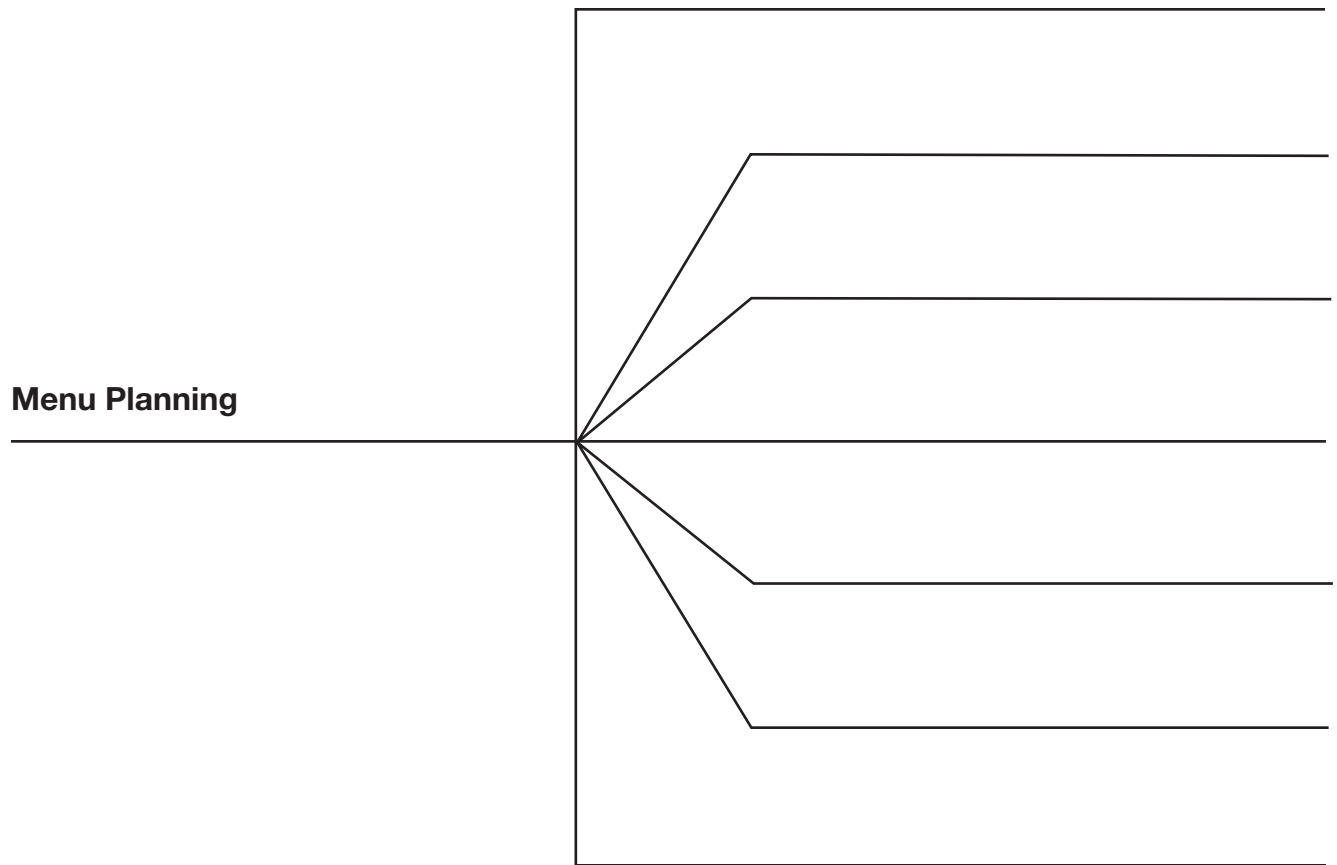


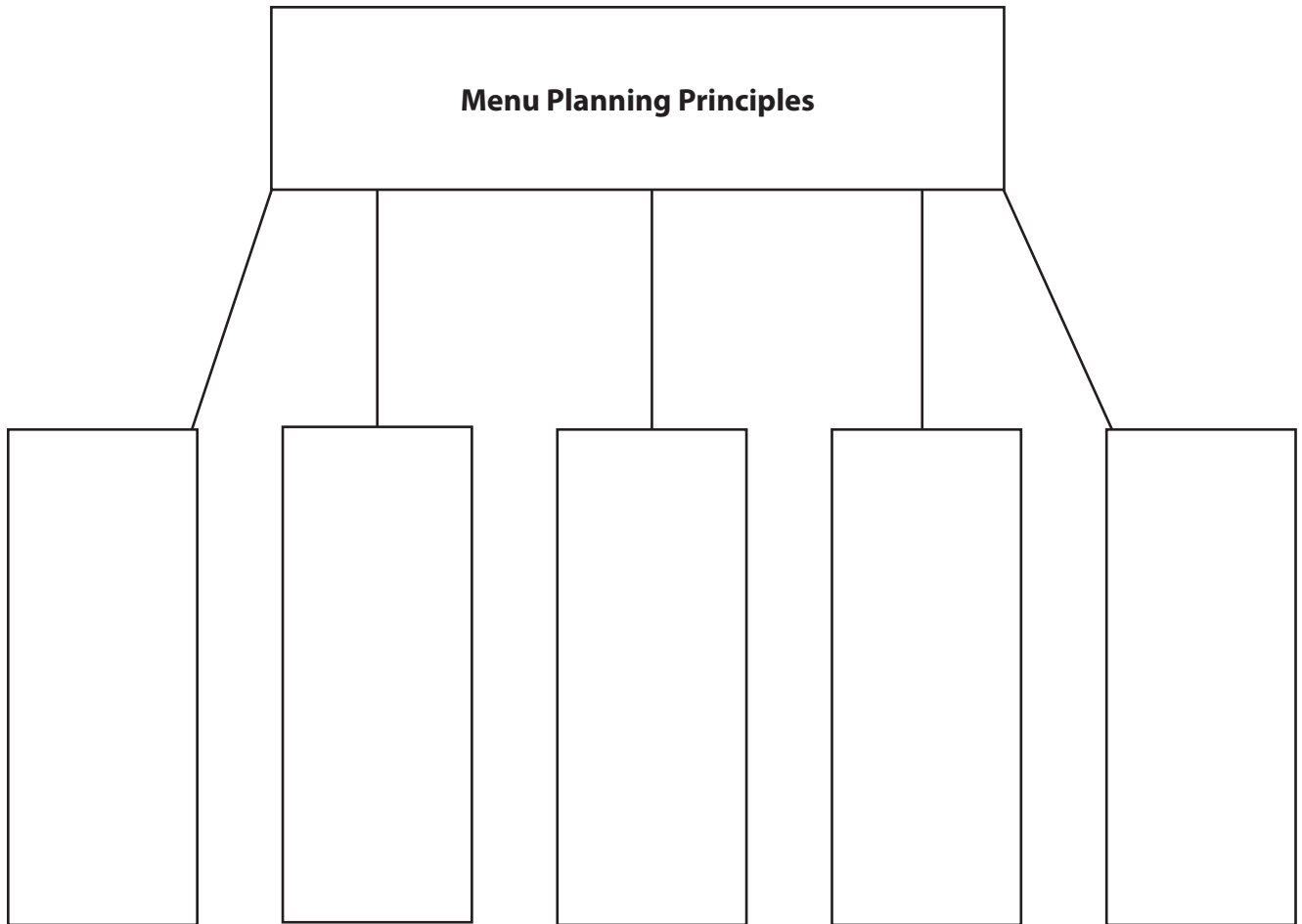
Section 12.1 - The Menu

As you read, use a line chart like the one below to list the seven factors that influence menu planning.



Section 12.2 - Menu Planning and Design

Fill in each of the five menu planning principles in the five rectangles of a concept map like this one, along with a brief description of each principle.



Section 12.3 - Pricing Menu Items

Use a describing wheel like this one to identify the influences that impact menu prices.

