

Culinary Tech 110/120

Restaurant Project

You are to envision and “create” your very own restaurant. This is your chance to design and describe your perfect, “dream” restaurant.

Part 1

You must decide, among other items:

Name of establishment.

Clientele targets, (who is going to eat there – families, adults, teens, low wage earners, high wage earners) Who do you hope to invite into your space as your customers? (For example, some high-end fine-dining establishments are not particularly family-friendly, they may not have a children’s menu)

Space, (how big, how many people to seat)

Décor, (theme, style, formal, informal, tables, booths, table settings, etc.)

Style of restaurant, (quick serve, fine dining, casual, family-friendly; cuisine – ethnic, licensed/non-licensed, etc.) Food truck, take-out,.

Hours of operation: Are you serving all meals, or two meals or just one? (Example: Cora’s, and Pur and Simple, serve breakfast and lunch but not dinner)

Special promotions – kids eat free, toonie Tuesday, all-day breakfast, birthday discount. etc.

Part 2 Create your menu.

MENU! Including prices (What categories will you include? – appetizers, entrees, desserts, beverages; special categories – seniors, children, special diets, extras – add-ons, (gluten free, vegetarian, vegan, etc.?) Many menus use symbols to indicate which dishes are vegan-friendly, gluten-free, very spicy, etc.

Remember, your menu should reflect balanced nutritional choices.

You should research some restaurant websites or facebook pages to gain some inspiration and ideas.

Many restaurant websites begin with a home page that introduces and explains the restaurant's philosophy and goals as part of their "Welcome" to their clients. This is often printed on the menu, as well.

You could choose to do this using some of your information from Part 1 of this assignment. Some of the questions would not be included in your welcome or introduction page – just answer them separately.

It would probably be best to keep your menu quite small and unique. The bigger your menu, the more staff, prep space and equipment would be needed. Most restaurants like to have a "niche" or a specialty item that is an attraction to clients.

Have fun! Email me with questions or if you need some help or information. This is my other favourite project(alon with your recipe book)