

Food Costing, Menu Engineering and Profitability

Duration: 5 Days

Language: en

Course Code: IND10 - 113

Objective

By the end of this course, participants will be able to:

- Understand and apply core principles of food costing and cost control.
- Analyse menu performance using engineering tools and techniques.
- Develop pricing strategies that balance profitability and market competitiveness.
- Optimise purchasing, portion control, and waste reduction practices.
- Align menu design with customer preferences and organisational profitability goals.

Audience

This course is ideal for:

- Restaurant managers and owners.
- Executive chefs and kitchen managers.
- F&B directors and hospitality professionals.
- Cost controllers and accountants in hospitality.
- Entrepreneurs in food and catering businesses.

Training Methodology

The course uses a blend of lectures, case studies, and practical exercises. Participants will calculate food costs, analyse sample menus, and develop strategies for profitability improvement. Group discussions and real-world scenarios will reinforce applied learning.

Summary

This specialised training course provides hospitality and food service professionals with the knowledge and tools to master food costing, menu engineering, and profitability strategies. Participants will learn how to accurately calculate food costs, design profitable menus, and optimise operations to increase margins while maintaining customer satisfaction.

The course combines financial analysis with practical culinary management, highlighting best practices in menu psychology, pricing strategies, and performance monitoring. By the end of the course, participants will have a complete toolkit for aligning kitchen efficiency with strategic business objectives.

Course Content & Outline

Section 1: Fundamentals of Food Costing

- Key concepts: food cost percentage, gross profit, contribution margin.
- Methods of calculating and controlling food costs.
- Importance of portion control, waste management, and purchasing practices.
- Tools for monitoring food costs in daily operations.

Section 2: Introduction to Menu Engineering

- Defining menu engineering and its role in profitability.
- Understanding the menu mix and contribution margin.
- Categorising menu items: Stars, Plow Horses, Puzzles, and Dogs.
- Case studies: menu engineering success stories.

Section 3: Pricing Strategies for Profitability

- Approaches to menu pricing: cost-based, value-based, competition-based.
- Applying psychology of pricing and menu design (decoy pricing, anchoring).
- Balancing affordability with profitability.
- Evaluating seasonal and promotional pricing.

Section 4: Operational Efficiency and Cost Control

- Linking kitchen operations to menu profitability.
- Optimising supplier contracts and inventory management.
- Reducing waste and maximising yield.
- Using technology for real-time cost tracking.

Section 5: Strategy Development and Performance Monitoring

- Aligning menu design with customer preferences and market trends.

- Setting KPIs for food cost, sales mix, and profitability.
- Monitoring results and adjusting strategies.
- Case study analysis: redesigning a menu for improved profit margins.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Finance, Accounting & Budgeting, Food and Beverage

Tags

Food Costing, Profitability, Menu Engineering, Cost Control

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