on excessive absences.

Any student who misses two consecutive weeks of class may be administratively withdrawn from the class.

Any student who does not class within the first two weeks of class will be considered a “no show” according to the campus attendance policy and will be reported as such and dropped from the class. Teachers have the right to enforce UA-PTC’s administrative drop policy for days of consecutive nonattendance. Such particulars as determined by the instructor are detailed in the paragraph below.

Attendance Artifact Policy

Attendance and Participation are both required for this class and are tracked using course login records as well as assignment and/or test submissions. The instructor may drop students if you miss two submission requirements such as an assignment or quiz. Agencies granting financial assistance may be notified of violations of the attendance policy by students receiving financial aid.

In an online class, eligibility for Financial Aid is based on student participation. Logging into the course does not constitute participation. For purposes of roster certification, students must complete a gradable attendance artifact.

If you stop attending class, do not assume that you will be automatically dropped. Students are responsible for completing the necessary paperwork with the Student Services office to officially drop from a class. Students must abide by the deadlines of Student Services for a “drop.” Agencies granting financial assistance may be notified of the violation of the attendance policy by students receiving financial aid.

It is the responsibility of the student to obtain assignments that were missed as a result of absence or tardiness.

Course Policies
The UA-PTC Catalogue rules and regulations will be enforced in this course at all times.

Please consult the following website for more information:

Professional behavior is required. Punctual attendance and intelligent participation are expected. Particulars as determined by the instructor are detailed in the paragraph below.

Appropriate behavior is expected for all communications, including any notes, email messages, or telephone conversations. Some guidelines for communication are included in this syllabus to help you.

[Insert specific course policy.]

Grading Policy

Letter grades will be based on the following scale:

- 90 to 100% A
- 80 to 89% B
- 70 to 79% C
- 60 to 69% D
- 0 to 59% F

Exams and Homework are tentative and may be adjusted by the instructor with prior notice to students.

**Exams:** 500 Points
5 Tests (100 points each).
Exams can be made-up at the discretion of the instructor. Make-Up exams must be approved prior to the beginning of class and must be taken within 1 week of the original date the exam was given.

**Homework:** 340 Points
Review Questions and Key Terms (11 assignments, 20 points each)
Food Cost Forms (3 assignments, 10 points each)
Menus (6 assignments totaling 60 points; each assignments’ points vary based on criteria)
Standard Recipes (3 recipes, 10 points each)
All assignments are due at the beginning of class each week. Any homework turned in late is automatically penalized 50%. Homework will not be accepted after 1 week past the due date.

**Attendance:** (16 classes @ 10 points) 160 Points
Attendance is based on punctuality, preparedness for class and attendance in lecture. Students who arrive late to class or leave early will automatically be penalized 3 points. Attendance points may not be made up.

**Final Project: Your Menu Project** 200 Points
Details are listed below (pages 11–15 & 23-25)

1200 Total Points
In an online class, eligibility for Financial Aid is based on student participation. Logging into the course does not constitute participation. For purposes of roster certification, students must complete a gradable attendance artifact.

**Academic Integrity**

It is expected that all students who attend UA-PTC conduct themselves in a manner appropriate for the college experience. Academic integrity is a vital component of collegiate behavior. The UA-PTC catalogue states, “The gaining of knowledge and the practice of honesty go hand-in-hand.”

The catalogue also states, “The responsibility and authority of initiating discipline arising from violations of the rules against dishonesty during the process of the course are vested in the instructor of that course.”

The complete Academic Integrity Policy is in the UA-PTC code of conduct.

Please be very specific about your plagiarism policy. Vague plagiarism policies may not hold up on appeal.

**Accommodation Policy**

Services for Students with Disabilities: UA-PTC is committed to fulfilling all federal requirements as stated in the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, and the American with Disabilities Amendments Act (ADAAA) of 2008. Accommodations are available to students who have documented disabilities. Students who request accommodations must register with the Disability Services Office (Main Campus: 501-812-2738 or South Campus: 501-812-2862) and must provide current and relevant documentation.

Students requesting accommodations should inform the instructor at the beginning of the course or as soon as accommodations are approved. It is the student's responsibility to provide their Accommodation Letter to the instructor. Accommodations are not retroactive and will only be provided once your instructor receives the Accommodation Letter.

**Student Code of Conduct**

All students are expected to abide by the UA-PTC Student Code of Conduct. For the full Student Code of Conduct, access the most current version of the UA-PTC Academic Catalog. [http://uaptc.azurewebsites.net/docs/default-source/course-catalog/2017-18-academic-catalog.pdf?sfvrsn=a08a3038_2](http://uaptc.azurewebsites.net/docs/default-source/course-catalog/2017-18-academic-catalog.pdf?sfvrsn=a08a3038_2)

**Sexual Misconduct**

No person at Pulaski Technical College will, on the basis of gender, be excluded from participation in, be denied benefits of, or be subjected to sex discrimination, sexual harassment or sexual misconduct under any education program or activity. All college administrative policies and procedures regarding sex discrimination, sexual harassment, and sexual misconduct are in compliance with Title IX. Students who feel they are victims of sexual misconduct should contact the UA-PTC Title IX Deputy Coordinator for Students:
Michelle Anderson, Director of Student Life and Leadership  
Campus Center Building Room 216  
501-812-2756  
manderson@uaptc.edu

**Course Evaluations**

Students may be asked to evaluate their instructor and course near the end of the semester. These student evaluations are very important to the improvement in the quality of instruction and course materials. All results are anonymous and shared with the faculty only after the semester is over and grades have been posted.

**Information Literacy**

UA-PTC is committed to the Information Literacy Competency Standards for Higher Education as established by the Association of College and Research Libraries and endorsed by the National Forum on Information Literacy. Therefore, all courses will incorporate an information literacy component so that, by graduation, all students will be able to recognize the need for information, then locate, evaluate, synthesize, and communicate information in an ethical manner. Information literacy encompasses critical thinking, research, media, technology, health, business, and visual literacy skills to produce lifelong learners who can make informed decisions in the workplace and in their personal lives.

**Tentative Course Schedule**

Final Exam Schedule December 10, 2018

Disclaimer: This schedule is a guide for the semester. The instructor reserves the right to amend the schedule as necessary.
Semester Schedule Menu Design Spring 2019 HOS 2301 - 01

Dates and Assignments are tentative and may be adjusted by the instructor with prior notice to students.

**Week 1** 1/10
Introduction/Focus on You/Syllabus/Homework Assignments
Homework: Due Next Week
  Read Chapter 1 and Answer Review Questions

**Week 2** 1/17
Discuss Chapter 1: New Trends in the Foodservice Industry
  Chapter 1 Review Questions
Homework: Due Next Week
  Read Chapter 2 and Answer Review Questions

**Week 3** 1/24
Discuss Chapter 2: Market Survey
  Chapter 2 Review Questions
  Discuss Banquet Menu as example
Homework: Due Next Week
  Create for a group a 4 course pre-selected Banquet menu
  Read Chapter 3 and Answer Review Questions

**Week 4** 1/31
Discuss Chapter 3: Nutrition and Menu Planning
  Chapter 3 Review Questions
  Banquet Menu Due with Critique
Homework: Due Next Week
  Read Chapter 4 and Answer Review Questions
  Create 3 Course Nutritional Menu
  Study for Exam I (Chapters 1-3)

**Week 5** 2/7  **EXAM 1 (Chapters 1-3)**
Discuss Chapter 4: Foodservice Menus
  Chapter 4 Review Questions
  Nutritional Menu Due with Critique
Homework: Due Next Week
  Create Concept for Restaurant Menu Project
  Create Breakfast Buffet Menu
  Read Chapter 5 and Answer Review Questions

**Week 6** 2/14
Discuss Chapter 5: The Yield Test
Chapter 5 Review Questions
Breakfast Menu Due with Critique
Homework: Due Next Week
  Project Draft
  Read Chapter 6 and Answer Review Questions
  Create 3-course Vegetarian Menu
  Conversion Homework

Week 7  2/21
Discuss Chapter 6: Standard Recipes
  Chapter 6 Review Questions
  Discuss Food Cost Forms
  Vegetarian Menu Due with Critique
  Project Draft Due
Homework: Due Next Week
  Study for Exam II (Chapters 4-6)
  Create recipes for menu including 1 appetizer, 1 entrée, and 1 dessert

Week 8  2/28  EXAM 2 (Chapters 4-6)
Discuss: Recipe Costing
  Food Cost Forms – begin discussions - explain forms
  Recipes for menu including 1 appetizer, 1 entrée, and 1 dessert
  Due with Critique
Homework: Due Next Week
  Read Chapter 7 and Answer Review Questions
  3 Food Cost Forms

Week 9  3/7
Discuss Chapter 7: Recipe Costing
  Chapter 7 Review Questions
  Food Cost Forms (3) Due to be reviewed in class
Homework: Due Next Week
  3 Recipe Costing Forms redone if necessary and work on remaining 7
  Read Chapter 8 and Answer Review Questions

Week 10  3/14
Discuss Chapter 7: Recipe Costing
  Review Recipe Costing Forms (10 for menu project)
  Discuss Chapter 8 “Characteristics of a Menu” and Review Questions
Homework: Due Next Week
  Create a restaurant Dinner menu for Kids
  Read Chapter 9 and Answer Review Questions
  Design Cold/Hot Hors D’oeuvres menu

Week 11  3/28
Discuss Chapters 9: Sales History
  Chapters 9 Review Questions
  Dinner menu for Kids Due with Critique
Cold/Hot Hors d’oeuvres Menu Due with Critique
Homework:
   Study for Exam III (Chapters 7-9)

Week 12  4/11  **Exam 3 (Chapters 7-9)**
Homework: Due Next Week
   Read Chapter 10 “Merchandising the Menu” and Answer Review Questions
   Read Chapter 11 “Foodservice Equipment Analysis” and Answer Review Questions
   Create appetizers and recipes and for Menu Project

Week 13  4/18
Discuss Chapter 10: Merchandising the Menu
   Chapter 11: Foodservice Equipment Analysis
   Review Questions for Chapters 10&11
Homework: Due Next Week
   Create desserts and recipes for Menu Project
   Food Cost forms for recipes for Menu Project
   Study for Exam IV (Chapter 10, 11)
   Menu Project due next week

Week 14  4/25  **EXAM 4 (Chapter 10, 11)**
Final Project Due & Review for Final Go Over all 4 Tests

Week 15  5/2  Review for Final

Week 16  5/9  Final Exam  You may bring a calculator
# Menu Design and Strategy

<table>
<thead>
<tr>
<th>Restaurant Concept</th>
<th>2 Pts. Each</th>
<th>30 Points Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of restaurant</td>
<td>2-1-0</td>
<td></td>
</tr>
<tr>
<td>Location of restaurant, including city and state</td>
<td>2-1-0</td>
<td></td>
</tr>
<tr>
<td>Hours of operation</td>
<td>2-1-0</td>
<td></td>
</tr>
<tr>
<td>Population of City</td>
<td>2-1-0</td>
<td></td>
</tr>
<tr>
<td>Average income per household of City</td>
<td>2-1-0</td>
<td></td>
</tr>
<tr>
<td>Description of the target market</td>
<td>2-1-0</td>
<td></td>
</tr>
<tr>
<td>Projected per person check average</td>
<td>2-1-0</td>
<td></td>
</tr>
<tr>
<td>Brief description of your operation</td>
<td>2-1-0</td>
<td></td>
</tr>
<tr>
<td>Front menu cover design</td>
<td>2-1-0</td>
<td></td>
</tr>
<tr>
<td>Back menu cover design</td>
<td>2-1-0</td>
<td></td>
</tr>
<tr>
<td>Uniforms for servers</td>
<td>2-1-0</td>
<td></td>
</tr>
<tr>
<td>Color scheme</td>
<td>2-1-0</td>
<td></td>
</tr>
<tr>
<td>Tabletop settings</td>
<td>2-1-0</td>
<td></td>
</tr>
<tr>
<td>Type of service</td>
<td>2-1-0</td>
<td></td>
</tr>
<tr>
<td># OF Seats</td>
<td>2-1-0</td>
<td></td>
</tr>
</tbody>
</table>

Total Points Earned
### Evaluation of Menu Items

<table>
<thead>
<tr>
<th>Category</th>
<th>Weight</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Font</td>
<td>4 Pts.</td>
<td>Consistent 4, Fails to meet standards 2, Did not attempt 0</td>
</tr>
<tr>
<td>Consistent</td>
<td>4-2-0</td>
<td>Easy to read, style and size</td>
</tr>
<tr>
<td>Spacing</td>
<td>4-2-0</td>
<td>Consistent even from top to bottom, page to page</td>
</tr>
<tr>
<td>Grammar</td>
<td>4-2-0</td>
<td>No periods unless using sentence structure</td>
</tr>
<tr>
<td>Consistent capitalization</td>
<td>4-2-0</td>
<td></td>
</tr>
<tr>
<td>No misspelled words</td>
<td>4-2-0</td>
<td></td>
</tr>
<tr>
<td>Headings</td>
<td>4-2-0</td>
<td>Should catch the eye</td>
</tr>
<tr>
<td>Basic description of protein/dish</td>
<td>4-2-0</td>
<td></td>
</tr>
<tr>
<td>Font larger than descriptive copy</td>
<td>4-2-0</td>
<td></td>
</tr>
<tr>
<td>Descriptive Copy</td>
<td>4-2-0</td>
<td>Describes each menu item</td>
</tr>
<tr>
<td>Smaller font than heading</td>
<td>4-2-0</td>
<td></td>
</tr>
<tr>
<td>Appropriate Wording/Verbiages</td>
<td>4-2-0</td>
<td></td>
</tr>
<tr>
<td>No redundancy</td>
<td>4-2-0</td>
<td></td>
</tr>
<tr>
<td>Pricing</td>
<td>4-2-0</td>
<td>Must jive with projected per person avg</td>
</tr>
<tr>
<td>Must be listed</td>
<td>4-2-0</td>
<td></td>
</tr>
<tr>
<td>Balance</td>
<td>4-2-0</td>
<td>Appetizers: 8-10 including soup and salad</td>
</tr>
<tr>
<td>Appetizers: 8-10 including soup and salad</td>
<td>4-2-0</td>
<td>Entrées: 10-12 including 1 vegetarian</td>
</tr>
<tr>
<td>Entrées: 10-12 including 1 vegetarian</td>
<td>4-2-0</td>
<td>Desserts: 5-6 including 1 sugar-free</td>
</tr>
<tr>
<td>Desserts: 5-6 including 1 sugar-free</td>
<td>4-2-0</td>
<td>Preparations to include hot and cold</td>
</tr>
<tr>
<td>Preparations to include hot and cold</td>
<td>4-2-0</td>
<td></td>
</tr>
<tr>
<td>Total Points Earned</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BY THE GLASS WINE LIST:</td>
<td>5 Pts. Each</td>
<td>40 Points Available</td>
</tr>
<tr>
<td>-------------------------</td>
<td>-------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Competent 5</td>
<td>Fails to meet standards 3</td>
<td>Did not attempt 0</td>
</tr>
<tr>
<td>Variety of:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 sparkling</td>
<td>5-3-0</td>
<td></td>
</tr>
<tr>
<td>5 white</td>
<td>5-3-0</td>
<td></td>
</tr>
<tr>
<td>5 red</td>
<td>5-3-0</td>
<td></td>
</tr>
<tr>
<td>Wines are listed appropriately</td>
<td></td>
<td></td>
</tr>
<tr>
<td>name of wine</td>
<td>5-3-0</td>
<td></td>
</tr>
<tr>
<td>grape variety</td>
<td>5-3-0</td>
<td></td>
</tr>
<tr>
<td>origin of wine</td>
<td>5-3-0</td>
<td></td>
</tr>
<tr>
<td>vintage</td>
<td>5-3-0</td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>5-3-0</td>
<td></td>
</tr>
<tr>
<td>Total Points Earned</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Other to Include | 10 Points each area | 50 points available |
---|---|---|
Food Cost and Recipes | 10 Competent 5 Fails to meet standards 0 No attempt |
10 Food Cost Forms | 10-5-0 |
To include 4 App., 4 Entrée, 2 Desserts |
10 Standardized Recipes | 10-5-0 |
4 App, 4 Entrée, 2 Dessert |
Points Earned |
Kitchen Equipment List | 10 Competent 5 Fails to meet standards 0 no attempt |
Needs to Match Menu | 10-5-0 |
Station Breakdown | 2 Competent 1 Fails to meet standard 0 No attempt |
Station Breakdown | 2-1-0 |
How many cooks | 2-1-0 |
Menu Item assigned to each station | 2-1-0 |
Map of kitchen prep and flow | 2-1-0 |
Organization of equipment makes sense | 2-1-0 |
Points Earned |
Student Evaluation of Menu Project | 10 Competent 5 Fails to meet standard 0 No attempt |
Submission | 10-5-0 |
Total Point Earned for Other |
TOTAL POINTS EarnED
Menu project overview

1. Menu Project Evaluation Forms
   Page 11-14 of Syllabus with name and date

2. Concept
   1 page covering the information requested on page 8 of Syllabus

3. Menu cover
   1 page displaying menu cover or a description

4. Menu 1st page
   Pages or space as needed

5. Menu 2nd page
   Pages or space as needed

6. Menu back cover

7. Food cost forms - 10 requested (1 per page) can be combined with recipes
   Pages as needed

8. Recipes - 10 requested (1 per page) can be combined with food cost forms
   Pages as needed

9. Equipment List for kitchen
   1 page
   General list of equipment necessary for your menu
   Do not forget vent-a-hood and fire retardant system
   Needs to fit layout of kitchen
   Needs to reflect menu
   Storage areas

10. Station Breakdown page 194
    1 page
    Layout of kitchen from receiving to presentation to servers
    Needs to match menu and equipment list
    Stations match menu
    How many cooks

11. Student project evaluation
    1 page
    Your opinion of your menu project

All information to be on 8.5x11, typed, organized as shown and in a project folder (clear with plastic report cover with sliding plastic binder) No 3 ring binders
Banquet Menu Criteria
Write a 4 course pre-selected Banquet Menu
Include:
  Date
  Chef Name
  Event Title
  Welcome the Group
  Wine with 1st course and Main course
    Include: Vintage, Producer, Type of wine, Region and State in any consistent order.

Make sure the spacing is consistent. The font should be easy to read and consistent, so pay attention to the style, size, bold, italics. Use them to your advantage but make sure similar headings and description lines are the same. The arrangement of the menu should be easy to read and consistent. Also, the flavor profile of the food and the wine should be progressive. Don’t overwhelm their taste buds or fill them up on the first course.

Grading Sheet for Banquet Menu

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>CRITIQUE</th>
<th>POINTS AVAILABLE</th>
<th>POINTS EARNED</th>
</tr>
</thead>
<tbody>
<tr>
<td>DATE</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>CHEF’S NAME</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>EVENT TITLE</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>WELCOME THE GROUP</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>FONT FOR HEADINGS</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>4 COURSES</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>WINE: VINTAGE, PRODUCER,</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>VARIETY, REGION</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WINE IN CONSISTANT ORDER</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>SPACING</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>FONT</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>SPELLING</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>PROGRESSIVE ORDER</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>12</strong></td>
</tr>
</tbody>
</table>

ADDITIONAL COMMENTS:
**Nutritional Menu Criteria**

Write a 3 course Nutritional Menu.

Guidelines:
- Use of whole grains
- Healthy cooking preparations
- Variety of fruits and vegetables
- Chef’s Name
- Font for headings, all other font, spacing and grammar will be evaluated as per previous lecture and criteria.

Make sure the spacing is consistent. The font should be easy to read and consistent, so pay attention to the style, size, bold, italics. Use them to your advantage but make sure similar headings and description lines are the same. The arrangement of the menu should be easy to read and consistent.

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>CRITIQUE</th>
<th>POINTS AVAILABLE</th>
<th>POINTS EARNED</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Courses</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Use of Whole Grains</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Cooking Preparations</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Variety fruits/veggies</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Chef’s Name</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Font</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Spelling/Grammar</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Spacing</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>8</strong></td>
<td></td>
</tr>
</tbody>
</table>

**ADDITIONAL COMMENTS:**
Breakfast Buffet Menu Criteria

Write a menu for a breakfast buffet for display purposes. The menu must include the following:

Welcome the guests to the buffet
Chef’s name (bottom of page)
Minimum of 5 hot dishes
Minimum of 15 cold items
Beverages: coffee, juice and milk, etc…
At least 5 items should be specialty and should stand out
Spacing should be consistent
Font should be easy to read and consistent
Arrangement of the menu should be easy to read and consistent

Grading Sheet for Breakfast Buffet Menu
Student Name__________________________________

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>CRITIQUE</th>
<th>POINTS AVAILABLE</th>
<th>POINTS EARNED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Chef’s name</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>5 Hot dishes</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>15 Cold Items</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Beverages</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>5 specialty dishes</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Arrangement</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Spelling/Grammar</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Font</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Spacing</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>10</strong></td>
</tr>
</tbody>
</table>

ADDITIONAL COMMENTS:
Vegetarian Menu Criteria

Write a 3 course Vegetarian Menu.

Guidelines:
No meat, poultry, fish or shellfish
Variety of vegetables used
Variety of proteins used
Event Title
Chef’s Name
Font for headings, all other font, spacing and grammar will be evaluated as per previous lecture and criteria.

Grading Sheet for
Vegetarian Menu
Student Name________________________________

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>CRITIQUE</th>
<th>Points Av.</th>
<th>POINTS EARNED</th>
</tr>
</thead>
<tbody>
<tr>
<td>No meat</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Variety of vegetables</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Variety of Proteins</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>3 courses</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Chef’s Name</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Event Title</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Font for Headings</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Spacing</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Grammar</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Font</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Welcome the group</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>12</td>
<td></td>
</tr>
</tbody>
</table>

ADDITIONAL COMMENTS:
Standardized Recipes and Food Costing Criteria

Use this Critique for both Assignments

3 Food Cost Forms and 3 Recipe Forms (do not repeat items or forms)
(Use recipes you will be using in your menu project would be wise)

All recipes must have:
- Name of recipes
- Yield (# of portions)
- Portion size
- Ingredients
- Identification system
- Amount/Weight/Volume Column
- Method

Recipes must be consistent, easy to read, and proper grammar.
Cost each recipe to figure food cost and selling price
(you will need to do this for 10 menu items in your menu project---do it now)

10 Points each for 30 points total

Students Name______________________________

Date   ___________________
Kid's Dinner Menu Criteria

4 appetizers
6 entrees
Of those, 2 apps and 3 entrees must be nutritious.
Menu items must appeal to children
Font for headings, all other font, spacing and grammar will be evaluated as per previous lecture and criteria.

Make sure the spacing is consistent. The font should be easy to read and consistent, so pay attention to the style, size, bold, italics. Use them to your advantage but make sure similar headings and description lines are the same. The arrangement of the menu should be easy to read and consistent.

Grading Sheet for Kid's Dinner Menu
Student Name________________________________

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>CRITIQUE</th>
<th>Points Av.</th>
<th>POINTS Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 apps</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>6 Entrees</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Nutritious</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Appeals to Kids</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Font</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Spacing</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Spelling/Grammar</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Font for Headings</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>8</strong></td>
<td></td>
</tr>
</tbody>
</table>

ADDITIONAL COMMENTS:
**Hot and Cold Hors D'oeuvres Menu Criteria**

6 hot including 2 canapés  
6 cold including 2 canapés  
Must be a variety of ingredients including proteins.  
Creativity will be evaluated.  
The arrangement of the items should be easy to read  
Chef’s Name  
Font for headings, all other font, spacing and grammar will be evaluated as per previous lecture and criteria.

Make sure the spacing is consistent. The font should be easy to read and consistent, so pay attention to the style, size, bold, italics. Use them to your advantage but make sure similar headings and description lines are the same. The arrangement of the menu should be easy to read and consistent.

**Grading Sheet for Hors D'oeuvres Menu**

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>CRITIQUE</th>
<th>POINTS AVAILABLE</th>
<th>POINTS EARNED</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Hot</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Cold, 2 canapes</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Variety</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Creativity</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arrangement</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Font for Headings</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Font</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spelling/Grammar</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spacing</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chef’s Name</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

**ADDITIONAL COMMENTS:**

description lines are the same. The arrangement of the menu should be easy to read and consistent.
Restaurant Concept to Include:
Name of restaurant
Location of restaurant, including city and state
Hours of operation
Population
Average income
Description of the target market
Projected per person check average (ppa)
Brief description of your operation/cuisine
  Is the operation fast food, family, or upscale?
Description of menu cover/design front and back
Uniforms for servers
Color scheme
Tabletop settings
Type of service
# of Seats in the Restaurant

Criteria for All Menu Items:
Font
  Consistent
  Easy to read, style and size
Spacing
  Consistent
  Even from top to bottom, page to page
Grammar
  No periods unless using sentence structure
  Consistent capitalization
  No misspelled words
Paper
  Must jive with concept
  Must be clean and clear of spots, marks, etc…
Heading
  Should catch the eye
  Basic description of protein/dish
  Must be larger than descriptive copy
Descriptive Copy
  Required for all food menu items
  Smaller font than heading
  Not too wordy
  Must “paint a picture” of the menu item  No redundancy
Price
  Must jive with projected per person average (ppa)
  Must be listed
  By the glass price listed for wines
Balance and Variety of:
  Protein
  Vegetables/fruits
Starches Preparations

**Menu Must Include the Following Items:**

**Appetizers:**
- 8-10 items
  - Must include at least 1 soup and 2 salads
  - Hot and Cold items must be available
  - May list soups, salads, and apps together or separately

**Entrees:**
- 10-12 items
  - Must include at least 1 vegetarian item
  - May list fish, chicken, beef, etc... together or separately
  - Entrée is defined as Main Protein, 2 Vegetables, 1 Starch and Sauce

**Desserts:**
- 5-6 items
  - Must include 1 sugar-free item
  - Hot and Cold desserts must be available

**Wine List to Include:**

By the glass list
- 2 sparkling
- 5-7 white
- 5-7 red

Consider the menu items you have so that the wines are “paired”

Wines listed must include the following information in consistent order:
- Name of wine
- Grape variety
- Origin of wine
- Vintage
- Price

**Recipes:**

Standard recipes should include the following:
- Name of item
- Yield (volume)
- # Of portions
- Portion size
- Ingredients
- Measurements
- Method
You must turn in the following recipes
   4 Appetizers
   4 Entrees
   2 Desserts

**Food Cost Forms:**

Using the standard recipes, cost out the menu items for:
   4 Appetizers
   4 Entrees
   2 Desserts

Food Cost Forms must include the following information:
   Name of item
   Ingredients
   Measurements
   Ingredient cost
   Total cost
   Q factor (if applicable)
   Portion cost
   Food cost %
   Selling price

**Equipment List:**

Using your menu, list all equipment you will need in the kitchen in order to successfully produce the menu items.

**Station Breakdown:**

Explain:
   How many cooks are on the line during peak operating times?
   What are the stations on your production line? Include expediters
   Assign each menu item to a station

Draw a map of the production line including the following (if applicable):
   Steam tables
   Grills
   Steamers
   Ovens
   Ranges
   Plating stations
   Tables
   Hand washing sinks
Refrigeration
Fryers
Salamanders
Broilers
The pass

Organize the equipment and stations so that people do not have to cross over each other.

**Student Project Evaluation:**

Give any additional information about the operation, including live entertainment, wine tasting dinners, Sunday brunch, kid’s stuff, other promotional activity, etc….

Tell me what you enjoy the most about your concept and menu…. what are the strongest points.

Tell me what you don’t like or are unsure of, or what you might do differently.

**Other Information:**

No projects will be accepted via email.

All aspects of the project, with the exception of the equipment map, must be typed.

The equipment map may be typed or hand-drawn on graph or plain paper. It must be presented in a neat and professional manner.

If a project is turned in late, the grade can be reduced for the time it is late, page 11

All students of the CAHMI program are required to dress in the standard uniforms any time you are in the building!

Additional Materials and Dress Code

For Lab Classes, each student is required to bring to class each day the following:
- PTC CAHMI standard Knife Kit (knives must be sharpened before each class)
- PTC CAHMI standard Baking Kit

It is the responsibility of each student to take care of their kits and keep up with all their knives and tools. The Pulaski Technical College Culinary Arts and Hospitality Management Institute assumes no responsibility for lost or stolen items.

Each student should come to class with a black permanent marker used for labeling, paper, and a writing instrument to take notes, tests, etc. Taking notes on lectures is essential as the information that will be given may not be available in the text. It is suggested that you bring a calculator. You should also have some type of thermometer for taking temperatures.

Hospitality Uniform:
- PTC Polo, Royal Blue or Black (available in the Bookstore)
- Black Slacks, Black Belt, Black Socks, Black Shoes (skid resistant)
- (or) Black Skirt (knee length), Black Stockings or Black Socks

Culinary & Baking Uniform:
- Official White PTC Chef Coat, Black Chef’s Pants, Black Socks, Black Shoes (skid-proof and polishable—no tennis shoes!) UAPTC black ball cap, UAPTC CAHMI Chef hat or hairnet, black sharpie, ink pen, thermometer, baking and or culinary kits.

All uniforms must be clean and pressed and in good repair. Uniforms should be buttoned up correctly.

Any student not adhering to this policy will not be allowed to attend class. Instructors are responsible for ensuring that students are adhering to the policy and instructors have the authority of interpretation.

Men must be clean-shaven or have neatly trimmed beard and mustaches when in lab classes. If facial hair is worn, a beard guard should be worn at all times.

Hair should not fall below the neckline or be in the face and must be neatly secured and restrained properly when pulled back underneath a hat or hairnet.

Nails should be neatly trimmed, clean, and free of fingernail polish.

No jewelry is allowed (with the exception of your wedding band).

No piercings of any kind please remove or cover up these before entering the lab or classroom. Facial jewelry that cannot be removed for medical or another reason should be covered up or clear inserts can be used.

As part of this class, we may make various off-site visits to industry related businesses. Students are REQUIRED to be in dress code for these visits.

Hospitality Students must wear proper shoes for kitchen passage. This is why we require skid resistant shoes that are not open toed. You are not generally in the kitchen, but you may have to pass through the kitchen to retrieve equipment or supplies.

Because of the attention to aroma detection in the classroom and lab, students should not wear cologne, perfume or other body sprays, lotions or creams. Students displaying strong odors such as these as well as odors such as cigarette smoke may be asked to leave the classroom.
Dress Code Acknowledgement

I have read and understand the “Additional Materials and Dress Code”. I understand that I will not be allowed to attend the lab portion of class if I do not adhere to this dress code and that my grade may suffer due to my lack of participation and production. I have been given my personal copy of these rules for future reference.

**Failure to comply with the UAPTC-CAHMI uniform policy will result in a 5 point deduction from each Lab or class you show up to out of uniform.**

___________________________________  ______________________
Signature                                                             Date

___________________________________  ______________________
Witness                                                                Date

Course Agreement Form

Read, complete, and return to instructor:

I have read the course syllabus for HOS 2301 Menu Design (Instructor Rob Best) class at UAPTC, and I understand its content. I also understand the rules for the class, and I will follow and abide by these rules, including those relating to attendance, assignments, grading criteria, plagiarism, and behavior.

___________________________
Semester

___________________________
Date

___________________________
Print name

___________________________
Signature

___________________________
UA-UA-PTC Email address

___________________________
Telephone