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Menuing

Tastes change. Trends come and go. But through it all, beef remains an enduring favorite and a menu anchor you can count on.

Menuing Basics

Tastes change. Trends come and go. But through it all, beef remains an enduring favorite and a menu anchor you can count on. From ethnic specialties to American classics, nothing sells, sizzles or satisfies like beef. It's a nutritional powerhouse, it's infinitely adaptable, and year after year, it's what your customers crave. And for you, that means endless ways to add "wow" to your menu. Plain and simple ... beef has it all.

Don't believe us? For a look at the latest beef trends, visit www.beeffoodservice.com.

Menu Development Tips

A menu just may be the single most important marketing material a restaurant operator can develop. It's among the first pieces a diner uses in building their perception of the restaurant and, when carefully orchestrated and well thought-out, can directly affect the restaurant's bottom line. Make your restaurant more profitable by engineering your menu using these tips:

Menu Engineering

- Use gross profit (menu price – food cost) as a guideline to sell more of your profitable dishes.
- "Product extension" is the easiest way to expand your menu to your benefit; if a particular beef cut is profitable and popular, make it stand out on your menu by adding other dishes that use that cut.
- Designate your most profitable and popular dishes with a symbol that means "Signature Dish Recommended by the Chef."

Design & Layout

- Choose a menu style that's consistent with your concept (i.e., a casual design for a casual restaurant).
- Studies have shown that people order the first and last items in a category – use this to your advantage by placing your most profitable dishes there. Start your steak list with Beef Flat Iron Steak and end with Beef Ranch Steak.
- Make sure every word is spelled correctly – have several proofreaders look at the menu before it's printed.
- That said, don't be too organized – dollar signs aren't necessary, and perfectly aligned prices draws attention away from the food (something you don't want to do!)
- Encourage diners to eat more by separating courses into different sections. For instance, instead of listing "First Courses" separate offerings into appetizers, soups and salads. And never put desserts on the main menu – it may keep people from ordering appetizers, salads and first courses.

Readability & Wording

- Avoid using ALL CAPS – it's easier to read a menu in upper and lower case letters.
- Make the font size large enough for all diners to read – no one likes having to pull out their glasses to read a menu.
- Be honest in your descriptions of dishes and ingredients, and be sure to list common allergies like milk, eggs, fish, wheat, tree nuts, peanuts, soybeans and shellfish.
- Beef is what they crave, so “beef it up”! Educate your guests by using the proper names for classic beef dishes like Boeuf Bourguignonne or Chateaubriand and include mouth-watering descriptions of how they are prepared.

Beef Lexicon

Let's face it... your patrons eat with their eyes as much as they do with their mouths. If food looks appetizing, they'll order it. And if it reads and sounds delicious, they're bound to grab their forks and take notice.

Surveys among consumers reveal they are more likely to order a “Juicy, Pan-Seared Ribeye with Sautéed Onions and Mushrooms” versus “Ribeye Steak.” So fill your menu with mouth-watering words and descriptions of the entire entrée to entice patrons. Here are just a few suggestions to get your patrons hungry. Be creative and use these descriptions to enhance the appeal of the beef entrees currently on your menu:

Cooking Methods:

- Grilled
- Smoked
- Wood-Grilled
- Skillet-Grilled
- Seared
- Pan-Seared
- Pan-Roasted
- Broiled
- Pan-Broiled
- Wood-Fired
- Sautéed
- Pan-Fried
- Roasted
- Oven-Roasted
- Spit-Roasted
- Fire-Roasted
- Slow-Roasted
- Braised
- Poached

Preparation Methods:

- Dry-Aged
- Blackened
- Basted
- Marinated
- Herb-Crusted
- Infused (i.e., Garlic-Infused)
- Glazed (i.e., Wine-Glazed)
- Smothered
- Seasoned
- Stuffed
- Laced (i.e., Citrus-Laced)
- Rubbed
- Dry-Rubbed

Serving Methods:

- Hand-Carved or Hand-Cut
- Sliced

General Adjectives:

- Juicy
- Sizzling
- Succulent
- Mouth-Watering
- Savory
- Old-Fashioned
- Home-Style
- House-Made
- Classic
- Moist
- Tender
- Fork-Tender
- Shredded
- Hand-Selected
- Bistro-Style
- Lean
- Bone-In



Beef User's Guide

This handy guide was designed to help you select the appropriate foodservice cuts of beef for different menu applications. The chart will also provide new menu merchandising ideas for the cuts of beef you currently purchase.

| | Premium Steaks | | | | | | | Value Steaks | | |
|--|---|--|--|---|--|---|-----------------------------------|----------------------|--|------------------------------------|
| | Beef Tenderloin Steak 1189, 1189A, 1190, 1190A, 1190B | Beef Porterhouse/T-Bone Steak 1173, 1174 | Beef Strip Loin Steak 1179, 1179A, 1180, 1180A | Beef Rib & Ribeye Steak 1103, 1103A, 1112, 1112A, 1112B | Beef Top Sirloin Butt Steak 1184, 1184A, 1184B | Beef Shoulder Top Blade Steak (Flat Iron) 1114D | Beef Shoulder Petite Tender 1114F | Beef Flank Steak 193 | Beef Skirt Steak 121C, 121E, 121D, 1121D | Beef Top Round (Inside) Steak 1169 |
| Classic Beef Dishes | | | | | | | | | | |
| Steaks | | | | | | | | | | |
| Steakhouse Steaks | X | X | X | X | X | X | X | | | |
| Filet Mignon | X | | | | | | | | | |
| London Broil | | | | | | | X | | X | |
| Steak Diane, Steak Au Poivre, Surf & Turf | X | | X | X | X | X | | | | X |
| Steak & Eggs | X | | | | X | X | X | X | | X |
| Carne Asada | | | X | X | X | X | | X | X | X |
| Swiss Steak | | | | | | | | | | X |
| Beef Wellington, Châteaubriand | | | | | | | X | | | |
| Sandwiches/Pockets/Tortillas/other Handhelds | | | | | | | | | | |
| Cheese Steak Sandwich, Steak Sandwich | | | | X | X | X | | X | X | X |
| Fajitas | | | | | X | X | | X | X | X |
| Beef as an Ingredient-Pies/Casseroles/Stir-Fries | | | | | | | | | | |
| Italian Braciola, Roulade | | | | | X | | | X | | X |
| Asian Stir-Fries - Orange Beef, Pepper Steak, Teriyaki Beef, Beef With Pea Pods, Beef & Broccoli | | | | | X | X | X | X | X | X |
| Other | | | | | | | | | | |
| Beef Tournedos | | | | | | | X | | | |
| Beef Milanese (Schnitzel) | | | | | | | | | | X |
| Kabobs (Beef En Brochette, Shish Kebabs) | | | | | X | | X | | | |
| Ribbon Kabobs (woven, satay) | | | | | X | | | X | X | |
| Salad Toppers | | | X | | X | X | X | X | X | X |

Beef User's Guide (cont)

| | Premium Roasts | | | | Value Roasts/ Pot Roasts | | | | | | | | | | | |
|--|--------------------------------------|---|-----------------------------|---------------------|--|-------------------------------|------------------------------|---------------------|-------------------------------------|--|-----------------------------------|-------------------------------|------------------------------------|--------------------------------|------------------------------------|---|
| | Beef Tenderloin 189, 189A, 190, 190A | Beef Rib 103, 107, 109, 109A, 109D, 110 | Beef Ribeye 109E, 112A, 112 | Beef Strip Loin 180 | Rump & Shank Partially Off, Handle On (Steamship) 166B | Beef Top Round 168, 169, 169A | Beef Round Knuckle 167, 167A | Beef Eye Round 171C | Beef Bottom Sirloin – Ball Tip 185B | Beef Bottom Sirloin – Tri-Tip 185C, 185D | Beef Bottom (Gooseneck) 170, 170A | Beef Bottom Round (Flat) 171C | Beef Chuck Shoulder Clod 114, 114C | Beef Chuck Eye Roll 116A, 116D | Beef Brisket 120, 120A, 120B, 120C | |
| Classic Beef Dishes | | | | | | | | | | | | | | | | |
| Steaks | | | | | | | | | | | | | | | | |
| Carne Asada | | | | | | | | | X | | | | | | | |
| Swiss Steak | | | | | | | | X | | X | X | X | X | | | |
| Chicken Or Country-Fried Steak | | | | | | | X | X | | X | X | | | X | | |
| Roasts/Pot Roasts | | | | | | | | | | | | | | | | |
| Prime Rib Or Standing Rib Roast | | X | X | | | | | | | | | | | | | |
| Roast Beef | X | X | X | X | X | X | X | X | | X | | X | X | X | X | X |
| Steamship Round | | | | | X | | | | | | | | | | | |
| Beef Wellington, Châteaubriand | X | | | | | | | | | | | | | | | |
| Santa Maria BBQ | | | | | | | | | X | | | | | | | |
| Pot Au Feu, New England Boiled Dinner, Yankee Pot Roast, Beef En Daube | | | | | | | | | | | X | X | X | X | X | X |
| Brisket – Braised, BBQ, Corned | | | | | | | | | | | | | | | | X |
| Stews/Soups | | | | | | | | | | | | | | | | |
| Beef (Or Boeuf) Bourguignonne, Beef Carbonnade, Goulash | | | | | | | | | | | X | X | X | X | | |
| Chili, Texas-Style, Cincinnati, Colorado | | | | | | | | | | | X | X | X | X | | |
| Beef Borscht, Beef Barley Soup | | | | | | | | | | | X | X | X | X | | |
| Sandwiches/Pockets/Tortillas/ other Handhelds | | | | | | | | | | | | | | | | |
| Cornish Pasty | | | | | | | | | | | X | X | X | X | | |
| Cheese Steak Sandwich, Steak Sandwich | | | | | | X | | | | | | | | | | |
| French Dip, Chicago-Style Italian Beef | | | | | X | X | X | X | X | | | X | | X | X | |
| Tacos, Picadillo, Burritos (ground or shredded) | | | | | | | | | | | X | X | X | X | | |
| Beef as an Ingredient-Pies/ Casseroles/Stir-Fries | | | | | | | | | | | | | | | | |
| Beef Pot Pie, Cottage Pie, Tamale Pie | | | | | | | | | | | X | X | X | X | | |
| Other | | | | | | | | | | | | | | | | |
| Beef Tournedos | X | | | | | | | | | | | | | | | |
| Beef Milanese (Schnitzel) | | | | | | X | X | X | | | | | | | | |

Beef User's Guide (cont)

| | Ground Beef, Ribs, Other | | | | |
|--|--------------------------|--------------------|--|----------------------------------|---------------------------------------|
| | Ground Beef 136, 137 | Beef Back Ribs 124 | Beef Short Ribs 1123, 123, 123A, 123B, 123C, 123D, 130 | Beef Tenderloin Tips 1190C, 192A | Diced Beef/Beef for Stewing 135, 135A |
| Classic Beef Dishes | | | | | |
| Roasts/Pot Roasts | | | | | |
| Pot Au Feu, New England Boiled Dinner, Yankee Pot Roast, Beef En Daube | | | X | | |
| Stews/Soups | | | | | |
| Beef (Or Boeuf) Bourguignonne, Beef Carbonnade, Goulash | | | X | | X |
| Chili, Texas-Style, Cincinnati, Colorado | X | | X | | X |
| Beef Borscht, Beef Barley Soup | | X | X | | X |
| Sandwiches/Pockets/Tortillas/other Handhelds | | | | | |
| Cornish Pasty | | | | | X |
| Burger/Cheeseburger | X | | | | |
| Sloppy Joes, Loose Meat Sandwiches, Runzas | X | | | | |
| Tacos, Picadillo, Burritos (ground or shredded) | X | | X | | |
| Ribs | | | | | |
| BBQ Back Ribs | | X | | | |
| Braised Short Ribs | | | X | | |
| Beef as an Ingredient-Pies/Casseroles/Stir-Fries | | | | | |
| Stuffed Peppers, Cabbage Rolls, Stuffed Cabbage | X | | | | |
| Beef Pot Pie, Cottage Pie, Tamale Pie | X | | | X | |
| Lasagna | X | | | | |
| Meatloaf, meatballs | X | | | | |
| Asian Stir-Fries - Orange Beef, Pepper Steak, Teriyaki Beef, Beef With Pea Pods, Beef & Broccoli | | | | X | |
| Other | | | | | |
| Beef Tournedos | | | | X | |
| Kabobs (Beef En Brochette, Shish Kebabs) | | | | X | |
| Salad Toppers | | | | X | |

Menu Concepts

Clearly beef's popularity in America is alive and well. Nine out of ten households regularly serve some type of beef. Away from home, more servings of beef than poultry are being ordered at restaurants. Other research reveals that consumers are seeking a wider selection of beef products and more innovative flavor options.

As food experts, you are uniquely qualified to make beef even more enjoyable for consumers by creating great-tasting beef applications. You'll soon discover how you can "create the crave" that satisfies consumers' desire for great-tasting, innovative beef dishes. The beef classics listed below will help get you started. For more great menu inspirations and current foodservice trend information, visit www.beefoodservice.com

Beef Classics – Ribs

- Deviled Short Ribs
- BBQ Back Ribs
- Bul-Goki (Korean Marinated Short Ribs)

Beef Classics – Salads

- Spinach, Steak and Blue Cheese Salad
- Beef Taco Salad
- Steak Caesar Salad

Beef Classics – Appetizers/Small Plates

- Beef Short Ribs
- Mini Burgers
- Steak Quesadilla

Beef Classics – Sandwiches & Other Handhelds

- Cornish Pasty
- Cheese Steak Sandwich
- French Dip
- Rueben
- Chicago-Style Italian Beef
- Sloppy Joes
- Loose Meat Sandwiches
- Steak Sandwich
- Tacos, Burritos, Fajitas

Beef Classics – Ground Beef

- Stuffed Peppers
- Stuffed Cabbage
- Beef Pot & Cottage Pie
- Tamale Pie
- Lasagna
- Meatloaf
- Meatballs

Beef Classics – Burgers

- Cheeseburger
- Bacon Cheeseburger
- Mushroom Swiss Burger
- Burger with Grilled Onions
- California Burger

Beef Classics – Soups/Stews

- Beef (Boeuf) Bourguignonne
- Beef Carbonnade
- Beef Goulash
- Beef Borscht
- Beef Barley Soup
- Beef Curry
- Chunky Beef Chili (Texas-Style, Cincinnati-Style, Colorado-Style)
- Beef Stroganoff

Beef Classics – Roasts & Brisket

- Chateaubriand
- Beef Wellington
- Baron of Beef
- Steamship Round
- "Prime" Rib or Standing Rib Roast with Yorkshire Pudding
- Sauerbraten
- Santa Maria BBQ Tri-Tip
- Pot Au Feu
- New England Pot Roast or Boiled Dinner
- Yankee Pot Roast
- Beef En Daube
- Corned Beef & Cabbage
- BBQ Brisket
- Jewish-Style Brisket

Beef Classics – Steaks

- Steak Diane
- London Broil
- Chimichurri
- Carne Asada
- Filet Mignon
- Steak Frites
- Surf & Turf
- Carpetbag Steak
- Stuffed Steak
- Swiss Steak
- Salisbury Steak
- Chicken-Fried or Country-Fried Steak
- Steak De Burgo
- Steak & Eggs

Beef Classics – Kabobs & Skewers

- Beef En Brochette
- Beef Shish Kabobs
- Beef Satay

More Beef Classics

- Hash
- Roulauden
- Italian Braciola
- Pepper Steak
- Teriyaki Beef
- Sukiyaki
- Shabu Shabu
- Beef Tournedos
- Beef Milanese (Schnitzel)

