

FOOD ADMINISTRATION AND MENU PLANNING
Descriptive Wording Sheet

NAME: _____

The ideal menu creates a visual image; it is a marketing tool that communicates the food service operation's plans for satisfying its guests. An imaginative description of the items adds interest and enhances the menu's sales value.

Write nine menu items below. Next to each item add descriptive wording that will enhance the items' appeal. Include portion size or primary ingredients, method of preparation and how served.

CATEGORY	DESCRIPTIVE TERMONOLGY
Appetizer	
Meat Entrée	
Poultry Entrée	
Fish Entrée	
Soup	
Salad	
Sandwich	
Dessert	
Other	