



## The Application of the Plate Waste on Menu Analysis\*\*

\*Vedat YİĞİTOĞLU 

<sup>a</sup> Akdeniz University, Managat Tourism Faculty, Department of Gastronomy and Culinary Arts, Antalya/Turkey

### Article History

Received: 10.12.2019

Accepted: 18.01.2020

### Keywords

Menu analysis

Menu engineering

Plate waste

Food consumption

Disconfirmation theory

### Abstract

In the study, it is aimed to determine the amount of plate waste and to use it with menu engineering (ME) method which is one of the most prevalent menu analysis approach in terms of literature and practices. A case study was conducted in a fine-dining restaurant in Antalya. In the study, 10 food items which are in the main course category on the dinner menu were taken into consideration. Material cost, sales amount and price data were collected through the document review while plate waste data was collected by using a digital camera. At the end of the research, it has been revealed that the amount of plate waste can be used effectively in the menu analysis. Thus, the customer's point of view was included in the menu evaluation process which mostly reflects the business perspective. Therefore, more detailed performance data has been provided regarding menu items. In terms of restaurant managers, this means that the results of analysis can serve for both short-and long-term business purposes.

### Article Type

Research Article

\* Corresponding Author

E-mail: vedatvdt@hotmail.com (V. Yiğitoğlu)

DOI: 10.21325/jotags.2019.543

\*\* This study is based on the data which collected within the scope of the PhD thesis titled as "Using Time Driven Activity Based Costing and Data Envelopment Analysis Together in Menu Analysis: A Case of a Fine Dining Restaurant" completed in 2016 at Akdeniz University, Institute of Social Sciences.