

# Menu Training: How to Supercharge Your Staff's Menu Knowledge

**Menu Training Best Practices**

**How to Supercharge Your Staff's Menu Knowledge**



**Restaurant OWNER.com**

**Welcome!**

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**Your Hosts**



**Jim Laube**



**Joe Erickson**

**Restaurant OWNER.com**

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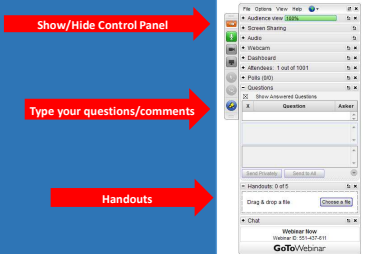
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**Questions & Comments**



**Restaurant OWNER.com**

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# Menu Training: How to Supercharge Your Staff's Menu Knowledge

### Q&A



- Questions can be asked anytime
- This webinar is being recorded
- Full size slides available in PDF
- Links to downloads will be included on the recorded webinar page

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### Restaurant Training

<b>New Hires</b> <ul style="list-style-type: none"><li>• Onboarding</li><li>• Menu training</li><li>• Position training</li></ul>	<b>Staff Development</b> <ul style="list-style-type: none"><li>• New menu items</li><li>• Wines/craft beer</li><li>• Guest experience</li></ul>
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### Restaurant Training

#### Onboarding

- Mission, vision and values
- Policies and procedures
- Setting expectations



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# Menu Training: How to Supercharge Your Staff's Menu Knowledge

## Restaurant Training

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### Menu Training

- Menu knowledge
- Recipe control - consistency
- Presentation
- Health and safety
- Guest expectations



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## Restaurant Training

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### Position Training

- Server
- Bartender
- Line cook
- Prep cook
- Hostess
- Dishwasher
- Busser



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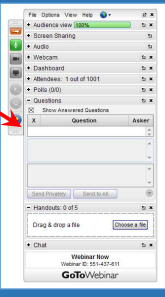
## Question

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**What methods do you currently use for menu training?**

*Videos? Photos? Written? Show? Testing?*

Type your answers into the question box



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# Menu Training: How to Supercharge Your Staff's Menu Knowledge

## Challenges on the Horizon

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**Restaurant Industry 2030**



- Competition for customers will intensify
- Total employee compensation costs will increase as a percent of sales
- More training will be provided online and on smartphones
- By 2028, workers age 65 and older will outnumber teenage workers by 11 million
- 80% of all restaurant meals will be consumed off premise
- The restaurant industry will remain very labor-intensive despite technological developments
- # of restaurants growing faster than the number of restaurant visits

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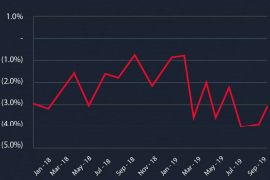
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## Competition is Rooted in Overdevelopment of Restaurants

**Indexed Growth of U.S. Population and Establishments**



**Restaurant Traffic since 2018**



... as unit growth significantly outpaced population growth materially diminishing traffic

Source: VIPInsiders.com

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## Challenges on the Horizon

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- Easy to find mediocre – you need to stand above the rest
- You must focus on the guest experience to survive this shift
- Staff training and development are more important to a superior guest experience than ever before



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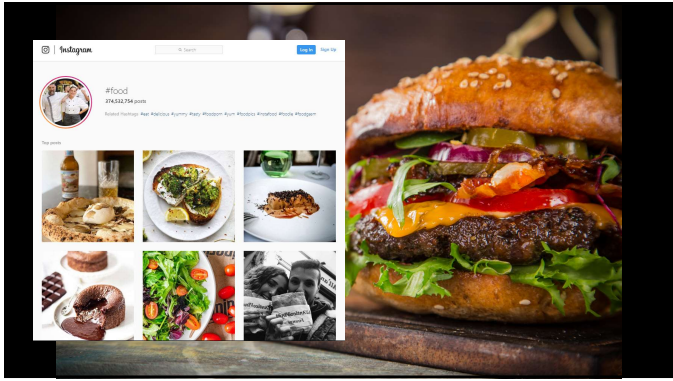
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# Menu Training: How to Supercharge Your Staff's Menu Knowledge



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# Menu Training: How to Supercharge Your Staff's Menu Knowledge

### Menu Knowledge

Guests ask questions...

- Allergies



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### Top Food Allergens

 <b>Milk</b>	 <b>Soy</b>	 <b>Fish</b>	 <b>Peanuts</b>
 <b>Wheat</b>	 <b>Shellfish</b>	 <b>Eggs</b>	 <b>Tree nuts</b>

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### Menu Knowledge

Why guests ask questions

- Allergies
- Gluten-free
- Health awareness



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# Menu Training: How to Supercharge Your Staff's Menu Knowledge



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## Menu Knowledge

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**Why guests ask questions**

- Allergies
- Gluten-free
- Health awareness
- They don't like certain ingredients
- They just want to know more

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## Menu Knowledge

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**On a scale of 1-10, how confident are your servers when asked "anything" about the menu?**

Type your answers into the question box

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# Menu Training: How to Supercharge Your Staff's Menu Knowledge

## Training in the Digital Age

**Layman's Tools of the Trade**

- Camera/Smartphone
- Presentation tools/templates
  - PowerPoint
  - Google Slides
  - Word/PDF/Google Docs
  - Video editing apps
- Testing
- eLearning platforms
  - YouTube channel
  - RestaurantOwner Team Portal
  - iPads/Tablets
  - LMS



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## Shoot Photo or Video



Post to platform or edit and post

Insert to slides or documents for presentation

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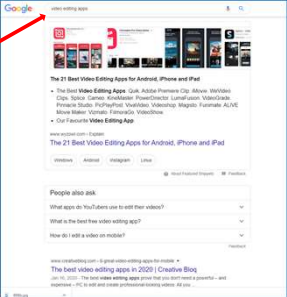
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## Video Editing Apps

Google search turns up dozens of free or very affordable apps



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# Menu Training: How to Supercharge Your Staff's Menu Knowledge

## FOH vs. BOH



- Presentation
- Quality control
- Inviting descriptions
- Ingredients
- Allergens
- Popularity



- Procedure
- Presentation
- Quality control
- Equipment/utensils
- Ingredients/portion
- Station setup

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Photo added recipe books ensure consistency and are great training tools

BUZZ FOR GRILL RECIPE BOOK

TARTAR SAUCE		
RECIPE TYPE:	Batch	
YIELD:	3 gallons	
SHELF LIFE:	3 days	
CONTAINER:	30-qt. Itemp	
TOOLS:	Commercial mixer 1/2 mixing bowl	
POSITION(S):	Wine whip attachment Prep cook	

QTY	MEASURE	INGREDIENTS
1	Gallon	Mayonnaise
1 1/2	Gallon	Sour cream
1/2	Cup	Dijon mustard
2	Cups	Shallots (finely-chopped)
1/2	Cup	Red onion
3	Cups	Fresh dill (leaves) (finely-chopped)
1	Cup	Fresh parsley (finely-chopped)
4	TBSP	Fragrant leaves
1	Teaspoon	Hot sauce
1/2	Cup	Salt
1	TBSP	Black pepper



**PROCEDURE**

- Combine all ingredients into mixing bowl for commercial mixer.
- Using the wire whip attachment, mix until fluffy and well-blended.
- Cover and apply date label.
- Refrigerate.

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## Menu Training – Fry Station

Build Chart

Station:	Fry station	
<b>Menu Item:</b>	Crisped Chicken Salad	
<b>Plating:</b>	Large salad bowl	
<b>Ingredient:</b>	<b>Portion</b>	<b>Portion Utensil</b>
Salad mix	6 oz.	16 oz. bowl
Shredded cheese	2 oz.	1/2 cup measure
CROUTONS	6 ea.	n/a
Tomato wedges	2 ea.	n/a
Chicken tenders	4 oz.	scale
Dressing	2 fl. oz.	2 oz. ramekin



Menu Item:	Fried Shrimp Platter	
Plating:	12" platter	
Ingredient:	Portion	Portion Utensil
Butterfly shrimp	12	n/a
French fries	6 oz.	8 oz. bowl
Cole slaw	4 fl. oz.	4 oz. ramekin
Tartar sauce	2 fl. oz.	2 oz. ramekin
Cocktail sauce	2 fl. oz.	2 oz. ramekin
Lemon wedge	1	n/a
Garlic bread	1 slice	n/a



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# Menu Training: How to Supercharge Your Staff's Menu Knowledge

## Menu Training - Salads

### Crusted Chicken Salad

1. Salad mix	6 oz.
2. Shredded cheese	2 oz.
3. Croutons	6 ea.
4. Tomato wedges	2 ea.
5. Chicken tenders	4 oz.
6. Dressing (choice)	2 fl. oz.



Juicy, warm chicken breasts lightly fried in a garlic flavored coating on a bed of crisp romaine lettuce mix with grape tomatoes, julienne carrots, radish slices and cucumbers.

**Allergens:** Wheat, milk

**Plating:** Large salad bowl

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## Menu Training - Seafood

### Fried Shrimp Platter

1. Butterfly shrimp	12
2. French fries	6 oz.
3. Cole slaw	4 fl. oz.
4. Tartar sauce	2 fl. oz.
5. Cocktail sauce	2 fl. oz.
6. Lemon wedge	1
7. Garlic bread	1 piece



**Allergens:** Wheat, peanut (oil), eggs

**Plating:** 12" platter

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## Menu Training - Sandwiches

### Roast Beef Sandwich

1. Bottom bun	1
2. Sliced beef	4 oz.
3. Tomato slices	2
4. Onion slices	3
5. Leaf lettuce	1 portion
6. Swiss cheese slices	2
7. Top bun	1



**Allergens:** Wheat, milk

**Plating:** Sandwich basket, menu tissue

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# Menu Training: How to Supercharge Your Staff's Menu Knowledge



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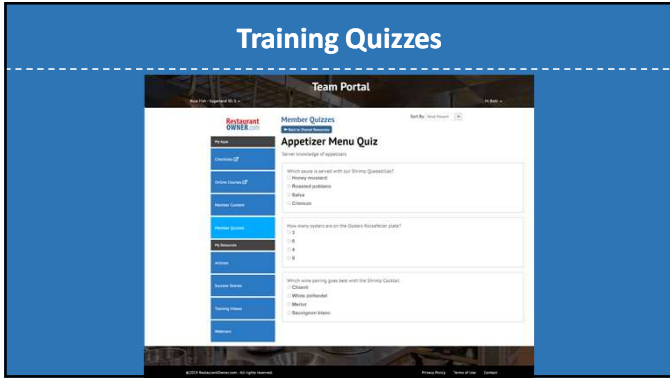
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# Menu Training: How to Supercharge Your Staff's Menu Knowledge

## Microlearning

- Micro learning is the breaking down of information into topical, bite-sized chunks. By interacting with these highly-targeted learning bursts, lessons become much easier to digest and the likelihood of knowledge retention is increased.
- Micro-learning is well-suited for smart phones and tablets
- Micro-learning videos should be just as long as it needs to be in order to get your information across—and not a second longer.
- Some psychologists profess that the average human sustained attention span is about 20 minutes. But for online videos, it's typically only 60 to 120 seconds.
- Training videos can be somewhat longer, but only if the content is interesting.

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## Microlearning



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## Question

How likely are you to use eLearning to train and develop your staff?

Type your answers into the question box

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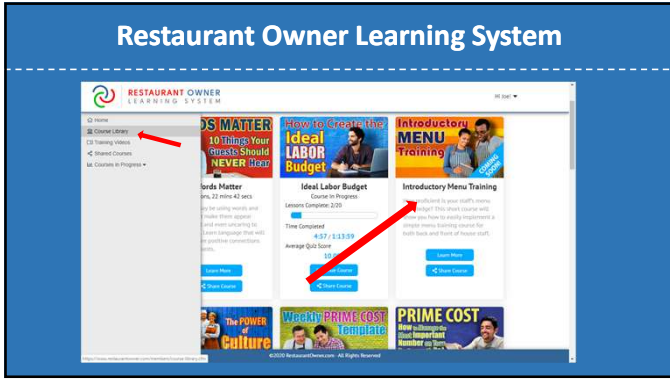
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# Menu Training: How to Supercharge Your Staff's Menu Knowledge



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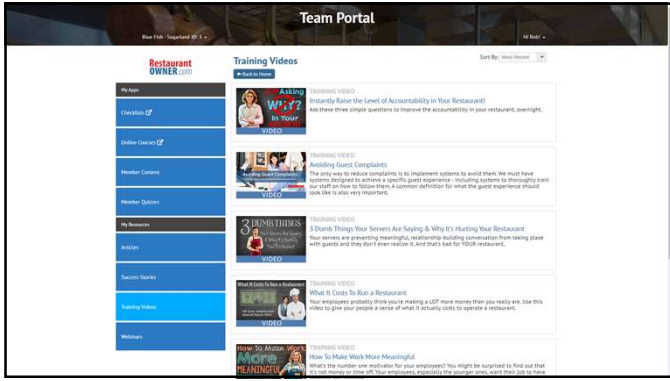
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# Menu Training: How to Supercharge Your Staff's Menu Knowledge



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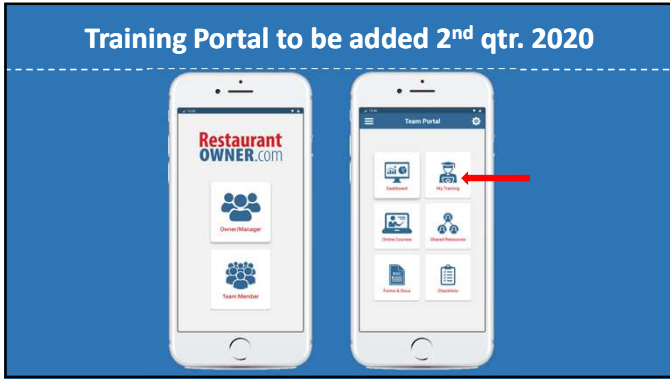
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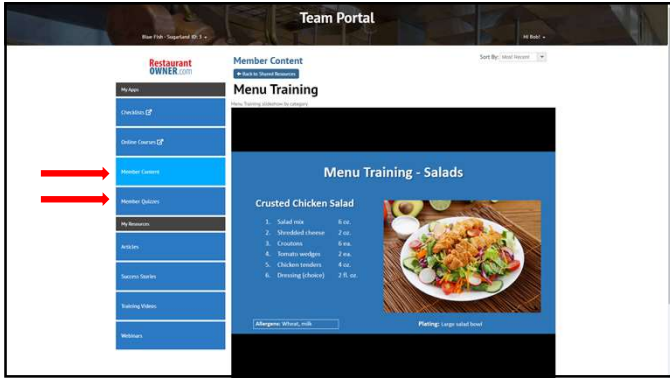
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# Menu Training: How to Supercharge Your Staff's Menu Knowledge

## PowerPoint/Google Slides Templates

**Entrenamiento de Menu - Mariscos**

**Camarones Fritos**

1. Camarones a la marinera 12
2. Papas fritas 6.00
3. Ensalada de repollo 4 fl. oz.
4. Salsa Verde 2 fl. oz.
5. Salsa de pimiento 2 fl. oz.
6. Rodajas de limón 1
7. Pan de ajo 1 piece

Platos: 12" plato de ceram

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## Team Portal

Member Quizzes

### Appetizer Menu Quiz

Server knowledge of appetizers

Which sauce is served with our Shrimp Quesadilla?

- Honey mustard
- Roasted poblano
- Salsa
- Cilantro

How many oysters are on the Oysters Rockefeller?

- 3
- 6
- 4
- 9

Which wine pairing goes best with the Shrimp?

- Chianti
- White zinfandel
- Merlot
- Sauvignon blanc

- Beta testing beginning 3<sup>rd</sup> week in March 2020
- Send email to [info@restaurantowner.com](mailto:info@restaurantowner.com) to participate

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## Q & A

### Questions?

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# Menu Training: How to Supercharge Your Staff's Menu Knowledge

**Menu Training Best Practices**

How to Supercharge Your Staff's Menu Knowledge



**Restaurant OWNER.com**

**Thank you for attending!**

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