

## Unit 5: Video Transcript

---

Hey everyone, today on our “Ask the Expert” segment we Interview a restaurant supervisor. She has been a server, F & B event planner and currently shift supervisor in a chain restaurant here in Maine. She is interning with the General Manager of the restaurant chain at a different location.

**Let’s talk about the menu for a moment. What trends do you see in your restaurant that might cause you to change your menu?**

Well, I do see a big trend to healthy fresh items. But right now, our restaurant doesn’t sell any fresh fruit, or oatmeal, or any vegetarian choices, even skim milk —I think this could start, um, affecting business. People these days want fresh healthy choices.

**Your restaurant niche tends to be family, how does that affect the menu design?**

Family means large portion size, but not too pricey on menu items. A family menu’s got to have a lot of variety because there may be different tastes within a family, you know?

**Can you explain to us the difference between the offerings for children and adults as listed on your menu?**

Children’s menu items are usually smaller portions. Easy meals — sometimes finger foods for younger kids. Price is lower and usually includes a drink, toys and crayons, anything to keep the kids quiet and happy... and help the parent’s wallet!

**Are there any other special sections for your guests, such as senior citizens discounts; desserts; alcohol selections or specialist?**

We are a family restaurant — so we do not serve alcohol; however we do have a senior menu that like the children’s menu is smaller portions, better price and includes dessert.

**Your restaurant is a part of a chain franchise, who decides what goes on the menu?**

Because our restaurant is a chain, all the menu items come from corporate and marketing people. Everything is verified with the President and VP of the company.

**Let’s talk about particular items on the menu and their contribution to the profit. What would you consider to be the star — both popular, and high margin?**

Oh, easily that’s our Load O’Potato Fries — buried in chili, cheese sauce, bacon, sour cream and buttermilk ranch dressing.

**And a plowhorse — high in popularity but low in contribution margin?**

Oh, that’s our Friendly-soft serve ice cream mixed with candy of your choice.

**Puzzle — item low in popularity but high in contribution margin?**

Hmmm... I'd say our Meatloaf dinner. Used to be popular, but not so much these days.

**And a Dog that's low in popularity and low in contribution margin?**

Yea, I'd have to say our Southwestern Steak dinner. It's a pricey item to make and sell, and not too popular because of it. I can see that, especially with the economy.

**So, more about the menu... Most Food & Beverage operations have either a fixed menu — a single menu used daily— or a cycle menu that changes every day for a certain period of days, then the cycle is repeated. Which one do you have and why?**

We use single daily menus, one every day for breakfast and another daily for lunch and dinner. We do monthly promotions or special dinner items which are put in middle of the menu. Our menu is large with a good variety, so there is no need to change a lot.

**So, different menus depending on the time of day, eh? Could you describe the difference between your breakfast, lunch and dinner offerings?**

Breakfast items are quicker to cook, lower in price and served 6am-11am. Lunch and dinner are the same menu, served 11am-11pm with appetizers, soups, salads, sandwiches, entrée's and our popular dessert menu.

**So, no real difference between lunch and dinner?**

Well, we do monthly promotions or special dinner items which are put in middle of the menu. Also, dinner takes longer to serve — and gives a greater chance for servers to upsell or use suggestive selling tactics to increase sales — and tips (chuckle).

**Ah, that appetizer, coffee and dessert. Well, looks like we're about out of time, so thanks so much for being here with us today. It was very informative.**

You are welcome — it's been fun.