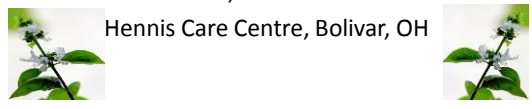


Changes are In The Wind with
A la Carte Dining

“Changes are In The Wind”
With A la Carte Dining
Chef James A. Martin CEC, CCA
Director of Campus Culinary Services
The Village at St. Edward, Fairlawn, OH

Chef Matthew J. Ridgway CEC, CCA, FMP
Executive Chef, Foodservice Director
Hennis Care Centre, Bolivar, OH

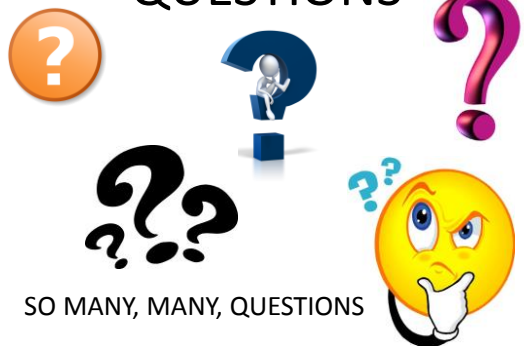




**A La Carte
Dining**

“Changes are In The Wind”
With A la Carte Dining

QUESTIONS



SO MANY, MANY, QUESTIONS

WHERE ARE YOU NOW?

What style of food service operation do you currently use?

- Restaurant Style Dining? Open Dining?
- Buffet Service? Twenty Four Hour Service?



ARE YOU JUST SAILING ALONG?



Are you making the changes needed to meet the needs of your customers?

DO YOU KNOW YOUR CUSTOMER?



CUSTOMERS

Better yet, do you know who will be your future customers?

What will their expectations be?

How can you meet a wide variety
Of individual needs and requests?



INTRODUCING:

The A la Carte Dining Concept



WHAT ARE THE BASICS?

- VERSATILITY
- DIVERSITY
- PRODUCT BASE
- CROSS UTILIZATION
- PERSON CENTERED
- CONSISTENCY
- PERCEPTION



EXAMPLE: VERSATILITY

Boneless, Skinless Chicken Breast / 4 oz. portion
Uses: Endless, Sauté, Bake, Broil, Fry, Salad,



It is diverse to most customer demographics excluding vegetarians.

It creates a product base that can be cross utilized.

Satisfies the customers individual request and is person centered.



EXAMPLE: DIVERSITY

Who are your customers, and what do you know about their eating habits?

Interviews are imperative, to find out how you can best satisfy their needs.

Inform them of the product base and how they can best utilize that base to allow the person centered approach.



EXAMPLE: PRODUCT BASE

- Keep a solid product base that is simple yet versatile.
- Keep your store stocked solid to be adaptive to the customers request.
- Have a seasonal approach to local sourced products.



EXAMPLE: CROSS UTILIZATION

- Why limit the choices, when you have the product base that is adaptable?
- Staff training is essential to the success of the program.
- Write your own library of menu items, and develop recipes that are simple yet effective.



EXAMPLE: PERSON CENTERED

- Add the directive that anything can be possible.
- Answer requests only with positive response.
- Communicate with your customer when requests are unable to be met, with positive reinforcement as to when it will be met!



CONSISTENCY

- What does it take to have consistent, high quality product on a daily basis?
- Training, Training, Training, Training, Training
- Be demanding of your suppliers to remain consistent in their product base so that you can remain consistent in your product base.



PERCEPTION

- One of the biggest factors of all.
- What is the perception of the customer versus your perception.
- Many times you can simply post things as a new concept, and barely change, yet perception is that you have created a new approach.



AFFORDABILITY

How can we afford to do all of this?



Maybe a better question is how can we afford not to do this?



MENU'S

What is your current menu design?



Are You still using a cycle menu?
And if so, how can you move that to A la Carte?

Add in Weekly or Seasonal Choices.



Menu's

Start small but make a huge impact by incorporating smaller ala carte farm to table menu

Make it manageable from start to finish.....
Product sourcing; Training; Utilization; Assembling; Delivery



SPREADSHEETS

Spreadsheets only need to reflect the portion sizes and products for the week at a glance menu that your balanced diet is based off of.

Regular	Portion	Mech. Soft	Puree	LCS	NAS	Gluten Free
Swiss Steak	4 Ounce	Ground	Puree		No Gravy	
Whipped Potatoes	½ Cup					
Sugar Snap Peas	½ Cup		Puree			

SEASONAL

Use seasonal items to enhance your menus, and create an ever changing rotation of available items.



NOTES

Seasonal items are a great way to promote local business as well as increase freshness and menu seasonality and offer healthy options to your resident's. There is also a marketing value with the farm to table concept which is favorable and creates a positive image for your health care/living center.



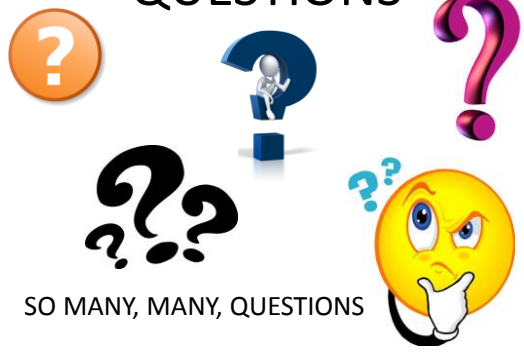
LOCAL AND SUSTAINABLE PRODUCTS

Utilize the local farm to table products through your local farm market, grower consortiums, or your purveyor.



Lots of options are available that you may not know about, though your clientele will notice and appreciate.

QUESTIONS



SO MANY, MANY, QUESTIONS

Thank You

- Thank You for all you do everyday.
- You make a difference