

## Catering Advice: Menu Writing

Menus are a funny thing and in my time as a Chef and Catering Consultant, I have seen and wrote a fair few. I have made some really bad mistakes and also seen the same from others. Its not that I or anybody else makes these mistakes by choice, its because we are writing the menu for the outlet we work in and how we would like it be. Right lets look at how we should be writing the menu. Before you even put pen to paper you should do your Market Research, thats right have a look around. Maybe take the time to talk to people and ask what sort of food they would like. If your already operational then look at past menus and see what has sold well, don't just look at what sold look at the way you worded the items that sold on the menu. You should be writing a menu for your customers and how they would like to see the menu wrote. If you can work out how the customer wants to see the menu and what words make them hungry then you will win hands down. People will also feel at home with your food and therefore bring their friends to your outlet. Lets look at an example thats one I see over and over On the menu we have: SOUP OF THE DAY I would write Chefs Homemade soup of the day Served with crisp olive oil croûtons, a choice of warm white or brown roll and lightly salted cornish butter. A little over the top I hear you say, well yes it is. But do you know why its over the top, because I want them to eat it as there's great profit in soup. You know what the soup comes with and you know how its made and who made it, the customer doesn't. Personally when it comes to soup I think it should only change weekly so that you can write a description in the menu. Before you buy anything from a shop you always read about it first and I bet you its the one that sounds the best and does more that wins. Same with a menu it might only be a simple soup and take 2 minutes to leave the kitchen, but just look at what you get and it sounds lovely. So people start writing those menus with the customer in mind.

## About the Author

This website is for educators, health professionals, and consumers interested in food psychology. This original research is intended.

Source: <http://www.products herbal.com>