

# FBM A221: MENU PLANNING AND PURCHASING

Item	Value
Curriculum Committee Approval Date	10/19/2022
Top Code	130710 - Restaurant and Food Services and Management
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

## Course Description

This course introduces students to the principles of menu development with an overview of purchasing cycles to include selection, procurement, and equipment specification while examining the design and layout relationships of food and beverage facilities. Formerly FSM A250. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Distinguish between the different elements of menu planning and purchasing by formulating the proper documentation needed to execute a successful and realistic food beverage menu through the utilization of marketing strategies and specification guidelines for commercial kitchen equipment and facility design.

## Course Objectives

- 1. Examine the fundamentals of menu planning using the menu as a tool for ordering, selection, and procurement of food and beverage items.
- 2. Develop the skills necessary to effectively create a professional menu.
- 3. Analyze a menu's effectiveness from a design standpoint, a cost perspective, and a sales standpoint.
- 4. Analyze a menu's pricing structure with respect to profitability and popularity using menu engineering.
- 5. Discuss the concept of sales mix and the role it plays in food and beverage cost.
- 6. Identify best practices in sourcing, purchasing, receiving, storing, and issuing procedures.
- 7. Prepare equipment and facility specifications utilizing the menu.

## Lecture Content

Introduction Short history of the development of food service Types of food service operations Basic Menu Planning Types of menus for various food service operations Planning a menu Controlling factors in menu planning Menu as Control of Food/Labor Cost Cost factors Menu pricing Menu Merchandising Menu mechanics Menu analysis Nutrition

Customer needs Food labels USDA Pyramid Concepts regarding calories Role of nutrients in the body Liquor Menus Menu Alcoholic beverages Special concerns Purchasing Basic concepts Study of the market and its structure Mechanics of buying Purchasing Personnel Manager Chef/production personnel Purchasing Agent Industry personnel and their roles Purchasing Specifications for: Food Equipment Supplies Services Specification limitations Typical market order Operational Issues Receiving Storage Controls and checklists Service Menu Purchasing Legislative Control, Laws, and Administrators

## Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

## Instructional Techniques

Lectures, internet exploration, and guest speakers, weekly discussion posts and replies, menu and equipment project.

## Reading Assignments

1-2hours: Assigned reading from textbooks

## Writing Assignments

2-4hours: Menu and facility/equipment project, demographic and requisition reports.

## Out-of-class Assignments

2-4hours: Market specifications, concept and menu development, menu, facility and equipment layout and design, vendor selection.

## Demonstration of Critical Thinking

Student evaluation is based on quizzes, exams (midterm and final), completion of menus, specifications, Internet research assignment, field trip report, menu critique, group project, and class attendance.

## Required Writing, Problem Solving, Skills Demonstration

Group project; menus; specifications; write a typical market order

## Eligible Disciplines

Culinary arts/food technology (food service, meat cutting, baking, waiter/ w...: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Restaurant management: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

## Textbooks Resources

1. Required Garlough, R. . Modern Food Service Purchasing: Business Essentials to Procurement, 1 ed. Cengage , 2011 Rationale: Designed specifically to provide food and beverage professionals with current, in-depth coverage of menu development and design, the essential concepts of purchasing, storeroom operations, and financial stewardship in addition to an overview of financial management and the formulas used to control a successful business.