

“What’s for Dinner?”

Branding your menu style

Presented by *dk* Foodservice Solutions, LLC

This seminar discusses branding your menu and department. Reviews ideas and ways to market the brand created for 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.

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

A Look Back in Time

- ☑ What trends & brands occurred over past decades?
- ☑ How does the economy affect choices?
- ☑ What foods were popular when...?
- ☑ Consider that...

Taste and preferences were determined 50+ years ago for your customers!

- ☑ Use history as a guide for creating the signature or brand for your facility
- ☑ Looking at what stage in history the clients are coming from
- ☑ Collecting data from the clients to dictate your brand
 - What messages do you want to send to the community?
 - When do you change the brand to meet the changing clients’ needs? i.e. baby boomers...



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 Ideas

- ☑ Signature Recipes
 - Adding recipes from clients, staff, customers and they are marketed as their signature dish
- ☑ Using Vendors and Brokers to assist in branding specific products
 - Local Bakery or dairy
 - Specific items such as your brand of soup, yogurt, condiments or any item that the client would recognize and relate to
- ☑ Creating a department name and logo and adding it to all materials that come from the department
- ☑ Grab 'n Go concepts
- ☑ Healthy Choices Concepts
- ☑ Cultural Menus
- ☑ Theme Meals

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

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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