The Menu: Development, Strategy, and Application

David Barrish

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The Menu: Development, Strategy, and Application offers an indispensable business resource for creative culinarian and hospitality manager students transitioning into careers. This text bridges understanding and action by avoiding a prescriptive approach in favor of recommendations and examples of best practices that bolster the creative process. Contextual exercises throughout each chapter help today's student actively transform learning into relevant, career-based skill sets. Following a logical sequence, the text addresses American Culinary Federation competencies such as *Beverage Management, Business and Math Skills, Food Preparation, Nutrition, Purchasing and Receiving,* and *Sanitation*.

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