



Profitable Menu Planning

By Jennifer Adams Aldrich John A. Drysdale

Prentice Hall, 2001. Hardcover. Condition: Neu. Unbenutzte Restauflage Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - For sophomore/senior-level courses in Menu Planning, Food Production, Food Management. Exceptionally thorough, this text offers single-volume coverage of ALL aspects of menu planning-from determining who the customer is, to how to market the menu to them, available kitchen equipment, recipe costs, how to make a profit, figuring selling prices, menu analysis, nutrition, printing the menu (including desktop publishing), menu accuracy and all of the different types of menus (from fast food to fine dining). Hands-on and real-world in approach, it features accompanying interactive software with specific examples of costing, mark-ups and menu engineering. 448 pp. Englisch.



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