

## Intro to Making Appealing Menus



Presenter:  
Chef Cyndie Story, PhD, RD, CC



## Learning Objectives

After this webinar, the participant will be able to:

- understand fresh produce specifications based on quality and condition.
- demonstrate correct fabrication techniques for common fruits and vegetables.
- identify the importance of work simplification.
- understand the importance of merchandizing foods.
- understand the role of seasoning and spices in healthy meal preparation.

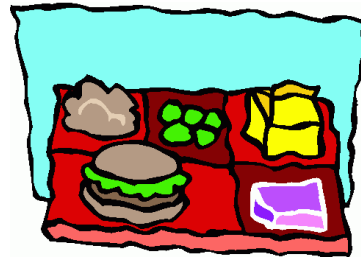


## Steps to Success

### First Step to Success: The Menu

Menu is impacted by:

- customer preference
- variety
- color
- texture
- shape
- Dietary Guidelines



## Steps to Success

2. Standardized Recipes (Pre-cost)
3. Purchasing
4. Vendor → Receive Product
5. **Quality Food Production**
6. Merchandizing and Service



## Quality and Condition

### Shape

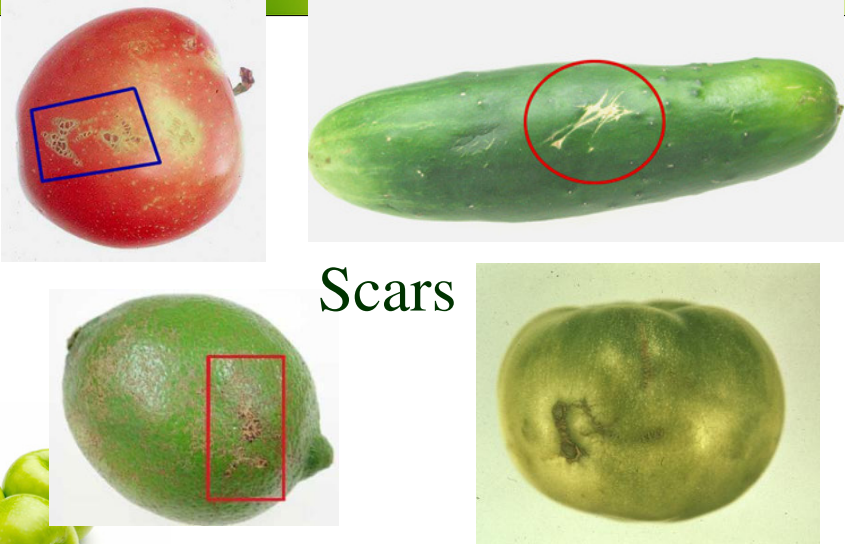


## Quality and Condition

### Texture

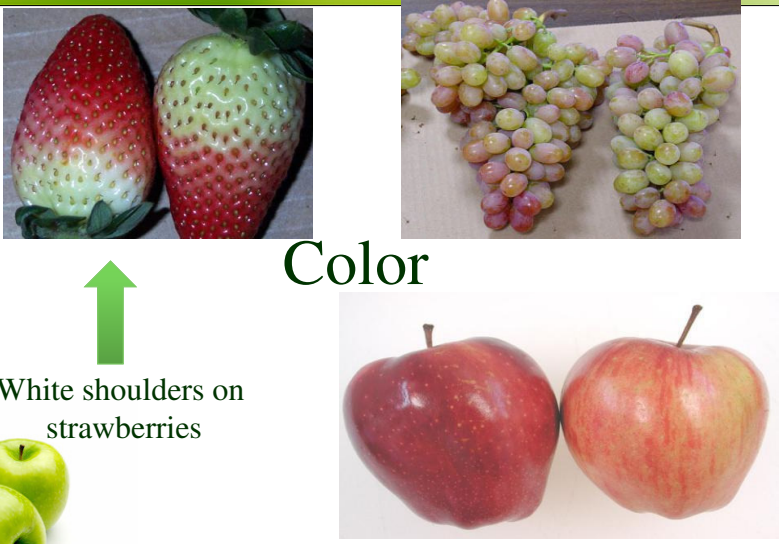


## Quality and Condition



Scars

## Quality and Condition



Color

↑  
White shoulders on strawberries

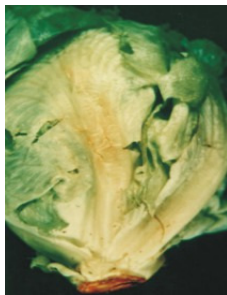
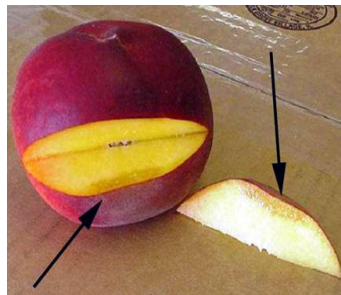
# Quality and Condition

## Growth Cracks



# Quality and Condition


## Bruising



## Quality and Condition





**SUNKEN DISCOLORED AREAS**



138

U.S. No. 2 - maximum allowed





## Quality and Condition


### Shriveling





## Quality and Condition

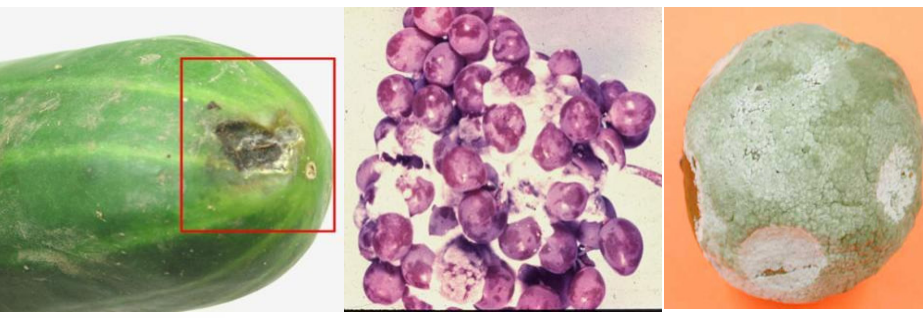
### Surface Discoloration



The top row of the slide contains three images illustrating surface discoloration. From left to right: a green apple with a red arrow pointing to a brown, necrotic spot on its surface; a dark purple eggplant with a large, irregular brown stain on its side; and a light-colored potato with a large, irregular brown stain on its surface. Below these images, on the left side, is a small cluster of three green apples.

## Quality and Condition

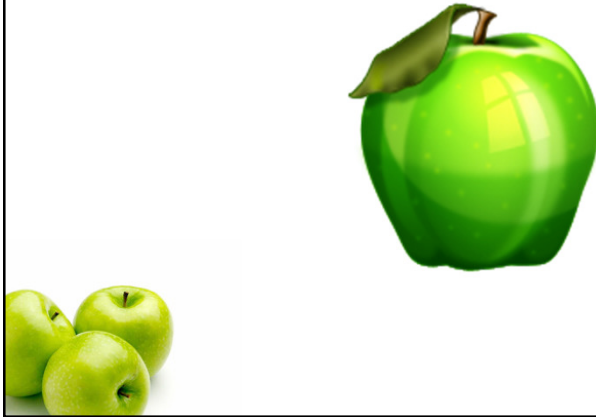
### Decay



The top row of the slide contains three images illustrating decay. From left to right: a green bell pepper with a red box highlighting a dark, necrotic spot on its surface; a bunch of purple grapes with visible white mold growth; and a green tomato with a large, irregular brown and white necrotic spot on its surface. Below these images, on the left side, is a small cluster of three green apples.

## Specifications

Bid specification: Apples



## Specifications


Bid specification based  
on USDA Grading:

Apples, McIntosh,  
40 lb. case, 125 count, U.S. Extra  
Fancy or U.S. Fancy only, quantity to  
be purchased during bid period: 200







# Specifications



Minimum Color (50%)  
U.S. Extra Fancy  
McIntosh



Minimum Color (33%)  
U.S. Fancy  
McIntosh




U.S. Extra Fancy- \$26.00


U.S. Fancy- \$23.00

# Specifications


SLIDE 129: HAIL MARKS. RIGHT: U.S. UTILITY – LEFT: U.S. FANCY OR U.S. NO. 1




INCHES  
1 2 3 4 5 6




25% Good Red Color on Delicious  
U.S. No. 1  
(1971)




Minimum Color (33%)  
U.S. Fancy  
McIntosh



Lower Limit Size and Color of "Knob"  
Allowed in U.S. Utility



Minimum Color (50%)  
U.S. Extra Fancy  
McIntosh



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## Specifications

 <p>25% Good Red Color Winesap</p>	 <p>Minimum Color (40%) U.S. Fancy Winesap</p>	 <p>75% Red Color Winesap</p>
 <p>U.S. No. 1 \$21.00</p>	<p>U.S. Fancy \$29.00</p>	<p>U.S. Extra Fancy \$33.00 per case</p>
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## After the Purchase

- Receive or reject
- Inspect the delivery vehicle
- Take and record temperatures
- Safely store, handle, and serve



## Receiving

Receiving Foods  
Everything must be in house  
before you need it

[View Video](#)



## Quality Food Preparation

**Before you start to work, consider...**

- Food safety practices
- Work simplification techniques
- Proper tools and knife skills



## Quality Food Preparation

**Secure  
The  
Cutting  
Board**



## Quality Food Preparation



**Dull knives are unsafe**



## Quality Food Preparation

### Proper Use of a Steel



## Quality Food Preparation

### **Fabrication of Fruits and Vegetables (fancy word for peel, slice, or dice)**



# Quality Food Preparation



# Quality Food Preparation



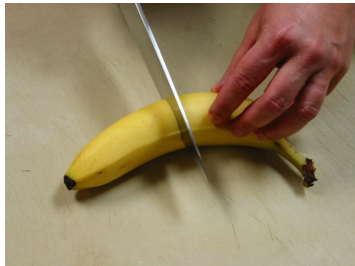
An acid prevents browning



# Quality Food Preparation



# Quality Food Preparation



Green tips ripen in approximately 48 hours







## Quality Food Preparation



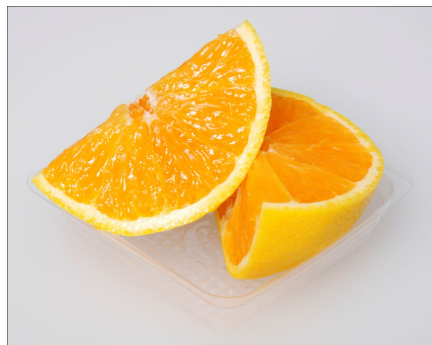
## Quality Food Preparation



# Quality Food Preparation

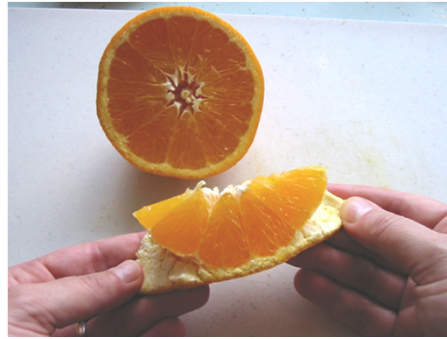


# Quality Food Preparation



## Quality Food Preparation

**Navel Orange**



## Quality Food Preparation

**Orange and Lemon Zest**



# Quality Food Preparation



# Quality Food Preparation



## Quality Food Preparation



## Quality Food Preparation

### **Fabrication of Vegetables**



## Quality Food Preparation



## Quality Food Preparation



# Quality Food Preparation

Salad Production video



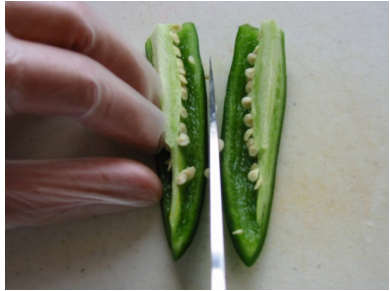
# Quality Food Preparation







# Quality Food Preparation



# Quality Food Preparation



# Merchandizing



# Merchandizing



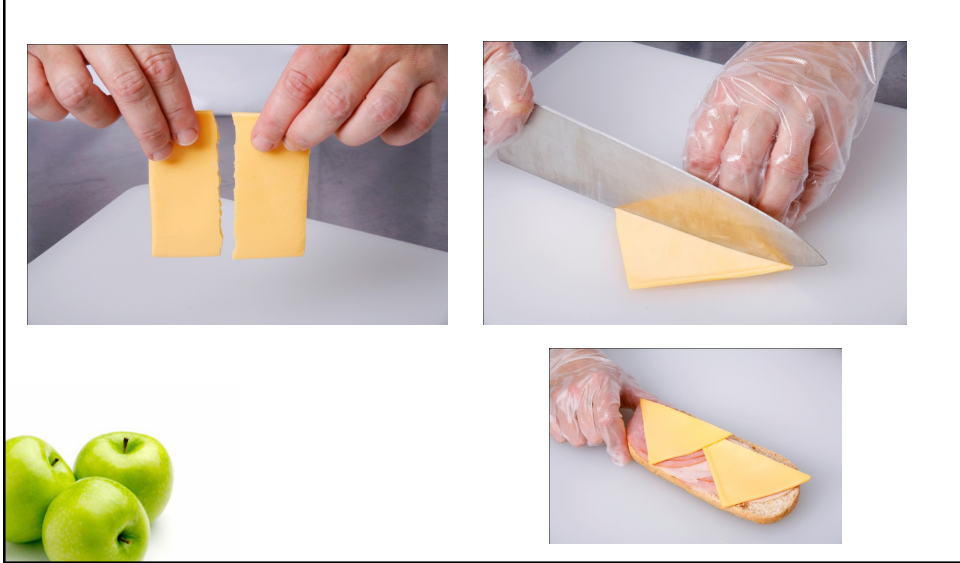
# Merchandizing



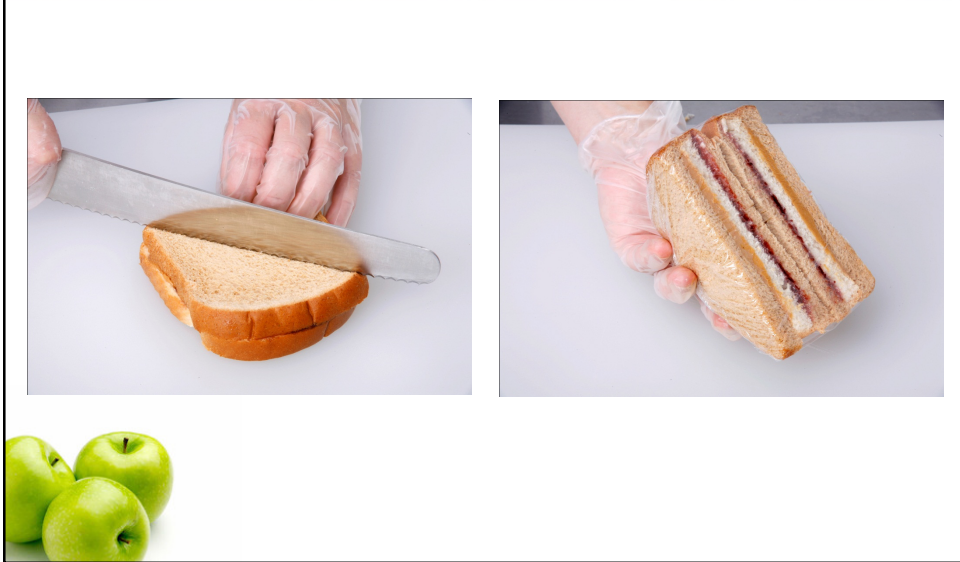
# Merchandizing



# Merchandizing



# Merchandizing



# Merchandizing



# Merchandizing



## Flavoring Foods

- Age affects taste buds and food preferences
- Human taste receptors die & regenerate every 10 days
- About half of those individuals between the ages of 65 and 80 have major losses of taste buds



## Taste Buds

- Sweet
- Salt
- Sour
- Bitter
- Umami (Oriental or Savory)
- Metallic



## Flavoring Foods

- Higher amounts of flavorings are often required for older people to perceive the presence of a particular flavor
- Older individuals perceive flavor mixtures differently than do younger individuals
- Medications, chronic disorders and their treatments can greatly alter ones' sense of taste



## Flavoring Foods

- Flavor is the blend of **taste** and **smell**
- Always try to create appealing aromas in your foodservice department
  - Frozen dough- Proof and bake
    - View video
  - Brew coffee in dining area



## Flavoring Foods

- Add 25% more seasoning to reduced fat recipes
- Add some seasoning at end of cooking
- Double marinating time
- Provide seasoning for customers (not salt)



## Flavoring Foods

- Use herbs & spices to compliment the flavor of your dish
- Leaf herbs, such as oregano, thyme or basil, should be crushed in your hand prior to adding to release flavor
- Make a non-fat marinade with vinegar or fruit juice and herbs & spices





## How Much Flavor to Add

- As a general rule use 1/4 teaspoon dry spice per 12 servings
- Adjusting a recipe:
  - When doubling recipe, double herbs. After that, 1/2 the original amount
  - Exception: Hot pepper - use 1/4 of the original amount



## Storing Seasonings

- Store in tightly-covered containers and keep them in a cool, dark, dry place
- Refrigerate paprika
- Date packages/ Use within 1 year
- To check freshness, rub seasonings between fingers, then smell the aroma



## Summary

Excellence is in the details



## Thank You

See you in Chicago



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