

EYES

Enlarging Youth Entrepreneurial Spirit

Module: Running a caf?



(Photo of StockSnap on Pixabay)

Creating an attractive menu

2019-1-FR01-KA202-062219

This Project has been funded with support from the European Union.

This document and all its content reflect the views of the author therefore the Commission cannot be held responsible for any use which may be made of the information contained therein.

Step 1

Think about the design of your menu. Consider that the style of menu as well as the food and beverages offered have to be in line with your business idea. Please check in the section “Websites” for some examples of menus of famous cafes in Europe.

Step 2

Check different materials and layouts for your menu. Keep in mind that the menu (offline and online) will give your guests an idea of your café’s exclusiveness, its quality standards, its individuality and last but not least its level and prices. Please check in the section “Websites” for some examples of free download of templates.

Step 3

Discuss whether there have to be any food and beverages on your menu that are “musts”? What do guests expect? Which sections do you create, i.e. Food / Beverages or Cold / Hot, Adults / Children, Vegetarian / Vegan? Refer to the menus in Step 1 to get more ideas.

Step 4

What do you place where on the menu?

- Highlight specials with a frame
- The items listed on the right side will gain more attention by the guest than the ones on the left
- Keep the best visual options for the items that provide highest profit.

Step 5

Check your menu for formal issues:

- Correct orthography, No abbreviations
- Respect your national law with view to declaration of additives, allergenic ingredients, artificial colouring or preservatives (also see section “Videos”)

Step 6

Proceed to the next part of the task, calculate your sales prices and create your own menu!