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## Chapter 6 Outline

Menu Planning  
    Menu-Planning Objectives  
    Important Planning Considerations  
    Menu Planning and Meal Periods  
Types of Menus  
Food Categories on Menus  
    Appetizers  
    Soups  
    Salads  
    Entrées  
    Desserts  
    The Planning Sequence  
Menu Design  
Menu Trends  
    Low-Carb Foods  
    Downsizing “Super-Sized” Portions  
    Ethnic Food  
    Snacking, Fortified Foods, and “Close to Nature” Foods  
Promotions  
Changing the Menu

## Competencies

1. Describe the importance of the menu to food service operations, and explain typical menu-planning objectives. (pp. 229–238)
2. Summarize important menu-planning considerations, including menu pricing and rationalization, and describe how the traditional meal periods (breakfast, lunch, and dinner) influence menu planning. (pp. 238–241)
3. List and describe common types of menus, describe typical food categories on menus, and summarize the recommended menu-planning sequence. (pp. 241–246)
4. Explain the importance of menu design and describe menu design elements. (pp. 246–250)
5. Summarize menu trends, describe some ideas for making promotions successful, and identify external and internal factors that can cause managers to change menus. (pp. 250–254)