

EYES

Enlarging Youth Entrepreneurial Spirit

Module: Pop up Restaurant



(Photo of Rachel Clare www.pexels.com)

What kind of food to offer in the Popup Restaurant?

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

Explore the internet for typical trends on your national food market. What do customer or guest expect from a modern restaurant? Following hints may help you:

- Healthy food - it's about balance, variety and meals with a high proportion of vegetables, pulses and grain products.
<https://www.forbes.com/sites/phillempert/2020/10/19/food-trends-2021-staying-healthy-in-a-post-covid-19-world/>
- Organic ingredients
<https://www.bbcgoodfood.com/howto/guide/organic>
- Meat: From nose to tail / High-quality raw products and professional food processing with the active participation of guests/customers with all their senses (e.g. beef workshop)
<https://youtu.be/exHifdHEjAw>
- Snackification – which means change from the traditional three meals a day to a more flexible, spontaneous and individual eating pattern related with take-away and food delivery trends
<https://youtu.be/jX2QddbtP6g?t=30>
- Zero-mile or good-mile foods that respect the environment and seasonality
<http://www.ecolife.com/health-food/eating-local/zero-mile-diet.html>
- Special dietic trends: vegetarian, vegan, gluten-free
<https://www.nhs.uk/live-well/eat-well/the-vegetarian-diet/>

Step 2

Try out your interests and knowledge with different self-assessments on the above mentioned food trends:

Nutritional Aspects: <https://restaurant4all.eu/en/unit/4>

Zero Miles Provision: <https://restaurant4all.eu/en/unit/5>

Cooking Green: <https://restaurant4all.eu/en/unit/6>

Make your choice for your preferred food offer in your popup concept.

Step 3

To start successfully: Limit your offer to a manageable size

Restaurant:

You do not sell only with view to greatest possible quantity, but you focus on the special experience of popup restaurant and guests who will come for second time. Reduce your menu to a prix fixe menu. You will be easily able to calculate quantities, required storage and staff based on the reservations. Fixed prices also reduce the time for payment. If you change the menu every few days it will keep your guests curious on a new experience. You will also easily learn what your guests like more and less.

Food Truck:

Find your niche on the market with a specific theme, like healthy burgers, which will also reduce your ingredients, facilitate your planning and provide you with a specific image.

Take down your creative ideas for your specific popup concept.