



TRENDS IN FOOD DESIGN / ZERO-WASTE CULINARY PRACTICES

Dr Kateryna Fedosova

Ph.D., Associate Professor,
Hotel-Restaurant Business Department
Mobile / Viber / Whatsapp: +380673186595

www.fedosova.com





Dr Kateryna Fedosova

PhD in Hotel and Restaurant Business
Odesa National University of Technology





Dr Kateryna Fedosova

SRH Dresden School of Management





ConsultingHUB

Restaurant Consulting Company





1,002 posts 75.3K followers 1,057 following

Kataryna Fedorenko

@kafedra

Ресторан

Ресторанний консалтинг і маркетинг

Дізнайтеся про ресторани, ресторани

Ваші ідеї в сфері ресторанного бізнесу

Увага! Катерина Федоренко + 1



Ваші ідеї



Ресторан



Консалтинг



Тільки для...



Про мене



Хай!



Моя історія...







TRENDS IN FOOD DESIGN INFLUENCE OF DESIGN AND PRESENTATION OF RESTAURANT DISHES ON CUSTOMERS





**PRESENTATION OF DISHES SHOULD BE BORROWED FROM THE FRENCH,
TASTE FROM THE ITALIANS, ACCURACY FROM THE JAPANESE**





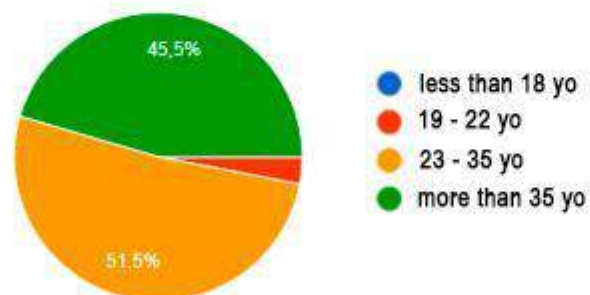
**IT IS POSSIBLE TO PREPARE
DISHES QUITE DIFFERENT FOR
THE PRICE FROM THE SAME
PRODUCTS**



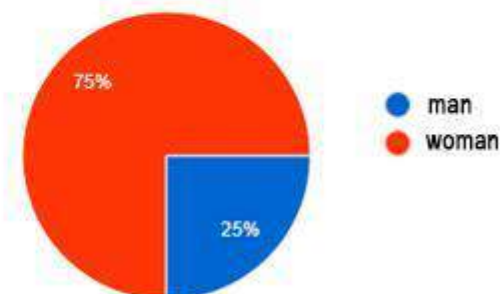


RESEARCH RESULTS

AGE

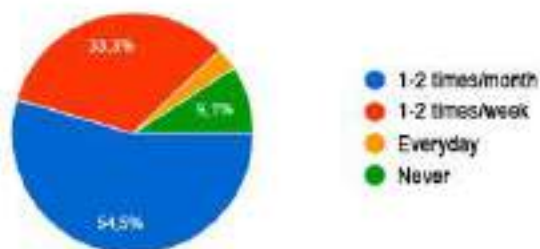


GENDER

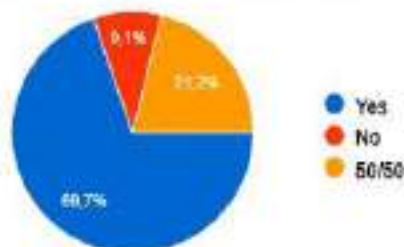




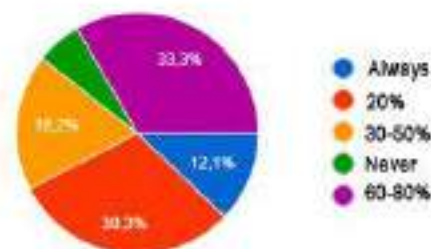
HOW OFTEN DO YOU VISIT RESTAURANTS



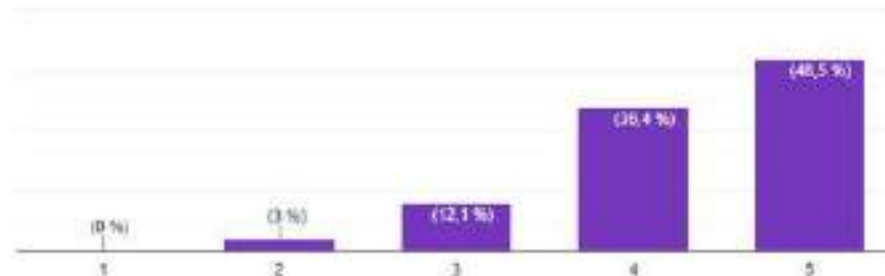
DO YOU AGREE WITH THE STATEMENT THAT BEAUTIFUL FOOD TASTES BETTER?



HOW OFTEN DO YOU PHOTOGRAPH FOOD IN A RESTAURANT

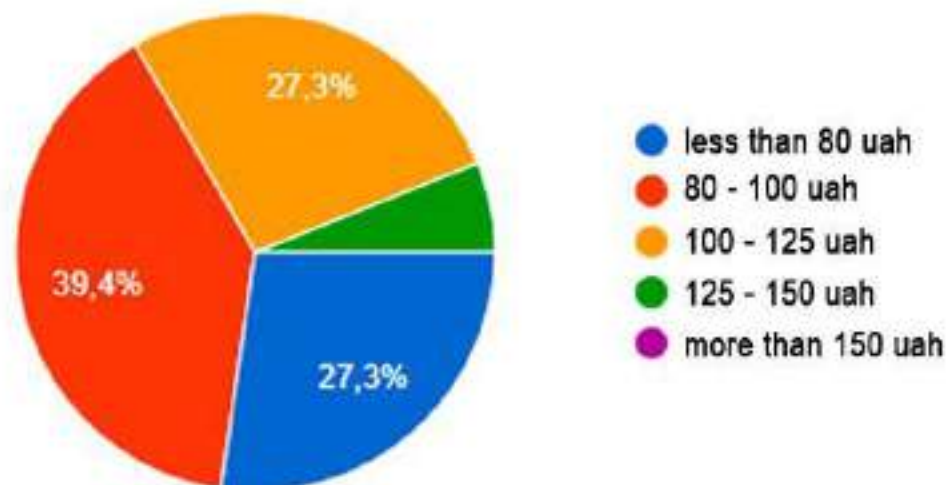


HOW IMPORTANT IS THE DESIGN OF THE DISH TO YOU



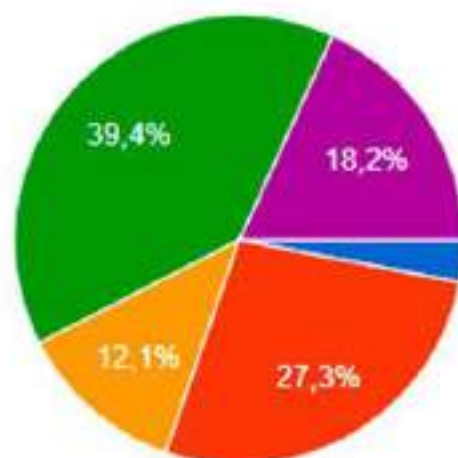


HOW MUCH DOES IT COST?





HOW MUCH DOES IT COST?

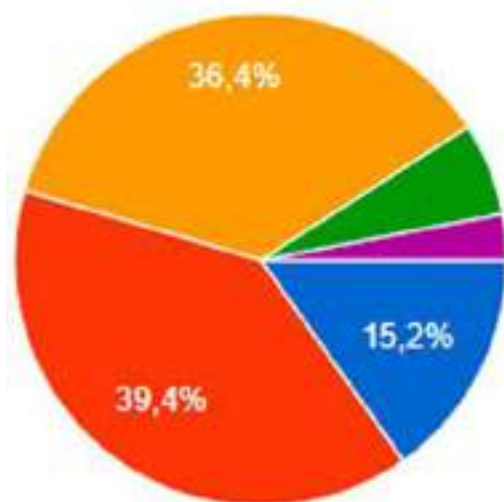


- less than 80 uah
- 80 - 100 uah
- 100 - 125 uah
- 125 - 150 uah
- more than 150 uah





HOW MUCH DOES IT COST?

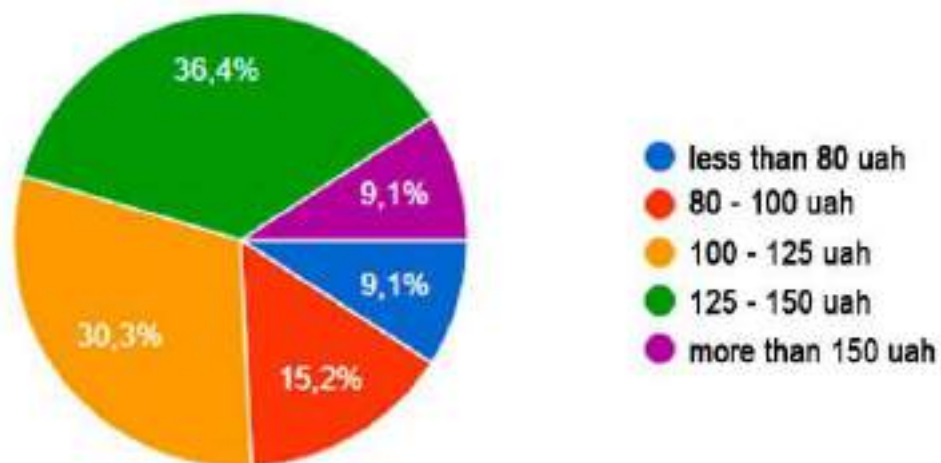


- less than 80 uah
- 80 - 100 uah
- 100 - 125 uah
- 125 - 150 uah
- more than 150 uah

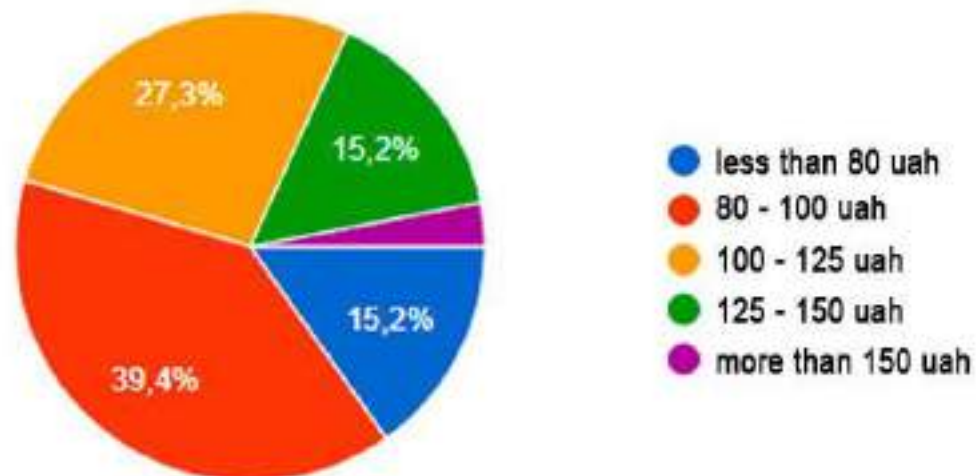




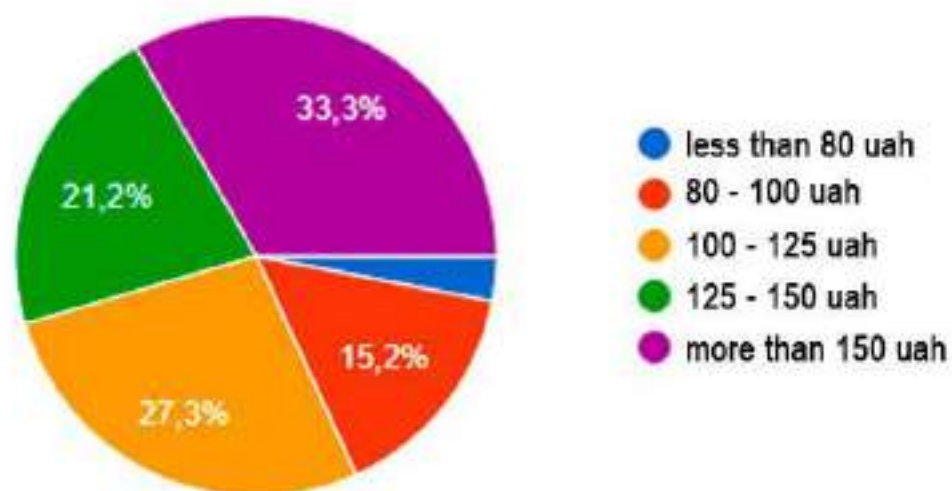
HOW MUCH DOES IT COST?



HOW MUCH DOES IT COST?



HOW MUCH DOES IT COST?





Sample #1





Sample #2





Sample #3





Sample #4





Sample #5





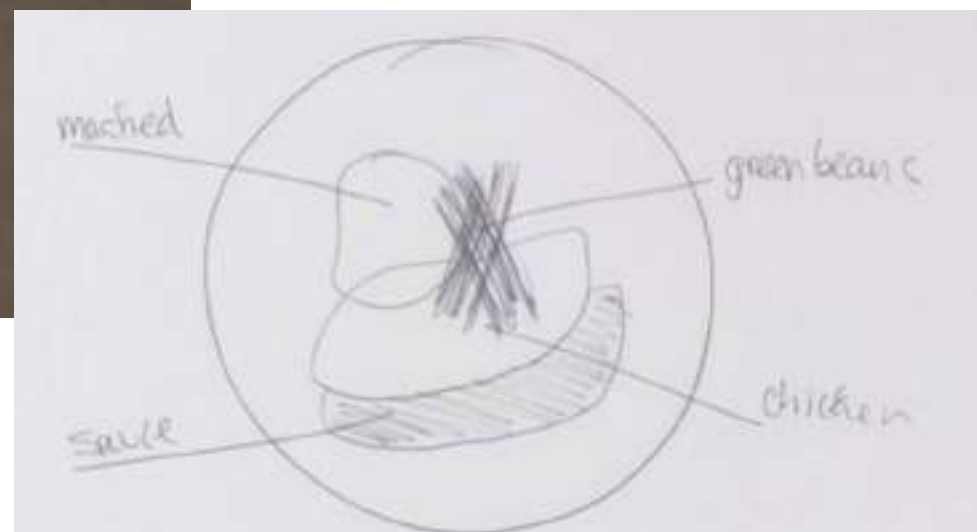
BASIC RULES FOR THE PRESENTATION





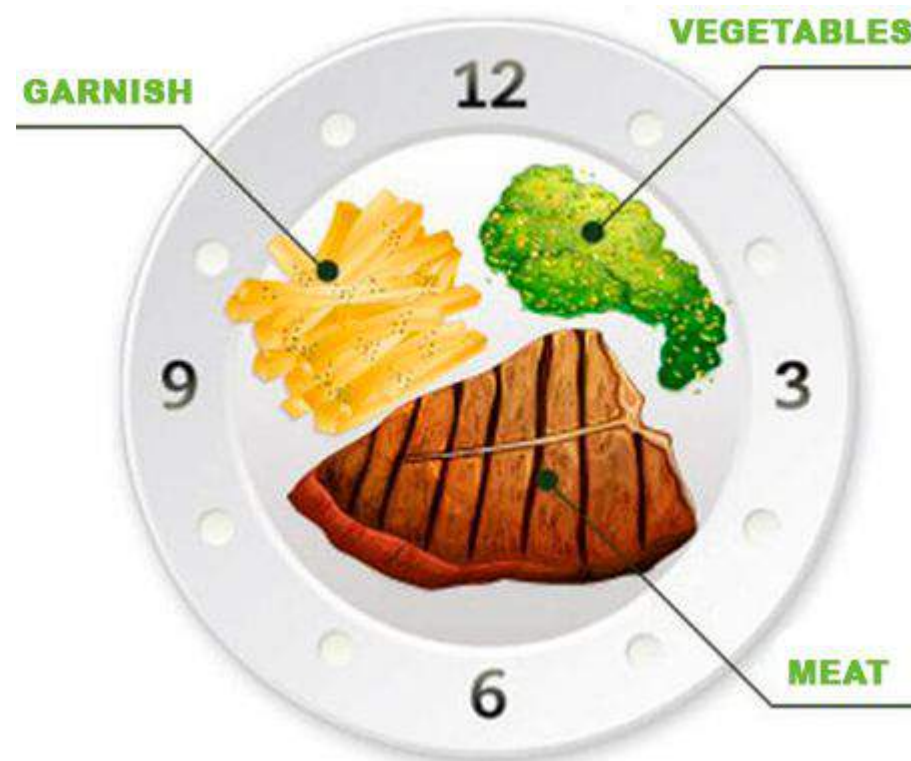
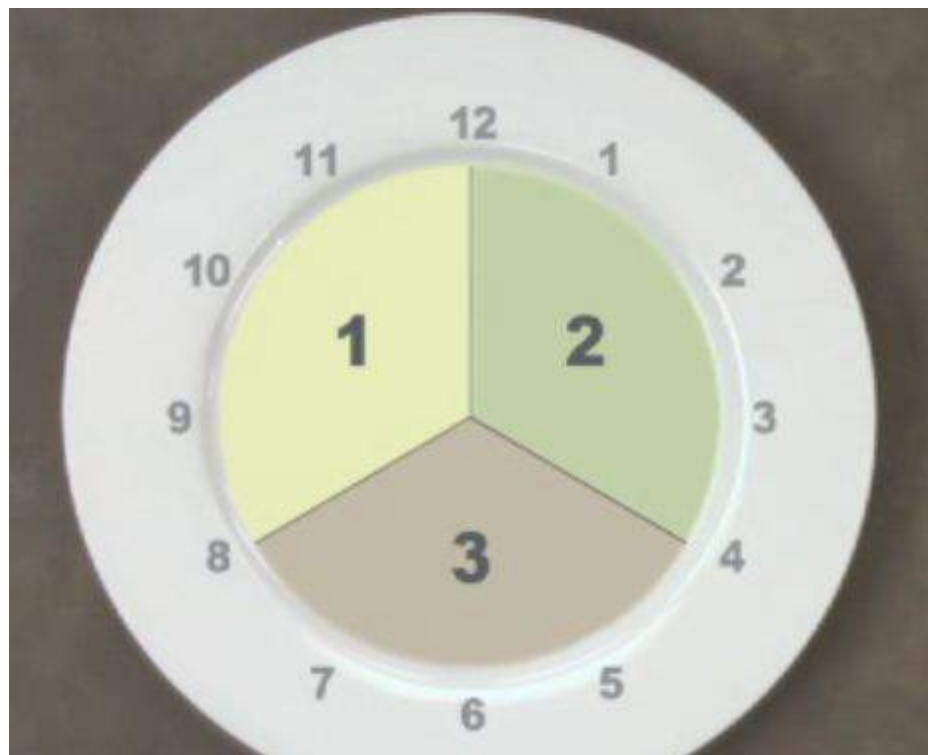
Rule №1

**THINK DETAILS
IN ADVANCE**



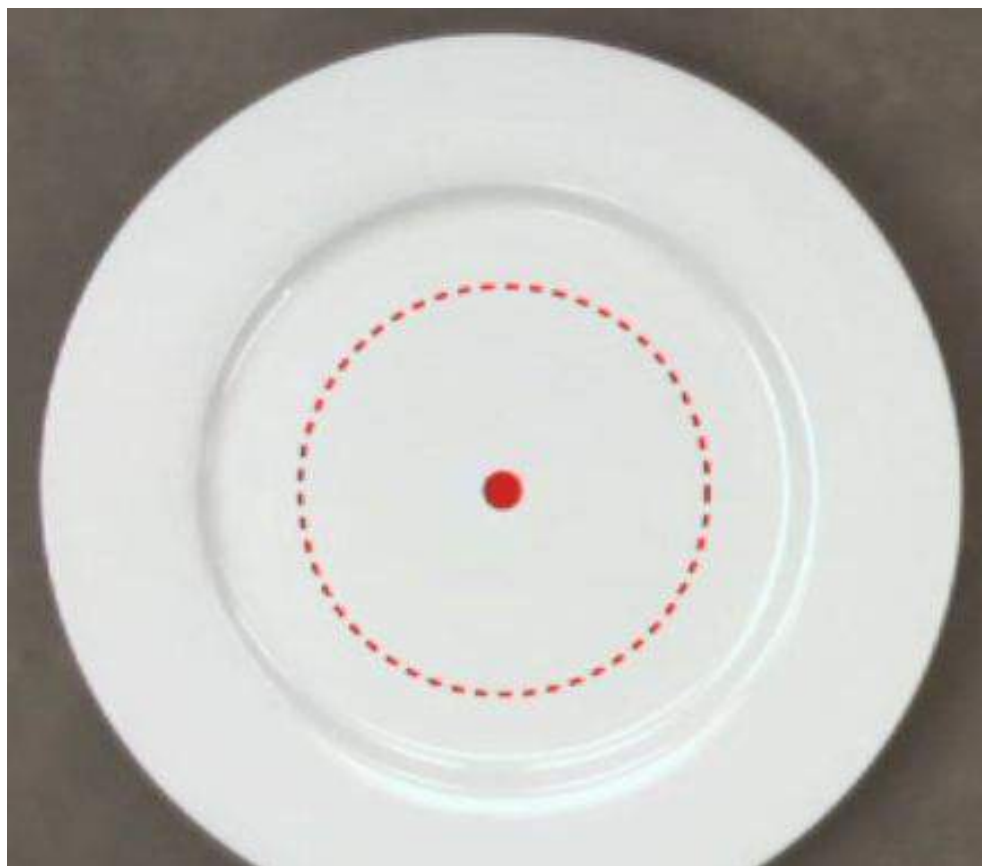


Rule №2





Rule №3







Rule №4





Rule №5



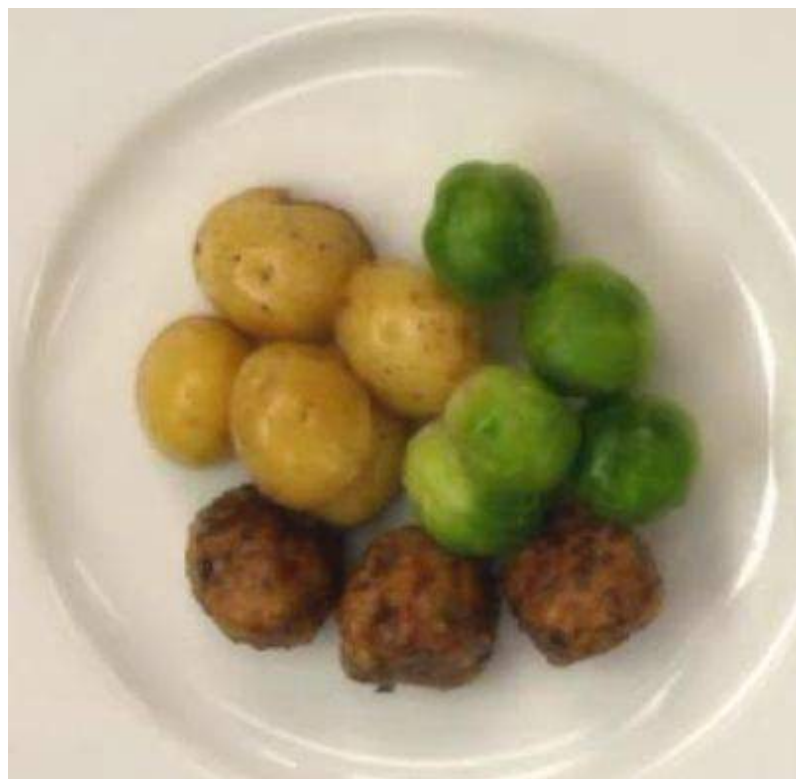


Rule №6





Rule №7





Rule №8





Rule №9





Rule №10





HOW TO IMPRESS A GUEST?

HOW TO FIND OUT WHAT IS BEAUTIFUL?





Ресторан — лучшее
фотографировать в Instagram



Наша жизнь



руководитель проекта — С.С.



Аппетитность, инновационность
и модные фотографии...



Oh how I love city views



when you see the sunset...
—photoshoot—



13 идей для фото в
Instagram для вдохновения...



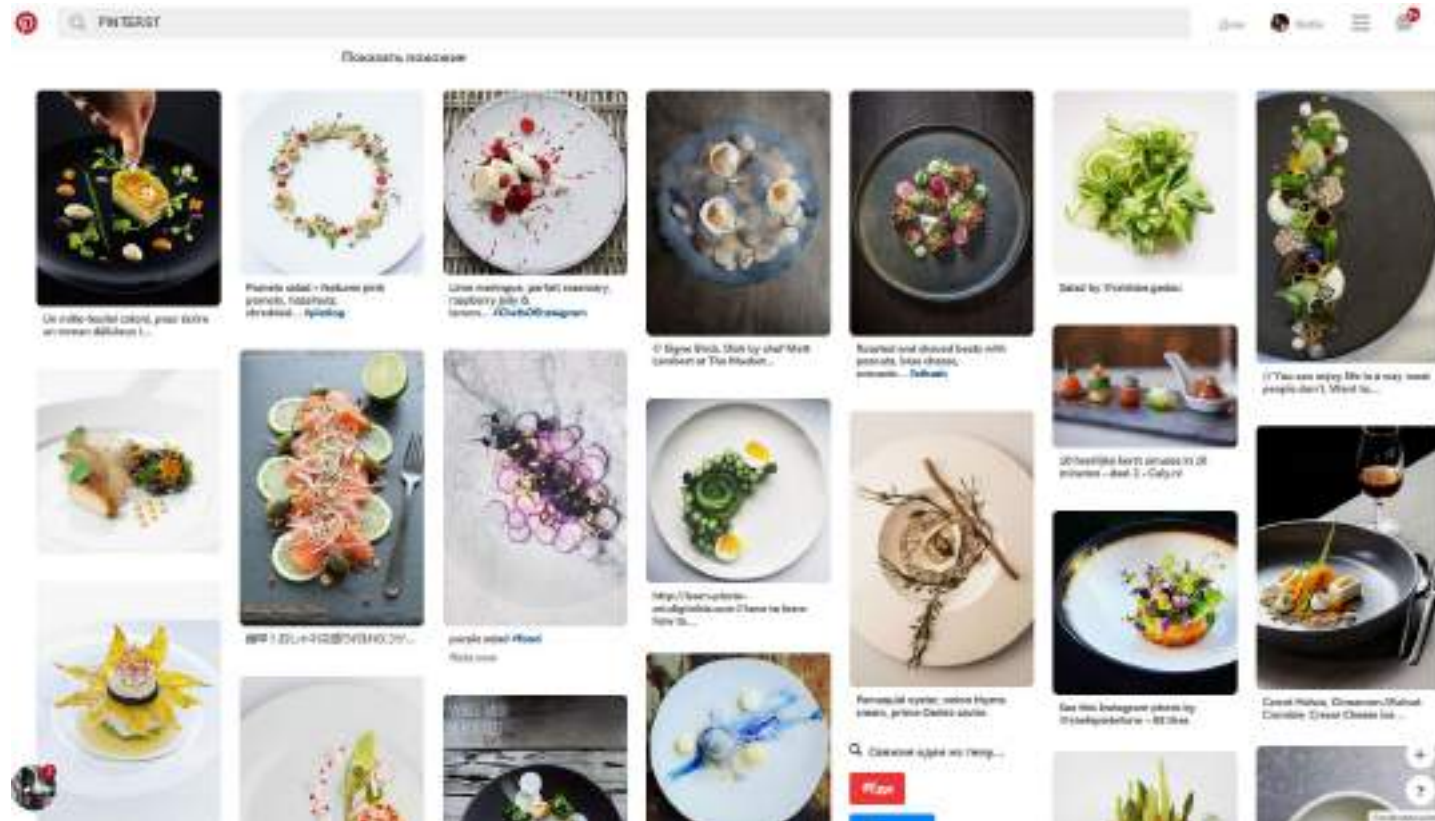
...but even the sun can shine
as bright as you





WHERE TO GET IDEAS?





PINTEREST.COM - SOURCE OF IDEAS





CULINARY COMPETITIONS





IN TREND ...





NETFLIX

A NETFLIX DOCUMENTARY SERIES

CHEF'S TABLE

FROM THE DIRECTOR OF JIRO DREAMS OF SUSHI





Dropping the lemon tart



Oops! I dropped the lemon tart. Paolo Terzi



Massimo Bottura





Old Style



New style





















Cross-cultural culinary exchange



Naan tacos



Sushi pizza

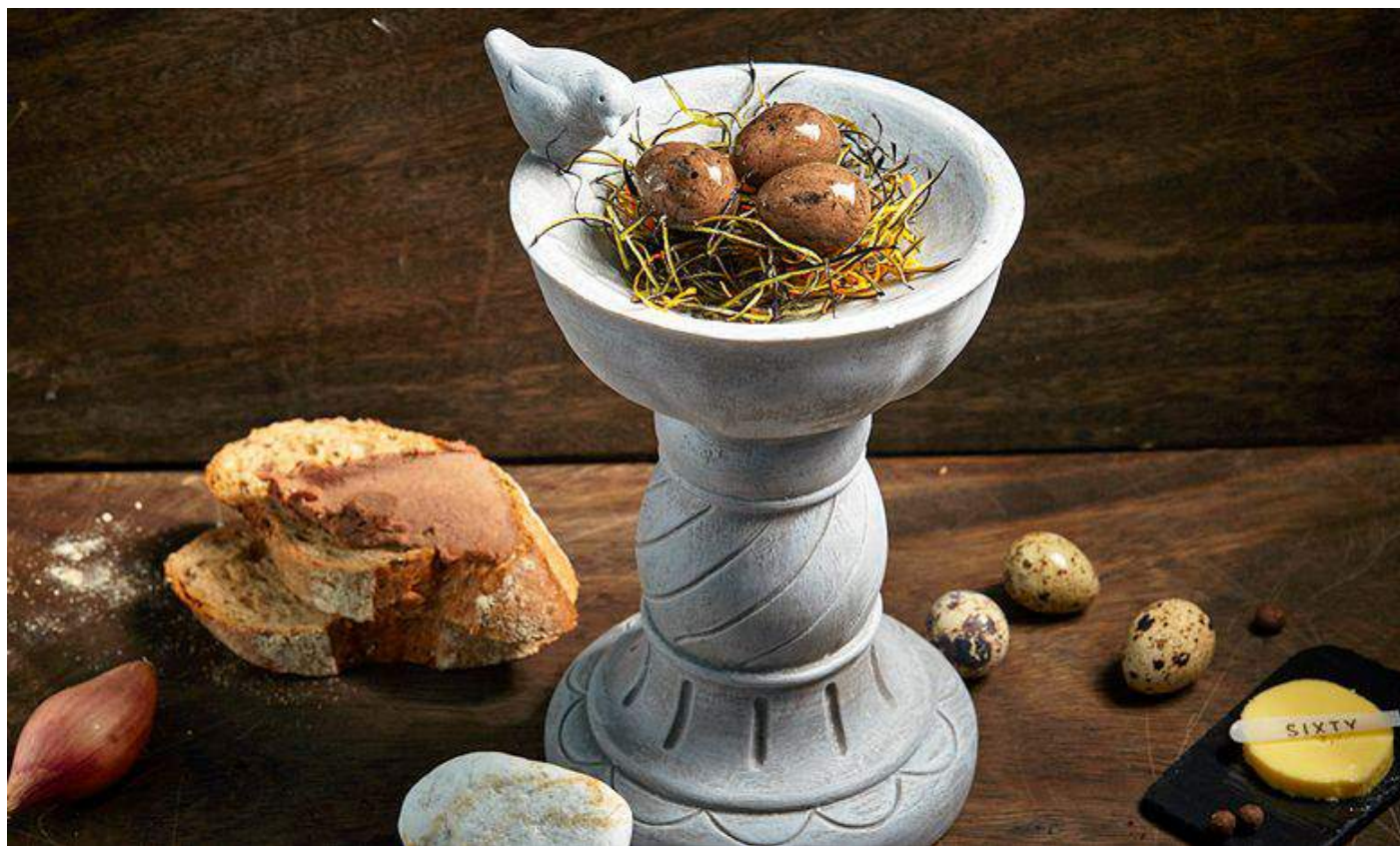


Kimchi pasta carbonara





Author's tableware

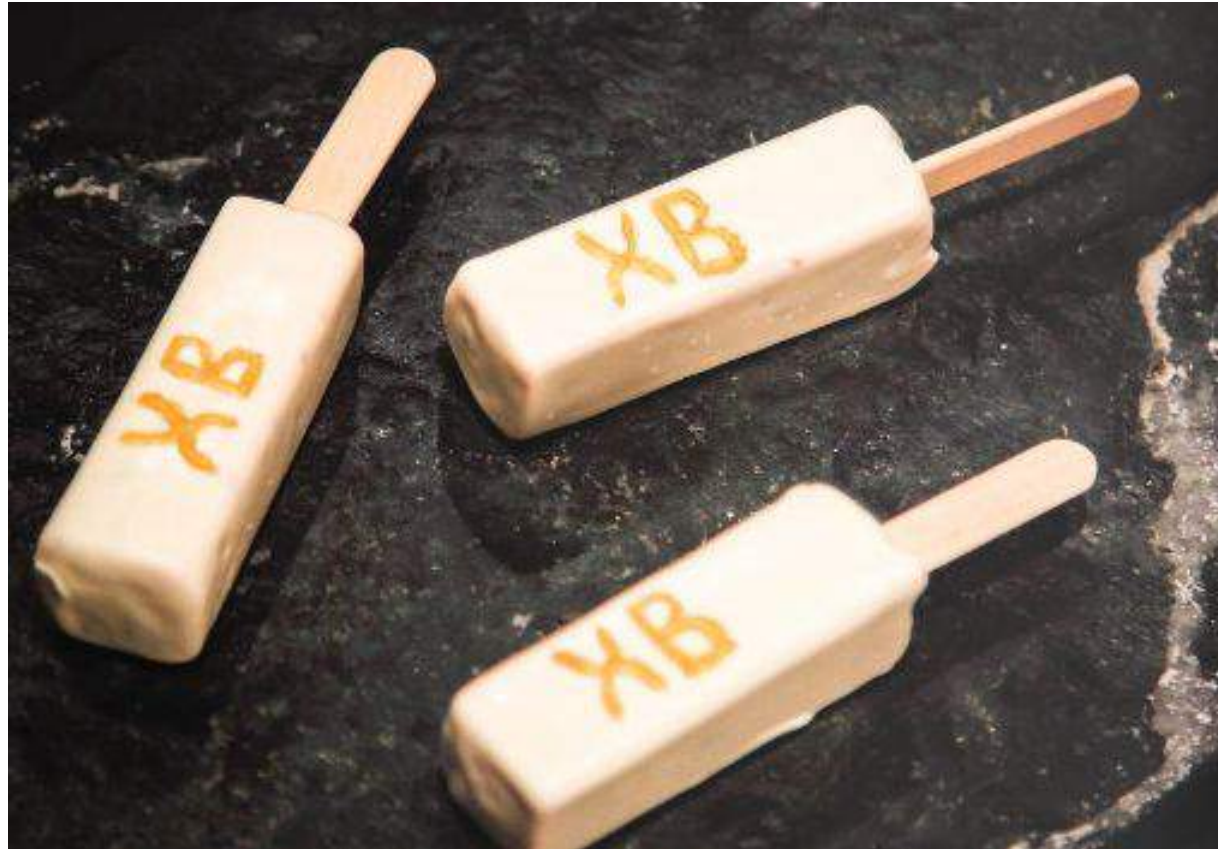




**A guest can be impressed with an ordinary dish
by telling its story or hidden subtext**







Unusual shapes and interpretations ...





Installations ...





Installations ...





Serving one product in different textures





MICROGREEN













MODERN UKRAINIAN CUISINE





Kanapa





U Restaurant



Kazimir Malevich + Kyiv Cutlet





U Restaurant



















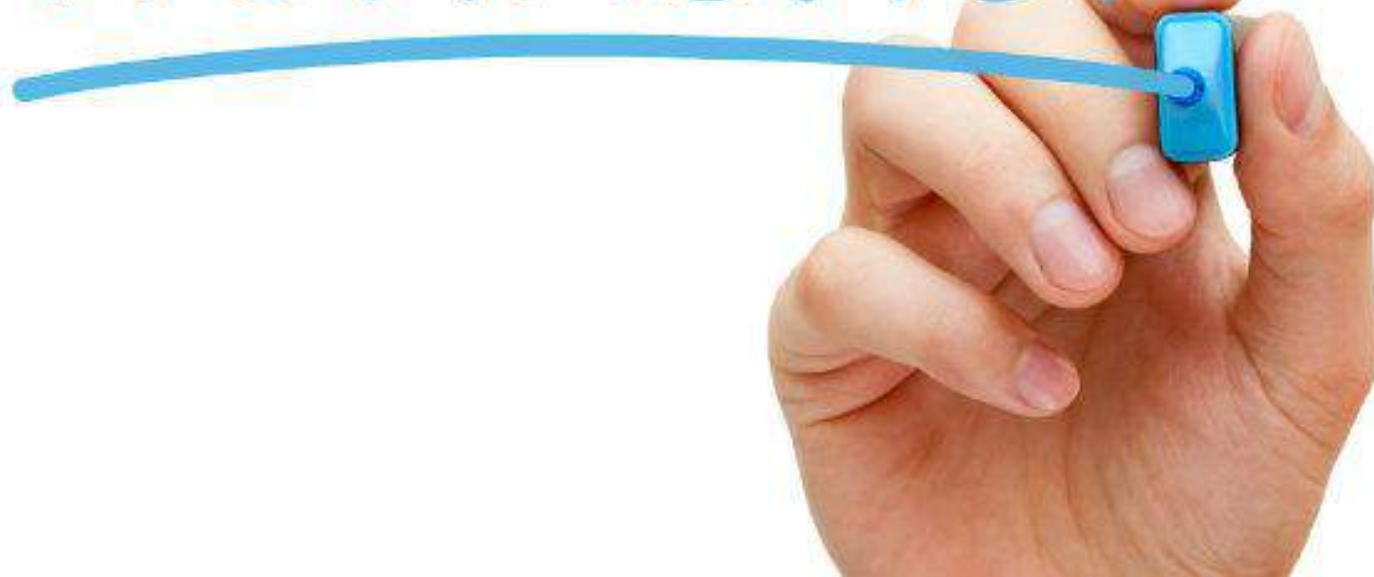








WORKSHOP





Design ideas?

TEAM 1	TEAM 2	TEAM 3
Gazpacho	Tartar	Pavlova Dessert

20 minutes

Send photos to fedosova2008@gmail.com





DEVELOPMENT OF AN EFFECTIVE RESTAURANT MENU





Menu – one of the most important elements of the promotion





First it is necessary to analyse the menu and determine which dishes bring more profit (high margin dishes), which are popular, but only distract the attention of guests and eat up most of the restaurant's profit.





Статистика продаж

Экспорт

Печать

16 августа—16 сентября

Сегодня,
16 сентября

10 248,00 ₴
выручка

6 739,70 ₴
прибыль

56 ₴
налог

63
посетителя

183,00 ₴
средний чек

Выручка

Днев

Надлеж

Месяц



347 111,00 ₴
выручка

241 451,68 ₴
прибыль

1 581
чек

1 759
посетителей

220,25 ₴
средний чек

Методы оплаты

Наличные



Средний чек

174 303,00 ₴

Картами

170 481,00 ₴

Счетными

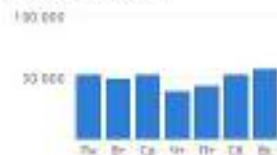
1 773,00 ₴

Скрыть все

По времени



По дням недели





TWO TYPES OF PRICE FORMATION

- Under the required price
- Based on food cost





Standardized Recipe Cost Sheet

Unit Name: _____

Menu Item: _____

Special Notes: _____

Recipe Number: _____

Recipe Yield: _____

Portion Size: _____

Portion Cost: _____

Ingredients

Ingredient Cost

Item	Amount	Unit Cost	Total Cost
Total Cost			

Total Recipe Cost: _____

Portion Cost: _____

Previous Portion Cost: _____

Recipe Type: _____

Date Costed: _____

Previous Date Costed: _____





ITEM	AMOUNT	UNIT COST	TOTAL COST	
Chicken	0,16	10	1,6	
Tomatos	0,05	2	0,1	
Potatos	0,1	1	0,1	
Muchrooms	0,04	2	0,08	
Herbs	0,002	15	0,03	
Olives	0,01	9	0,09	
FOODCOST	300 g		2	
Margin (Index)	300% (3)		6	
PRICE			8	
NET PROFIT	20%		1,6	





Название	Категория	Всего	Составляющие, без НДС	Цена	Маржа	Состав	Ред.	...
Mango Love	Холодные напитки	0,427 кг	26,01 €	75,00 €	102%	Состав	Ред.	...
Mint ice latte	Холодные напитки	0,260 кг	13,02 €	45,00 €	350%	Состав	Ред.	...
V8	Напиточные напитки	0,020 кг	12,00 €	60,00 €	578%	Состав	Ред.	...
Авокадо дробленая	Добавки	0,100 кг	16,00 €	35,00 €	119%	Состав	Ред.	...
Авокадо пост	Заправки	0,322 кг	46,46 €	110,00 €	137%	Состав	Ред.	...

Ингредиент	Всего	Цена
рапсовое томаты	30,00 г	0,90 €
кефирчик	5,00 г	7,10 €
соль	2,00 г	0,01 €
черри	60,00 г	3,62 €
Помидоры	50,00 г	1,75 €
хлеб бездрожжевой	100,00 г	10,37 €
лук	15,00 г	0,06 €
Авокадо	0,5 шт	16,00 €

Авокадо	Напиточные напитки	0,035 кг	4,70 €	35,00 €	645%	Состав	Ред.	...
Aman ice tea	Холодные напитки	0,145 кг	3,93 €	50,00 €	1299%	Состав	Ред.	...





ABC

Распечатать

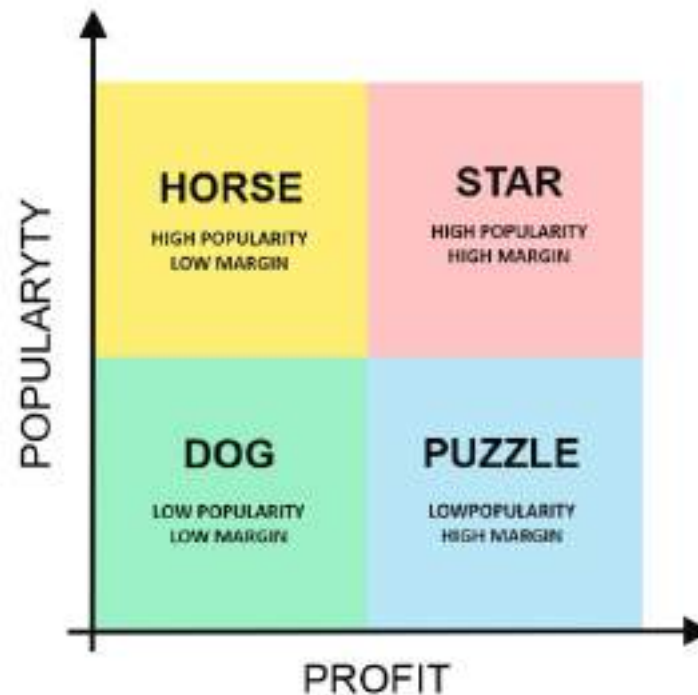
16 августа—16 сентября

Быстрый поиск		Все официанты		Все категории						
#	Товар	Продажи	Продажи, %	Выручка	Выручка, %	Прибыль	Прибыль, %	Продажи	Выручка	Прибыль
1	Сырники 250 гр	197,00 шт.	4,08%	24 334,50 €	7,01%	14 360,24 €	5,95%	A	A	A
2	Ассорти паст	180,00 шт.	3,73%	19 540,70 €	5,63%	12 039,31 €	4,99%	A	A	A
3	Булл с Цыпленком	94,00 шт.	1,95%	14 395,00 €	4,15%	9 924,83 €	4,11%	A	A	A
4	Веган Ролл Филафет	111,00 шт.	2,30%	12 767,40 €	3,68%	8 396,64 €	3,48%	A	A	A
5	Кипури	263,00 шт.	5,45%	11 718,20 €	3,38%	9 616,94 €	3,98%	A	A	A
6	Время Гречески	91,00 шт.	1,89%	9 646,20 €	2,78%	4 641,20 €	1,92%	A	A	A
7	Сэндвич с цыпленком гриль	80,00 шт.	1,66%	9 401,75 €	2,71%	5 416,10 €	2,24%	A	A	A
8	Поперный омар	64,00 шт.	1,33%	9 265,90 €	2,67%	5 988,20 €	2,48%	A	A	A
9	Латта	165,00 шт.	3,42%	8 178,85 €	2,36%	6 332,77 €	2,62%	A	A	A
10	Добавка Соуса граппак	142,00 шт.	2,94%	7 683,50 €	2,21%	5 547,69 €	2,30%	A	A	A
102	Молоко овсяное	14,00 шт.	0,29%	280,00 €	0,08%	240,20 €	0,10%	C	C	C
103	Рисовое молоко	14,00 шт.	0,29%	271,50 €	0,08%	271,50 €	0,11%	C	C	C
104	ММО мороженое (шоколадный комбир)	4,00 шт.	0,08%	269,00 €	0,08%	117,60 €	0,05%	C	C	C
105	маленький Ice latte	4,00 шт.	0,08%	260,00 €	0,07%	215,00 €	0,09%	C	C	C
106	Mini Ice latte	4,00 шт.	0,08%	260,00 €	0,07%	206,40 €	0,09%	C	C	C
107	Лесной Ice latte	4,00 шт.	0,08%	260,00 €	0,07%	210,27 €	0,09%	C	C	C
108	Медовик	3,00 шт.	0,06%	255,00 €	0,07%	120,00 €	0,05%	C	C	C

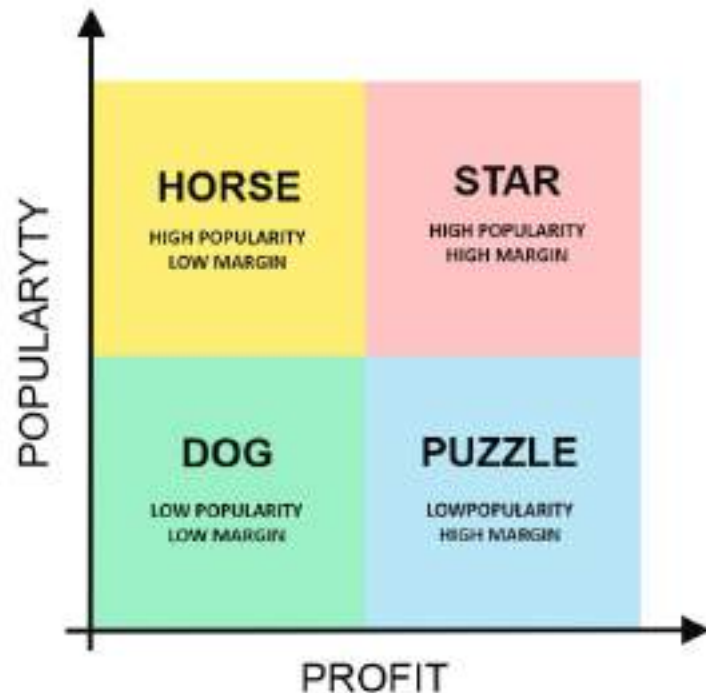




**Restaurant owners use the Kasavana and Smith model
as the main tool for developing menus and analysing the sales
of certain dishes**



The methodology is based on the division of all dishes into 4 categories



– **Stars.** They sell well and have high margins. It is they who bring the biggest profit to the restaurant.

– **Workhorses.** They are in demand among visitors, but their margin is small. It is not necessary to remove them from the list of dishes, but it is necessary to reduce their cost or increase the price.

– **Puzzles.** They are characterized by high margins, but they are sold poorly. The task of the restaurateur is to stimulate demand for these dishes (promotions, special offers, etc.).

– **Dogs.** They sell poorly and have low margins (they can be safely removed from the menu).



Menu Engineering Specialist





Next step - it is necessary to pay special attention to the structure, positioning of texts and creative descriptions of dishes on the menu in order to convince guests to choose the right items (bringing the most profit)





IT IS ALSO POSSIBLE TO INFLUENCE CERTAIN EXPECTATIONS OF THE GUEST



There is a research about menu fonts. If it is in italics, potential visitors perceive the establishment as a top-class restaurant.





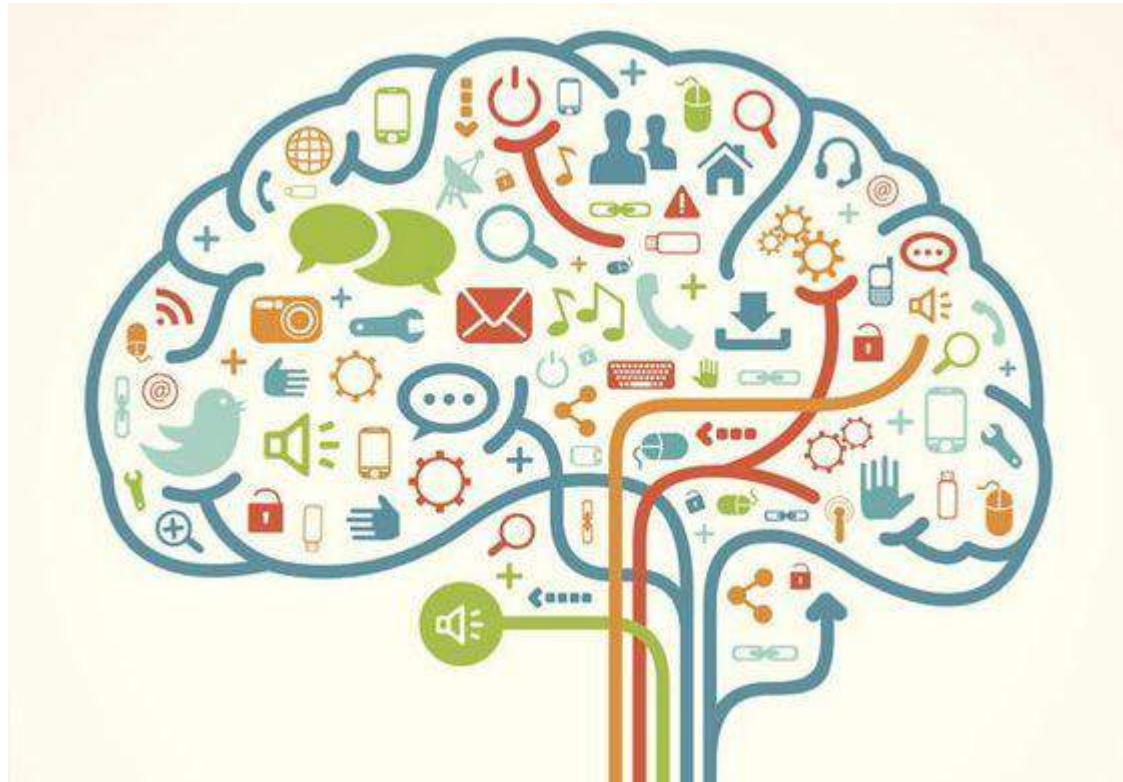
IT IS ALSO POSSIBLE TO INFLUENCE CERTAIN EXPECTATIONS OF THE GUEST



The same conclusions turned out to be true for the weight of the menu. Heavier menus, as opposed to lighter ones, affect the perception of scale and expected quality of service.



Neuromarketing – study of a person's customer behaviour in response to various marketing tricks





Marketing tricks can increase sales and influence the behaviour of the target audience



RESEARCH METHODOLOGY

During the study,
73 printed menus of
different types of
restaurants were
analysed





Also, 3 focus groups were held with different target audiences

- **Group A** – men and women aged 21–35, active users of social networks who visit restaurants at least 2–3 times a week.
- **Group B** – men and women aged 35–55 who visit restaurants at least once a week.
- **Group C** – men and women aged 21–30, active users of social networks, food bloggers, restaurant critics who visit restaurants at least 3–5 times a week.





During the discussion, the participants expressed their opinions, comments and recommendations on the arrangement of dishes in the menu, structure, number of positions, the order in which dishes are listed on the menu, etc.





RESEARCH RESULTS AND DISCUSSION

As a research result, it is possible to identify ten effective psychological tricks that can influence the choice of dishes on the restaurant menu.





MENU STRUCTURE

For convenience and easy perception, all dishes should be **divided into groups** (snacks, salads, soups, for children, vegetarian, etc.).

Menu

- APPETIZER -

Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor.	
Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor.	
Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore magna aliqua.	
Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore magna aliqua.	
Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed.	

- SALADS -

Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor.	
Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor.	
Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore magna aliqua.	

- SOUPS -

Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor.	
Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor.	
Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore magna aliqua.	
Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore magna aliqua.	

- MAIN COURSE -

Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor.	
Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor.	
Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore magna aliqua.	
Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore magna aliqua.	
Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed quisque nostrud veniam minim dolore.	

- DESSERTS -

Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor.	
Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor.	
Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore magna aliqua.	
Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore magna aliqua.	

- BEVERAGES -

Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor.	
Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor.	
Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore magna aliqua.	
Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore magna aliqua.	
Add Text Here	\$0.00
Lorem ipsum dolor sit amet consectetur adipiscing elit sed.	



MENU STRUCTURE

It is also possible to select groups of dishes on the menu **by type of product** – chicken, fish, pork ...





MENU STRUCTURE

It is recommended to place an odd number of positions in each group –
ideally 3–5, but no more than 7



PROFESSOR

YACHT



CLUB



RAW

TROOPS OYSTERS	cocktail sauce • yuzu miso dressing	14
HELLDIVER	winter citrus • white soy • shiso	11
RAW SCALLOP CEREAL TOSTADA	avocado • cilantro • chile de	11
SWORDFISH CARPACCIO	lemon juice • calabrian chile • basil	11
RIVER SCALLOP	grilled pineapple • brown rice • watercress	10
SEA URCHIN	rice cracker • pickled shiso • tatachi	11

FISH

SALT COD BRANZARD FRIITTERS	white dressing & lemon mayo	11
SEARED ALBACORE DASHI	sea urchin oil	11
WGO EEL LUNCH BOX	rice • quail egg • tempura • sweet soy	11
SARDINES	steamed onions • grapes • tomato • pine nuts	11
SMOKED HALIBUT FISH OIL	shrimp crackers	11
GRILLED GIANT SEUR	gochujang • apple lime chili glaze	11
CHARRED OCTOPUS	potato • salsa verde • smoked paprika	11
TUNA MELT	potato • pickled onion • english muffin	11
BOTTARGA	spaghetti • chili • garlic • bread crumbs	11
FRITTS MISO	onion • salmon • potato • tomato sauce • lemon	11
GRILLED SPANISH MACKEREL	tomato • pea tendrils • idiazabal	11
WHOLE FRIED SHAPPER	soft rolls • dipping sauce	11

CRUSTACEAN

LOBSTER TROLLS	red curry oil	11
CRAB CAKE	mongolian chile sauce • cilantro • bean sprouts	11
CAROLAS MUSSELS	tangerine • aleppo pepper • olive	11
TIGER SHRIMP	peel & eat • old rice • tomato chutney	11
BAJER CLAMS	white beans • charita vinaigrette	11
SHOUP DUMPLINGS	cocktail sauce • horseradish • celery	11

MEAT

AUSTRALIAN BURGERS	beef • pineapple • soft egg • sea salt fries	11
LAMB KEBABS	lemon juice • piquillo pepper butter	11
CHICKEN WINGS	teriyaki glaze	11
22 OZ BONE-IN NEW YORK STEAK	any sauce	11

GARDEN

PEA TENDERS & QUINOA	garlic • bread crumbs	11
FRIED POTATOES	beef • malt vinegar	11
GREEN PAPAYA AND CARAMEL OLIVE	fish sauce • herbs • peanuts	11
TOASTED FARM SALAD	apple • kale • mustard • candied potato	11
CASSAN SALAD	crushed white onion • soft • bread dough	11
AVOCADO RICE	lime • cilantro	11

0.116°15'N





NUMBER OF ITEMS IN THE MENU

The more options, the more difficult it is to make a choice and the more likely that as a result the guest will be dissatisfied with final decision

GREENS

JAPANESE LOTUS SUGAR PEAS, CUCUMBER & RADISHES, TOSSED WITH ROASTED-SESAME DRESSING	12
CITRUS PORK BELLY SPINACH, TOMATOES, ORANGES	15
POMELO DUCK MINT, BROCKET, SPRING ONIONS + SPICY MAYO	16
RAW'S SEAFOOD CEVICHE TUNA, SALMON & OCTOPUS WITH AVOCADO, SPINACH + CHILLI-LIME DRESSING	17

RAW

SPICY TUNA FRESH TUNA MARINATED WITH LIME & SHOYU + CHILU FLAKES & CRUSHED RICE	12
AVOCADO-WASABI TUNA TARTARE + FLOUR CRISPS	17
AHE MANGO POKE + WONTON CHIPS TUNA, CUCUMBER, MANGO, SHALLOTS	15
SPICY MINT SALMON SASHIMI	10
BLACK + WHITE SESAME SEARED TUNA	15



KILO AT PACT

DOUGH

ALL OUR PIZZAS ARE 12"

BASIL, MOZZARELLA, PARMESAN, ROCKET	21
PAWNA & CHILLI	21
FRESH VEGGIES EGGPLANT, ONION, CAPSICUM, TOMATO	21

BANH MI

VIET-INSPIRED TOASTED SANDWICHES
SERVED WITH SOY FLAXSEED CHIPS

HONEY PORK SWEET-CHILLI PORK, DATE, PICKLED CARROTS & RADISHES, TOMATO & CORIANDER	12
ADOBO CHICKEN SEARED CHICKEN, DATE, PICKLED CARROTS & RADISHES, TOMATO & CORIANDER	12
AVOCADO SALMON SEARED SALMON, JAPANESE CUCUMBER, SHAVED PARMESAN & CORIANDER	15
THAI TOFU SPICY PESTO, CUCUMBER & CORIANDER	12

SWEET

PENGUIN'S LEMON, DABJEELING OR CHOCOLATE TART + CREAM	7
RAW'S LAVA CAKE + ICE CREAM OF YOUR CHOICE	9
KILO'S ICE CREAMS BASIL, BANANA OR CHOCOLATE	6

OUR BEEF PHO

WARM BEEF BROTH WITH TENDERLOIN
SLICES & HOMEMADE GINGER BEEF BALLS
ACCOMPANIED BY BASIL, SPROUTS, MINT,
LIME AND CHILI

ADOBO CHICKEN	16
12 HR PORK BELLY	16

BOWLS

ALL OUR BOWLS ARE SERVED WITH RICE,
SWEET CORN, RADISHES, SUGAR PEAS
AND WASABI SPROUTS

BEEF SHORT RIBS	16
ADOBO CHICKEN	15
12 HR PORK BELLY	15

DRINKS

MADE BY US

CITRUS ICED-TEA	4
HOT TEA ENGLISH BREAKFAST, EARL GREY, CHAHONILE, MINT, OSMANTHUS SENCHA	5
VIET DRIP COFFEE	HOT 4 COLD 4.5
FRESH JUICES WATERMELON, APPLE, ORANGE	6

BASICS

SODAS COKE, COKE LIGHT, SPRITE, GINGER ALE	3
BOTTLED WATER	1

AND THEN

SAPPORO DRAFT BEER	10
YUZU SPRITZER	10
SABICH MARLBOROUGH SAUVIGNON BLANC	GLASS 14 BOTTLE 65
BODEGAS K-NAIA VERDEJO	GLASS 12 BOTTLE 55
SABICH MARLBOROUGH PINOT NOIR	GLASS 15 BOTTLE 68
MANO & MANO TEMPRANILLO	GLASS 12 BOTTLE 55

SUSHIROOS

LARGE HAND ROLLS CRAFTED FROM NIGATA RICE
AND SERVED WITH SOY FLAXSEED CHIPS

TACO RICE MINCED TOMATO-BEEF, CHEDDAR, LETTUCE, TOMATOES, SPRING ONIONS & SOUR CREAM	12
PAWNA TEMPURA EBBIO, CREAM CHEESE, CUCUMBER, SHREDDED CARROTS & AVOCADO	13
SALMON AVOCADO FRESH SALMON, PRAWNS, JAPANESE CUCUMBER, TAMAGO & SPRING ONIONS	15

AND THEN

BBQ EGGPLANT DONBURI BBQ EGGPLANTS IN DONBURI SAUCE + MARSCAPONE CHEESE & TEMPURA FLAKES	12
CRISPY QUAIL EGGS LIGHTLY FRIED EGGS WITH CHICKEN SKIN + SRIRACHA SAUCE	6
RED RICE TOFU CHILLED TOFU TOPPED WITH RED RICE SALSA	10
PAWNA SUMMER ROLLS FRESH RICE PAPER, BROCKET, CARROT, AVOCADO & MINT	8
SPICY PORK CUBES SOFT PORK BELLY CUBES DRESSED IN SPICY MAYO	12

Prices are inclusive of GST





THE ORDER OF THE DISHES ON THE MENU

Restaurant guests usually do not read the entire list of dishes, but quickly look through the menu.

More often, the eye focuses on the first two positions, and then goes to the last item in the list. The middle is often simply ignored. The most margined positions are best placed first, second and last in the list.

Chef's salad – 9 \$

Avocado salad – 7 \$

Green salad – 8 \$

Chicken salad – 9 \$

Mix salad – 8 \$

Seafood salad – 12 \$





IT IS **NOT** RECOMMENDED TO SORT DISHES BY PRICE!

Some customers list the cheapest items first and end up with the more expensive ones. All prices must be mixed so that they are difficult to rank and impossible to select by price.

Chef's salad – 6 \$

Avocado salad – 7 \$

Green salad – 8 \$

Chicken salad – 9 \$

Mix salad – 10 \$

Seafood salad – 12 \$

Chef's salad – 9 \$

Avocado salad – 8 \$

Green salad – 5 \$

Chicken salad – 9 \$

Mix salad – 6 \$

Seafood salad – 12 \$





IT IS **NOT** RECOMMENDED TO SORT DISHES BY PRICE!

Potato salad – 6 \$

Avocado salad – 7 \$

Green salad – 8 \$

Chicken salad – 9 \$

Salad with salmon – 12 \$

Salad with salmon – 12 \$

Avocado salad – 7 \$

Potato salad – 6 \$

Green salad – 8 \$

Chicken salad – 9 \$

**At the same time, if the most expensive dishes are placed at the top,
the rest of the menu may seem cheaper.**





GAME WITH PRICES

Avocado salad – 7 \$

Potato salad – 6 \$

Green salad – 8 \$

Salad with salmon – 12 \$

Chicken salad – 9 \$

Avocado salad – 7 \$

Potato salad – 6 \$

Green salad – 8 \$

Salad with salmon – 12 \$

Chicken salad – 9 \$

Lobster salad – 17 \$





REMOVING CURRENCY SIGNS



**Currency signs are painful reminder
to the client when he/she spends money**

Chef's salad – 9

Avocado salad – 7

Green salad – 8

Chicken salad – 9

Mix salad – 8

Seafood salad – 12



СУПЫ

НАИМЕНОВАНИЕ	БС, Р.	ЦЕНА, ТР.
ЧЕБУРЧНЫЙ СУП	250	69,00
ПЕЧЕ	250	79,00
СУПЫ ИЗ БАРАНИНЫ	300	119,00
+ ХЕЧО	300	69,00
+ ЧЕБУРКА	300	79,00
КУРНЫЙ СУП	250	69,00
СУП С ОВОЩАМИ	250	59,00

ГОРЯЧИЕ ЗАКУСКИ

НАИМЕНОВАНИЕ	БС, Р.	ЦЕНА, ТР.
ХЕЧО	130	79,00
ДЮМА	250	79,00
КУЛ КЭФЕ	300	79,00
ПЕЧЕ "САРИА"	300	69,00
+ ПЕЧЕ В ПЕЧЕ	400	159,00
+ ПЕЧЕ С СУРОМ СУПТИН	250	159,00

ХОЛОДНЫЕ ЗАКУСКИ

НАИМЕНОВАНИЕ	БС, Р.	ЦЕНА, ТР.
ОБОВАН ТАРЕЛКА С АССОРТИМЕН	250	89,00
ОБОВАН С АССОРТИМЕН	300	69,00
АССОРТИ СУРОМ	300	199,00
+ АССОРТИ "ТАРАЛ"	400	149,00
ХЕЧО	150	69,00
ЗАПЕЧЕННЫЕ БАКАЛАЖИ С АССОРТИ	150	79,00
САЛЕТ С АССОРТИ	150	69,00
КОЗИ СУР	150	79,00
САЛЕТ С АССОРТИ	150	59,00
+ ПЕЧЕ	250	149,00

ЗАВТРАК

НАИМЕНОВАНИЕ	БС, Р.	ЦЕНА, ТР.
ТУШЕННЫЙ ЗАВТРАК	300	149,00
МЕНЕМ	300	79,00
САЛЕТ	150	49,00
ПЕЧЕ	150	49,00
САДК	150	69,00

ГОРЯЧИЕ БЛЮДА

НАИМЕНОВАНИЕ	БС, Р.	ЦЕНА, ТР.
+ КНИЖКА КОМБИНИРОВАННОГО С ОМЕТ	550	69,00
+ КНИЖКА С СУРОМ ОМЕТ	250	69,00
+ КАШУШЕЛ	300	159,00
+ КОБЕРУН	300	149,00
ФОРЭЛ С ТАРИФОН	100	99,00
В ГРИЛЛОВАМ СЕРСОН		
+ САДЕ	300	189,00
+ ЧЕКАТУН	300	189,00
+ САРИА ТАНАРА	300	159,00
+ ЖЕРАНА ПЕРПЕЛКА С СУПТИН	300	249,00
+ КАШУШЕЛ	300	159,00
+ АДЖИКАДАЛИ	550	159,00

САЛАТЫ

НАИМЕНОВАНИЕ	БС, Р.	ЦЕНА, ТР.
САЛЕТ "ТРЕСНИК"	250	89,00
САЛЕТ "БЕЗМ"	300	119,00
САЛЕТ ВЕГЕТАРИАНСКИЙ	300	89,00
+ САЛЕТ "ТРЕСНИК"	250	79,00
САЛЕТ "КОЛ"	300	69,00
САЛЕТ "ТАРЕЛ"	300	69,00
САЛЕТ ПЕЧЬ С КУРИЦЕЙ	550	119,00
САЛЕТ ПЕЧЬ С СУРОМ	250	139,00
САЛЕТ С МОРЕПРОДУКТАМИ	550	339,00

ПЕЧЬ НА ДРОВАХ

НАИМЕНОВАНИЕ	БС, Р.	ЦЕНА, ТР.
ТАРАЛ ИЗ БАРАНИНЫ	300	229,00
ПЕЧЕ С ПЕЧЬ	550	229,00
ПЕЧЕ С МОРЕПРОДУКТАМИ	550	279,00
САДК ТАРИФА С ПЕЧЬ	550	199,00
САДК ТАРИФА ИЗ БАРАНИНЫ	550	199,00
+ КАШУШЕЛ ПО-АДЖАРСКИ	400	129,00
+ КАШУШЕЛ ПО-МАКЕДОНСКИ	400	129,00
+ КАШУШЕЛ ПО-БЕЛОРУССКИ	400	129,00
САДЕ С СУРОМ	300	119,00
САДЕ С СУРОМ	300	129,00
САДЕ АССОРТИ	300	139,00
ПЕЧЕ	90	14,00
+ ОМЕТ	90	14,00

		САЛАТЫ	
ХОЛОДНЫЕ ЗАКУСКИ		Салат с брокколи в винегрете и лимонном масле с натуральным сырком из растительного масла (1200)	165
Сет домашних пастетов: пато на масле, равиоли из утки, курнос суфле с соусом и чиабаттой (1200/1050)		Салат из авокадо с грибами с авокадо, кабачком, болгарским перцем, помидором и жареным луком (1000)	145
Настоящие одесские закуски: мари из баклажанов, кабачковой икры, фасоли с оливковым маслом, фаршики, чиабатта (1200/1050)		Паштетная по-одесски с шампиньонами, грибами, уткой, запеченным картофелем, картофельным пюре, жареным луком, майонезом и помидорами (1200)	185
Сет одесской рыбы с запеченной, копченой, рататут из кабачков, жареным картофелем и хрустящими черными тостами (1200/1050/1050/450)		Цезарь с курицей с салатом романо и кебабом с томатом и шампиньонами (1200)	135
Рыбный сет из собственной котлетки: котлетка из рыбы, картофель, капуста (400/750)		Салат с авокадо, брокколи и креветками с авокадо, брокколи, креветками, помидором, огурцом и соусом (1200)	245
Мясной сет собственной котлетки: котлетка из мяса, картофель, капуста (400/750)		Салат с мясными котлетками, помидорами, огурцами, капустой и соусом (1200)	185
Фаршики с тостами (100/500)		Салат с копченым тунцом с копченым тунцом, креветками, шампиньонами, помидорами, огурцами, капустой и соусом (1200)	225
Маринованный перец с мясным соусом (100)		Салат с креветками с креветками, помидорами, огурцами, капустой и соусом (1200)	155
Тартар из натурального лосося с крем сыром, авокадо, помидорами, черным перцем, пармезаном и тостами (800)		Салат с дыней и луком с дыней, луком, огурцами, помидорами и соусом (1200)	155
Сет жареных кальмаров (200)			
Карпаччо из филе телятины с соусом, пармезаном и хрустящими тостами и пармезаном (150)			
Щучий мари с щукой, тостами и лимонным соусом (100/500)			
Карпаччо из копченого тунца с салатом романо, соусом с пармезаном, авокадо, помидорами и пармезаном (150)			
Тартар из филе телятины с натуральным сыром, пармезаном, помидорами, огурцами и тостами (150)			
Ассорти сыров: пармезан, бекон, дорблю, красный перец, зеленый лук, сыр с грибами (1100)			
Оливочное ассорти помидоры, огурцы, болгарский перец, салат, зелень (400)			
		Горячие закуски	
		Морской коктейль с кальмарами, креветками, авокадо, соусом, лимонным маслом, пармезаном и помидорами (1000)	195
		Овощи с хрустящим сыром (1200/500)	95
		Индия чили-маринированная с шампиньонами (1000)	165
		Ланч с супчиком (180)	75
		Дижонские остроты с креветками с соусом с майонезом и горчицей (1200)	285
		Гриль-ассорти с креветками с гриль-тартаром (авокадо, лук, шампиньоны) (190/500)	235
		Роллы с лососем и креветками с лососем и креветками (1500)	185
		Гриль-моро с гриль-тартаром (авокадо, лук, шампиньоны) (190/500)	675





CREATIVE DESCRIPTIONS



No more Salad «Fantasy» or «Blue Lake»

Just tasty description of the dish and its ingredients





Rib eye steak - 35 \$

Tender Rib eye steak – 35 \$

of a young calf raised in the green meadows of Argentina, with rosemary fries

Effective menu descriptions can increase sales by **30 %**





The words «mother», «grandmother», etc...
makes dishes more attractive!

Grandmother's cherry pie

Mother's borscht

Old uncle's liqueur



We better understand and remember texts that activate our imagination!





Adjectives are very important!

Village cake

Fresh salad

Craft cheese

Origin of the ingredients!

**Soup with Carpathian
mushrooms**

vs Mushroom soup



PHOTOS ON THE MENU

Despite the fact that photos increase sales by up to 30 %, they «cheapen» the appearance of the menu and the concept of the restaurant.

This technique cannot be used in gourmet restaurants.





For exotic cuisines or non-standard dishes, photos are required. It is recommended to use photos of not all dishes, but only marginal ones or it is necessary to sell more often.





DESIGN TRENDS





DESIGN TRENDS





DESIGN TRENDS





DESIGN TRENDS





DESIGN TRENDS



BURGER

Regular

Small	Medium	Large
\$15	\$20	\$25

Special

Small	Medium	Large
\$20	\$25	\$30

FAST FOOD RESTAURANT

Instagram.com/restaurant Twitter.com/restaurant Facebook.com/restaurant

MEALS

Fried Chicken \$15
Nugget 5 Pcs \$10



BEVERAGES

Soft Drinks \$7.5
Orange Juice \$5

FRENCH FRIES

BBQ TASTE

Small	Medium	Large
\$15	\$20	\$20

FREE DELIVERY
+90 293 93848



HOTDOG

Small	Medium	Large
\$15	\$20	\$25

BUY ONE GET ONE



DESIGN TRENDS





DESIGN TRENDS





DESIGN TRENDS





DESIGN TRENDS





DESIGN TRENDS





CONCLUSIONS

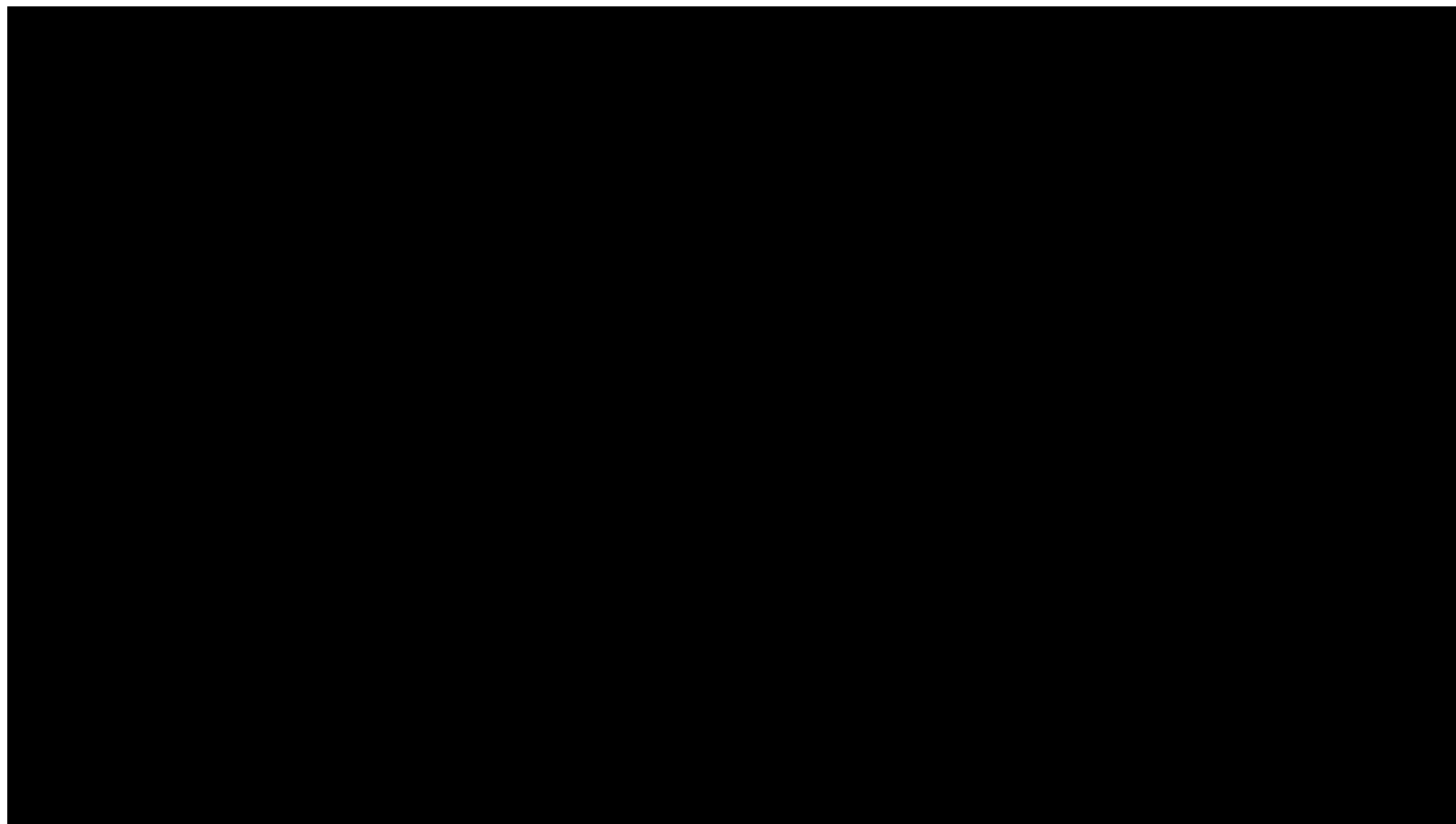
A restaurant menu should be attractive from the outside, sell well, and be easy to read!





ZERO WASTE COOKING







Food Waste – a Global Problem

- 132 kg food waste per person in EU in 2022 (Eurostat, 2024)
- Households: 54%, hospitality: 12% (Eurostat, 2024)
- Major environmental, social, and economic impacts
- 17% of food is wasted globally (FAO, 2022)
- Plate waste is a key contributor





Definitions of Food Waste

- ✓ Food Loss - occurs before retail (harvest, storage)
- ✓ Food Waste - happens during distribution and consumption
- ✓ Plate Waste - uneaten food left on guests' plates
- ✓ Avoidable vs unavoidable food waste
- ✓ Possibly avoidable (e.g., potato skins)
- ✓ Waste occurs at all service phases
(from storage to consumption)





Food Waste Types

	AVOIDABLE FOOD WASTE	UNAVOIDABLE FOOD WASTE
DEFINITION	Edible food thrown away	Inedible or undesired parts of food
SOURCE	Plate leftovers, unserved meals	Peelings, bones, coffee grounds
VALUE	Has monetary value	Low/no value, but can be reused (e.g. broth)
EXAMPLES	Bread, sandwiches, full meals	Banana peels, eggshells, chicken bones
GOAL	Reduce through planning, portion control, reuse	Reuse creatively or compost when possible





Food Waste controle

	Plate Waste (kg)	Kitchen Waste (kg)	Unservd Waste (kg)	No. of covers	Comments
Example Day	11.3 (0.7)	7.7	3.2	82	Lots of sandwiches left from function.
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					





AI Food Bins



- When food waste is deposited into the bin, sensors and cameras identify the type of waste by analysing its shape, color, and composition.
- Using AI and machine learning algorithms, the bin's system classifies the waste into specific categories, such as fruits, vegetables, meat, or packaging materials.
- The bin then sorts the waste into the appropriate compartment or issues a prompt to guide users in correctly disposing of the waste.





AI Food Bins



An AI food waste bin at the Lycée Hôtelier Dinard, France, September 2024



RESULTS



Aperçu semaine 41

Lycée hôtelier Yvon Bourges

Semaine 41 / 2024

Total des déchets alimentaires

4,7 kg **Bien**

35 % économisé par rapport à la mesure de référence.

During week 41, 4.7kg of food waste was recorded, a reduction of 35% compared to the baseline measurement. (Lycée Hôtelier Dinard, October 2024)





Best Practices in Hospitality

STORIES FROM

Hilton

Trends

News

Videos

Press Center

Corporate

Brands



Americas

December 7, 2023 | News Releases

Hilton Green Breakfast Records 62% Reduction in Food Waste Across 13 UAE Hotels



[December 7, 2023](#)





Best Practices in Hospitality

Two Marriott hotels in Costa Rica, the Marriott Hacienda Belen and the Los Suenos Marriott Resort, have successfully reduced their food waste by 25% within months of implementing the Leanpath food waste prevention platform.



Hotel Management Network, 2024





FoodTuristic

The FoodTuristic project addresses the lack of green technology curriculum in European culinary and hospitality schools, which have traditionally focussed more on gastronomy and hospitality management skills.



Co-funded by
the European Union

www.foodturistic.com





FoodTuristic

Food Waste Education

- Lesson 1. Food Waste & The Environment
5 Topics / 1 Quiz
- Lesson 2. Focus on Food Waste
5 Topics / 2 Quizzes
- Lesson 3. Waste Management
5 Topics
- Lesson 4. Taking Action
7 Topics / 1 Quiz
- Lesson 5. Measuring Food Waste
2 Topics
- Exercise Introduction
2 Quizzes



FoodTuristic Food e-Training Certificate

This is to certify that

has completed this Vocational Education and Training
(VET) online course on the topic of food waste for the
food service sector.

 **TUS**    





What is Zero Waste cooking?

- Zero Waste is not just about trash, it's about rethinking how we use resources.
- The approach - waste reduction, reuse, recycling, composting.





Principles of Zero Waste in the Kitchen

- Menu planning
- Smart purchasing
- Using the whole product
- Creativity with leftovers





Silo Restaurant (UK)



The world's first
zero-waste restaurant

in-house flour milling,
fermentation,
composting, reusable
jars and containers





Nolla (Helsinki)



Nolla one of the world's first fully zero-waste restaurants

There are no trash bins — all waste is either recycled or composted.

The restaurant only accepts products in reusable containers, which are returned to suppliers.

All waste is weighed and tracked using special software.

Chefs use every part of the ingredients — from peels to bones.

They make syrups from onion skins, chips from fish bones and soap from used oil.





Chefs can use many techniques to make the most of food



Ways to extend shelf life and enjoy out-of-season foods include:

- Preserving
- Canning
 - Drying
 - Fermenting
 - Freezing





From Peels to Plates – Creative Waste Use



<https://zerowastekitchen.moveforhunger.org/category/zero-waste-cooking/>





 <p>BLOG</p> <p>RETHINKING CHARCUTERIE BOARDS: MINIMIZING WASTE AND EMBRACING...</p>	 <p>BLOG</p> <p>SUSTAINABLE MEAL PREP TIPS</p>	 <p>VIDEO</p> <p>HOW TO STORE YOUR PASTA LEFTOVERS</p>	 <p>BLOG</p> <p>HOW TO PROPERLY STORE YOUR PANTRY PRODUCTS</p>
 <p>More than 20%</p> <p>of all greenhouse gas emissions are produced by agricultural activities</p>	 <p>VIDEO</p> <p>REDUCE FOOD WASTE BY PICKLING YOUR VEGGIES!</p>	 <p>BLOG</p> <p>8 ECO-FRIENDLY TIPS TO HOST A SUMMER COOKOUT</p>	 <p>BLOG</p> <p>EVERYTHING YOU NEED TO KNOW ABOUT STORING PERISHABLE FOOD</p>





Repurposing Bread



Make kvass (kombucha) using
leftover bread



Grind black bread crusts into "soil"
to garnish dishes





Maximizing the Use of Vegetables and Fruits

- Boil beets for salads, and reduce the beet broth to use as a **natural dye and flavour enhancer**.
- Peel potatoes, carrots, and beets for soups or side dishes. Roast the peels in the oven with oil and spices to **make chips**.
- Add onion skins to **broths to enhance colour** and depth of flavour.
- **Prepare compote** using fruits that are no longer visually appealing or are starting to overripe, also using citrus peels for added aroma.
- **Make lemonade** from lemon and orange peels.
- Create syrups from berries that have been sitting in the fridge or those bought at a discount at the supermarket.





Utilizing Greens and Herbs



Make green oil or green powder from herb stems (parsley, dill) that are usually discarded. This oil can be used in salads or as a garnish for hot dishes.





Full Utilization of Meat and Fish Ingredients



Use fish and meat bones to prepare rich broths, which can serve as the base for soups or sauces





Reusing Eggshells



Use eggshells creatively for serving appetizers, such as amuse-bouche



Using Aquafaba



Use the chickpea broth (aquafaba) as a substitute for egg whites





Dr Kateryna Fedosova

Odesa National University of Technology,
Odesa, Ukraine

+380673186595



@fedosova.ua

www.fedosova.com

