

# *Part 1*

## EVOLUTION OF THE MENU

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## NEW TRENDS IN THE FOODSERVICE INDUSTRY

PLANNING a profitable menu requires an extensive knowledge of food trends. This chapter explores each of the menu categories: appetizers, soups, salads, sandwiches, entrées, pastas and pizzas, accompaniments, desserts, and beverages, as well as current offerings in these classifications. The menu selections and their presentation are from some of the finest dining establishments in the United States.



### Objectives

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- ☐ To introduce the student to current trends in the foodservice industry
- ☐ To delineate the various menu classifications and their offerings
- ☐ To provide the student with a collection of current industry menu items and their descriptive copy

## Foodservice Trends

THROUGHOUT the foodservice industry, chefs are utilizing indigenous ingredients from local farmers and purveyors. As early as the 1960s, Alice Waters, owner of Chez Panisse® in Berkeley, California, emphasized the importance of seasonality and the freshness of ingredients by promoting the purchase and use of products from local growers and purveyors. Today this trend has exploded throughout the foodservice industry in the United States, and chefs in fine dining restaurants, hotels, inns, and taverns are using local ingredients.

The menu of the Harraseeket Inn's Broad Arrow Tavern®, in Freeport, Maine, lists the local ingredients used in the menu items and from whom they are purchased. The lobster used in the lobster roll, for example, is purchased from Potts Harbour Lobster Co. located in Harpswell, while the beef and pork are supplied by Wolf's Neck Farm in Freeport.

At Green's Restaurant® in San Francisco, chef Annie Somerville supports local growers and purveyors and features products from the Green Gulch, Zen Center's Organic Farm in Marin, California. The chef uses Green Gulch beets, kale, lettuce, spinach, and fresh herbs and potatoes. The restaurant's Three Beet Salad and Spinach Salad contain only local ingredients.

Baby boomers throughout the country, with their sophisticated palates and culinary prowess, are demanding quality ingredients in meals offered at dining establishments that they frequent. This trend has been seen primarily in fine dining establishments where the price of items on the menu is inconsequential to guests. Fine dining restaurants, hotels, and spas throughout the United States have been diligent in answering these needs by acquiring the finest ingredients throughout the world. Restaurant Daniel® in New York City uses Muscovy duck in its Terrine of Muscovy Duck "à l'Orange." Chef Daniel Boulud also serves Caspian Sea Caviar and Roasted Colorado Loin of Lamb with Stewed Fennel.

At the Willard Intercontinental® in Washington, DC, the chefs prepare a Foie Gras accompanied by Port Wine Jelly and Black Winter Truffles. Entrées include Dover Sole, Chilean Sea Bass, and Maine Lobster, expensive choices that are offered at many white-tablecloth establishments across the country.

Another trend that is prevalent in the foodservice industry is a focus on healthy menu items that meet client demands. In the last few years, the number of spa resorts throughout the United States and abroad has increased substantially. These operations frequently offer their guests healthy menu items and in some cases provide a nutritional analysis of each menu offering.

At the Canyon Ranch Health Resort & Spa® in Tuscon, Arizona, chefs offer healthy breakfast menu choices, such as Peach Pear Smoothies with Protein Powder, Three Egg-White Omelets with a Vegetable Filling and Low-Fat Cheese, and Golden Flax Seed Breads (Fig. 1-1).

At the CuisinArt Resort & Spa® in Anguilla, chef Daniel Orr and chef de cuisine Christopher Heath create delicious organic and hydroponic salads made with ingredients from their own gardens. The resort also features black-eyed peas, Caribbean callaloo, Chinese longbeans, peppers, pumpkins, and soybeans. The resort's gardens and orchards produce avocados, guavas, limes, oranges, and star fruit, plus other healthy accompaniments. Perhaps the most popular entrée at this legendary spa is the Basil-Marinated Spiny Lobster. Other entrées include fish from local waters, steaks, poultry, pastas, and pizza.

Although most popular on upscale dining menus, healthy food items are also seen on other foodservice industry segment menus. Dinner houses such as Applebee's Neighborhood Grill & Bar®, T.G.I. Friday's®, and Uno Chicago Grill®, just to name a few, are also answering requests for healthy offerings. Applebee's Neighborhood Grill & Bar® formed a partnership with Weight Watchers International Inc., a few years ago and introduced a select number of food items that carry the Weight Watchers' logo on the menu, such as the Grilled Tilapia with Mango Salsa, and a Tango Chicken Sandwich. T.G.I. Friday's® has developed a variety of Atkins low-carbohydrate menu items, including a Tuscan Spinach Dip, a Grilled Buffalo Chicken Salad, and Shrimp Key West.

Even quick-service or fast food industry restaurants now offer healthy alternatives for the more health-conscious segment of the population. Taco Bell® allows customers to order a number of entrées "free style," where the traditional cheese and sauce can be replaced with fiesta salsa. The Beef Crunchy Taco, Bean Burrito, and Chicken Fiesta Burrito are some of these items. McDonald's® Chef, Garden, Grilled Chicken Caesar, and McSalad Shaker salads, as well as the Fruit'n Yogurt Parfait with or without granola, also accommodate the health-conscious consumer.

## Appetizers

APPETIZERS are the prelude to the meal. They are generally spicy and are served with either wine or a cocktail. Appetizers can be either hot or cold. Customers expect a variety of appetizer offerings on the menu that appeal to many tastes. Appetizers might include beef, fish or seafood, poultry, vegetables, and fruit choices. Throughout the food industry today, appetizers have a global flare.

**Figure 1-1. Breakfast Menu**

# Breakfast

## Balanced Selection

|  | Calories | Fat grams | Fiber grams |
|--|----------|-----------|-------------|
| Three Egg-White Omelet<br>With vegetable filling<br>& low-fat cheese | 115      | 5         | 1           |
| • Golden Flax Seed Bread   | 125      | 2         | 2           |
| • Fresh Fruit Plate  | 120      | tr        | 6           |

The perfect combination of  
great taste and good nutrition

- Generous amounts of vegetables and fruits
- Variety of fiber-rich foods such as whole grains and beans
- Foods high in protein at each meal
- Small amounts of healthy fats such as olive oil, nuts and flax seeds
- Delicious flavors in moderate, satisfying portions

## Juices

- Cranberry Juice Nectar 55/tr/0
- Grape Juice 55/0/0
- Grapefruit Juice 50/tr/tr
- Apple Juice 70/tr/0
- Orange Juice 55/tr/tr
- Tomato Juice 20/tr/tr
- Pomegranate Juice 65/tr/tr

The serving size of all juices is 4 oz.

## Fruits

- Cantaloupe (1/4) 50/tr/2
- Honeydew (1/8) 60/tr/tr
- Grapefruit (1/2) 40/tr/tr
- Banana (1/2) 60/tr/2
- Stewed Prunes (3) 100/tr/2

## Entrées

- WHOLE-WHEAT PANCAKES (3) 345/8/4  
Choice of blueberry, apple or mango,  
served with maple syrup
- MESQUITE FLOUR PANCAKES (3) 335/7/4  
With maple syrup
- FRENCH TOAST 350/9/3  
With maple syrup & walnuts
- LOX AND BAGEL 245/6/2  
With low-fat cream cheese
- HOT STEEL-CUT OATS 160/3/8

- ALPINE MUESLI 275/9/6
- CAJUN POACHED EGG\*\* 230/11/2  
Served in a bowl with spicy tomato andouille sauce  
and sprouted multi-grain toast
- THREE EGG-WHITE OMELET 45/tr/tr  
With 1 whole egg & 2 egg whites 105/5/tr  
With vegetable filling 15/tr/1  
& low-fat cheese 55/5/tr
- SCRAMBLED, POACHED OR HARD-BOILED EGG\*\*  
75/5/0

## Accompaniments

- Breakfast Sausage Link (1) 70/3/tr
- Peach Pear Smoothie 190/tr/5  
With protein powder
- Low-Fat Cottage Cheese 40/1/0
- Nonfat Yogurt  
Plain 65/0/tr  
Fruit 85/0/tr
- Low-Fat Cream Cheese 45/4/0
- Almond Butter Delight 65/4/tr  
A blend of almond butter, nonfat ricotta,  
vanilla & honey
- Fruit Preserves 30/tr/1
- Apple Butter 50/tr/1

## Breads

- Fresh Muffin of the Day \*
- Fresh Gluten-Free Muffin of the Day \*
- Zucchini Bread 100/3/1
- Banana Bread 125/5/1
- Golden Flax Seed Bread 125/2/2
- Sprouted Multi-Grain Bread 90/tr/1
- Rice Bread (gluten-free) 165/5/2
- Bagels (1/2)  
Plain 160/1/2  
Honey Grain 165/1/2  
Pumpernickel 165/1/3

Calories/fat Grams/fiber Grams    tr = trace (less than 1 gram)    \* Contains a trace of alcohol    • Vegan (contains no animal products)    • Spicy

\* Please ask your server for today's selection, its calorie count, fat grams and fiber grams.

Please let your server know your food restrictions. If you have food allergies and are interested in an ingredient list, please ask your server.

### NO SALT ON THE TABLE?

OUR CHEFS DO USE A MODERATE AMOUNT OF SALT WHEN PREPARING OUR RECIPES TO ENHANCE THE FLAVOR OF THE FOOD. IF YOU WOULD LIKE A LITTLE MORE, ASK YOUR SERVER FOR A SALT SHAKER.

Courtesy of Canyon Ranch Health Resort, Tucson, AZ

At NAHA® in Chicago, chef/owner Carrie Nahabedian has created a number of appetizers that reflect a universal theme. The lounge menu features the NAHA Mezze, which consists of Hummus Babaganoush, Pita Bread Crisps, Armenian String Cheese, Kalamata Olives, Mediterranean Greek Salad, Feta Cheese Turnovers, and Spiced Beef. The dinner menu has selections such as Tartare of Hawaiian Yellowfin Tuna, Door County Golden Whitefish Caviar, and Cured Tasmanian Ocean Trout with a Mosaic of Niçoise Garnishes, Aigrelette Sauce, and Toasted Brioche. The Cannelloni of Delicate Squash is made with Hedgehog Mushrooms, “Melted” Leeks, Italian Frisee and Chives, and Apple Cider Brown Butter.

Dinner houses and family-style restaurants are also serving appetizers with a global theme. Applebee’s Neighborhood Grill & Bar® serves Thai Chicken Pizza and T.G.I. Friday’s® prepares Zen Chicken Pot Stickers, which are fire-grilled dumplings stuffed with minced chicken and vegetables sprinkled with pico de gallo and served with a sweet and tangy Szechwan dipping sauce. At Ruby Tuesday®, Crispy Buffalo Wontons are served with bleu cheese dressing and crunchy celery sticks for dipping.

Perkins Restaurant & Bakery®, a popular family restaurant, serves Santa Fe Mini Chimis, crispy flour tortillas stuffed with smoked chicken, black beans, corn, jalapeño Jack cheese, red peppers, and spinach with ranch dressing. Chili’s Grill & Bar® has also created appetizers with an Asian influence. Selections include: Southwestern Eggrolls made with smoked chicken, black beans, corn, jalapeño Jack cheese, red peppers, and spinach wrapped inside a crispy flour tortilla with an avocado ranch dipping sauce. The Boneless Shanghai Wings, which are crispy breaded chicken breasts topped with sweet and spicy ginger-citrus sauce and sesame seeds, are served with a spicy-cool wasabi-ranch dressing for dipping.

## Soups

Soups are generally presented after the appetizers on a menu. They are offered hot or cold, and are classified as clear or unthickened, thick, and specialty. Clear soups encompass bouillons, broths, consommés, and vegetable soups. Thick soups consist of bisques, chowders, creams, potages, and purées. Specialty soups are linked to national or regional cuisines, such as French onion, gumbo creole, gazpacho, or vichyssoise. Restaurants throughout the industry are serving traditional soups that are hearty and are representative of comfort foods. Customers are also demanding healthy, tasty, and creative soups.

At Antoine's® in New Orleans, the menu lists eight soups that are classical, varied, and unique. They include Gumbo Créole, Bisque de crevisses cordial, Consommé chaud au vermicelle, Vichyssoise, Bisque de crevettes, Potage alligateur au sherry, Consommé froid en tasse, and Soupe à l'oignon gratinée. Each of the soups may be purchased by the cup or the bowl.

The chefs at Canyon Ranch Health Resort® have created soups that have a nutritional flare. Caribbean Plantain, Miso, Chicken Noodle, and Gazpacho are some of these creations. Each of these soups is hearty and made with fresh vegetables, herbs, and spices.

“Old-fashioned,” “traditional,” and “large portions” are words that best describe the soups at Uno Chicago Grill®. The French Onion, Broccoli and Cheddar, Mrs. O'Leary's Clam Chowder, Veggie Soup, Mom's Old Fashioned Tomato Soup, Windy City Chili, and Chicken and White Bean Soup are all a meal in a bowl.

## Salads

SALADS are also prepared hot or cold and may be served as an accompaniment or as a main course or entrée on the menu. Sometimes a salad is served in lieu of an appetizer or soup and is called a first-course salad. Generally first-course salads include poultry, fish and seafood, specialty meats, and fruits or vegetables. In fine dining establishments the first-course salad is usually light and simple, consisting of mixed greens with a light vinaigrette. Main-course or entrée salads are usually served cold. Caesar Salad with Gulf Shrimp, Duck Salad with Asian Vegetables, or a Fruit Salad with Cheeses and Specialty Meats are all popular options. At fine dining restaurants, the first-course salad has remained simple and light in preparation and presentation. Many of these establishments serve a salad of baby greens with a light vinaigrette, enhanced with goat cheese, Bosc pears, and candied pecans, or a garden salad of fresh vegetables. The main function of these salads is to cleanse the palate.

Entrée salads are showing up on restaurant menus as healthy alternatives for customers who prefer a lighter fare. At the Waldorf=Astoria® in New York City, the chefs at Oscar's® serve a variety of nutritious low-carbohydrate salads at lunchtime. These include the Julius Caesar, Orange-Basil Shrimp Salad, and the Seared Yellow Fin Tuna Niçoise. Other main-course salads are the Spicy Chicken Asian Salad, Spinach Cobb Salad, Warm Goat Cheese Tart, and the South of the Border Salad.



Chefs at Commander's Palace® in Las Vegas prepare creative salads with a twist, such as the Creole Seasoned Gulf Shrimp Salad of grilled jumbo shrimp, romaine lettuce, an anchovy-garlic emulsion, garlic-roasted French bread croutons, marinated anchovies, and shaved Three Sisters Farmstead Serena cheese. The Commander's Blue Crab Cobb Salad with crisp greens, Gruyère cheese, brioche croutons, apple-smoked bacon, tomato, chopped egg, dressing, and fresh Louisiana jumbo lump crabmeat is also a very popular item.

Restaurant chains are now preparing main-course salads with an Asian influence using healthy ingredients. Houlihan's®, at various locations, offers nutritious salads, such as the Rare Asian Tuna Salad and the Oriental Grilled Chicken.

Burger King® has the Tendergrill™ Garden Salad of grilled chicken breast, fresh lettuce, grape tomatoes, baby carrots, red onions, cucumbers, and Parmesan cheese, garnished with Parmesan toast and a choice of dressing.

## Sandwiches

LUNCHEON patrons may choose hot or cold sandwiches in lieu of an entrée. Sandwiches of beef, fish or seafood, poultry, vegetables, and fruits are all popular. They can be as simple as a hamburger with cheese or as sophisticated as the Maine Lobster Roll made with Fresh Lobster meat on a brioche with mixed salad greens, and a rémoulade sauce, which is served at the Oak Room in the Fairmont Copley Plaza® in Boston.

Despite the variety of creative sandwiches offered today, the most popular sandwich is still the hamburger. Restaurants serve variations on “the burger” utilizing high-end ingredients to entice patrons. Ruby Tuesday® prepares over 20 different types of hamburgers using ground beef, ground turkey, range-fed bison, and lean chicken breast. Such offerings include the Black and Blue Burger, the Mushroom Swiss Turkey Burger, the Bison Bacon Cheeseburger, and the Hickory Chicken Burger. Emeril's® luncheon menu at the Walt Disney World® Resort in Orlando, Florida, serves a Kobe hamburger with homemade sea salt and vinegar chips, shaved iceberg lettuce, tomatoes, and pickles. In Monterey, California, the Blue Moon® restaurant's lunchtime menu includes an American Kobe® Burger with sautéed mushrooms, onions, and hot mustard aioli on a toasted onion roll with garlic fries.

Foodservice operations are also introducing creative grilled and toasted sandwiches on their menus. Panera Bread® has created a number of sandwiches on a variety of freshly baked breads and rolls that use high-quality meats, cheeses, and vegetables. Two of the many creative Panera® signature sandwiches are the Fontega Chicken Panini® with red onions, mozzarella cheese, tomatoes, chopped basil, chipotle mayonnaise, grilled hot on a rosemary and onion focaccia, and the Pepperblue Steak® of tender, slow-roasted steak filets with a gorgonzola toasted red pepper sauce, lettuce, tomatoes, and onions, between two slices of freshly toasted ciabatta bread. Patrons who prefer a meatless sandwich can select the Garden Veggie or the Tuna Salad.

The upscale Laurel Grill & Bar®, in Boston serves a variety of unique grilled sandwiches, including the Smoked Turkey and Bacon Sandwich with iceberg lettuce, tomatoes, and tarragon whole-grain mustard sauce on grilled sourdough, and the Warm Roast Beef Sandwich with smoked mozzarella, romaine, and ancho chili raisin chutney on toasted French bread.

Throughout the country, sandwich wraps are also appearing on luncheon menus. The FloodTide Restaurant® at the Inn At Mystic® in Connecticut incorporates Asian ingredients into a chicken wrap using spiced curry, raisins, mangos, cherry peppers, smoked gouda, and mixed lettuce. The Canyon Ranch Health Resort® features a Chicken Pesto Wrap on the luncheon menu that has roasted bell peppers and romaine lettuce wrapped in a whole-wheat tortilla, with a side of salad.

In the limited-service segment of the industry, Arby's® restaurants have a variety of low-carb wraps on their menu, such as the Roast Turkey Ranch and Bacon Wrap with cheddar cheese, red onions, fresh tomatoes, and green leaf lettuce rolled in a low-carb tortilla. A Chicken Club Wrap prepared with shredded cheddar cheese, pepper bacon, fresh tomato, green leaf lettuce, and honey mustard sauce on a low-carb wheat tortilla is also a popular health-conscious choice.

## Entrées

### Meats

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Entrées make up the largest category on the menu and are usually further divided into subcategories that include both hot and cold items. Hot entrées include meat, poultry, and fish and seafood. Cold entrées generally consist of main course salads or cold plates. Meats are the most popular entrée subcategory on the menu, consisting of beef, lamb, pork, and veal. Meats are

expensive to purchase and should be cross-utilized throughout the menu in the appetizer, salad, and entrée sections. They should also be prepared in a variety of ways, such as braising, broiling, grilling, roasting, sautéing, and smoking.

Steakhouses are more popular than ever and clearly reflect the American affinity for beef. The upscale Gibsons Steakhouse® in Chicago offers a variety of steaks and chops, including Filet Mignon, Bone-In Sirloin, Big Porterhouse, Porterhouse Steak, Small Bone-In Sirloin, London Broil, New York Sirloin, Small New York Sirloin, Sliced Sirloin with Red Wine Sauce, Veal Chop, Double Lamb Chop, Spicy Pork Chops with Apple Sauce, One Spicy Pork Chop with Apple Sauce, and Chopped Steak and Baby Back Ribs.

The Capital Grille® in Orlando, Florida, also features a variety of steaks on the menu. There is the Dry Aged Sirloin Steak, Dry Aged Porterhouse Steak, Dry Aged Steak au Poivre with Courvoisier Cream, a Filet Mignon, a Delmonico Steak, the Kona Crusted Dry Aged Sirloin Steak with Caramelized Shallot Butter, a Porcini Rubbed Delmonico with 8-Year Aged Balsamic, and a Sliced Filet Mignon with Cippolini Onions and Wild Mushrooms (Fig. 1-2).

Steaks are also popular items at restaurants that cater to families. The Cheesecake Factory® features steaks that have a global appeal, such as Crispy Spicy Beef with green beans, shiitake mushrooms, onions, carrots, and sesame seeds in a sweet-spicy sauce served with white rice. A Hibachi Steak made of sliced hanger steak and sautéed shiitake mushrooms over onions, bean sprouts, and a soy steak sauce served with tempura asparagus and wasabi mashed potatoes is a popular choice. For those who prefer “classical” cuisine, the restaurant prepares a Steak Diane that includes medallions of beef steak covered with black peppercorns and a rich mushroom wine sauce served with mashed potatoes and slow-grilled onions.

Executive chefs are also offering high-end specialty meats to meet customer demands. Takashi Yagahashi, the executive chef at the Wynn Las Vegas®, showcases Braised Kurobuta Short Ribs at his dining room at Okada. At the Hyatt Regency Resort and Spa® in Scottsdale, Arizona, Chef de Cuisine William Bradley features Braised Kobe Beef Short Ribs. The Oak Room® in Boston serves a 10- or 14-ounce American Kobe® Beef Steak with a choice of sauces, such as Béarnaise, Mint Jelly, Sweet Onion Chutney, Wild Mushroom Sauce, Horseradish Sauce or Merlot Demi Glace.

## Pork

Pork ribs are one of the most common subcategories within the meat section on restaurant menus. Applebee's Neighborhood Bar & Grill® has Baby

Figure 1-2. Dinner Menu

| Dinner   |   |
|--|---|
| <b>Appetizers</b><br>Prosciutto Wrapped Mozzarella with Vine Ripe Tomatoes • \$14<br>Smoked Norwegian Salmon • \$12<br>Lobster and Crab Cakes • \$15<br>Fresh Oysters on the Half Shell (6) • \$14<br>Shrimp Cocktail (5) • \$13<br>Cold Shellfish Platter • \$43<br>The Grille's Steak Tartare • \$14<br>Classic Caviar • Market<br>Pan-Fried Calamari with Hot Cherry Peppers • \$12                   | <b>Seafood</b><br>Broiled Fresh Lobster • 2 lb • 3 lb • 4 lb • 5 lb<br>Fresh Grilled Swordfish Jardinière • \$28<br>Fresh Seared Salmon with Two Mustard Sauce • \$26<br>Sesame Seared Tuna with Gingered Rice • \$31<br>Shrimp Scampi with Roasted Tomatoes over Linguini • \$26<br>• • • • •  |
| <b>Soups &amp; Salads</b><br>Clam Chowder cup • \$5 bowl • \$6<br>French Onion Soup crock • \$6<br>The "Wedge" with Bleu Cheese and Crumbled Bacon • \$6<br>Tomato and Sweet Onion Salad • \$7<br>Caesar Salad • \$8<br>Spinach Salad with Warm Bacon Dressing • \$7<br>Capital Grille Garden Salad • \$7<br>• • • • •   | <b>Side Offerings</b><br>Sam's Mashed Potatoes • \$7<br>Lyonnaise Potatoes • \$7<br>Au Gratin Potatoes • \$9<br>Cottage Fries and Onion Strings • \$8<br>One Pound Baked Potato • \$6<br>Fresh Asparagus • \$8.50<br>Fresh Creamed Spinach • \$6.50<br>Roasted Seasonal Mushrooms • \$9<br>Seasonal Fresh Vegetables • \$6.50<br>• • • • •  |
| <b>Chef's Suggestions</b><br>Kona Crusted Dry Aged Sirloin with Caramelized Shallot Butter • \$36<br>Porcini Rubbed Delmonico with 8-Year Aged Balsamic • \$36<br>Sliced Filet Mignon with Cippolini Onions and Wild Mushrooms • \$34<br>• • • • •   | <b>Dessert</b><br>Flourless Chocolate Espresso Cake • \$6.50<br>Key Lime Pie • \$6.50<br>Coconut Cream Pie • \$7<br>Classic Crème Brûlée • \$6.50<br>Cheese Cake with Fresh Strawberries • \$6.50<br>Chocolate Hazelnut Cake • \$8<br>Fresh Berries in Vanilla Cream • \$6<br>White Chocolate Mousse • \$6<br>Fresh Strawberries Capital Grille • \$6.50<br>Ice Cream or Sorbet • \$4.50<br>• • • • • |
| <b>Main Courses</b><br>Dry Aged Sirloin Steak 14 oz • \$33 20 oz • \$37<br>Dry Aged Porterhouse Steak 24 oz • \$37<br>Dry Aged Steak au Poivre with Courvoisier Cream 14 oz • \$34 20 oz • \$37<br>Filet Mignon 10 oz • \$31 14 oz • \$35<br>Delmonico Steak 22 oz • \$34<br>Veal Chop with Roquefort Butter Sauce • \$33<br>Double Cut Lamb Rib Chops (4) • \$33<br>Roasted Chicken • \$19<br>• • • • • |   |

Courtesy of The Capital Grille, Orlando, FL

Back Ribs with French fries, cole slaw, and baked beans, while Longhorn Steakhouse®'s luncheon menu serves Baby Back Ribs with jalapeño cole slaw and seasoned French fries. Chili's® serves its famous double-basted Baby Back Ribs, and Outback Steakhouse® has Ribs On The Barbie; mouthwatering Baby Back Ribs served with Aussie chips and warm cinnamon apples.

Comfort foods are yet another popular trend appearing on restaurant menus. The Cheesecake Factory® offers Shepherd's Pie and Meatloaf, while Bob Evans® serves Country-Fried Steak, Slowly Roasted Chicken Pot Pie, an Open-Faced Roast Beef Sandwich, and Chicken-N-Noodles. Fine dining restaurants such as Stephanie's on Newbury® in Boston offers Shepherd's Pie, Meatloaf, Ground Sirloin Burger, and a Cuban Sandwich on the luncheon menu.

At Restaurant Daniel® in New York City, Executive Chef Jean-François Bruel and Chef de Cuisine Eddy Leroux prepare comfort foods with a "classical" theme. The Duo of Dry Aged Beef consisting of Ribs with Bone Marrow Crusted Tardivo Radicchio and Seared Rib Eye with Creamy Celery and Red Wine-Torpedo Shallot Marmalade, are such examples.

Oscar's® at the Waldorf=Astoria® features a number of daily luncheon comfort foods specials as well. On Tuesday, Meatloaf, Braised Chard, and Fried Macaroni and Cheese are featured. On Wednesday, there's Yankee Pot Roast, Horseradish Mashed Potatoes, and Roasted Winter Vegetables, and on Sunday, the Braised Lamb Shank is served with Lemon, Garlic, and Herb White Bean Purée.

## Poultry

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The poultry subcategory on the menu generally includes chicken, duck, pheasant, and quail. Poultry is extremely versatile and can be prepared in a number of interesting ways: baked, barbecued, braised, fried, grilled, and roasted. Chicken, like meat, can be cross-utilized throughout the menu with little effort. Poultry has gained popularity in recent years as a healthy alternative to red meat, and chefs are serving poultry on their menus more than ever before.

Today family restaurants and fine dining establishments are featuring poultry items prepared in a variety of imaginative ways. Bugaboo Creek Steak House® cross-utilizes chicken throughout its dinner menu. Chicken is used in the BBQ Chicken Nachos, Grilled Chicken Salad, Split-Roasted Chicken, and the Cariboo Chicken.

At Smokey Bones Barbeque & Grill® chicken is prepared with a culinary flare on the luncheon menu. A Grilled Chicken and Black Bean Quesadilla with cheese, tomatoes, and green onions wrapped in a honey wheat tortilla

serves as an appetizer. Entrée salads include the Chopped BBQ Chicken Salad and the Grilled Chicken Cobb Salad. Customers may also add Herb Grilled Chicken Breast to any salad for an additional charge. A Sliced Smoked Turkey Sandwich with hot Swiss cheese, a Grilled Chicken Flatbread Sandwich, a Grilled Chicken Club Sandwich, as well as an Herb Grilled Chicken Breast with peppercorn bacon, and Swiss cheese on a toasted French roll are also available. Entrées at Smokey Bones include BBQ platters, such as the Sliced Smoked Breast and the BBQ & Chicken. For the more adventurous patron, the Portobello Chicken, which is an herb-grilled chicken breast served over a Portobello mushroom stuffed with Feta cheese and spinach artichoke dip, and garnished with fresh diced fruit, is available.

Poultry is also prepared in many upscale establishments, such as the Bombay Club® in New Orleans, where a number of unique appetizers are offered, including the Roasted Duck, Asparagus, and Brie Empanadas drizzled with sweet soy sauce and tomato oil, and the Port-Soaked Lamb Chops that are grilled and served on a bed of wild mushrooms and leeks garnished with toasted hazelnuts and black mission fig reduction. In the entrée section, poultry items are well represented with a Duck Duet—a leg of Duck Confit and pepper-seared boneless breast with sweet potato beignets and a Calvados and Vermont maple syrup duck reduction; and the Chicken and Mushroom Saltimbocca served with chive mashed potatoes.

The luncheon menu at NAHA® in Chicago has chicken, duck, and quail in the entrée section, offering patrons an array of choices. Popular choices include: the Split Roasted Young Chicken served with Organic Farm Egg and Wood-Grilled Winter Kale with a “Ragout” Applewood Slab Bacon, Red Pearl Onions, Oven-Cured Tomatoes and Sweet Garlic; and the Blossom Honey “Lacquered” Aged Moulard Duck Breast, with Glazed Young Carrots and Turnips, Broccoli Rabe, and Port. The Roast Quail “Hunter’s Style” with Wild Boar Bacon is presented with Smoked Bulb Onions and Oyster Mushrooms, Fingerling Potatoes, Braised Tomatoes, and Tarragon.

## Fish and Seafood

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Fish and seafood are abundantly flavorful and are offered on most menus. The fish and seafood section includes freshwater and saltwater fish. Flatfish, roundfish, crustaceans, and mollusks are all popular categories. They are an excellent source of vitamins, minerals, and protein, and their fat content is relatively low. Many nutritionists suggest that even fish with a high fatty content is a healthy and beneficial choice. Salmon, tuna, and mackerel are rich in omega-3 fatty acids.

Fish and seafood can be extremely expensive as well as highly perishable, and should be cross-utilized on the menu. They can be prepared in a variety of ways, including baked, broiled, fried, grilled, poached, sautéed, and smoked. Patrons in all segments of the foodservice industry are becoming more sophisticated and are willing to try fish that go beyond the traditional offerings of haddock, salmon, shrimp, and tuna. Shaw's Crab House® in Chicago offers a complete sushi bar and a variety of shucked oysters from around the country: Deer Creek oysters from Puget Sound, in Washington State, and Watch Hill oysters from Watch Hill, Rhode Island. Customers can also select less common varieties of fish, including Grilled Ecuadorian Mahi Mahi, Sautéed Lake Erie Yellow Perch, and Sautéed Bay of Fundy Sea Scallops.

Today, health-conscious diners are demanding more baked, grilled, and roasted fish and seafood items rather than deep-fried or sautéed selections. Red Lobster®, at numerous locations, gives patrons the option of selecting catfish, tilapia, and trout broiled, fried, grilled, or blackened. Legal Sea Foods®, at most of its locations, offers fish and seafood that is brushed with herb vinaigrette or Cajun spices and grilled over a hot fire. Arctic Char, Swordfish, Bluefish, Sea Scallops, and Skewered Shrimp are also available.

Diners are also demanding that restaurant chefs prepare more flavorful fish and seafood items. Menus that specialize in fish and seafood are incorporating glazes, vinaigrettes, tomato sauces, oil instead of butter, and a number of unique crusts. Shaws Crab House® in Chicago offers a selection of tasty and healthy items: highlights include Sautéed Alaskan Halibut with Roasted Vegetables and a Citrus Glaze; Grilled Gulf Yellowfin Tuna with Crispy Noodles, Caramelized Soybeans, Peanuts, and a Ginger Soy Vinaigrette; and a Sautéed Maine Boat Cod that is coated in a Horseradish Crust and served with Green Beans and Herb Lemon Butter. They also serve a sautéed George's Bank Haddock with a Parmesan Crust accompanied by Sautéed Spinach and a Lemon Butter. Fulton's Crab House® at Walt Disney World® Resort in Orlando, Florida, also offers healthy alternatives on its dinner menu. Columbia Salmon charcoal grilled with a fire-roasted tomato sauce pesto, and julienne vegetables; and a charcoal-grilled White Hapu'upu'u, with a spicy peach glaze, balsamic reduction, and sautéed baby vegetables are two of these menu items.

## Pastas and Pizzas

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Pasta and pizza are generally presented as entrées on restaurant menus. In many cases they are strategically placed on the menu in their own section. Pastas and pizzas are very popular with customers. As they are relatively

inexpensive to make in terms of food cost, they are therefore very profitable. Pasta can be baked or boiled, and pizza is usually baked or grilled.

Restaurants are becoming increasingly creative with pastas. At Bertucci's Brick oven ristorante®, the pastas are prepared from original Italian recipes, using fresh herbs, spices, chicken, seafood, and vegetables. Each pasta dish is prepared to order and tossed with al dente pasta. Two of the many pasta offerings include: the Rigatoni Abruzzi on al dente pasta with Roasted Peppers, Sweet Italian Sausage in a Mildly Spicy Tomato Sauce; and a Four Cheese Ravioli that is a Home-Style Ravioli overstuffed with a blend of Ricotta, Parmesan, Romano, and Fontina, topped with Tomato Sauce and Fresh Basil.

Café 1401® at the Willard Intercontinental® in Washington, D.C., also serves a variety of distinctive pastas on its luncheon menu. A Penne tossed in a Tarragon Cream Sauce with Strips of Smoked Chicken, Julienne of Bell Peppers and Garden Peas, dusted with Parmesan Cheese, is a tasty and creative item, as is the Maccherini Rigate with Oxtail Braised in Barolo Wine. Pasta classics include: Spaghetti served with a choice of Bolognese, Tomato, Carbonara, Alfredo, or Aglio E Olio Sauce, and Spinach and Pecorino Cheese Ravioli tossed in Pesto Sauce with fresh Tomato and Black Olive.

Many restaurant chains are currently offering customers the option of creating their own pasta. At Bertucci's brick oven ristorante®, patrons can select Rigatoni, Linguini, or Trenette, with either Pomodoro or Bolognese Sauce, accompanied by four Polpetta (meatballs). Bertucci's also has traditional favorites, such as Lasagna al Forno and Lobster Ravioli.

The preparation of pizza has also changed dramatically in recent years. Restaurants have created a variety of doughs in an effort to make their pizza stand out among the competition. Uno Chicago Grill® has a Flatbread Pizza crust made with an organic flour. The Oregano Pizza Bistro & Patio®, in Scottsdale, Arizona, serves a pizza crust made with cornmeal and beer. Bellini's Ristorante Italiano® in North Conway, New Hampshire, accommodates customers with certain allergies with gluten-free pizza for one. Pizza Hut® also has a wide variety of signature crusts: Cheesy Bites Pizza, Pan Pizza, Hand-Tossed Style Pizza, Thin'N Crispy®, Stuffed Crust Pizza, 4 for All® Pizza, and the Full House XL Pizza™.

Traditional pizzas, such as the pepperoni or sausage, are still popular on many restaurant menus, but customers have a number of creative pizzas to select from as well. Wolfgang Puck at Spago® in Beverly Hills has a number of pizza selections that are not your ordinary classic offerings. The restaurant serves a Pizza with Smoked Salmon & Salmon Caviar and a Sautéed Shrimp and Pesto with Roasted Peppers, Garlic Rapini, Goat Cheese and Basil. It also offers a pizza with Garlic Chicken & Baby Artichokes with Sweet Onions, Tomatoes, Roasted Eggplant, and Parsley.



At Bellini's Ristorante Italiano®, the brick-oven pizzas are unique because the flour and tomatoes used are imported from Italy. The restaurant serves traditional pizza, such as Pizza Margarita and Pepperoni, but it showcases a Pizza Mushroom Pesto, which is made of fresh basil sauce with puréed pine nuts and Romano cheese topped with Mushrooms and Mozzarella, and a Pizza Tuscan, which has sausage, potato, olive oil, and fresh oregano.

Pizza customers are looking for variety, and many chains are answering their requests with creative ideas. Some restaurant chains are allowing customers the opportunity to create their own pizzas. At Olive Garden Italian Restaurant®, diners can make their own pizza using pepperoni, bell peppers, Italian sausage, black olives, mushrooms, artichokes, onions, and Romano tomatoes. Some Cicis® locations offer an all-you-can eat menu of pizza, pasta, and salad. At select Uno Chicago Grill® restaurants, patrons can select an individual or regular serving of deep-dish pizza with various fillings and toppings, including: anchovies, broccoli, cheese, chicken, eggplant, green peppers, Kalamata olives, mushrooms, onions, pepperoni, pesto, roasted red peppers, roasted vegetables, sausage, and tomato sauce.

## Accompaniments

ACCOMPANIMENTS consist of pasta, potato, rice, and vegetable selections. For the most part, they are inexpensive and can be prepared in a number of ways: broiled, grilled, roasted, sautéed, and steamed. Accompaniments are often featured on the à la carte menu to increase the average check. In some high-end specialty restaurants that specialize in steaks, a listing of accompaniments or extras is commonplace. Maxwell and Dunne's Steakhouse® on Long Island, New York, has a variety of potatoes, and vegetables on the dinner menu. These include roasted garlic mashed potatoes, sweet potato fries, crispy fried onion rings, steamed asparagus, and sautéed broccoli rabe. At some locations, Ruth's Chris Steak House® serves au gratin potatoes, steak fries, shoestring, Lyonnaise, and cottage. Vegetables include broiled tomatoes, fresh broccoli or cauliflower au gratin, and fresh spinach either creamed or au gratin, and fresh asparagus with Hollandaise or au gratin.

Accompaniments are also featured at numerous restaurants with the entrées as an intricate part of the plate. In the Marsh Tavern® at the Equinox Resort & Spa®, in Manchester, Vermont, a number of dinner entrées incorporate the accoutrements in a unique fashion. The Flat Iron Steak is prepared with Parsnip and Potato Purée, Honey Glazed Carrots, Asparagus, Roasted Garlic Jus, and Peppercorn Crème Fraîche; while the Charbroiled

Double Cut Pork Chop is served with Pecan Cheddar Polenta with Red Cabbage and Apples, and a Dried Cherry Sauce. At the Mansion on Turtle Creek® in Dallas, Texas, the frequently changing dinner menu might offer such creative entrées such as Chilean Sea Bass with Walnut Crust; Roasted Garlic Shrimp on Creamy Potato Blinis with Spicy Grilled Zucchini Salad; Texas Steak Diane with Queso Fresco Potatoes, Grilled Asparagus & Chorizo Avocado Nacho; or Roasted Pheasant on Butternut Squash Purée with Oregon White Truffle Gravy, Winter Braised Cabbage & Gnocchi Meunière.

## Desserts

DESSERTS are extremely versatile and inexpensive to prepare. Selections include cakes, custards, pies, puddings, tarts, and soufflés. Desserts are very profitable and should be strategically placed on the menu to maximize sales. They are also an integral part of the overall dining experience, because dessert offerings frequently leave the last impression.

Decadent desserts are being offered on menus throughout the foodservice industry. The Cosmopolitan® café in San Francisco serves a number of “over-the-top” desserts, including: Molten Center Chocolate Bread Pudding, Espresso Crème Anglaise, and Whipped Mascarpone; Warm Peach Tarte Tatin with Caramel Sauce; and Cinnamon Gelato. It also has a Chocolate Trio Dark Chocolate Bundt Cake, Milk Chocolate Crème Brûlée, and White Chocolate-Espresso Parfaits.

At Charlie Palmer’s Aureole NY®, the chefs make a number of incredible desserts that include: Anjou Pear and Pumpkin Cobbler with Tahitian vanilla ice cream, brown butter, and pear emulsion; Grilled Pineapple Upside-Down Cake with coconut rum gelato; Cocoa Meringue and Chocolate Napoleon molten cassis truffle, with red currant ice cream; and fresh Raspberries or Strawberries with sweet cream crème fraîche or crème Chantilly.

Dinner houses are serving phenomenal desserts as well. Ruby Tuesday’s® serves an Ice Cream Pie that is a monstrous wedge of vanilla ice cream pie with Butterfinger® chunks, a layer of chocolate ice cream and fudge in a chocolate-crumb crust topped with chocolate sauce. Diners may also choose the Strawberry Tallcake, composed of three layers of light and airy sponge cake and strawberry mousse. The dessert is then drenched in strawberry sauce, topped with vanilla Blue Bell Ice Cream®, and finished with a cloud of whipped cream. Some Chili’s® serve a Molten Chocolate Cake made of

warm chocolate cake with a chocolate fudge filling topped with vanilla ice cream under a crunchy chocolate shell. They also have a Chocolate Chip Paradise Pie that consists of a warm, chewy bar layered with chocolate chips, walnuts, and coconut, topped with vanilla ice cream and drizzled with hot fudge and caramel.

Dessert menus are now much more elaborate and multifaceted than ever before. Pastry chef Timothy Dahl at NAHA® in Chicago has divided his dessert menu into four categories: Signature Desserts, Cheese Course, Dessert Wines, and After Dinner Spirits (Fig. 1-3). At the Waldorf=Astoria's Peacock Alley®, pastry chef Nancy Olson has created a number of intricate desserts that range from a lemon soufflé, to a tasting of ice creams and sorbets that include rum raisin, chocolate praline, banana, and blood orange. Olson serves a selection of artisanal cheeses as well.

## Beverages

BEVERAGES are by far the most profitable items on any menu. The beverage classification consists of wines, beers, mixed drinks, after-dinner drinks, and nonalcoholic beverages. In recent years, bottled water, martinis, margaritas, frozen drinks, and teas have also gained popularity due to customer demands.

Bottled water is currently featured in quick-service, dinner houses, and upscale restaurants. Burger King® and Taco Bell® sell Aquafina® water, and Applebee's Neighborhood Grill & Bar has Poland Spring® bottled water. At high-end restaurants, bottled water is usually sold by the liter bottle and is served chilled. At Oliver's® in the Mayflower Park Hotel® in Seattle, Washington, alcohol-free refreshers include San Pellegrino® Sparkling Water and Panna® Still Water. Ken Frank, chef/owner at La Toque, in Rutherford, California, offers a five-course prix fixe dinner that comes with a bottle of either San Pellegrino® or Evian®.

Martinis, margaritas, and frozen drinks, prepared and presented with an artistic flair, are the rage on beverage menus. Dave & Buster's® serves a number of signature martinis, such as: the Classic Cosmopolitan made with Absolut Citron, Grand Marnier, and a splash of Cranberry Juice; the Big Apple, made with Smirnoff Green Apple Twist, Pucker Sour Apple, and Lime Juice; and the Tuscon Orange, which includes Stoli Ohranj, Blood Orange Syrup, Orange Juice, and Soda Water with a Lemon Twist. Several T.G.I. Friday's® locations offer classic concoctions, such as: Tom Collins,

Figure 1-3. A Dessert Menu

|   |                             |
|---|-----------------------------|
| NAHA  |                             |
| desserts  |                             |
| Chestnut “Financier” Cake, Bittersweet Chocolate Ice Cream, Bourbon Gelée and <i>Manuka</i> Smoked Sea Salt   |                             |
| ....  |                             |
| Espresso Panna Cotta,<br>“Cara Cara” Oranges Caramel Citrus and Coconut Sorbet  |                             |
| ....  |                             |
| NAHA Sundae of Caramelized “Lady Anne” Apples and Butterscotch,<br>Pecan Praline, Vanilla Bean Ice Cream and “Shagbark” Hickory Nut Shortbread  |                             |
| 11  |                             |
| cheese course   |                             |
| <i>Robiola Langhe</i> Three Milk Cheese from Italy,<br><i>Pont L’Eveque</i> French Cow’s Milk Cheese from Normandy,<br><i>Petit Basque</i> Sheep’s Milk Cheese from Pyrénées and<br><i>Fromage Des Vignerons</i> Fresh Cow’s Milk “Epoisses” Cheese from Burgundy |                             |
| 16  |                             |
| Timothy Dahl-Pastry Chef  |                             |
| dessert wines   |                             |
| 04 Inniskillin Icewine  | VQA Niagara                 |
| 04 Boutari  | Samos, Greece               |
| 01 Chateau Bel Air  | France                      |
|   | 16gl<br>8gl<br>10gl         |
| after dinner spirits  |                             |
| Ramos Pinto   | Collector Vintage Character |
| Hardy’s   | XO Cognac                   |
| Francois Voyer Napoleon   | Grande Champagne            |
| Poggio Basso  | Grappa Nebbiola             |
|   | 10<br>24<br>15<br>20        |

Courtesy of NAHA, Chicago, IL

Gimlets, Manhattans, Cape Codders, and Sea Breezes. They also feature a number of margaritas: the Ultimate Margarita, which is a blend of José Cuervo Gold with Triple-Citrus Margarita Mix of Lemon, Lime and Orange flavors, garnished with Fresh slices of Lime and Orange; and the Ultimate Strawberry or Raspberry Margarita. A very popular frozen drink is the Ultimate Mudslide, made of a blend of Kahlua, Vodka, Bailey's Irish Cream, and Ice Cream.

## Tea Menus

TEA menus are found mainly in hotels and at high-end restaurants and are traditionally used for “teas.” The Cocktail Terrace® at the Waldorf=Astoria® in New York City, offers a variety of teas. The “Champagne Tea” includes tea sandwiches, scones, pastries, and the house brut, while the “Classic Afternoon Tea” consists of tea sandwiches, scones, and assorted pastries. The “Light Tea” includes scones and pastries.

NAHA®, a high-end restaurant in Chicago, offers an extensive selection of teas and herbal infusions. The menu is divided into four distinct categories: Performance Tea (Midnight Jasmine Bloom and Under Garden); Reserve Tea (Royal Ceylon Platinum Tips, and Imperial Royal Snowflake); Vintage Tea (1978 Vintage Pu-erh, and 2000 Vintage Pu-erh); and the Herbal Infusions (Lemon Grass Wild Rose and South of France Rooibos).

## For Review and Discussion

1. Discuss three trends that are currently influencing salad offerings on the menu.
2. Name the three subclassifications of entrées, and discuss the trends occurring in each of these.
3. List three pizza and pasta trends, and discuss why they are popular with diners.
4. What is the importance of cross-utilization of meat, fish, and seafood?
5. Explain the value of promoting desserts and alcoholic beverages on the menu.

