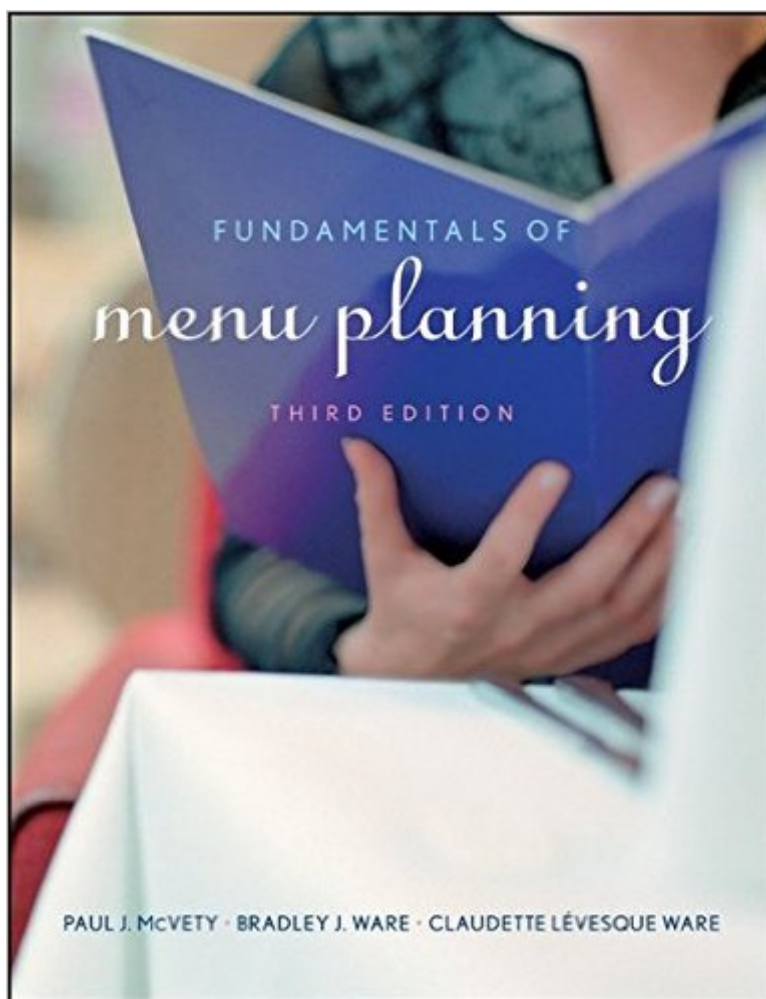


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# Fundamentals Of Menu Planning



## Synopsis

Fundamentals of Menu Planning, Third Edition presents a complete overview of key aspects of menu planning, including designing, writing, costing, marketing, and merchandising a menu. Reflecting the latest menu trends in the restaurant industry, the authors show how research, surveys, and sales analysis are key to menu planning and design. With updated nutrition and menu planning information, an expanded collection of sample menus, new appendices and resources, numerous forms, tables, and worksheets, and more practice problems, this guide is key to the success of the overall foodservice enterprise.

## Book Information

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Average Customer Review: 4.7 out of 5 starsÂ Â See all reviewsÂ (10 customer reviews)

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## Customer Reviews

I have been doing a study on menu development, design, costing, and many other aspects of menus and marketing. This may be a good text if you have a lecture to go along with it but standing by itself it is not as informative nor as specific as others offered on .I strongly suggest checking it out at the local library or get it via inter-library loan. I would not recommend buying it unseen.Other books cost less and provide more detailed and very specific information needed by someone preparing a menu.

Ordered this book because it was cheaper than getting it on campus. Had to have it for a required course.Really interesting book if you're interested in opening a restaurant!

Why I chose this book well cause I'm learning to become a chef and this book was the only one I

could get but I may consider buying more to improve my knowledge on Food Industry

Came in great condition. No missing or torn pages even though I bought it used. I used this for my menu planning classes at college and it was very helpful and informative.

Required purchase for my son at college

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