Lesson 4. A la Carte and Set Menus

Types of Menus

- A menu may be
  - a) A la Carte
  - b) Set
  - c) Combined

à la carte

- First “restaurant”: Restorante, 1765
- Monsieur Boulanger
- First commercial use of menus:
  - La Grande Taverne de Londres, 1782
  - Antoine Beaufitliers
- First à la carte service:
  - 1834 (NY)
À la carte

F&B items
- Separate
- Classified
- In order
- Individually priced
- Prepared on order

The guest composes own meal

À la carte

- The guest:
  - Wider selection
  - Larger portions
  - Higher total amount

- The operation:
  - Higher storage costs
  - Higher production costs
  - Higher planning requirements
  - Skilled workforce

Menu & Banquet Planning - Özay Yildiz
The meal is pre-arranged for the guest
- F&B items are selected in advance
- Guest preferences must be foreseen
- Cost-effective

Set Menu

- The guest pays
  - A (semi) fixed amount
  - For the whole meal
  - Cheaper than à la carte
  - No (limited) selection
  - Smaller portion sizes

Set Menu

- Table d’hôte
  - A pre-arranged full meal
  - One fixed total price
  - 3 (or more) courses
  - Generally for lunch
  - Selective / non-selective

Set Menu

- Table d’hui variations:
  - Selective table d’hui:
    - 2-4 options per course
    - Equal costs for the options

Set Menu

- The meal is pre-arranged for the guest
- F&B items are selected in advance
- Guest preferences must be foreseen
- Cost-effective
- **Table d'hôte variations:**
  - Cycle menus:
    - Daily combinations from a limited pool
    - Mostly for employees / students
  - Hospital / airline / railroad / military menus

- **Limited / specialty / static menu:**
  - Single / selected item(s)
  - Specialisation
  - Low cost
  - Ease of cost control
  - Tradition

- **Event Menus (Single Use Menus):**
  - A pre-arranged set menu
  - Served simultaneously
  - Same for all the participants
  - Banquets
  - Meetings
  - Cocktails
  - Gala / receptions
  - Table service / buffet
• Event menus:
  • Pre-determined number of guests
  • Ease of production planning
  • Effective service
Other Menus

• Room Service Menu

Meal Menus

• Breakfast
  • A la carte / set / open buffet / room
  • Brunch
  • Open buffet
  • Lunch
    • (Non) Selective Table d’hôte / A la carte
    • Limited courses, starts with soup
  • 5 o’Clock
    • Coffee menu
  • Dinner
    • A la carte / fixed
    • 5+ courses, starts with cold appetizers
  • Supper
Special Menus

• Christmas menu

Special Menus

• New Year’s Eve Menu
Special Menus

• Tasting / gourmet menus

Special Menus

• Fast - food / take away / delivery menus

Special Menus

• Online Menus
Special Menus

• E-menu

Special Menus

• The “secret” menu

Other Menus

End of Lesson 4