**Food and Beverage Management Assignment 2**

**Due Friday, July 12, 2013 at 12:00 noon**

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1. **Why should commercial food service operators be concerned with providing nutritious food for guests?**

 It is very important to provide nutritious food for guests because healthy living is a core interest for food service operators. They want people to enjoy their food while providing a means to a healthy lifestyle. A lot of restaurants offer a huge variety of nutritious menu choices to meet individual dietary needs and taste preferences. Nutrition is an area in which the restaurant industry is seeing a growing interest among consumers. Overall, providing nutritious food will bring in more business.

* 1. **How do each of the six basic nutrients contribute to a person’s health and well-being?**

The six basic nutrients are as follows: proteins, carbs, fats, vitamins, minerals, and water. First, proteins contribute to a person’s health and well-being by getting involves with all cell functions in your body to give you energy and stability. Second, carbohydrates provide fuel to the body and help with food digestion. Third, fats contribute to a person’s health and well-being by providing a concentrated source and aid vitamin absorption. Fourth, vitamins are essential because they are nutrients that are not produced by the body. Fifth, minerals are essential for building up the body’s tissues, like muscle, bones, teeth and hair. Finally, water contributes to a person’s health by making digestion possible and regulates the body’s temperature.

1. **What are some of the ways nutrients can be lost through mishandling during storage or preparation?**

 I would give you an example for vitamin C especially; these vitamins are easily evaporated when there is heat directly to the food containing this nutrient. In addition, fruits and vegetables must not be overcooked because it will 'destroy' all of the nutrients in it. It is important to always buy fresh produce and store it whole.

1. **What are the three basic menu pricing styles?**

 The three basic menu pricing styles are: Table d’hote, A la carte, and a combination of both. Table d’hote is a complete menu for one price for example prix fixe. A la carte is when food and beverage items are listed and priced separately. You can easily choose what you want and get what you paid for. And finally when you combine both methods the menu would resemble a Chinese restaurant’s menu or any other ethic restaurant’s menu where there are one priced options and a la carte items where you can choose which item you want.

1. **What are two basic rules in menu planning?**

 The first rule in menu planning is to make sure your menu provides standardized recipes and preparation techniques. Menu planners should identify the standardized recipes and preparation technique as they plan the menu to ensure that the food planned is the same as the food served. The second basic rule of menu planning would be to plan the serving sizes and portions. Menus are analyzed for nutrients based on the planned servings of each menu item and condiment. It is important for menu planners to measure serving sizes and has a view nutritional content of the meal as planned.

1. **How can a food service manager convince a head cook or bartender of the need to develop standard recipes?**

 Before you convince the head cook about the need to develop standard recipes, you need to know the benefits of standard recipes. A standard recipe is a formula for producing a food and beverage item. It is meant to specify the ingredients, the required amount of each ingredient, important preparation procedures, portion sizes, and other information in order to prepare the item. The most important thing you can emphasize to the head cook about standard recipes is the consistency. When standard recipes are followed correctly, the items served to guests will be consistent in quality, flavor, and portion size. This is important to established a clientele and wanting your guest to continue to frequent your restaurant.

1. **How can lowering menu prices produce an increase in total sales revenue?**

 Lowering menu prices does increase the total sales revenue by recognizing the elasticity of demand. For example if the price increases by 5% and the quantity demanded decreases by 5%. On the other hand if you decrease the price by 5% the quantity of demand increases by 5%. There is a pattern with elasticity; once the prices decrease everyone wants the item more. It is important to follow the economy and make sure you are lowering prices when the demand is higher.

1. **What is the meaning of FIFO? Why is this important to your business and your customers?**

 FIFO stands for First In, First out. This means the goods you receive first are the goods you sell first. With this method, inventory is valued by its most recent price. It is important to follow the commonly used method while inflation is low since high inflation and increasing replacement costs tend to mess up inventory accounting figures. FIFO is important to your business and your customers by providing them with the freshest food possible. When you rotate your inventory properly, customers are not taking a chance in eating questionable foods.

1. **What are the effects of overcooking foods?**

 When food is overcooked, it loses all vitamins and nutrients that are essential to the human body. The longer you cook food the more nutrients are lost. Overcooking can also reduce the palpability of the food item. The item becomes unable to chew and awful to the taste. You must make sure that foods are not overcooked as to not negate the effects of nutrients in the body.