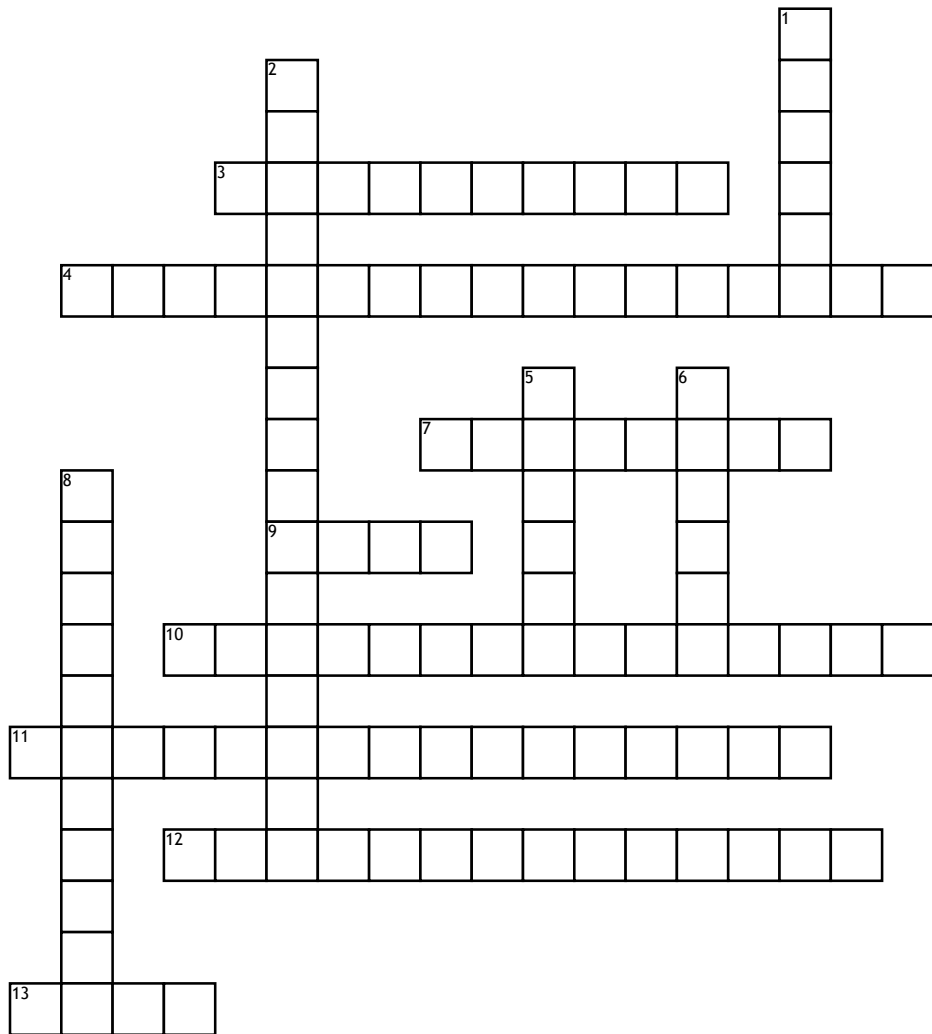


# Menu Planning Test #1 Review



**Across**

- 3. A la carte or semi A la Carte where all meals periods offerings are on the same menu
- 4. Mission Statement or Comfort statement, a summary statement of philosophy
- 7. The name of a menu section (Appetizers, Soups, Salads etc)
- 9. Table d'hote menu is a multi-course menu, packaged price. True or False

- 10. The wording used to describe the menu items, including headings
- 11. One product-several applications
- 12. Also referred as Customer Profiling
- 13. Merchandising tool composed of four sections eg. Institutional Copy

**Down**

- 1. A cafe that offers full meals and service and often features an outdoor patio

- 2. Guesses to estimate the financial success of an establishment within a demographic area
- 5. This menu is based on domestic market fresh ingredients
- 6. 300-350gr portion size on which course of the menu
- 8. Area on the menu reserved for address, map, hours of operation and special services

**Word Bank**

- |                   |                |                   |                    |
|-------------------|----------------|-------------------|--------------------|
| Market            | True           | California        | Boilerplate        |
| Headings          | Psychographics | Feasibility Study | Bistro             |
| Menu              | Entree         | Descriptive Copy  | Institutional Copy |
| Cross utilization |                |                   |                    |