Abstract: Most often the client make up the first impression of the restaurant from the list with it. The concept of a menu is one of the essential components offer a restaurant, along with other aspects of the concept and quality of contact with the customer. Lists should be designed to harmonize with the decor catering unit where it is exposed. Lists should be made so that it outlines a promotional tool to increase sales, but also grateful customer requirements, to bring a greater profit. The lists are in the form of album or standard (list day dinner list for kids menu list, special meals list, lists manuscripts). It must be clean, immaculate to present accurate prices and other information. (Unit name, address, phone number, hours of operation, the time at which the last order)

Keywords: menu, restaurant, dishes list

INTRODUCTION

The menu is defined as the "totality of the dishes that are served at a table or list of dishes and drinks are served in a public place."

In "Larrousse Gastronomique 'menu is defined as" more preparations forming a table and by extension a list of cards on which are written the preparations. "

Each unit, whether it is a large restaurant or modest, should pay special attention to developing lists of food and beverage advertising to achieve and, simultaneously, to present preparations and beverages, so to help customers desired menu choice. Custom to establish a list of dishes dating from the sixteenth century.

MATERIALS AND METHODS

The paper aims to highlight, based on materials from the literature, the importance of a proper menu lists catering unit type that is expos

By analyzing the compilation of a list menu, as well as analysis of products included in this list, we intend to help consumers determine both catering unit and the importance it attaches to its customers.

RESULTS AND DISCUSSION

The aim is to satisfy the customer a menu, but the menu will influence the way in which operations are conducted behind the restaurant.

In the restaurant where the whole list of dishes is called "carte" menu is a dining proposal whose composition is fixed Restaurants (director, dies d'hôtel, waiter etc.). Custom to establish a list of dishes is dated in the sixteenth century, but since then their presentation has changed.

The evolution of the menu lists starts from the period are used typewriter and indigo. Very long lists were typed, using indigo led to gain time, but only received the original client was happy, the copies of dubious quality. Then came photocopying.

Due to progress in typewriters and reproductive material, this formula has enjoyed for restorers.

Currently writing computer offers outstanding possibilities (presentation intrveni possible to quickly change). An ideal solution thus great care of restorers has been resolved.
There are situations when there are manuscript lists are not without attraction, especially if carried out on parchment paper. In this case not allowed mediocrity, and the writing must be perfect.

Today is inconceivable, given the opportunity they provide computer lists to present customers with erasures or preparations / wine exhausted. You have to take the brand image of the restaurant.

Lists of dishes and drinks that customers are a means by which to ensure sales growth.

In this regard lists of dishes and drinks containing:
   a) a means marketingt - meaning that regardless of motivation serving meals to customers, they are eager to find in the list just why they are in the facility.

Conceived as a means of marketing lists is explained by:
   - Marketing management can define the rational and the intuitive human resources, quality and clarity of presentation lists are a good customer of choice,
   - Communication by integrating in a coherent lists of elements and media

b) a means for management - provides the necessary information on raw material costs

c) a means for Sale - permit the sale preparations and beverages market at acceptable price.

As a selling tool lists of dishes and drinks must be customized simplified suggestive priority to promote products of interest to the unit and have a proper technical achievement

It is known a variety of formats that are different from one unit to another, depending on the type, specific area, season, etc..

The menu and drinks list is compiled by the Head of Unit or patron with the headwaiter, consulting and production chiefs (chef, baker, cook, carmangierul, barman or barmaid).

The menu list contains the following information:
   - Name of the preparations and beverages
   - Basis weight or unit of measure, unit price calculated on the basis weight or unit of measure,
   - Signature of the employer or head of unit,
   - The period of time are available (day, for breakfast, lunch, dinner)

Also the preparation of the menu should be taken into account:
   - Type of unit - the menus are determined taking into account the type of unit (restaurant classic, hunting fishing etc.)
   - Nutrients - menu should include all essential nutrients
   - Provide unităților: menus are prepared according to the number of places, space capabilities, using equipment supplied (grill, rotisserie, microwave, etc.).
   - Production people: to establish production requirements must take into account the ability to sell units and equipment in the production area
   - Variety of raw materials refers not only to the diversity of food, but also the methods of preparation, consistency, color, size, portion sizes and cuts.

General principles in preparing a list of preparations:
   - Lists must be written on paper quality, strong enough, to be resistant to stains;
   - Their size must allow easy handling;
   - The format must be simple, appropriate margins and spaces, enabling easy reading;
   - Regardless of the size and format letters, they must be clear, legible;
Dishes and drinks are put in the order they are served at the table; Spelling, grammar, prices and other information must be accurate; List must be clean without erasures or corrections; List must include the unit name, address, hours of operation; Style list must be simple, attractive, easy to read. The specific principles to establish a list of preparations: Menu should reflect the wishes and expectations of the market segment targeted by the restaurant; Unit kitchen staff must know how to prepare the products listed in the menu; Menu must combine traditional specialties with some innovative; Employees should know the specialties they offer information to customers; Menu must be adapted to the actual preparation and storage; Menu should provide a balance between food and drink specialties. Besides Romanian, lists must be written at least in a language of International. Preparations and beverages are listed in the order in which they are consumed, namely: cold and hot snacks (hors d’oeuvres) minuturi prepared hot liquids, fish dishes, prepared (food) hot grill, side dishes, salads, desserts (kitchen, pastry, fruit, coffee), spirits: aperitifs, wines, champagne, cognac, liqueurs, beer, juice drinks, mineral water or spray. You can draw up separate lists for dishes and drinks lists. Always bear in mind that include the preparation of the menu and dessert. If a normal meal, lunch or dinner, offered ice cream, no longer serve fruit. In the evening meals menu will not appear on possible preparations prepared by frying or barbecue. Drinks that are associated with these preparations specified separately, not part of the menu. Also, bread, toast and butter do not go in the menu, but are considering the bill. Functions it performs a menu list are: Tool to promote the supply of food and beverage; The offer for sale of products and beverages; Provision of services; Source of information - assortment of dishes and drinks - Price / UM; Tool to stimulate consumption. Lists for menus and drinks are of several kinds: By the time you are available: for breakfast, for lunch, for dinner, daily (for one day), regular (for a certain period of time, season, quarter, month, etc..), Occasional valid for one meal (the anniversary of a family event, New Year, etc.). After the material they are made of: simple, made on plain paper, cover with cloth, leather, plastic, folding, made so that it can carry and cuddle, brochure, made up of several tabs. Types of lists: a) lists breakfast - includes groups of dishes and drinks are offered at this table: non-alcoholic hot beverages: tea, coffee, cappuccino, bakery products, butter, jam or honey, cooked egg, cereal products, cheese, dairy products, fish dishes, meat dishes, fresh vegetables, fresh fruits and compotes, soft drinks or sparkling mineral water. b) the list of dishes - dishes include kitchen, pastry - confectionery and other food goods that drive them available to customers. They are listed on the order in which they serve, usually at the table. List of preparations should include: the house specialty, the day and the chef. In the list, preparations will be listed in order of serving. Conducting group list of dishes is as follows:
- Hot and cold snacks: chefs (hot or cold) to consumers at the beginning of a meal.
- Prepared liquids: soups, broths, borşuri, creams, consomme sites
- Cooked fish: by way of preparation: grilled, baked, pickled, boiled, fried, salt, seafood
- Entrees: cold, warm
- Basic dishes (main dish) in the oven roasts, grilled steaks
- Minuturi and sautéed
- Game dishes
- Gaskets: Gaskets assorted of at least 3-5 varieties, simple side dishes
- Salad: fresh vegetable salads, salads of vegetables
- Sweets: candy kitchen (eg cheese dumplings with sour cream or jam, pancakes, puddings, soufflés, rice milk, poultry), confectionery sweets - confectionery (different kinds of cakes and sweet pies), frozen with different ingredients
- Fruit: are those that accompany and conclude what kind of meal times, they can be served both breakfast and lunch and dinner.

This group agreed although most international practice and representation unit can be subdivided highlighting and other preparations that are specialized units or are interested to promote their sale.

Frequently in many units instead of traditional lists with many dishes appeared 2-3 lists the menu offers the choice of fixed price along with a low bid of 3-4 groups of dishes including dessert and wine. The list is prepared to go and the price of the unit at the time.

c) list of beverages - Alcoholic beverages and soft drinks offered include alone or in mixture produced domestically or imported, which drive them available to customers.

Drinks are passed with their name correct and complete, the unit of measurement and the real price at the time, in groups. So meet appetizers, wine, beer, soft digestive beverage bar mixes, drinks racoritaore, tea, coffee,

Conducting group list of dishes is as follows:
- Drinks appetizers - natural and industrial spirits (different spirits, brandy, brandy, vermouth, bitteruri;
- Wines: white wines (Riesling, Fetească, Francusa) rosé wines, red wines cabernet, merlot, Fetească, Băbească) sparkling wines and sparkling;
- Beer: Beer indigenous, imported beer;
- Digestive drinks: brandy, brandy, brandy-quality liqueurs
- Soft drinks, fruit juices, sodas industrial water;
- Hot drinks: tea table, medicinal teas, coffees, cappuccino, hot chocolate

d) list of dishes and drinks - includes dishes and drinks that drive them available to budge. In general, this list includes groups presented in the previous two lists;

e) list bar - contains generally the same group as the list of drinks that can add more mixes, snacks, desserts and fruits, especially at nightclubs;

f) list for service on Board - includes dishes and drinks that are offering this service. Assortment is selected from existing lists restaurants that;
g) wine list - includes wines that drive them available to budge. They are put in the list of their names correct and complete assortment of wine and vineyard of origin.

For complete information of each wine will have a customer number, usually the same as in the cellar of wines, and vineyard. Numbers accompanying wine list Clint saves the awkward situation when sometimes can not pronounce his name correctly.

Rules for composition menus
- Meeting clients' wishes;
- Use balanced production capacity of premises;
Skills and qualifications of the staff in the kitchen;
Making a profit.

Simple lists and menus are used to cover valid for a day, and the leaflets and brochures for a period of time, including dishes or drinks that are permanently in the unit during the entire period covered.

They are made in a way that can be adapted to any situation by adding additional data (grammage or the unit price and the final presentation of the list for the menus to avoid, as the lack of preparations or beverages for sale creates distrust among consumers.

Presentation of the menu lists or room supervisor has the waiters and in some cases different (formal meal, guests known permanent etc.) By the head of unit, shortly after consumers have taken place at the table.

Presentation menu list is taking on his left hand where is cover or clean plate, covered nail towel, kept everything in your left hand, if simple.

Lists for menus, brochures or brooches, are open to the page where past snacks. The waiter left side of the client's left leg to the front, little lunge with Ankara folded on the forearm and the left hand list. In this position sits patiently until the consumer the menu list or until desired elects preparations, forming the menu.

The Choice of an important role and one that has the list. It can intervene to make recommendations on some new dishes to inform correctly about nutritional qualities, composition and the process for their preparation.

The first menu list of leading mass or that person who so requests. If more people want to consult the list, they bring others, who are at the console.

For hygienic reasons, it is indicated that the list can be left by the waiter to the customer or the plate on the board, because, on the one hand it has been in the course of a day to several consumers, on the other hand the plate may have served preparation scraps until then.

CONCLUSION

Lists should be composed so that it is a promotional tool that want to increase sales and customer satisfaction. Whether it is a simple list, or one compleza with great varietate preparations, it should be written in a clear style and set on paper, so inc t client can easily choose what they want.

The restaurant should pay special attention to the choice of support, so pay and an important budget for the lists used for a longer period of time. Support that is made to be a list of enjoyable viewing and suppl material, the material used for the lists are: cardboard, Skai and skin.

In establishing the list of preparations and beverages is necessary to take into account the specific conditions in each unit of production possibilities in the kitchen, the dining service type practiced preparations able to supply the necessary raw materials entering the price of raw material membership preparations.

Maitre and waiters should know the contents of the list, the name of preparations and beverages, preparations brief submitted composition and be able to give Clint relationships when they require. Besides Romanian, lists must be written at least in a language of International.
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