

**The Final Term Project**  
***The Restaurant/Menu Project***

**PART I**

Feddy Halabi Troisi

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MANAGEMENT BY MENU

Instructor Mohsen Saberi

section 10001

Student ID 1840036

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## ***Introduction***

The concept of restaurant is often referred to as "own culinary style", but in reality, it is a well-detailed planning process that reduces the risk of failure and opens the way, with a thorough 360-degree study, to success.

In this project, after an analysis of the market to conquer (position), including a reference to the customer profile, competition and trends, to the concept to as want to develop (environment, atmosphere, interior and exterior design, menu), will be particular attention is given to the design of the kitchen, following all the rules, such as safety at work, hygiene standards, standing operating procedures, as well as the business breakdown of costs and the projection of future profits.

## ***Location***

The location of the restaurant is one of the important aspects of the project, before undertaking this activity it is necessary to carry out an extensive market survey on the chosen area.

A central place near shops and offices, even if it involves more expenses, is compensated by the greater flow of people who can be attracted by the central position of the city, consequently of easy access.

Choosing a decentralized place would mean more time to "build a clientele", and it would mean investing more in advertising. Usually in a central location, advertising is mainly done by the customers themselves, who indicate the restaurant to other people.

In fact, as the definition of the word advertising says: "The main feature of advertising is to spread", which advertising is better than "word of mouth"?

The news that flies quickly from mouth to mouth, able to attract a large number of people.

## ***Customer Profile***

The customer profiles to can be divide into two:

- ✓ for lunch with the preference the employees of the banks, the public, the shops that usually work in the city center.
- ✓ for dinner to as aspire to have a vast and different clientele such as families, groups of friends, boyfriends, pensioners, students etc., clients who want to spend pleasant moments at the restaurant, this facilitated by the central location, so visible even to those who walk.

## ***Ambiance & Atmosphere***

The idea of restaurant is "restaurant - bar" (rest bar), where it will be served:

***Lunch - Happy Hour - Dinner.***

The name leads to the idea and the concept to be developed, that is to use only fresh seasonal products. In this regard to will use the organization "Chef's Collaborative" which is a non-profit organization for chefs, which provides information on where to buy local ingredients, provides tools to buy information, preserve food. In reality, it will be called:

***"Four Seasons Rest-Lounge".***

The idea is a restaurant with 70-100 seats for cooking at the moment, keeping only the bases ready, and a large bar station, where you can prepare drinks with the most varied types of fruit.

The restaurant decoration will be monochrome depending on the season in which it will open, every 4 months, change color and therefore have a different view, closely linked to the type of food that will be served in that season.

For example:

using these colors for autumn:



using these colors for spring:



using these colors for the summer:



using these colors for the winter:



In restaurants, colors make all the difference. The tones of the walls and the furnishings influence our mood. The visual impact makes the difference in the perception of comfort. In a restaurant, then, there are colors that more than others attract customers and give a sense of tranquility and professionalism. Several studies have shown that people eat more if the dishes are chromatically combined with the ambient, demonstrating that even the eye wants its part.

The furniture must be consistent with the type of kitchen because it communicates directly, just like the walls, the personality of a dining. In restaurants, chairs and armchairs must be comfortable. As for the walls, the colors must also follow the style of the local.

Various studies and research have shown that 2019 is the year of pastel colors. Since last year, the latest trends have turned towards using pastel colors that are back in fashion. In particular the light blue, which, as we will see later, was introduced in the furnishing of the project.

### ***Competition & Trends***

Competition, how to manage it and how to overcome it. Not always what seems negative, has negative consequences, good competition stimulates to do better and to give the best, just to face it. Having the possibility to renew yourself every four months, even if it may seem expensive, is an investment that pays off. The customer returns, but if you don't offer them anything new, and next to, they open a new restaurant, the competition can affect your business, losing customers. A radical change every season, in both the decor and the menu, it will help and much for restaurant success.

The restaurant trends that could affect and need to be taken into account are: "Delivery", even if it is a growing market, the tendency is that if you have a good product to offer to customers and if you offer promotions to new customers, you can overcome this growing market.

The "informal meal" who offers both the possibility of an informal meal and a formal meal, as mentioned below, is a growing trend, the costumers will have the opportunity to attend a good restaurant without having to worry about how to dress, it is a weapon extra.

The "new definitions of value" are demonstrated by various market surveys, that over a third (37%) of diners are looking for offers and cheaper prices compared to 2018. Having competitive prices not only helps fight competition but also attracts new market trends.

"Vegetable based menu items", specialists say that providing alternative proteins can be a powerful differentiator in today's restaurant market, with many vegetarian options on the menus of this project, linked to the ancient Italian tradition has a wide variety of vegetarian and vegan recipes.

"Investing in advertising", today it is not necessary to spend money on classic advertising (magazines, newspapers, radio, television, etc.), as diners have increasingly associated the possibility of eating out with the opportunity to publish posts on social networks network, the restaurateurs, in order to guarantee free advertising from their customers, they set up restaurants in the best possible way, to improve the customer's "experience" factor, creating unique designs for the various environments.

### **Style & Table Service**

The style of service will be: "America F & B Service Style", which can be both simple and complex, and both formal and informal, depending on the situation and the client. This service is perfect for those who want a quick meal in an informal restaurant, but which can be used at the same time, for customers who want to spend more time sitting at the table, enjoying a good dish and drinking a good wine. As for the table service, it will be the "American Style table Service", as detailed in the photo below (see also photo on **page 19**).

#### **American Style Table Service**

Salt and pepper can be set anywhere above the dessert utensils. Place a butter knife, blade facing the diner, atop the bread plate.

Multiple glasses should form a triangle, with the water glass closest to the dinner knife.

The dessert spoon is set above the dessert fork and points left, the opposite direction of the fork.



Utensils are placed in the order they will be used. Always work from the "outside in".

The napkin may be either in the center of the plate or to the left of the fork.

Bottoms of all flatware align.

### **Style of Cuisine**

The main idea is the Mediterranean cuisine, but not the one that everyone knows, but the one that is the basis of true Italian cuisine, using the famous recipes of grandmothers, which are endless and very different from one another, and which change from city to city, using genuine and fresh products, trying to give the dishes a typical taste of the house in a sophisticated way, leaving some traditional dishes that all customers know.

### ***Type of Menu "A la carte"***

#### **+ Cover Graphics and Interior Graphics**



As for the menu graphics, having chosen the four seasons theme, the concept of time and color has been combined, both in terms of restaurant furnishings and the choice of dishes, all in one harmony. As well as with the possibility of changing and / or replacing the menu, depending on the needs that may occur over time. The main menus consist of 4 double-sided pages, with an initial and a final cover.

#### **+ Recipes**

The selection of recipes was developed paying close attention to the dishes to be included in the menu, trying to combine the recipes linked to Italian family traditions and the most popular recipes, to offer customers the possibility of a wider choice. The history, tradition and photos of some of the dishes included in the menu, on separate pages, encourage customers to choose less known dishes.

#### **+ Food Style Reflects the Theme of the Restaurant**

The main objective of the restaurant project is to work with fresh, seasonal ingredients, reflecting the main theme related to the weather, the seasons and the colors of the individual seasons, as already explained above.

#### **+ Signature Items Offered**

The recipes in the menu have been carefully chosen on Italian websites and specialized books, which to will mention later, and they are all of true and ancient tradition, including various recipes that are milestones of Italian restaurants.

#### ✚ **Reasonable Pricing**

Prices are calculated with the "Derived Food Cost Percentage" system, in the **Exhibit n. 1** will be analyzed some of the prices included in the menus, for some sections of the menu.

#### ✚ **Rationalization**

With the choice of typical and characteristic recipes it has been possible to create a well simplified and balanced menu, both for reasons of operational efficiency and for guest satisfaction. Typical Italian recipes, in general they are simple, with some small secrets, the important thing is to know them.

#### ✚ **Cross Utilization**

The recipes include the "Cross Utilization" for many products such as:

- ✓ Pasta
- ✓ Pizza
- ✓ Vegetables
- ✓ Condiments
- ✓ Vegetable
- ✓ Olives
- ✓ Prosciutto
- ✓ Spices
- ✓ Eggs
- ✓ Mozzarella Cheese
- ✓ Cheeses
- ✓ Mushrooms
- ✓ and many others.

#### ✚ **Balance**

In general the menus are fairly balanced, offering dishes with a variety of proteins, carbohydrates, vitamins, vegetables, bread (white and whole wheat) and desserts. The preparation of food is offered to the customer in various ways, many of which use only extra virgin olive oil ("healthy fats") and / or butter. Added to this is that all individual menu items have the meticulously calculated amount of calories and this offers a wide choice for customers who control their calories.

#### ✚ **Menu Sections:**

The menu will be "a la carte" and include the following sections:



Appetizers / Salads / Soups / Pasta / Risotti / Meats / Pizza / Sides / Dessert / Beverages

### ***Cost and Pricing***

Fixed operating costs have been calculated, including personnel, with an incidence of 40%, the incidence of the raw material (products), calculated for each individual menu item, translates into an average of 30%, expenses not accounted for at 10%. Expected profit of 20% per annum, which will be, in detail, illustrated on **page 37**. Keeping the sales prices as low as possible means winning over the customer with the right balance between quality / price.

### ***Business Hours***

The restaurant will be open from 11.30am to 10.30pm for customers. As for the employees, the project involves four waiters/waitresses in the dining room full-time (eight hours a day) and two part-time (four hours a day). In the kitchen there are the same shifts in the dining room, with two cooks and two full-time assistant cooks (eight hours a day) and two assistants at part-time work (four hours a day). The Chef will be present full-time (10 hours a day). To reduce management costs, the restaurant will close one day a week. (**See Exhibit n. 2**)

### ***Branding Design***

The brand's design is completely original, designed exclusively for this project, keeping in mind all the factors mentioned above, to make a harmonious fusion between the type of kitchen and the environment, in order to offer an excellent experience to customers, starting from the first visual contact they will have.

### ***Methods of Payment***

Payment will be possible in cash and with all credit and debit cards of the major national and international flags. Will not be possible paid with checks.

### ***Welcome Message***

Regarding the customer's welcome message, the hostesses at the entrance will give the following welcome message:

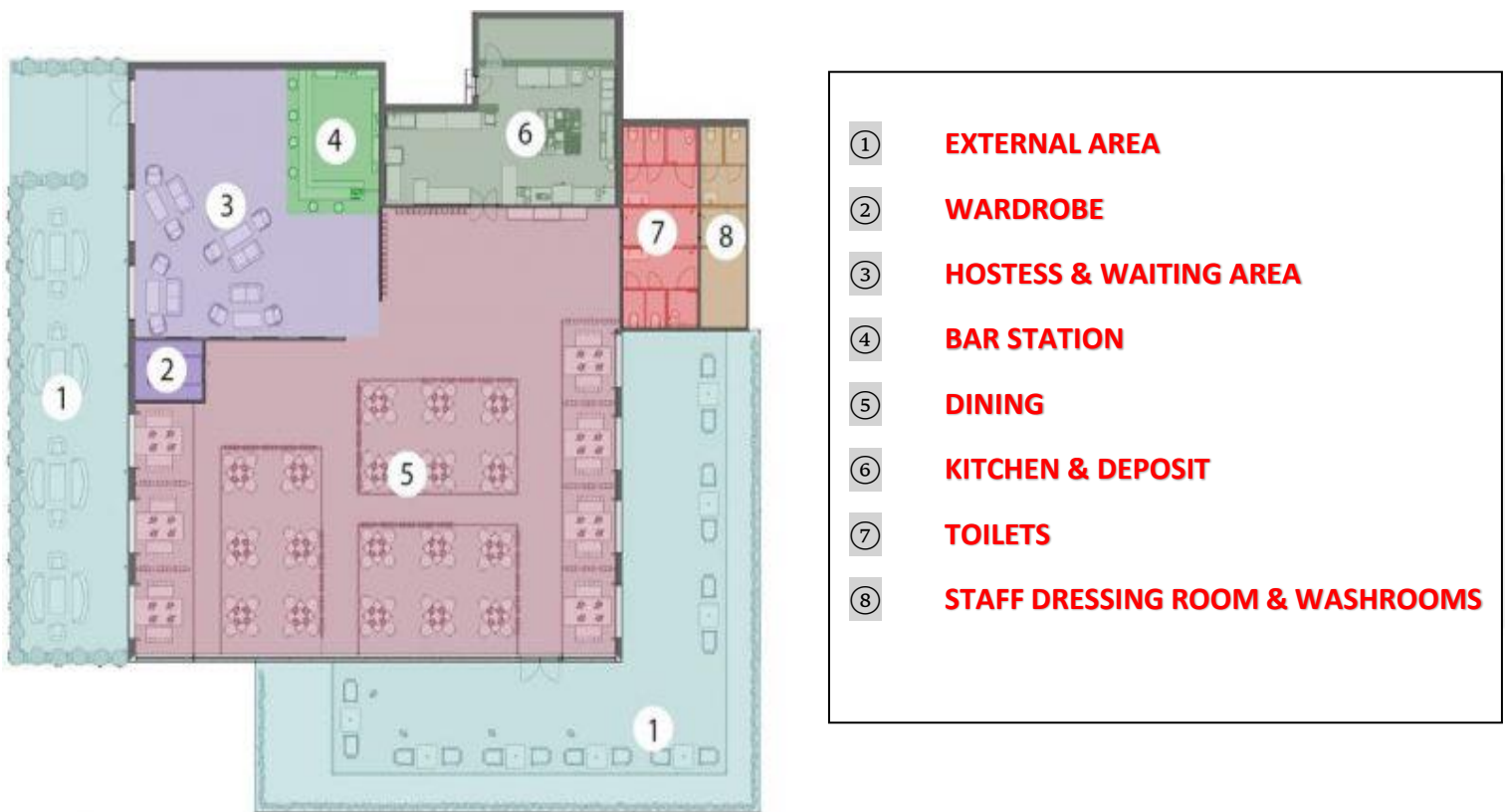
"Welcome to the Four-Season Restaurant, here you will find typical and traditional dishes of Italian mom."

### ***Project***

The restaurant project concerns a medium-sized restaurant located on the ground floor of an existing building. The distribution of the furnishings, the choice of materials and the organization of the lighting points, have been designed to guarantee guests a welcoming and relaxing atmosphere, maintaining a stylistic coherence between inside and outside.

### ***Organization of spaces and functions***

It is possible to identify, in the plans below, the main rooms and accessories, such as the entrance, the dining room, the kitchen, warehouse, the services and ancillary rooms.



### ***Plan of the restaurant with standing quadrature***

Total Area Expressed in Square Feet: 10.964 ft<sup>2</sup>  
Length: 98'3"  
Width: 111'6"



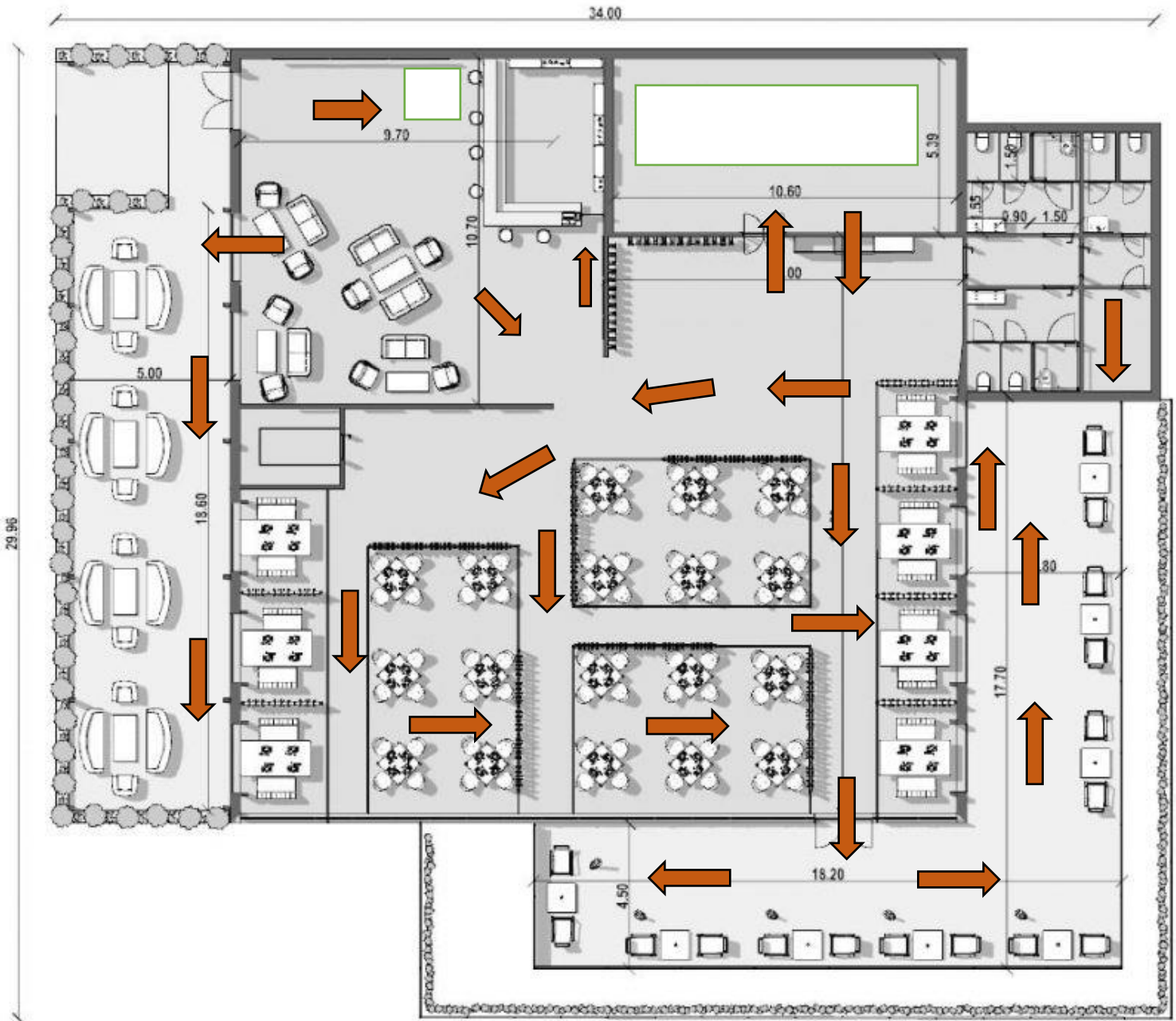
The entrance area has been divided into 2 areas: a bar area and a waiting area. The bar corner is designed to fulfill the functions of bar, cash desk and reception. The waiting area consists of sofas and tables. The dining room seats about 100 seats, and has been designed to be subdivided into small areas to ensure greater privacy for guests.

The outdoor areas are placed one at the entrance and one near the dining room. The first environment was thought of as an area dedicated to aperitifs; the second room is furnished with chairs and tables, covered with umbrellas, designed as a smoking area and relaxation area.

# STAFF FLOW



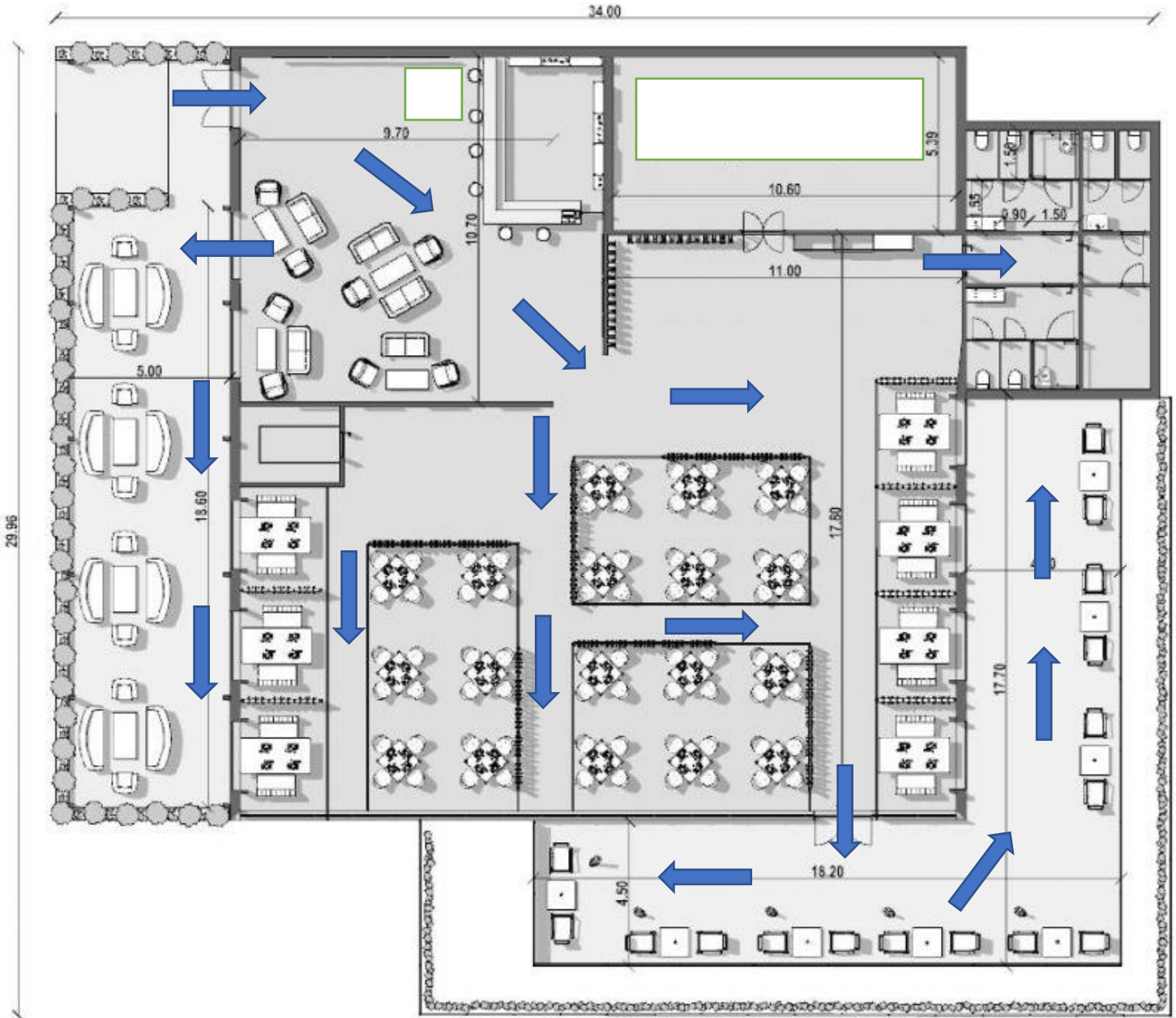
The flow of employees inside and outside the restaurant is indicated below with orange arrows.



# CUSTOMER FLOW

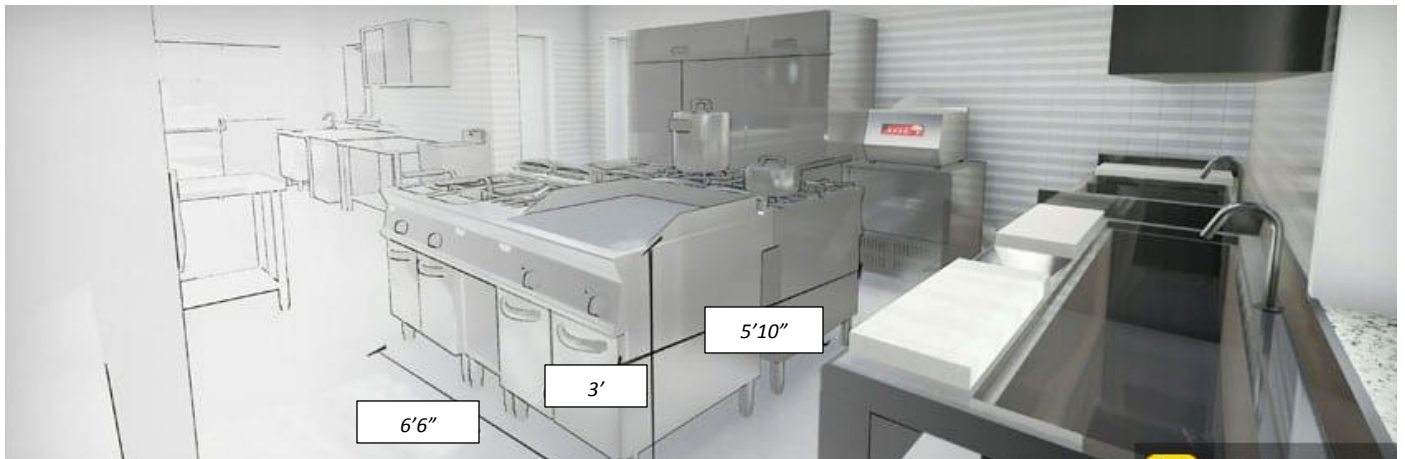
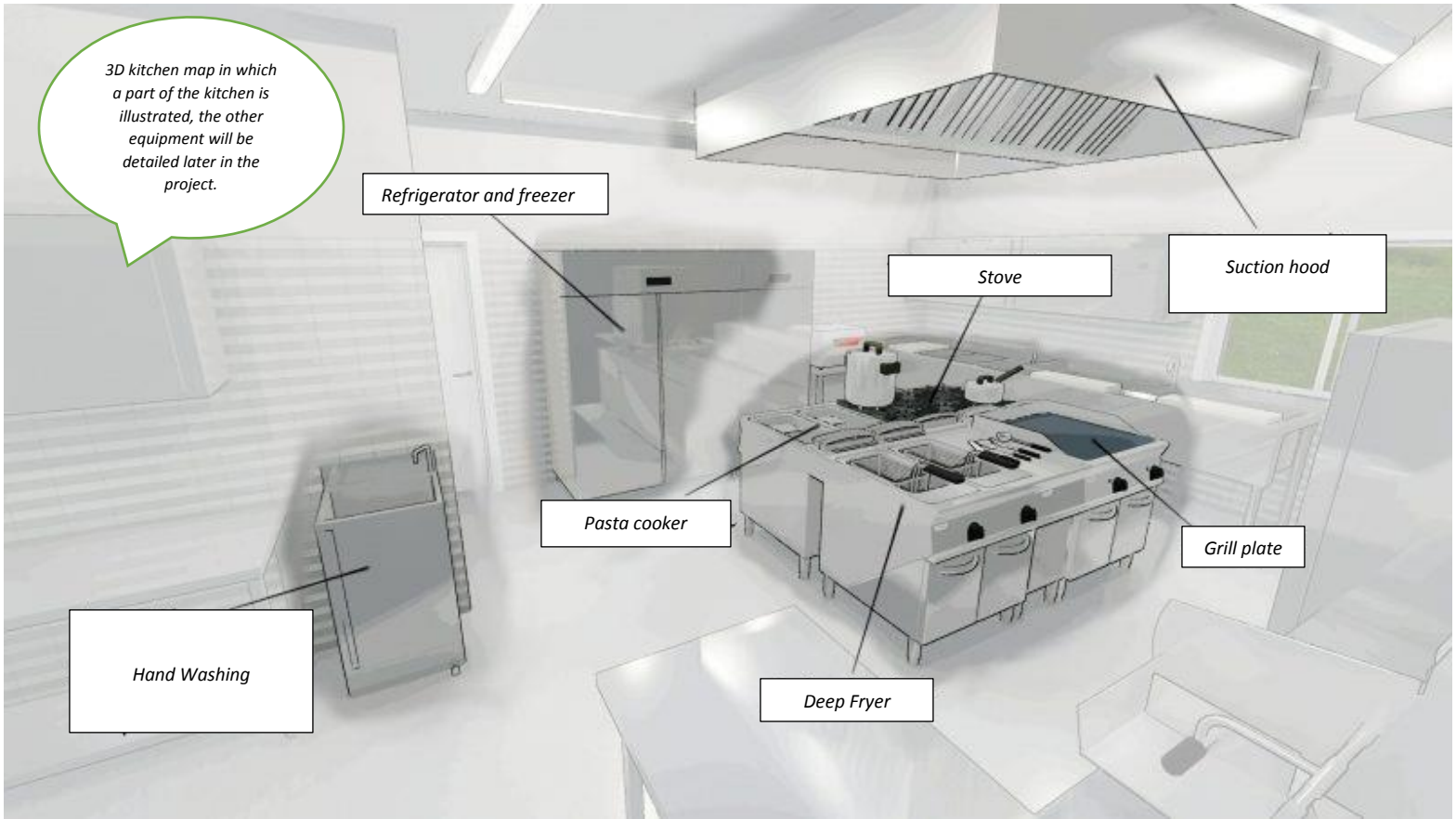


The flow of customers inside and outside the restaurant is indicated below with blue arrows.



# KITCHEN

## 3D kitchen map



Map of the 3D kitchen showing a part of the kitchen, the other kitchen environments and other equipment will be detailed later in the project.

## ***Kitchen - Sections On To The Floor Layout Plan***

The kitchen is the area for preparing meals and as such must have certain characteristics that make it safe for workers that, in turn that protect consumers' food safety. It is the heart of the exercise.

Its right dimensions and the correct location within the building will involve rationality and hygienic safety in processing and suitable food routes from the arrival of raw materials to the supply of ready meals, with resources and time savings.

For this purpose, the kitchen will be placed in such a way that it does not have to be crossed by the entrance of the goods and in order to respect forward movement in the production cycle; therefore the kitchen will be made in such a way as to avoid as far, as possible, return paths with respect to the treatment and sanitizing food flow:

- ✓ access to raw materials
- ✓ pre-cooking preparation
- ✓ cooking
- ✓ possible decoration of the dishes
- ✓ service

and divided into processing sectors, among which at least those intended for washing and preliminary processing respectively of meat and vegetables must always be identified.

The kitchen is in a unique environment, with the exception of the warehouse, which is located behind, in separated local.

They were preferred square shape, so as not to have narrow areas or narrow passages, which are difficult to disinfect.

The lighting and ventilation surface communicate directly with the outside. All openings are equipped with insect and rodent nests.

The kitchen has an extractor hood that sends fumes to the outside, in the center of the room where all the cooking equipment is located.

The floor will be made of smooth washable and impermeable material, with rounded corners and corners of light color and inclination towards a siphon manhole with a fine mesh grill.

The walls must be smooth and washable and disinfected in light color with rounded edges.

Behind the kitchen there is a warehouse, a washing area and a completely independent cold storage room that is not accessible to the public, where no food handling is possible. The floor and walls will be smooth and washable.

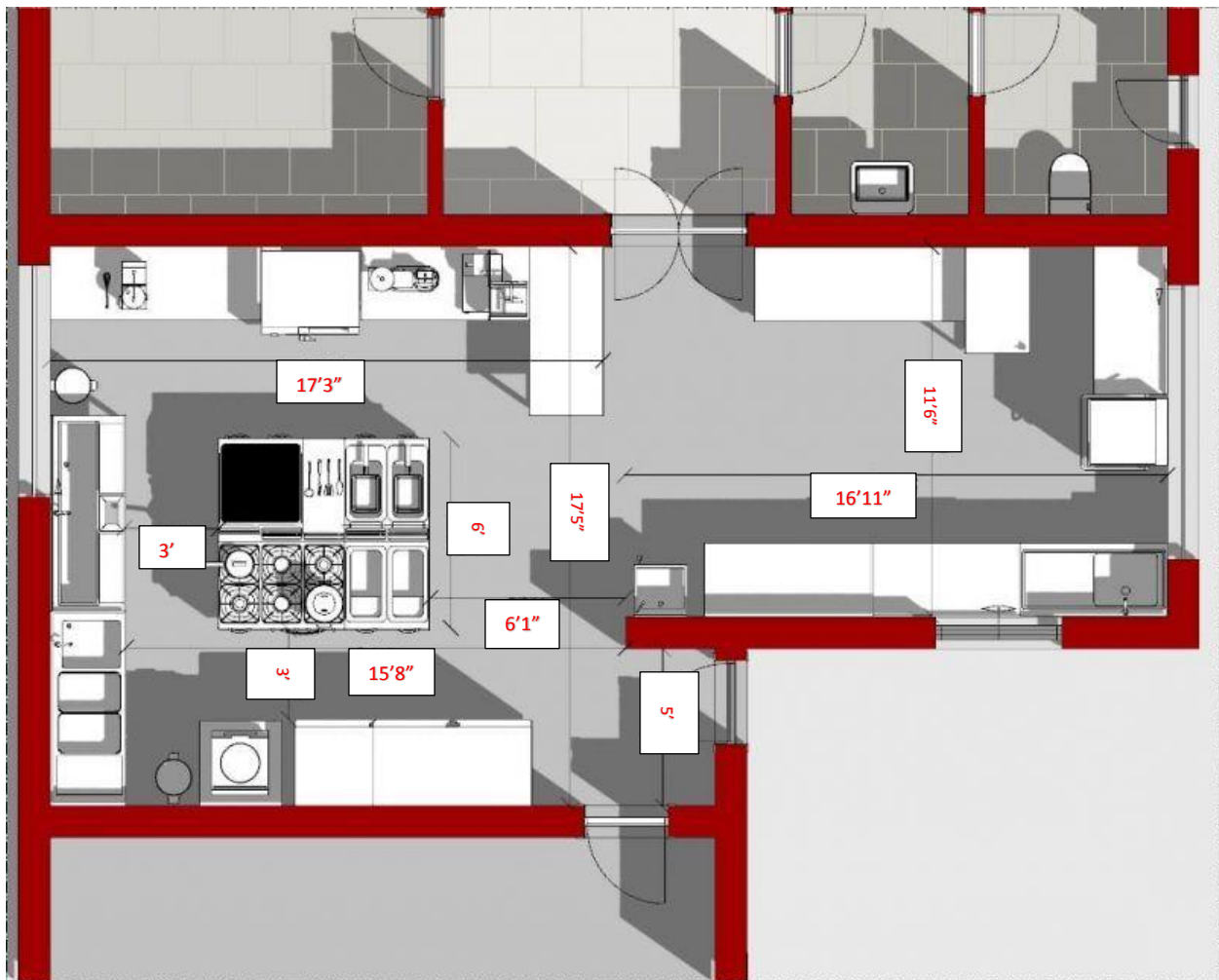
The deposit is equipped with suitable and sufficient shelving in washable material, intended for holding non-perishable foods.

Food storage in the kitchen is represented by 4 equipment:

1. cell or refrigerator for cooked products, ready meals and semi-finished products
2. cell or refrigerator for meat
3. cell or refrigerator for vegetables
4. cell or refrigerator for other foods such as cold cuts, milk and dairy products.

All food equipment certified by NSF.

As for the kitchen, the floor with the dimensions expressed in feet is shown below, where all the necessary and appropriate food equipment, will be found, which will be listed below on **page 19**.

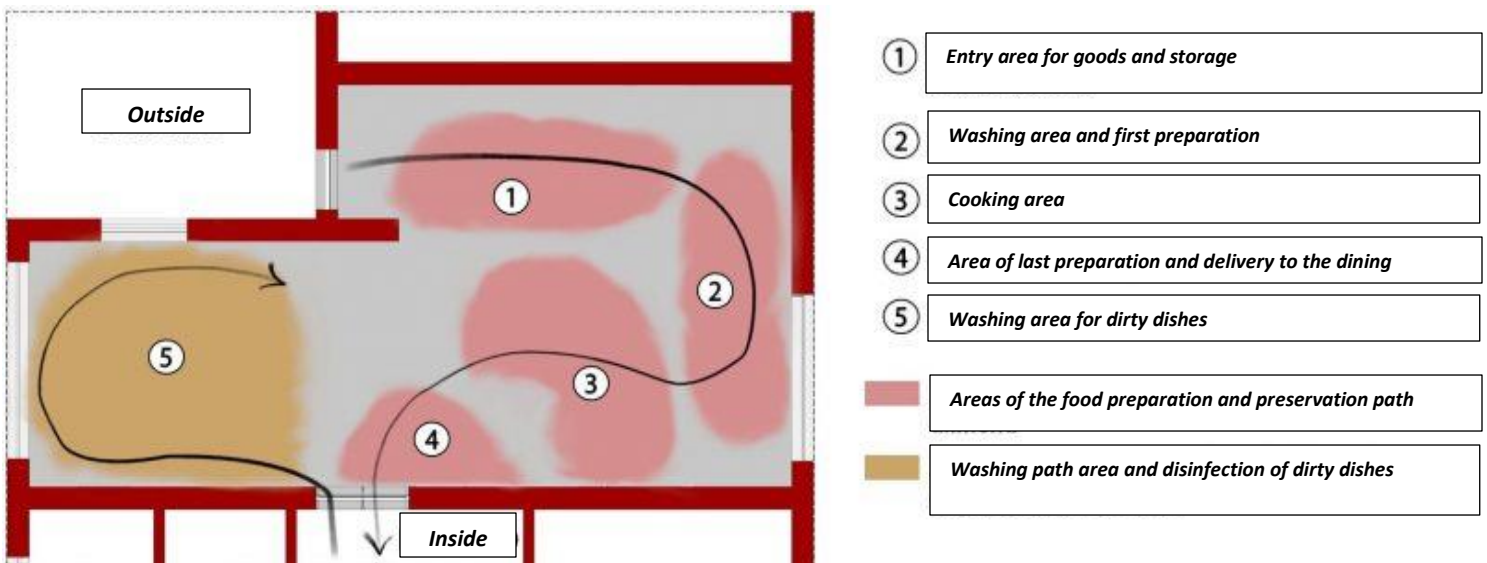






### ***Clean path and dirty path***

In this project much importance has been given to the distinction between clean and dirty paths. As we will see in the figure below, a double access route is provided to separate the paths of clean plates (outgoing to the dining room) and dirty dishes (entering the washing area):



The routes are divided into:

- ✓ clean
- ✓ dirty

The first includes the process that starts from the receipt of the raw materials, continues with the preparation of the lines of the different courses and ends with the service in the dining room.

The second concerns the collection of dishes and cutlery withdrawn from the room and their placement in sinks and in the dishwasher.

To ensure the hygiene of the room, these two paths must never cross. This is why the kitchen room is large enough.

An adequate supply of easily accessible waste containers with a pedal opening or such as not to cause the contact of the cover with the hands of the operators will be ensured.

### ***Kitchen Design***

The design of a kitchen for a restaurant is the result of intense teamwork, in which the people who take it will have to be involved above all in the organization of spaces and functions: a poorly designed kitchen is in fact a source of disservice for customers and frustration for the staff.

In this project the chef will be able to indicate what the needs are within the venue, the organization of the routes and the layout of the areas; has at his disposal the means to organize the spaces, in compliance with precise regulations concerning safety and hygiene of the environments, fire prevention, waste disposal, minimum dimensional requirements.



## ***Dining Room***

The dining room seats about 100 seats, and has been designed to be subdivided into small areas to ensure greater privacy for guests.

- 3 areas in the central part, subdivided by small walls composed of small strips, with false ceiling composed of "3D panels" and flooring in semi-glossy cement material;
- 2 side areas divided inside by both partition walls and steel beams and pillars, which also give a different rhythm to the assignment of ceiling materials and side walls. The floor instead follows the same theme as the internal areas;
- the area of the corridors and the area in front of the kitchen and bathrooms (where a wine display has also been provided) consist of a false ceiling that reflects the theme of the walls; in this case the floor is parquet;
- the area dedicated to the wardrobe, consisting of an enclosed space in which cabinets are provided and another space for the correct movement within the area.

As shown in the following photos:





Restaurant exteriors



## ***Equipment List***

Original id	Inventory list of Restaurant Equipment	
A	Turbo Air TUF-60SD, Serial UF60208634	Turbo Air- TUF60SD 60" Under counter Freezer
B	Turbo Air TUR-48SD Serial UF00409042	Turbo Air-TUR48SD 48" Under counter Fridge
B-2	Turbo Air TUR-48SD Serial UF400402033	Turbo Air - TUR 48SD Under counter Refrigerator
C	Turbo Air TST-48SD Serial 5412308181	Turbo Air -TST48SD Sandwich and Salad Prep Station
C-2	Turbo Air TST- 48SD Serial 5412508048	Turbo Air -TST48SD Sandwich and Salad Prep Station
C-3	Turbo Air TST - 48SD Serial 5412506043	Turbo Air -TST48SD Sandwich and Salad Prep Station
D	Carter Warmer - Serial L94320-8575-004-32-1	Carter - Hoffman Heated & Humidified System
E	Master Bilt Ice Cream Station 136160-HBB01 Model FLR 80	Master-Bilt FLR80 Topping Center
F	Beverage Air, Model CDR4/1-B, Serial 9710644	Beverage Air CDR4/1-B Black Curved Glass Refrigerated Bakery Display Case 49" - 18.1 Cu. Ft.
G	Warming Table 2 pan	Steam Table-Supre metal MEA 345-93-E
G-2	Warming Table 4 pan	Steam Table-Supre metal MEA 345-93-E
G-3	Warming Table 2 Pan	Steam Table-Classic APW Wyatt-No SN
H	Roundup Toaster	SN 11013357 Model VCT-25CF Vert contact toaster
I	Wells Warmer Model RW-1HD, Serial 0W1HD111A0016	Wells RW1HD 1 Drawer Heavy Duty Freestanding Warmer
J	Amana Professional Microwave, Model RC2252	Commercial grade Microwave SN-1012100840 12/2010