



Australian Government

SITHKOP015 Design and cost menus

Release: 1

SITHKOP015 Design and cost menus

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to design profitable menus for all types of cuisines and food service styles. It requires the ability to identify target markets for the organisation, design menus to meet market preferences, price menu items and to monitor and evaluate the success of menu performance.

The unit applies to hospitality and catering organisations and to those people who operate independently and are responsible for making a range of operational and strategic decisions. This includes senior catering managers, and sous, head and executive chefs.

The skills in this unit must be applied in accordance with Commonwealth and State or Territory legislation, Australian standards and industry codes of practice.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Unit Code	Unit Title
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SITHKOP010	Plan and cost recipes
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Competency Field

Kitchen Operations

Unit Sector

Hospitality

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

1. Evaluate market trends and identify target markets.
 - 1.1. Identify current customer market based on past and current sales performance.
 - 1.2. Analyse current customer profile and food service preferences.
 - 1.3. Source information on current and emerging food service trends and customer preferences.
 - 1.4. Evaluate market trends for relevance to organisational service style and cuisine.
 - 1.5. Identify target markets based on the nature, style and location of the operation.
2. Develop menus.
 - 2.1. Evaluate food service preferences of target markets and create menus to meet market needs and preferences.
 - 2.2. Develop menus to provide balanced variety of dishes for the style of cuisine.
 - 2.3. Sequence menu items according to menu requirements.
 - 2.4. Analyse operational constraints when designing menus.
3. Cost menus for profitability.
 - 3.1. Itemise proposed components of the included dishes.
 - 3.2. Calculate portion yields and costs of ingredients.
 - 3.3. Determine net production costs of menu items.
 - 3.4. Determine required profit margin and calculate selling price to ensure maximum profitability.
 - 3.5. Assess cost-effectiveness and profitability of proposed dishes to form a menu with balanced yield.
 - 3.6. Make reasonable cost adjustments to ensure price-competitive menus.
4. Write menu content.
 - 4.1. Write menus using terminology appropriate for the market and organisational service style.
 - 4.2. Follow required menu item naming conventions for the style of cuisine.
 - 4.3. Present sequence of service on printed menus for ease of customer reading.
 - 4.4. Use accurate and innovative descriptions that promote the sale of menu items.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	• read and interpret documents about food service trends, customer profiles and preferences, and market preferences.
Writing skills to:	• write comprehensive and creatively expressed menus and product descriptions to explain menu dishes and promote sales.
Numeracy skills to:	• interpret market statistics when calculating the cost of producing dishes for menus • calculate mark-ups and selling price for profitability • compare menu items based on their anticipated yield, budgetary constraints and profitability.
Learning skills to:	• continually research and source information on current and emerging food service trends and synthesise this information for menu updates.
Problem-solving skills to:	• consider all operational constraints and develop menus that can be realistically delivered by the organisation.
Initiative and enterprise skills to:	• initiate the development of new menus to meet changing customer demands.
Planning and organising skills to:	• access and sort all information required for menu planning and to coordinate a timely and efficient menu development process.
Technology skills to:	• use computers and software programs to cost and document menus.

Unit Mapping Information

Supersedes and is not equivalent to SITHKOP007 Design and cost menus.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>

Assessment Requirements for SITHKOP015 Design and cost menus

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- source and evaluate information on current and emerging food service trends, customer preferences and target markets and use to inform menu design outlined below
- develop and cost one menu from each of the following menu types based on the above information:
 - à la carte
 - buffet
 - degustation
 - table d'hôte
- develop the above four menus demonstrating:
 - current and emerging food service trends
 - methods and formulas for calculating portion yields and costs from raw ingredients
 - desired profit margins and mark-up procedures
 - summary of menu costings.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- techniques for sourcing information on food service trends and market preferences
- range of current and emerging food service trends relating to:
 - contemporary eating habits
 - cultural and ethnic influences
 - major festivals and events
 - media influence
 - seasonal influences
 - social media
- sources of information on:
 - market statistics
 - customer profiles and preferences
- products, service styles and quality expectations that meet market requirements

- financial operating costs for hospitality and catering organisations, including:
 - consumables
 - food and ingredients
 - labour
 - wastage
- methods and formulas for calculating portion yields and costs from raw ingredients:
 - food cost percentage
 - budgeted sales price
 - standard measures
 - standard yield tests
 - GST addition and subtraction
- different types and styles of:
 - menus
 - food outlets
 - food service
- influence of seasonal products and commodities on menu content and price
- naming conventions and culinary terms for a variety of cuisines
- formats for and inclusions of menus presented to customers:
 - legible text
 - format matched to customer type
 - presented in format that is easy to read
- methods to gain feedback on menu performance:
 - qualitative:
 - social media
 - customer surveys
 - customer discussions
 - staff discussions and meetings
 - quantitative:
 - sales data
- methods of analysing sales mix and profit performance of menu items:
 - menu engineering analysis
 - sales data.

Assessment Conditions

Skills must be demonstrated in a business where menus are designed or costed. This can be:

- an industry workplace; or
- an industry-realistic simulated environment.

Assessment must ensure access to:

- commercial information:

- financial data and budgets for the operation of a hospitality industry businesses
- product information:
 - purchase specifications
 - commodity price lists
 - recipes
 - costs of food supply for food service businesses
- internet access for research
- spreadsheet and word processing programs for menu costing and writing.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors and:

- have achieved the Certificate III or Certificate IV in Commercial Cookery, or Certificate III or IV in Catering Operations, or Certificate III or IV in Patisserie, or their successors; or

hold a trade certificate as a cook or chef or equivalent; and

- have worked in industry for at least three years where they have applied the skills and knowledge of this unit of competency.

Links

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