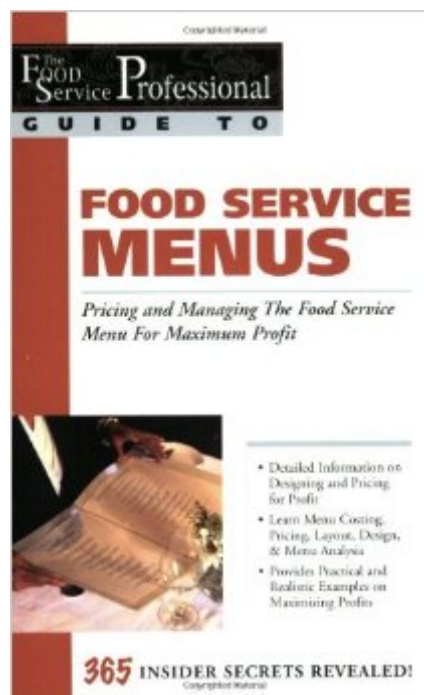


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# Food Service Menus: Pricing And Managing The Food Service Menu For Maximun Profit (The Food Service Professional Guide To Series 13)



## Synopsis

This series of fifteen books - The Food Service Professional Guide TO Series from the editors of the Food Service Professional magazine are the best and most comprehensive books for serious food service operators available today. These step-by-step guides on a specific management subject range from finding a great site for your new restaurant to how to train your wait staff and literally everything in between. They are easy and fast-to-read, easy to understand and will take the mystery out of the subject. The information is boiled down to the essence. They are filled to the brim with up to date and pertinent information. The books cover all the bases, providing clear explanations and helpful, specific information. All titles in the series include the phone numbers and web sites of all companies discussed. What you will not find are wordy explanations, tales of how someone did it better, or a scholarly lecture on the theory. Every paragraph in each of the books are comprehensive, well researched, engrossing, and just plain fun-to-read, yet are packed with interesting ideas. You will be using your highlighter a lot! The best part aside from the content is they are very moderately priced. The whole series may also be purchased the ISBN number for the series is 0910627266. You are bound to get a great new idea to try on every page if not out of every paragraph. Do not be put off by the low price, these books really do deliver the critical information and eye opening ideas you need to succeed without the fluff so commonly found in more expensive books on the subject. Highly recommended!

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## Book Information

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## Customer Reviews

If you will peruse my other two reviews of guides published by Food Service Professional you will note I am not bashful - when they short change me I tell you straight out! This guide, though, is superior to any other guide I have read - thorough, detailed, and helpful without wasting reams of paper to appear more complete. This is a must-read for anybody wanting to set their menu prices at optimum profitability. I especially appreciated the various formulas, explanations and examples they provided so I could get my head around the topic (as the Brits are fond of saying) and not feel that some rule of thumb (such as, three times the ingredient cost) is the only way to price. Rules of thumb can get you in trouble and are only a guide based on 'all other things being equal.' That explains why I liked their information throughout chapter 5. This one chapter would probably be worth a full semester in college! To be sure, the principles elucidated in chapter five can be applied to any business economics class and such students would gain immeasurable benefit. Be watching for LJ's Breaking Free\$ to learn more ways to make money by starting your own business or small farm - Bill Anderson (LJ).

The only part I found helpful was the psychology and placement of certain high ticket items. If you've been in the FSI for a while it is moderately helpful in writing menus. I think what would be really helpful is to place more emphasis on the actual costing out of menu items and perhaps some ideas on efficiently do this. This is why: If you have your inventory list of all ingredients and their cost you still have to figure out the cost per unit of measure; For dry ingredients you have to use weight but when you actually use most recipes things like flour and sugar are list in cups. So you have to

go to the internet or weigh out each dry item to get the average weight per cup, etc. and then enter that into your recipe in order to cost it out correctly. (i.e. how many cups in a 50 pound bag of flour? whole wheat? 25 pound box of walnuts? sugar? chocolate chips? you get the idea right?) I know this because I've done it. It's tedious and time consuming to go through recipes to do this. They do however go over how to measure things like produce but in the restaurant business do you really think anyone has time to weigh the product, say a case of romaine, when you receive it (Does anyone have a scale big enough for this?), weight it again when you're ready to use it (for shrinkage over time), trim it, wash it, weigh it again, and then weigh out portions and the number of portions per case? (There will be more shrinkage over time again since you'll probably not use the whole case that day). I think NOT. Maybe I'm wrong but as a chef running a small cafe with limited staff I would not have time to do this.

This book is a wake up call for any restaurateur who believes that creating a menu is as simple as lumping a few dishes together on a sheet of paper. I put thought into my menu, scoped out the competition, and even developed signature dishes. Food Service Menus took me several steps further. It provided samples of market and competitor surveys so I could determine if what I was offering was something that customers would actually want. The book really came in handy with links to menu building software and nutritional calculations. It seems like a lot of work to put into a menu. When you consider that that the majority of your profit rests on your menu, the hard work is well worth it.

What a waste of money. Unless you know know nothing about food service or are buying the book for use with a fast food restaurant do not waste your time.

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