Foundations of Menu Planning

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Foundations of Menu Planning reveals the science of menu construction, covering all its subtleties from pricing psychology to product descriptions. Chapters are organized to show how to create a menu from start to finish–looking at nutrition, style, recipe cost, meal pricing, layout, and menu evaluation. Each chapter showcases sample menus and a wide range of menu styles. A unique chapter on unwritten menus and a capstone chapter on strategy reinforce why this book is considered the most comprehensive on the market.

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