

TYPES OF MENU (ВИДИ МЕНЮ)

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Успіх ресторанів залежить від багатьох складових, чільне місце серед яких займає меню. Меню – не тільки показник рівня ресторану, але й відображення його концепції. Тому воно повинно відповідати стилю закладу та його інтер'єру.

The first menu appeared about a thousand years ago, during the Syn Dynasty in China, the only region in the world where there was already paper. While traders often gathered in the center of the city, and they had little time or energy for dinner. Because of the wide variety of Chinese dishes in different regions, restaurants could no longer satisfy the diverse tastes, which led to the appearance of the menu.

Nowadays menu is not only indicator of a restaurant, but also display its concept. Menus classified according to different criteria such as appearance, size, content, purpose, etc.

So depending on the appearance of the menu it is distinguished: paper, boards menu, street menus, digital display, online menus, interactive electronic menu.

Each of these menus is necessary and useful. So it is impossible to imagine a favorite fast-food menu board or without digital display with a static menu. The national practice follows these types of menu:

- Static Menus are the traditional menus served in restaurants and are laminated or printed;
- Cyclic Menu is a menu which changes every day for a certain set of days before the cycle ends;
- An a la carte menu is the guests may select separately and to pay only for the food or beverage items ordered;
- Table d'hôte is a menu where the customer has to pay for the complete meal;
- Prix-Fixe Menu offers you numerous courses for a fixed price tag;
- Du Jour Menu is changed frequently and concentrate on seasonal ingredients, and emphasis is on preparing food as fresh as possible;
- In addition, there are dietary menus, baby food, banquet, special kinds of service. They make the world of restaurant business more interesting.