



*"Integrity, Honesty, Growth"*

# Menu Development

Menu development requires a lot of research and knowledge. Details on culinary trends, business trends and customer feedback are essential for a successful menu. Our experts will assist through your brand understanding and menu goals, these key considerations can start to inform your menu strategy.

But which culinary trends should make the cut? What business trends are most likely to impact your menu? And where should you go for customer feedback? Like any successful restaurateur, knowing where to look is just as important as knowing what you're looking for. Integrated Hospitality Group's seasoned professionals will develop a menu that maximizes your return and guests experience through proven track records.

You do not have to develop or refine your menu alone. Lean on the knowledge and experience of the Integrated Hospitality Group's culinary experts. Our culinary and beverage experts will assist you in the following:

- Breakfast, brunch, dinner and lunch menu creation
- Cocktail menu creation
- Wine list selections
- Recipe Development
- Food plating consultation
- Pricing strategies for new or existing menus

After developing your menus, our culinary experts and mixologists can provide onsite training on recipes, cooking methods, plating and other SOP guidelines.