

“What’s for Dinner?”

Current Menu Trends

Presented by *dk* Foodservice Solutions, LLC

US Foodservice Epicurean Experience

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This seminar discusses trends that affect your menu and department. Reviews ideas and ways to market and brand the Foodservice Department.

Objectives

- ▣ Describe 3 current trends in menu styles in the industry.
- ▣ Determine what the best menu option(s) is for the facility.
- ▣ Design a menu that blends multiple service styles.
- ▣ Market the value of signature branding for the menu service.

Food Trends

- ▣ Focus on Fresh
- ▣ Increasingly Convenient
- ▣ Concern for Health & Environment
- ▣ Ethnic Cuisines

Dining Concepts

- ▣ Room Service in some fashion
- ▣ Multiple Dining Options
- ▣ The Perception of Choice
- ▣ That Personal Touch



Press Ganey Perspective on Patient Satisfaction with their Meals

- ▣ Good food counts more than lousy food
- ▣ Friendliness counts more than good food
- ▣ Communication counts more than friendliness
- ▣ Empathy counts more than communication

Journal of the
American Dietetic Association
The premier source for the practice and science of food, nutrition, and dietetics



Practice Applications Business of Dietetics, Journal of American Dietetic Associate, August 2011 pages 1118-1123

“A patient or resident doesn’t care how much you know until they know how much you care.” John Maxwell

Marketing Your Menu

What is branding?

A brand is a name, sign, symbol, slogan or anything that is used to identify and distinguish a specific product, service, or business. A legally protected brand name is called a proprietary name.

en.wikipedia.org/wiki/Brand

Reasons for Branding

- 📌 A focus on the facility brand
- 📌 A focus on the dining services it self
- 📌 Creating a “Unique” brand different from the competition
- 📌 A demand for improved food and its services

Menu Branding for all areas of the facility

- 📌 Start with the strategic plan to incorporate the brand to all areas of the facility
 - Build the menus – seeing how they can blend
 - Patient and resident menus
 - Café and Catering menus
 - Finding common menu items including the signature dishes
 - Adding or deleting menu items for specific menus
 - Creating a production List to incorporate each menu
- 📌 Printing menus using the brand/logo



The Marketing Tools

once menus are determined:

- Brand is added to menus
- Menus with brand and/or logo printed by facility or supporting vendor
- Program is promoted
 - Flyers
 - Others Departments
 - Local Businesses
 - Families and Guests
 - Welcome Packets
 - Emails
 - Facility Newsletters
 - Menu Specials
 - Facility Web Sites
 - Menu Video Screen



Summary

- 📌 When designing a multi service menu, a well structured production plan will improve your success in implementation.
- 📌 Branding menus, recipes and products allows the menu to be “unique” to you. Marketing let’s your customers know the value you add to your department and facility.
- 📌 Selecting the menu style that meets your current clients’ needs whether it is tableside, neighborhoods, room service or a blend making it your own through branding will make it “**extraordinary**”!

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