

À giving the menu items an ethnic

Literature



À La Carte Menu Every item on the menu is priced separately and there is an extensive selection catered to each course. For appetisers, there were small dishes like edamame and even salads. As for the mains, udon and rice were the primary components. Other side dishes as well as beverages and desserts were also available. By choosing an À la carte pricing, Inaniwa Yosuke allows diners to have extensive choices of dishes to choose from the menu, giving them the flexibility and freedom to customise what other side dishes or mains they want to accompany their meal with. It benefits patrons who have special dietary requirements or those who enjoy ordering several appetizers that will compose their meal.

There is no restriction on the quantity of food ordered, which benefits those with big or small appetites. Name of the dish Each food item on the menu is named in Japanese, before a short description of the food is being given in English. (e. g. Seiro Udon). By giving the menu items an ethnic label, the restaurant is trying to convince customers that their food are authentic and positively influence their perception on a dish's appeal and taste. Having an ethnic label also directs a diner's attention towards a feature in the dish, and helps to bring out certain flavours and textures.

For diners seeking the authentic flavours of a Japanese restaurant, they will feel that the dining experience at Inaniwa Yosuke is the real deal.

Presentation of menu The menu design was minimalistic and easy to navigate. The menu items were listed under the course headings, starting with appetisers and ending with desserts. The restaurant menu was of a manageable size and each page of the menu had a maximum of about 7 dishes, which made it easier for diners to absorb the information. Lengthy

menus might work for some restaurants, but at Inaniwa Yosuke, their concept was probably not to confuse their customers with too many choices. People usually want decisions made for them, or at least made easier. By having too many items on the menu, diners would have a hard time choosing and might be less inclined to return. Another downside is that the preparation process could be more time consuming, incur more costs for the restaurant by having to prepare more ingredients for the variety of dishes and also possibly overwhelm the chefs with the large amount of recipes to remember.

This could significantly affect the quality of dishes produced as their attention is constantly diverted and result in inconsistent standards. In addition, by offering a huge selection of items, the restaurant is at a higher risk of food wastage as the ingredients and food prepared in advance will inevitably be tossed into the trash at the end of the night. Furthermore, the kitchen at Inaniwa Yosuke is a small open concept kitchen consisting of only 3 chefs. It probably does not have sufficient capacity to have different sections and is incapable of producing different variety of dishes as compared to those in fine dining restaurants.

Presentation of dishes (Japanese food presentation) Like most Japanese restaurants, Inaniwa Yosuke adopts the practice of separating the different types of food into several little bowls. For instance, the Inaniwa set that we ordered had the udon in a main bowl itself, with all the various side dishes like tempura, karaage, sashimi, agedashi all split into small different servings. Even though this presentation style may not be the most fuss-free, the way that the food is portioned and presented helps to enhance the

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overall aesthetic appeal of the dish. Inaniwa Yosuke must have known for a fact that food appearance plays a major role in dining and as such, they decided to take the more troublesome route in order to help stimulate the appetites and overall satisfaction levels of the diners. In the long run, customer loyalty would be cultivated and returning customers would help to greatly boost their revenues. Incorporation of photographs and pictures of the dishes Every item on the food menu is accompanied with an image of how the dish looks like.

This helps to captivate the diner's interests and also enhance the menu's attractiveness. On one hand, the diners are aware of how the dishes will look like and on another, it can help to stimulate their appetite by creating a sense of anticipation/expectation of the dish.