



Menu Development

- ❖ Menu should present a picture of your cooking skills and style
- ❖ Samples should offer a good variety of selections
- ❖ Menus must be simple enough to prepare on site
- ❖ Menus should be suitable for both vegetarians and carnivores
- ❖ Your menus should elicit interest and lead to further questions
- ❖ Never suggest a menu that you cannot do or will not be presenting
- ❖ Prove the recipe first – be confident you can duplicate with outstanding results
- ❖ Spell-check – then use another person to proof read your materials
- ❖ A five-course meal service means your menu offers a choice for all five courses
- ❖ Value – the menu needs to reflect the value – meatballs for \$150 won't cut it
- ❖ You cook one menu* – the guests are not ordering as if a restaurant (* vegetarians are the exception)
- ❖ Refresh your menus – quarterly is adequate
- ❖ Dress up menus by using special paper – white paper is boring!