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BAKALÁŘSKÁ PRÁCE

A COMPARATIVE ANALYSIS OF
LINGUISTIC DEVICES USED IN
ENGLISH-WRITTEN MENUS

Vedoucí práce: Mgr. Helena Lohrová, Ph.D.

Autor práce: Jiří Dytrich

Studijní obor: BOH – AJL

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I confirm that this thesis is my own work written using solely the sources and literature properly quoted and acknowledged as works cited.

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Jiří Dytrich

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Abstract

This thesis explores how language is negotiated in the present-day English written menus. The analysis deals with various strategies of using language in menus of different price range establishments and examines how these strategies are applied. In conducting the research, I draw on the study reported in Jurafsky (2014) but have developed a set of analytical descriptors to explore and evaluate different perspectives from which the menus and their lexis may be analysed. The analysis is data driven; it employs a Czech National Corpus tool KWords to provide a complex insight into the nature of menus. The resulting data are quantified and interpreted. The discussion part of the thesis reviews the implication of the findings, identifies newly observed trends by comparing the findings to Jurafsky's (2014) original study, and proposes how the learning can be of use to both customers and up and coming start-ups.

Key words: applied linguistics, language analysis, menus, language use, KWords

Anotace

Tato bakalářská práce analyzuje a interpretuje užití jazyka v současných anglicky psaných menu. Analýza se zabývá obecnými způsoby využití jazyka v menu restaurací různých cenových kategorií. Analýza rovněž zkoumá, jak se tyto způsoby užití jazyka uplatňují v praxi. Pro účely práce byl vytvořen soubor analytických deskriptorů, které reprezentují rozličné úhly pohledu, jimiž lze na lexikum a jazykový styl jednotlivých menu nahlížet. Následná analýza vzorku 90 restauračních menu staví na využití korpusového nástroje KWords k poskytnutí komplexního vhledu do podstaty menu. Práce dále pojednává o tom, co zjištění nalezená v průběhu analýzy menu znamenají pro zákazníky a jak je lze využít v případě začínajících podniků. Při provádění výzkumu čerpám z výzkumu zmíněného v Jurafsky (2014), který doplňuji o nově vyzorované trendy. Výsledná data kvantifikuji a interpretuji.

Klíčová slova: aplikovaná lingvistika, jazyková analýza, menu, použití jazyka, KWords

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1. Introduction

Food has always played a vitally important role in our lives; however, the perception of food has shifted together with the development of humankind over the centuries. While in the very beginning food was no more than a common means of survival, nowadays, it is clearly “far from unusual to eat a meal in a commercial establishment” (Lyon 2020) since food, as well as the enjoyment of preparing and savouring some, became part of our modern-day reality. According to Dickerman, “menus are the Pavlov’s bell of eating out”. They are “a literature of control” and their language oftentimes serves “less to describe food than to manage our expectations” (Dickerman 2003).

This thesis reports on the linguistic analysis of the use of language in the menus of the present-day food establishments in the UK based on price. Another topic covered in the thesis is a comparative analysis of the findings against those of Daniel Jurafsky’s¹ book (2014). The practical use of language is examined in order to detect the language particularities and/or major trends being used in the present-day restaurant industry in the United Kingdom. The analysis focuses on the dataset of menus of three major types of restaurants, which were collected online.

Jurafsky’s book, *The Language of Food*, served as an important source of information and it also helped to understand how to think about language in connection with food. Yet, the analysis covered in the thesis is not a replication of Jurafsky’s study. The exact research Jurafsky conducted was not replicable as in his book it is described in general terms, without stating explicitly the exact methodology applied. This is discussed in more detail in Chapter 2.

Since language enables communication at all levels, people should be well aware of in which manner the language of menus speaks to them when having a dining experience. In restaurateurs’ culture, menus are vital linguistic devices in the mediation of culinary experience of any kind. The name of the dish not only aims at “informing the guest about the food offering, but also creates feelings, images and expectations” (Angelopoulos et al., 2019). This implies that menus can have a great share in the choice of a particular dish as they often work with one’s subconscious

¹ a professor of Linguistics at Stanford University

mind and imagery. Moreover, understanding how menus and their specific language function can bring new perspectives on dining; i.e., comprehending the specifics of the language of menus, we can perceive the strategies employed by marketers making us engage with a particular food establishment. This might also be beneficial for start-ups seeking to use language to effectively communicate with their customers via menus.

The thesis consists of seven chapters. The Introduction establishes the thesis' focus and introduces the language of restaurant menus. Chapter Two sets out the methodology applied while carrying out the linguistic analysis. It specifies both the process of data collection and data sampling. Chapter Three is dedicated to the analysis. Food (respectively menus) is a source by which groups “stratify themselves” (Wright and Ransom, 2005). Therefore, the analysis stratifies individual food establishments based on price. Their menus are divided into one of the three categories: low-cost, mid-range, and expensive. This division is further developed in Section 2.2.2. The analysis also worked with the Czech National Corpus, which is referred to as CNC in the thesis, namely its application KWords. It has been chosen as an important engine for carrying out the textual analysis, mainly because of its high-quality database and because it also enables researchers to work with the referential corpus of British English known as British National Corpus, which will be referred to as BNC in the thesis. The KWords application is discussed in more detail in Section 2.3.1., and the KWords analysis and its findings are the subject of Chapter Four. Chapter Five undertakes a comparative analysis of the menus offered in each type of restaurant or dining establishment to determine both the nature and the distinctive features of the given menus. Chapter Six presents the discussion of the findings, focusing on specific aspects of the menus' lexis, and interpreting the positioning and targeting of the respective food establishments as inferred through the lens of a linguistic analysis. The second part of this chapter compares the analysis' findings with those of Jurafsky. Conclusions and final comments follow.

A range of linguistic publications and articles dealing with the complex matter of menus and/or their language were also made use of while carrying out the research. Their review follows in Chapter 2.

2. Methodology

2.1. Literature review

Numerous linguistic and sociological articles, newspapers, and magazines deal with the relationship between menus and language. Such secondary literature discusses the importance of food in one's life, the history of a country's culinary culture, the use of language in domestic environments (i.e., in cookbooks, or family recipes), often in wide, general contexts. Some authors (Teller, Dudek) are interested in specific phenomena, for instance, the use of foreign terms in Chicago restaurant menus, or the use and function of metaphors in food. However, most of the secondary literature encountered does not provide information that could be further developed in this thesis.

The present thesis draws primarily on Jurafsky's study undertaken and reported in *The Language of Food* (2014). Jurafsky proceeds from his linguistic study conducted in collaboration with Victor Chahuneau, Noah Smith, and Bryan Routledge from Carnegie Mellon University, PA. Their study was based on a substantial dataset of 6500 modern-day American menus that had been collected from restaurants and dining establishments located in New York, Boston, Chicago, Philadelphia, Washington DC, and San Francisco, using the means of the Internet.

While carrying out their study, Jurafsky and his team controlled numerous factors such as the city, neighbourhood, being situated on a main street, or the type of cuisine particular menus offer to customers. Those and other factors subsequently helped them to gain a more in-depth insight into the nature and linguistic properties of American menus. Jurafsky and his colleagues also wrote a computer software programme enabling them to control the emphasis put on branding and provenance.²

Jurafsky's conception of the menus is different from the conception introduced in this thesis. Although Jurafsky also divided his menus on the basis of price, he did not strictly distinguish the low-cost menus from the mid-range menus; in the study, he simply calls all the menus whose prices are low or reasonable (i.e., not

² In practice, it means that the software counted the number of individual farms, pastures, woodlands, ranches, gardens, farmer's markets, heritage pork, or heirloom tomatoes occurring in the menus of different price classes.

overwhelmingly high) as cheap menus. Thus, the perspectives on the low-cost and the mid-range menus tend to overlap one another in his book.

A number of different findings are presented in *The Language of Food*, some of which were used for comparison with the findings obtained through the analysis of British menus undertaken in this study. A summary of Jurafsky's key findings is presented in the following figures.

Expensive menus	
Jurafsky's claim:	
1.	“Expensive restaurants mention the origins of the food more than 15 times as often as inexpensive restaurants.”
2.	“Obsession with provenance is a strong indicator that you are in an expensive, fancy restaurant.”
3.	“Expensive restaurants have half as many dishes as cheap restaurants, are three times less likely to talk about the diner’s choice, and are seven times more likely to talk about chef’s choice.”
4.	“A lot of foreign words are used on fancy menus.”
5.	“[American] modern fancy menus are light and terse, with no cheap filler adjectives or endless protestations about what’s ‘real’.”

Figure 1: Jurafsky’s findings touching the expensive menus

Cheap menus	
Jurafsky's claim:	
1.	“Inexpensive restaurants just have far more dishes. On average twice as many.”
2.	“Cheap restaurants are likely to give a choice of sizes, or a choice of proteins.”
3.	“[...] on menus of cheap restaurants the word <i>you</i> appears much more often, in phrases like ‘your choice’ or ‘your way’.”
4.	“[...] long, wordy menus with lots of filler words occur in the middle-priced restaurants.”
5.	“You’ll find the word [real] on lots of menus, but exactly which foods the restaurants claim are ‘real’ depends sharply on the price. Cheap restaurants promise you a real whipped cream, real mashed potatoes, and real bacon.”

Figure 2: Jurafsky’s findings touching the cheap menus

Although considerably general, Jurafsky's findings provide a useful frame within which it was possible to examine the lexis of restaurant menus in a non-American environment. The analysis design has therefore – mainly conceptually – drawn on some of the analytical categories introduced by Jurafsky and his team. The analytical procedure adopted, however, developed a closer textual focus as that was deemed appropriate for the analysis of the menus register and lexis. A comparative review of Jurafsky's findings with the findings obtained in the present study is revisited in Section 6.5.

2.2. Data

Since the key focus of the thesis is directed towards the English language used in menus, a dataset of individual menus was assembled. The dataset subjected to the linguistic research and analysis in the thesis comprises 90 samples of English-written menus that were collected within the period from June to September of 2020 via the means of the Internet. A representative sample of menus for each price category is introduced in Appendices.

2.2.1. Data collection

The assembling of the dataset was based on the collection of individual samples of English-written menus, using the browser engine of the web called TripAdvisor³ (that will be further referred to as TA in the thesis). TA builds its database of establishments on reviews and ratings of people who have visited the restaurants, and whose assessments are based on their first-hand experience. Therefore, TA has been useful in identifying particular restaurants and other dining establishments whose menus were subjected to the analysis.

Furthermore, the 90 menus dataset was differentiated regionally. In practice, the default dataset of the thesis comprises menu samples that were collected in three different regions of the United Kingdom. Namely, the following regions were chosen as representative areas of the country: Greater London, West Midlands, and Northwest England. From each of the aforementioned United Kingdom's regions, the cities with

³ **TripAdvisor** = the world's largest travel guidance platform helping people to organise their trips and vacation. It recommends where to stay, what to do and where to eat based on guidance from others who have already visited a particular destination or establishment. As a travel guidance company, TA is available in 43 markets and 22 languages.

the highest inhabitation rate were subsequently chosen as the sources for the menu collection process; these include the capital, London, Birmingham, Manchester, and, as the case may be, their suburban areas. The choice of the particular cities and their suburban areas was also governed by the fact that some of the great names of the culinary world, such as Gordon Ramsay, James Martin, Adam Stokes, or Clare Smyth⁴, have decided to run their own dining establishments in the areas mentioned.

2.2.2. Data processing

The process of data sampling has been governed by several criteria. Firstly, the individual restaurants, fast-foods, and other dining establishments, whose menus constitute the overall dataset, have been divided into three major categories based on the price they charge their customers for the culinary, sometimes even sensual experience provided. The categories were also distinguished based on the price differentiation of the particular establishments which were to be found on the TA website. In concord with the TA's conception, the following categories have been defined for the dataset of the thesis: Expensive restaurants (\$\$\$), Mid-range restaurants (\$\$), and finally, Low-

⁴ **Gordon Ramsay** = Internationally renowned, multi-Michelin starred chef Gordon Ramsay has opened a string of successful restaurants across the globe, from the UK and France to Singapore and the United States. Gordon has also become a star of the small screen both in the UK and internationally, with shows such as Kitchen Nightmares, Hell's Kitchen, Hotel Hell and MasterChef US.

James Martin = a British chef and television presenter, best known for his television work with the BBC and ITV. Martin presented the BBC cookery series Saturday Kitchen from 2006 until 2016. More recently, Martin has presented James Martin's French Adventure (2017), Saturday Morning with James Martin (2017–present) and James Martin's American Adventure (2018) for ITV. In September 2013 Martin opened his restaurant James Martin Manchester, specialising in modern British cuisine.

Adam Stokes = a British chef. After two years at college, studying hotel and catering management, Adam began his professional career, spending seven years learning his trade at Hambleton Hall in Leicestershire under Aaron Patterson. Leaving this role as sous chef, in 2008 he became head chef at Glenapp Castle in the lowlands of southwest Scotland. In the four years he stayed in Scotland, he secured a fourth AA rosette and his first Michelin star. In January 2016, he opened his new restaurant Adam's, which offers Michelin-starred food full of strong flavours.

Clare Smyth = the first and only female chef to run a restaurant with three Michelin-stars in the UK. Clare grew up on a farm in County Antrim, Northern Ireland. Since moving to England at the age of 16, she has worked with an uncompromising devotion to her craft, training in some of the most celebrated kitchens in the world. In her time as Chef Patron at Restaurant Gordon Ramsay in Hospital Road, her many awards included 10/10 in the Good Food Guide, five AA rosettes and an MBE for services to the hospitality industry. Clare also won the Cateys Chef of the Year Award 2016 and Michelin Female Chef 2017.

cost restaurants (\$). To obtain the most diverse data, fast-foods and other dining establishments were also integrated into one of the three categories given, even though they would not be considered as a restaurant in practice.

2.2.3. Data format

Secondly, the 90 menus found on the Internet had been downloaded in PDF format. When there was no PDF menu available for the download, the online menus were print screened and the individual print screens were then converted to PDF format. Next, the print screens converted to the PDF format were combined into one coherent menu. Once downloaded, the menus were subsequently converted into UTF -8 (Unicode) format, which is a format required for the insertion of texts in the KWords tool. The KWords analysis is further discussed in Chapter 4.

2.2.4. Descriptors

To be able to further carry out both the analysis and the actual interpretation of the socio-economic aspects and discourse, as well as the comparison with Jurafsky's findings, a set of ten different descriptors had subsequently been established.

The set of descriptors was, for clarity as well as coherence and accessibility of the data collected, organised within a searchable spreadsheet using Microsoft Excel that served to facilitate both the quantitative and qualitative data analysis. In the spreadsheet, individual items (menus) could be filtered according to the location of a particular dining establishment, price category, and the descriptors.

In the analysis, ten specific descriptors were employed (Figure 3). These included Of your choice / your way, Chef's selection / chef's choice, Use of foreign language(s), Emphasis on branding and provenance, Excessive use of descriptive adjectives / filler words, Offering upgrade, Artistic menu design / Distinctive visual features, Alternatives (e.g., vegan, vegetarian, gluten-free), Limited register and Region. In part, the descriptors draw on Jurafsky's (2014) original study (i.e., descriptors 1, 2, 3, 4, 5, and 8), and some (i.e., descriptors 6, 7, 9, and 10) also reflect the themes that were repeatedly emerging in the register of the menus reviewed and analysed.⁵ Overall, the

⁵ **Note:** The tenth descriptor, region, serves as a rather supportive descriptor – i.e., in the thesis, there is no separate subchapter dealing with the use of this descriptor. Contrary to that, other descriptors are

descriptors created the pragmatic link between the motivations of restaurant entrepreneurs to promote their business and the linguistic realisation of articulating the specific food offer and service. In the context of the linguistic analysis undertaken, the descriptors assisted in refining the focus on lexis used in the menus to articulate the nature of the individual types of menus and their respective food establishments.

Number	Descriptor
1.	Of your choice / your way
2.	Chef's selection / chef's choice
3.	Use of foreign language(s)
4.	Emphasis on branding and provenance
5.	Excessive use of descriptive adjectives / filler words
6.	Offering upgrade
7.	Artistic menu design / Distinctive visual features
8.	Alternatives (e.g., vegan, vegetarian, gluten-free)
9.	Limited register
10.	Region

Figure 3: List of descriptors

In the analysis, each menu was assigned a number (1-90)⁶, as that assisted in the systematic processing and presentation of the data. The complete dataset comprising 90 samples of menus in total was subsequently analysed based on individual descriptors, i.e., each menu was analysed nine times in total, from the point of view of each of the descriptors.⁷ When the analysis found out that a particular descriptor is employed repeatedly in a given menu, the menu was coded for “yes” in the Excel table. For example, when a given menu repeatedly employed a foreign language, it was coded for “yes”, meaning it fulfilled the descriptor number 3. In the opposite

each discussed within respective subchapters. The findings resulting from the research of the employment of the tenth descriptor are presented at the end of each subchapter.

⁶ See the Appendices for a full overview of the menu data.

⁷ **For example:** Menu 1 was analysed to find out whether it employs phrases “of your choice / your way”. Then it was analysed to find out whether it works with phrases such as “chef's selection / chef's choice”. Subsequently, the menu was analysed to discover whether it employs any foreign language or languages and so on. The same applies to the rest of the menus as well.

case (i.e., when a given descriptor was not employed at all or to a negligible degree given the extent of a menu), the menu was coded for “no”, meaning it did not fulfil the particular descriptor.

Next, the coded dataset of 90 menus was filtered out to show only adequate results for a specific price category at a time, e.g., while examining the character of the low-cost menus, the Excel table set the price category filter to “low-cost” to obtain results for the low-cost menus only. Within each price category, the analysis then examined the character of a particular type of menu, the individual language particularities and tendencies. The findings of this analysis are presented in Chapter 3.

In addition, using the results of the filtration, a percentage of both complying and non-complying items was calculated using the mathematical principle of the rule of three. The overall percentage results also supported the concretisation of linguistic and other phenomena employed in the menus. The percentage graphs for each of the three price categories are presented in Chapter 3 as well.

To illustrate the nature of menus belonging to different categories, Figures 4 – 6 present three menu excerpts.



MAIN MENU

STARTERS

Warm up to the main event with a starter. ♥ All 500 calories or less

Soup of the Day £2.99 ♥

Ask your server for today's choice, served with ciabatta bread. Vegetarian options available.

King Prawn Cocktail £3.49 ♥

Juicy prawns, crisp cos lettuce, diced mango and seafood sauce, served with ciabatta bread.

SHARERS

Ultimate sharing dishes for the whole table to enjoy.

Baked Camembert for Two (v) £6.99

Baked Camembert studded with fresh rosemary, served with oven-baked ciabatta sticks and onion chutney.

Vegetarian Sharing Platter (v) £10.99

Baked Camembert and our very own vegan sausage roll filled with roasted squash and vegetables, served with oven-baked ciabatta sticks, roast potatoes, cherry tomatoes and onion chutney.

Taster Platter £9.99

Mini pigs in blankets, spicy southern fried chicken strips, cheesy garlic ciabatta, stuffing balls, roast potatoes and Yorkshire puddings, served with gravy and BBQ sauce.

Toby's Ultimate Sharing Platter £11.99

Baked Camembert, hand-carved roast turkey and gammon, served with oven-baked ciabatta sticks, maple flavoured glazed pigs in blankets, roast potatoes, cherry tomatoes and onion chutney.

Glazed Pigs in Blankets Sharer £6.99

3 bowls of mini sausages wrapped in bacon with apple & sage, caramelised pomegranate and sticky maple flavoured glazes.



Glazed Pigs in Blankets Sharer

TOBY TASTERS

Nibbles to warm up before your legendary roast. ♥ All 500 calories or less

TWO FOR
£4.99

Garlic Mushrooms (v) £2.99 ♥

Sautéed sliced mushrooms with garlic & herbs.

Spicy Southern Fried Chicken Strips £2.99 ♥

Drizzled with a BBQ sauce.

Ciabatta Garlic Bread (v) £2.99 ♥

With or without cheese.

Loaded Roast Potatoes £2.99 ♥

Topped with chopped bacon and melted mature Cheddar.

Stuffed Yorkshire Pudding £2.99 ♥

Our famous Yorkshire pudding filled with sliced beef and drizzled with beef dripping glaze.

Houmous (v) £2.99 ♥

Topped with seeds and served with carrot sticks, cucumber sticks and ciabatta bread. Vegan option available (ve).



Houmous (v)



Loaded Roast Potatoes

Figure 4: Menu 28 – low-cost category

Cold Starters

All of our dips come with fresh homemade bread

- Olives £3.95**  
Selection of assorted olives, served with homemade bread
- Mixed Pickle £3.60**  
Middle Eastern Selection of pickles
- Hummus £3.95**  
Chickpeas blended tahini & lemon juice
- Red Pepper Hummus £4.95**  
Hummus blended with red peppers
- Vine Leaves £3.95**  
Vine leaves stuffed with rice & onions (four pieces)
- Baba Ghanoush £4.35**  
Baked aubergine puree, yoghurt, tahini & lemon juice
- Muhammara £4.95**  
Hot Pepper dip with ground walnuts & cracked wheat
- Labneh £3.95**  
Concentrated Mediterranean yoghurt topped with herbs & olive oil
- Taramasalata £4.45**  
Cod roe dip mixed with lemon juice, onions and olive oil



- Fattoush £4.25**  
Traditional Middle Eastern salad with toasted bread
- Aubergine Fattoush £4.95**  
Fattoush salad with grilled Aubergine
- Tzatziki £4.35**  
Organic yoghurt blended with cucumber, mint & a hint of garlic
- Tabbouleh Salad £4.70**  
Cracked wheat, parsley, tomato, red onion, a dash of fresh lemon & olive oil
- Makdous £4.95**  
Baby aubergines stuffed with walnuts, herbs and garlic, marinated in olive oil & lemon
- Mushroom Moukala £3.75**  
Mushroom and green broad beans laced with garlic & fresh coriander
- Mezze £10.95**
6 favourite dips

Burgers

All our burgers are served with curly fries.

- Succuk & Halloumi Burger £9.95**
Cured spicy beef with halloumi cheese. Topped with fresh leaf salad, drizzled with sweet chilli & creamy yoghurt sauce
- Falafel & Halloumi Burger £8.95**  
Homemade falafel and Halloumi. Topped with fresh leaf salad, drizzled with sweet chilli and creamy yoghurt sauce (*Vegan option available*)
- Crispy Fried Chicken Burger £8.95**
Crispy chicken fillet, Jasmine burger sauce and a fresh salad
- Peri peri chicken £8.95**
Seasoned and marinated chicken fillet, Jasmine peri peri burger sauce
- American Deluxe Gourmet Burger £10.95**
Beef burger with grilled onion & tomatos. Served with American burger sauce and Nachos



Pizza

Made with our fresh pizza dough - Stuffed Crust for £2 extra

- Margherita £6.95**  
Tomato sauce, mozzarella cheese
- Pepperoni £7.25**
Tomato sauce, mozzarella cheese, pepperoni
- Seafood £8.95**
Prawns, tuna, cherry tomatoes, topped with fresh basil
- Vegetarian £7.45**  
Tomato sauce, mozzarella cheese, olives, mixed pepper, onions, sweet corn
- Jasmine Special £9.95**
Tomato sauce, mozzarella cheese, grilled peri peri chicken, olives, mixed pepper, mozzarella cheese
- Garlic Bread £3.99**  
Made with our fresh pizza dough
- Garlic Bread with Cheese £4.99**  
Made with our fresh pizza dough



Salad + Side Dishes

- Corn on the Cob £2.99**  
- Spicy Arabic Salad £4.20**  
Fine chopped tomatoes, cucumber, onions & lettuce, topped with herbs, fresh lemon juice and olive oil (*non-spicy available*)
- Greek Salad £5.25**  
Chopped tomatoes, cucumber, feta cheese, dressed with olive oil, herbs and lemon juice
- Jasmine salad £5.20**  
Mixed leaf salad, sliced cherry tomatoes, sliced red onions, beetroot, topped with crispy caramelised onion. Dressed in a honey mustard dressing
- Vermicelli Rice £3.95**  
Vermicelli & rice, garnished with aromatic spices
- Mujadara Rice £4.50**
Lentils & rice garnished with crispy onions
- Barbeque smoked rice £3.99**  
Smoke infused yellow rice cooked over charcoal
- Quinoa Salad £6.95**  
Quinoa & grilled sweet potato mixed leaf salad with cherry tomatos, beetroot, and fresh pomegranate seeds. Served with chef's dressing (*option of grilled chicken £2 extra*)
- Caprese Salad £4.45**  
Tomato, & Buffalo Mozzaella salad, with basil dressing
- Homemade chips £2.95**  
- Sweet Potato Fries £3.25**  
- Curly Fries £3.65**
- Fresh Homemade Bread £2.95**



Casserole's

All come served with rice 

- Creamy Grilled Chicken with spinach £12.45**
Grilled Chicken served with whole leaves of fresh spinach cooked with coriander and herbs, topped with crispy onions
- Homemade Meatballs £11.95**
Homemade lamb meatballs with baby potatoes, mushrooms & mixed pepper cooked in a tomato & garlic sauce
- Homemade Chicken Meatballs £10.95**
Homemade chicken meatballs with baby potatoes, mushrooms & mixed pepper cooked in a tomato & garlic sauce
- Makloubeh £12.95**
Cooked brown rice with the fried aubergine and mixed pepper, chunk of tender lamb with slices of grilled potato.
- Moussaka £12.45**
Chunk of tender lamb cooked in tomato, onions & herbs layered with aubergines
- Bamieh £11.95**
Fresh okra cooked with chunks of tender lamb in tomato sauce with garlic & spices
- Tabak Rawhou £11.95**
Fresh aubergines, courgettes & onions, cooked with chunks of tender lamb, in tomato sauce
- Karahi Chicken £10.95**
Chicken Curry cooked in a karahi with a special blend of spices
- Jasmine Fateh £12.95**
Chunks of tender lamb, layered with aubergine and tomato sauce. Topped with white sauce, bread crumbs, nuts & almonds (*not GF*)



Figure 5: Menu 74 – mid-range category

{Starters}

Huîtres de Bretagne <i>Oysters from Brittany</i>	3 (£13.40), 6 (£24.00)
Terrine de Foie Gras maison <i>Home made Foie Gras terrine</i> <i>Recommend a glass of Sauternes</i>	(£16.00)
Velouté de châtaigne <i>Chestnut velouté {v}</i>	(£9.80)
Filet de canette farçi, sauce Teriyaki <i>Stuffed duckling fillet with Teriyaki sauce</i>	(£12.50)
Salade de homard, vinaigrette Goma <i>Lobster salad and Goma dressing</i>	(£17.50)
Rémoulade de céleri rave aux Saint Jacques <i>Celeriac remoulade with pan fried Scallops</i>	(£14.50)
Escargots au Vouvray sec <i>Snails in Vouvray reduction {s}</i>	(£13.00)
Lentilles Béluga et champignons des bois <i>Béluga lentils and wild mushrooms {v}</i>	(£9.00)

{Mains}

Turbot rôti, sauce au hareng fumé <i>Wild Turbot with smoked herring sauce</i>	(£28.50)
Homard entier au beurre d'estragon <i>Whole lobster with tarragon</i>	(£44.00)
Nage de bar aux agrumes <i>Sea bass fillet with agrumes</i>	(£21.00)
Saint Jacques poêlées, sauce safranée au citron <i>Pan fried scallops, safran sauce with lemon</i>	(£24.00)
Risotto aux pates d'oiseaux <i>'Pates d'oiseaux' risotto {v}</i>	(£15.00)
Filet de boeuf sauce Périgueux <i>Beef fillet with Perigueux sauce</i>	(£32.00)
Volaille 63 degrés à la trufferade <i>Chicken 63degrees with truffle paste {s}</i>	(£18.00)
Côte de boeuf pour 2 personnes à partager <i>Ribeye for 2 to share</i>	(£34.00/p)
Filet de canette, réduction au cassis <i>Duckling fillet blackberry reduction</i>	(£18.50)
Sauté d'agneau et petite semoule jaune <i>Lamb stew with yellow semoule</i>	(£22.00)

Figure 6: Menu 62 – expensive category

The markedly different nature of the menus presented is evident. The most notable differences are connected with the visual conception where each of the menus presented employs different means of artistic expression ranging in the use of photographs, specific symbols, to illustrations. Regarding the lexicon, Menu 26 introduces the instances of phrases imitating the “your choice/way” phrases. Contrary to that, the use of the word “fresh” is considerably high in Menu 74, and Menu 62 employs French as a primary language when listing individual dishes. Those and other language particularities and phenomena are further discussed in Chapter 3.

2.3. Methodology used

The analytical approach used in the research employed mixed methods, i.e., the findings presented in this thesis were based on the employment of both the qualitative and quantitative approaches⁸. The quantitative approach responsible for trawling systematically through the data is represented by assembling the overall dataset of menus, retrieving collocational sets, sorting out the individual perspectives on the language of the menus into one of the three price categories. This was achieved mainly, by employing the filter function in the Microsoft Excel software application and the use of KWords corpus tools. On the other hand, the qualitative, micro-analytical approach was indispensable to interpret the data in their local context and to understand the different stylisation of menus analysed. The analytical procedure was divided into several steps.

Firstly, the analysis examined the collected dataset of menus using a set of descriptors designed for the research to specify and comment on the characteristic features and tendencies present in contemporary British menus. Secondly, the analysis compared individual types of menus to determine what the menus have in common as well as the aspects in which they differ. Thirdly, the findings were summarised and interpreted in the Discussion chapter. A part of the Discussion constitutes the comparison of the findings with those of Jurafsky, aiming to determine the distinctiveness of the restaurant menus in the British restaurant

⁸ For further information about the methods, see Dörnyei, *Research Methods in Applied Linguistics* (2007).

context. It is the comparative analysis that has the potential to indicate current stylistic trends in the English-written menus.

2.3.1. KWords

The tool employed for the qualitative research is the CNC and its application KWords. The primary role of the KWords application is to identify so-called keywords in an input text. The input text is analysed and compared with a particular corpus, such as BNC used for the purpose of this thesis. The words identified as keywords are those, whose frequency is markedly higher in the input text than in the corpus to which it is compared. This enables both uncovering and assessing the discourse of the language of the representative corpus and highlighting the words some native speakers might not be familiar with. This linguistic tool enables one to uncover the tendencies present in the menus. It also illustrates what words are not yet common parts of the lexicon.

Another reason for employing the KWords application is that it allows subjecting a considerably large amount of data to the analysis. This proved beneficial as the analysis was working with nearly 100 menus. Such qualities make KWords a highly efficient engine suitable for the analysis.

3. Analysis

This chapter analyses the findings discovered while carrying out the analytical research. Using the set of ten descriptors, each of the 90 menus collected had been examined concerning the specific instances introduced by the individual descriptors. The findings for the low-cost menus are always introduced first, followed by findings for the mid-range menus. The findings relevant to the expensive menus are consistently presented last. To represent the findings visually, the chapter includes different graphs and other graphical material.

3.1. Sections of the menus

As a whole, menus act as a marketing tool through which the restaurant owners communicate the offer of a given establishment and how much they charge for individual dishes. The price is a result of several factors, e.g., the origin of the ingredients, the target group of customers, or the type of cuisine. From a linguistic point of view, menus can be regarded as texts creating in the customers' mind a scheme of what to expect – the customers expect to be presented a list of dishes to choose from. Therefore, the principal function of menus is to list the offer of a given dining establishment. Since this function is present in all types of different menus, menus can be regarded as texts creating a group of texts with the same function. This means that, in terms of linguistics, menus create a specific genre. The term *genre* is used to “classify types of spoken or written discourse. These are normally classified by content, language, purpose and form” (“Genre”). Menus also have their specific form, respectively, structure; however; the compositional structure of menus varies.

As linguists Arnold M. Zwicky and Anne D. Zwicky mention in their article *America's National Dish: The Style of Restaurant Menus*, it is “the nature of a menu to be a catalog [...] usually subdivided according to the traditional parts of the meal” (Zwicky and Zwicky 1980). The traditional distinction subdivides particular menus into parts such as *appetizers*, *main dishes*, and *desserts*. This division applies to the majority of menus, regardless of the type of cuisine, social status, or the dining establishment. The individual parts of menus can sometimes be labelled in

French (ibid.), for example, *hors d'oeuvres* (appetizers), *entrées* (main dishes), etc. The use of foreign languages in menus is discussed in greater detail in Section 3.5.

3.1.2. Low-cost menus

The traditional division is commonly employed in the low-cost menus. Also, they usually do not rely on labelling the individual parts of the meal by French terms. On the other hand, some low-cost menus use more “whimsical, thematic terms” (Zwicky and Zwicky 1980) instead, for instance, “Sweet Finisher” is used for desserts at Amma’s Canteen in Manchester (menu 81).

Nowadays, it is rather common that menus are subdivided even more, not just according to the traditional parts of the meal. Other sections appearing on the low-cost menus are, e.g., *small plates*, *big plates*, *add ons*, *deals*, *vegetarian* and *vegan*, *selections and shares*, *savoury*, *sweet*, or *others*. Some low-cost menus (i.e., 13, 33%) are subdivided even according to the type of proteins. This means that those menus comprise sections divided like *chicken*, *beef*, *fish/oysters/shrimp*.

A group of low-cost menus contain a section offering the customers authentic street food popular in particular foreign cultures, such sections are called, e.g., *From the street car* or *Sicilian streetfood*. However, this section occurs only in 6, 66% of the low-cost menus analysed. Other low-cost menus (i.e., 20%) divide the whole of the menu into small individual menus valid for a special occasion only, for example, *All Day Menu*, *Lunch Menu*, *Takeaway Menu*, *Brunch*.

3.1.3. Mid-range menus

The mid-range menus analysed also employ the sections discussed in the case of low-cost menus, these are *small plates*, *big plates*, *large plates*, (appearing in 16, 66% of menus), *add ons* (appearing in 26, 66% of menus), *vegetarian* (appearing in 66, 66% of menus) and *vegan* (in 56, 66% of menus), *selections and shares* (in 30% of menus). Individual menus valid during national holidays and other special occasions, e.g., *Sunday roast / Sunday lunch*, *Party and Christmas Menu*, *Christmas Day Menu*, *New Year’s Menu*, *Afternoon tea* can be found in 53, 33% of mid-range menus.

Yet, a number of mid-range menus (i.e., 20%) comprise sections that have not been discussed so far. These sections are *a la carte* (i.e., that each dish is ordered as well as paid for individually since it is not a part of a larger meal), and *set menu* (i.e., a menu of limited options for each course, having a fixed price). Such sections are not to be found in the low-class menus.

3.1.4. Expensive menus

The most traditional division of menus based on the parts of the meal (i.e., starters / appetizers / hors d'oeuvres, mains / main dishes / entrée, and desserts) is also employed in the expensive menus analysed.

What is more, several expensive restaurants (i.e., 16, 66%) rely on a subtler division, similar to the one used by some of the low-cost menus. They distinguish their menus into different sections such as *meat*, *vegetarian*, and *oysters/seafood*. The expensive menus also include a specific subsection that has not been discussed so far as it does not appear on the low-cost menus at all and only to a negligible degree in a few mid-range menus. This subsection is usually introduced either as *Theatre Menu* or *Pre & Post Theatre Menu*. It commonly appears on menus of expensive restaurants that can be found at a relatively close distance from various theatres (i.e., these are 6, 66% of restaurants). The Theatre Menu usually consists of three courses (starter, main, dessert) that are offered at a fixed price. In addition, such menus are usually on offer between five and six in the afternoon to ensure that people visiting the nearby theatres (that normally start playing around seven in the evening) are able to enjoy their meal and arrive on time to see the play.

Apart from that, the expensive menus also use another subsection that has not been discussed so far. This subsection is called *Tasting Menu*. As the title suggests, such a menu serves primarily for tasting, since it comprises a different number of courses, for example, five, six, eight, nine, or even ten courses, usually offered for a fixed price. The courses are of exquisite quality and carefully chosen to show the skill of the chef and may be accompanied by a selection of complimenting wines. The Tasting Menu section was found in 20% of expensive menus. Another subdivision employed in the expensive menus is represented by the aforementioned *a la carte* (employed by 33, 33% menus) as well as *set menus* (employed by 16, 66%

of menus). Apart from that, the expensive menus also divide their menus into the sections found in both the low-cost and the mid-range menus: *vegetarian* (26, 66%) and *vegan* (13, 33%) dishes, *selections and shares* (10%), *Sunday roast / Sunday lunch*, *Party and Christmas Menu*, *Christmas Day Menu*, *New Year's Menu*, *Afternoon tea* (26, 66%).

3.2. Analytical descriptors

The set of individual descriptors can be regarded as a set of different perspectives, from which the menus were assessed. For example, the first (i.e., the “of your choice / your way”) descriptor was applied in the analysis to discover how many menus of each price category use such phrases or similar phrases. The other descriptors were used in an analogical way. The findings are depicted in the graphs and commented in Subchapters 3.3 – 3.11.

3.3. Of your choice / your way

The first phenomenon examined by the analysis is the employment of the “of your choice / your way” descriptor by individual restaurants and dining establishments. The analysis investigated the dataset of 90 menus focusing on finding out to what degree the British samples (menus) tend to employ the “of your choice / your way” and analogous phrases. The findings of the analysis regarding this descriptor are illustrated in the following graph. The question of choice is further discussed in Chapter 6.

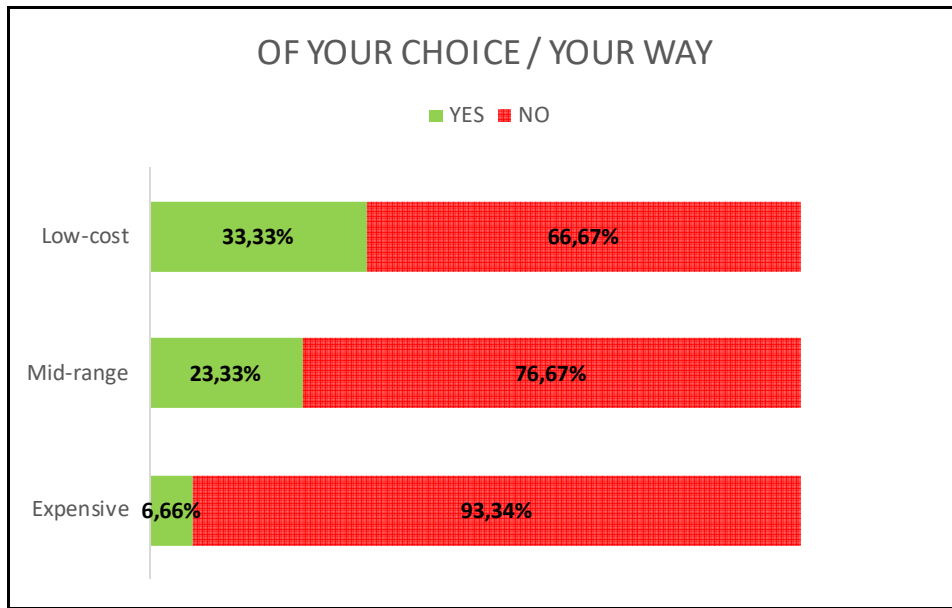


Figure 7: Graph illustrating the findings for the Of your choice / your way descriptor

3.3.1. Low-cost menus

The “of your choice / your way” descriptor is generally used by one-third of the low-cost menus. The communicative function of these phrases is quite simple as they are related to the amount of choice individual establishments (and their menus) provide to the customers.

These phrases essentially suggest that the establishment is prepared to expand the choice of the customers by adjusting a particular meal to their liking, for example, as in *Chocolate Fudge Cake served with your choice of freshly whipped cream, dairy ice cream or custard*; *Flour tortilla with your choice of filling*, or in phrases such as *Select your base of either: steamed jasmine rice, egg fried rice*, or *CHOOSE YOUR MAIN, CHOOSE YOUR SIDE, CHOOSE YOUR DRINK*, reasons why it might be so are discussed in more detail in Chapter 6.

3.3.2. Mid-range menus

The mid-range restaurants also tend to employ the “of your choice / your way” phrases in their menus. Although, as the graph shows (Section 3.3), they do so moderately with less frequency in comparison with the low-cost menus – less than a quarter of mid-range restaurants do employ such phrases on their menus. The use of

the “of your choice / your way” phrases in the mid-range menus is demonstrated in the following examples: *choose your choice of meat or seafood; home cut chips, salad and a filling of your choice; Fillet of steak. Cooked to your choice*. Since the overall number of mid-range menus employing those phrases in their menus is relatively small, it points out a certain inclination in the nature of the mid-range menus. In other words, the majority of the mid-range restaurants of the overall dataset provide the customers with a fixed offer of meals that are not meant to be customised according to customers’ will. The analysis further explains this phenomenon in Chapter 6.

3.3.3. Expensive menus

The number of expensive restaurants adjusting the dishes to their customers’ liking is rather minimal. As the graph presenting the findings (Section 3.3) demonstrates, the number of menus using phrases “of your choice / your way” and their analogous phrases is approximately seven percent of all expensive menus collected. This fact indicates that the tendency of menus not to publicise the offer of choice is even stronger than that of the mid-range menus. Thus, from the linguistic point of view, it is not likely to encounter the “of your choice / your way” and similar phrases in the expensive menus.

3.3.4. Regional findings

In the areas of West Midlands and of Greater London, the number of establishments whose menus offer the customers to have their dish adjusted “their way” is equal – i.e., out of 30 menus collected within each region, 16, 66% of menus employ the “of your choice / your way” and similar phrases. Contrary to that, the number of establishments using such phrases in menus in the region of Northwest England is approximately twice as high – i.e., 30%. This makes Northwest England the most customer-friendly region in terms of adjusting a meal according to their preferences.

3.4. Chef's selection / chef's choice

The next phenomenon examined by the analysis was the employment of the “chef's selection / chef's choice” descriptor, representing an antipole to the “of your choice / your way” descriptor. The following graph illustrates the analysis' findings. The employment of “chef's selection / chef's choice” and similar phrases is further discussed in Chapter 6.

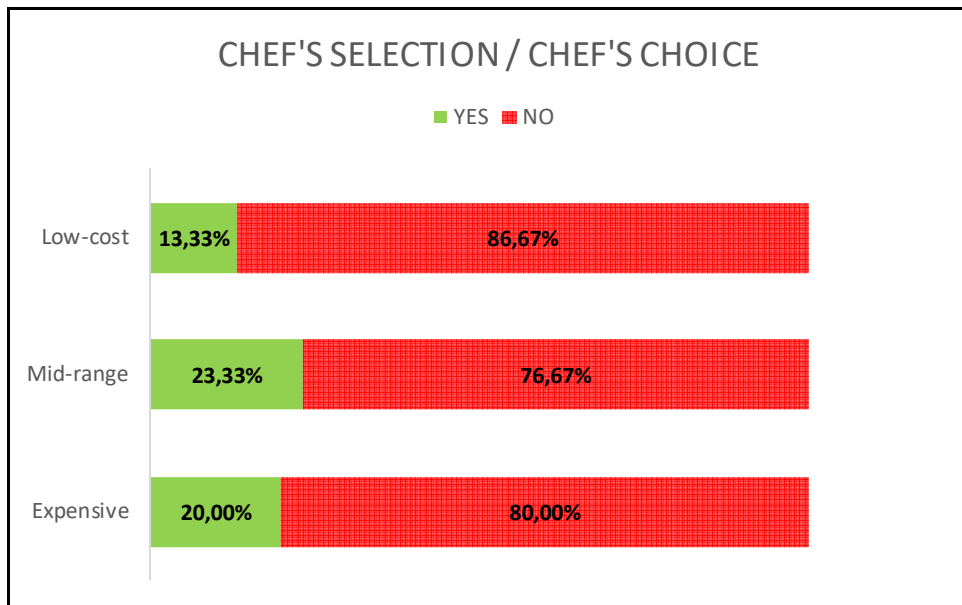


Figure 8: Graph illustrating the findings for the Chef's selection / chef's choice descriptor

3.4.1. Low-cost menus

The percentage of the low-cost menus employing the subdivision is minimal. The graph indicates that only 13% of the dataset of low-cost menus employ such phrases. Rarely do low-cost restaurants employ both the “of your choice / your way” and the “chef's selection / chef's choice” phrases simultaneously in their menus.⁹ The phrases analogous to the “chef's selection / chef's choice” employed in the low-cost menus are, e.g., *Chef's specials*, *Chef's favourites*, or *Assorted dishes selected by our head chef* and other phrases.

⁹ Only three menus out of 30 low-cost menus in total do so. These are menus number 28, 29, and 56.

3.4.2. Mid-range menus

As illustrated by the graph (Section 3.4), the number of mid-range restaurants employing the “chef’s choice/chef’s selection” and similar phrases in their menus is equal to the number of mid-range restaurants employing the “of your choice / your way” (i.e., 23, 33%). *Chef’s Mixed Platter For Two*, *Chef’s Mixed Grill*, *Del Chef* are some of the phrases that can be found within the sample of mid-range menus. Similarly to the low-cost menus, a very small number (i.e., only two) of mid-range menus eventually employ both types of phrases; these are menu number 42, and 76.

3.4.3. Expensive menus

Regarding the use of the “chef’s choice / chef’s selection” types of phrases in the expensive menus, the graph (Section 3.4) illustrates that 20% of expensive menus actively use those phrases. They are generally used in subsections presenting the best the given establishment has to offer in terms of culinary skill and also the highest in terms of price. Examples of the use of such phrases are *Chef counter menu*, *Chef’s tasting menu*, *Terrine du chef*, *Chef’s choice daily*. However, the graph also illustrates that eighty percent of the present-day expensive menus no longer employ such phrases.

3.4.4. Regional findings

The number of establishments mentioning the “chef’s choice / chef’s selection” in their menus is the largest in the West Midlands region (i.e., 26, 66% of restaurants mention chef’s choice/selection). The tendency to point out dishes recommended by a chef is lower in the Greater London region (i.e., 16, 66% of menus do so), and the lowest in the region of Northwest England (i.e., only 13, 33% menus employ “chef’s choice and analogous phrases).

3.5. Use of foreign language(s) in menus

The majority of the present-day British restaurants and dining establishments employ one or more foreign languages in their menus. This linguistic phenomenon is further discussed in the following subchapter. The graph indicates the employment of foreign language(s) in the menus.

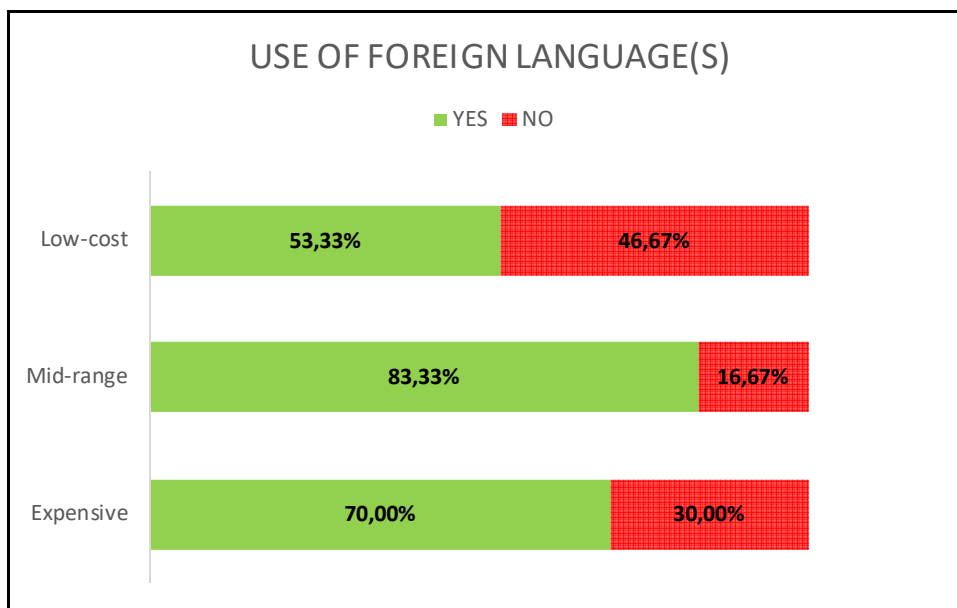


Figure 9: Graph illustrating the findings for the Use of foreign language(s) descriptor

3.5.1. Types of cuisine

The graph indicates that the employment of foreign languages, respectively, the specific vocabulary of individual ethnic groups, is a characteristic feature of the menus irrespective of the price range. These foreign (ethnic) terms are used to refer to either particular components of a meal (e.g., *injera*¹⁰), or the whole dish (e.g., *chicken shawarma*¹¹).

Using TA, the analysis researched the type of cuisine each establishment specialises in. In some cases, TA refers to the type of cuisine generally (e.g., Mediterranean, Asian, European), in other cases, it uses a subtler typology (e.g., Greek, Italian, Spanish, Vietnamese, Japanese, Chinese, British, French). Besides, each establishment usually specialises in more than one type of cuisine, for instance, Andy's Greek Taverna in London (menu 42) prepares the Mediterranean, Greek and European cuisines, the Jasmine Grill in Manchester (menu 74) prepares the Lebanese and Middle-Eastern cuisines, etc. The following pie charts demonstrate the percentage of restaurants preparing particular cuisines in each price range.

¹⁰ **injera** = an Ethiopian sour fermented flatbread

¹¹ **shawarma** = a Lebanese dish comprising meat roasted on a vertical rotisserie, this dish is very similar to the Doner kebab

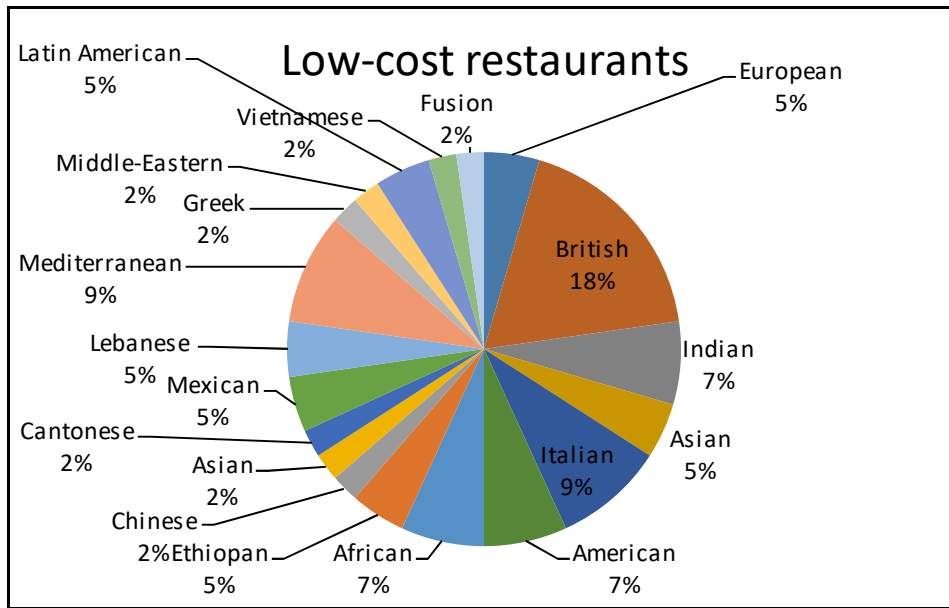


Figure 10: Graph illustrating the percentage of low-cost restaurants preparing particular cuisines

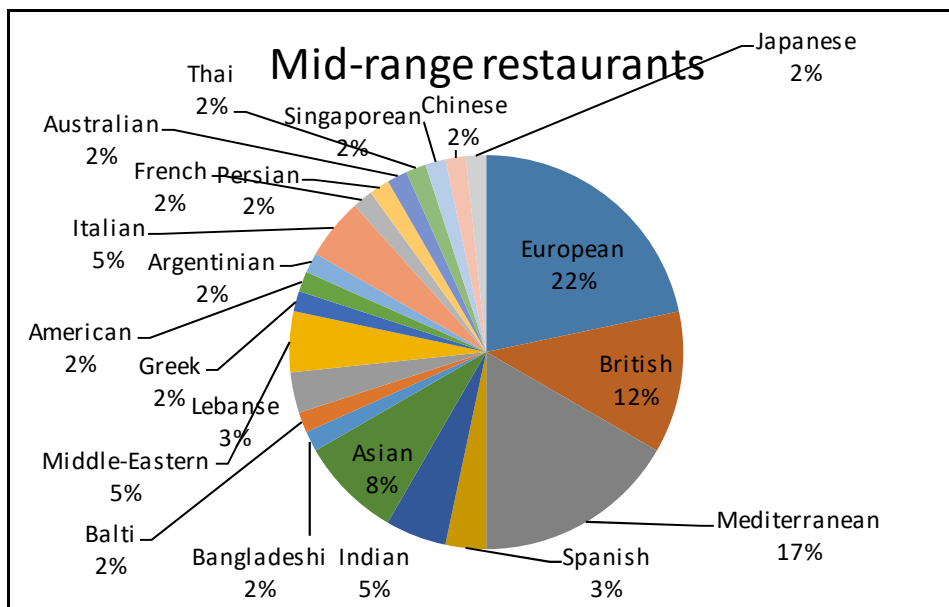


Figure 11: Graph illustrating the percentage of mid-range restaurants preparing particular cuisines

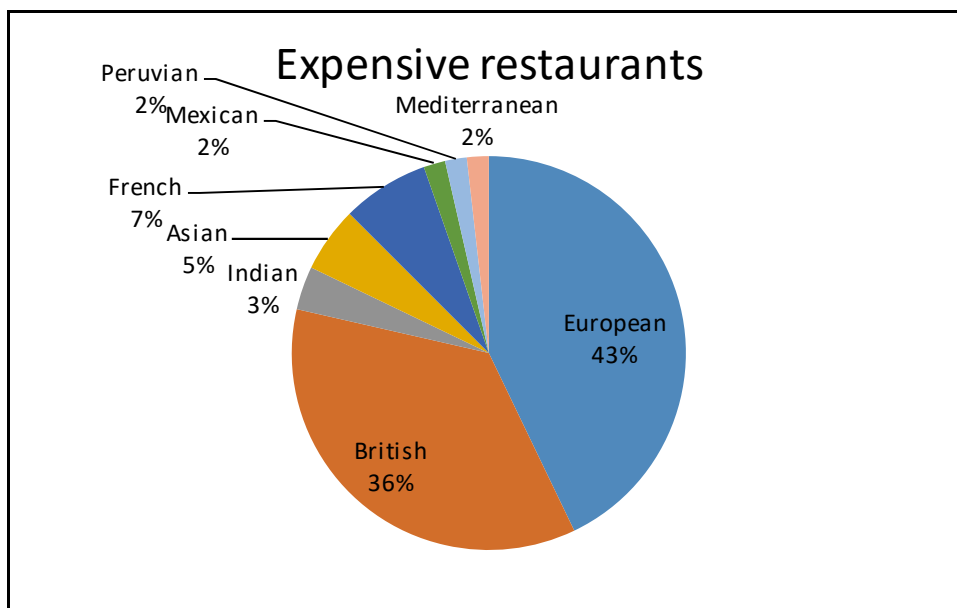


Figure 12: Graph illustrating the percentage of expensive restaurants preparing particular cuisines

The greatest diversity can be found in the mid-range restaurants since they prepare 21 different cuisines in total. The low-cost restaurants closely follow the mid-range establishments as they prepare 19 different cuisines in total. The expensive restaurants prepare 8 different cuisines in total, the British, French and European cuisines have the leading position in terms of the cuisine offered.

3.5.2. Historical background and dynamics within the language

The explanation for the high frequency of foreign languages in menus is the fact that the dataset for the analysis did not exclude ethnic restaurants. Another reason why foreign languages play a part in present-day British menus is that any language, including English, is not static but dynamic (i.e., it constantly changes and develops in time). “Given the history, we have to expect menu language to change with the times” (Schwartz 2001).

During the late 1950s and 1960s, many people from former British colonies (especially those in present-day India and southwest Asia) started to migrate to the United Kingdom, chasing the vision of a better life, and with the people also came their culture, cuisine and new flavours. As a result of the migration, the 1960s saw “a dramatic rise in the number and spread of Indian restaurants in Britain, especially in

London and the South East” (Castelow 2018). Besides, by 1975 the British were eating out regularly, oftentimes trying foreign cuisines and newly available dishes and so it happened that “the nation’s love affair with Chicken Tikka Masala had well and truly begun” (ibid.). Therefore, based on the history of the United Kingdom, it is usual to encounter words like *paneer*, *tikka*, *masala* (of Hindu, Punjabi, and Urdu origin), *Balti* (perhaps from a dialect spoken in the area near Pakistan), or *naan* (of Hindi origin) on the menus.¹² Apart from these languages, Italian, Japanese and Chinese are also commonly used in the menus.

The high employment of foreign vocabulary in the menus may also be a result of what Jurafsky mentions in his book, i.e., “menu writing manuals of the day advised restaurants to ‘continentalize your menu’” (Jurafsky 2014). In other words, the menu writing manuals in the 1970s in America advised restaurants and other dining establishments to incorporate foreign languages into their menus to become more appealing and exclusive to their customers as “status and social class never really go away” (Jurafsky 2014).

3.5.3. Low-cost menus

The graph (Section 3.5) indicates that using foreign languages in their menus is not uncommon for 53% of the low-cost restaurants or fast-food establishments, yet the low-cost menus have the lowest occurrence of foreign expressions when compared with the other menus.

On the contrary, the low-cost restaurants proved to be the most diverse in terms of the cuisines prepared, which is why the presence of foreign languages is still a characteristic feature of more than half of their menus. The most widely used foreign languages in low-cost menus are mainly Italian (*calzone*, *GATTO' DI PATATE*, *arancino al burro*), Middle-Eastern languages such as Lebanese (*sambousek*, *musakaa*, *tandoori*), Turkish (*shashlik*), Urdu, and Persian (*tandoori*) African (*kategna*, *derho*

¹² **paneer** = an Indian cheese made from cow or buffalo milk, **tikka** = a dish consisting of marinated pieces of meat, paneer, or vegetables, **masala** = a mixture of Indian spices
Balti = a type of lamb meat or goat meat curry
naan = a type of flatbread

alicha) or Greek (*fava, tyrokafteri*).¹³ The appearance of foreign terms on the low-cost menus is further discussed in Chapter 6.

3.5.4. Mid-range menus

The graph (Section 3.5) indicates that using either one or more foreign languages on their menus is also common among mid-range restaurants and dining establishments. More than three-quarters of the present-day British mid-range menus employ foreign languages to some degree. Even though the low-cost menus diverse the most in terms of the cuisines offered, it is the mid-range menus that use foreign vocabulary the most (i.e., 83, 33% of mid-range menus do so). Some of the most used loan words in mid-range menus are of Hindu and Punjabi origin (*paneer, tikka, naan*). Italian (*Insalata di mare, Tris di cicchetti, PANE, BURRO e ACCIUGHE*), Spanish (*chinchulines, chistorra, mollejas*), or Syrian (*muhammara, shorba, shish taouk*) words can be encounter in the mid-range menus too.

3.5.5. Expensive menus

Foreign languages are highly employed in the menus of expensive restaurants as well. From the overall dataset of expensive menus collected, 70% of the samples incorporate foreign language(s). One of the most frequently used foreign languages in the expensive menus is French. However, the presence of French in the menus is rather ambiguous. One of the reasons why expensive menus frequently tend to use French is because of the “traditional association of French and fine food” (Zwicky and Zwicky 1980). This association is still deeply rooted in the public’s subconscious mind; when customers see French terms used on menus, it tends to evoke the promising vision of a delicious meal, and the restaurant owners seem to be well aware of this. The French reputation in the art of cooking is “so high that a few French terms on a menu can enhance a restaurant’s prestige considerably” (Teller 1969).

¹³ **calzone** = a kind of Italian folded pizza, **Gatto' di patate** = a rustic savoury cake made of potatoes, **arancino al burro** = Sicilian rice balls, stuffed with ham and cheese
sambousek = a Lebanese meat pie, **musakaa** = a vegetable and ground meat dish similar to French ratatouille, **tandoori** = a method of cooking meat in a clay oven called tandoor, **shashlik** = a dish of skewered meat similar to shish kebab
fava = a dish made of yellow split peas called fava, **tyrokafteri** = a cheese-based spread
kategna = a traditional Ethiopian appetizer consisting of the injera flatbread and mixture of butter,
derho alicha = a dish of chicken and vegetables

Yet, French is not incorporated in the expensive menus only because of “aesthetic” reasons, or to impress the diner. Many terms are essential simply because there is “no other world that would do” (ibid.). Here are some examples of using French in expensive menus: *sea vegetable consommé, dulce beurre blanc, Rice Pudding parfait, Mille Feuille, polish charcuterie & braised sauerkraut* and the like.¹⁴

The multicultural nature of the culinary industry is responsible for the fact that French is not the only language appearing in menus; other languages such as Italian (*Balsamico di Modena, Osso Bucco*), Japanese (*Yakitori chicken, Nigiri*), or Spanish (*árbol chilli, ensalada, ají amarillo*)¹⁵ can be encountered in the expensive menus as well.

3.5.6. Regional findings

As in the case of using “chef’s choice / chef’s selection”, the number of menus employing foreign languages is the greatest in the West Midlands region (i.e., 76, 66% of menus do so). The number of menus using foreign languages in Greater London is slightly lower (i.e., 70%). Contrary to that, the number of restaurants relying on English is greater in Northwest England as only 56, 66% of them incorporate foreign languages into their menus.

3.6. Emphasis on branding and provenance

The emphasis on branding and provenance in individual menus is the subject discussed in this subchapter. The employment of this descriptor in menus reflects to what degree individual restaurants and dining establishments tend to emphasise either single brands whose products they typically use during the food preparation, or names of particular farms, pastures, as well as bays, islands, or archipelagos they buy the ingredients from. The “buzz word for this these days is Sustainable Cuisine” (Schwartz

¹⁴ **consommé** = a type of clear soup made from stock, or bouillon, **dulce beurre blanc** = a type of butter sauce, **parfait** = a cold dessert made with whipped cream, eggs and fruit, **Mille Feuille** = a type of dessert layering pastry and cream, **charcuterie** = a way of preparing and arranging meat and meat products

¹⁵ **balsamico** = a type of vinegar, **osso bucco** = a dish consisting of cross-cut veal shanks braised with vegetables

yakitori = a type of skewered chicken, **nigiri** = a type of sushi

árbol chilli = a type of Mexican chilli pepper, **ensalada, ají Amarillo** = salad with Peruvian yellow chilli pepper

2001), which suggests that many restaurant-goers are becoming more and more interested in the exact place of origin of the ingredients and in how they are farmed. Listing the names of individual farms or pastures in the menus is “the way the menus have been written” (ibid.) for more than two decades. The emphasis the restaurants put on branding and provenance is illustrated in the following graph.

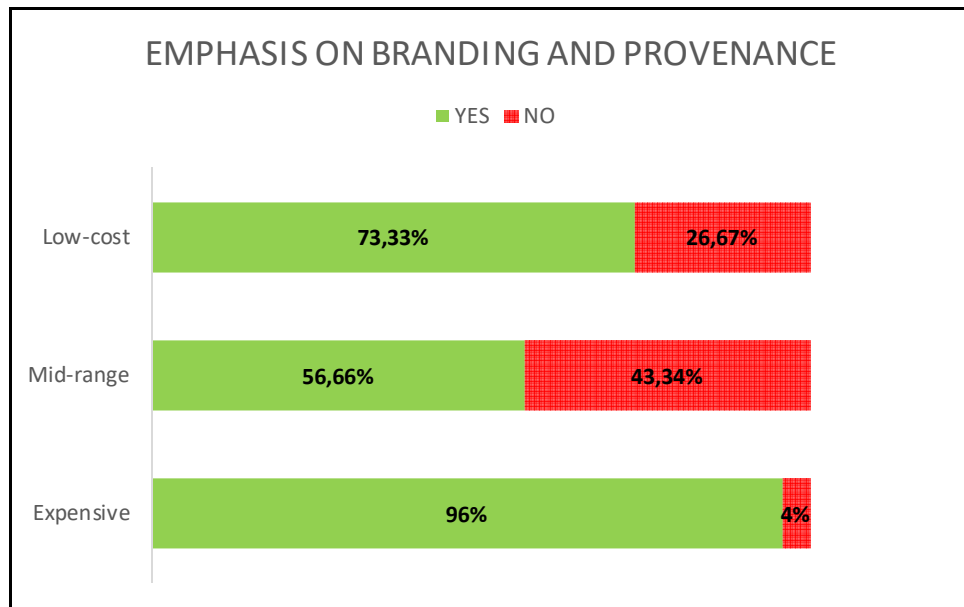


Figure 13: Graph illustrating the findings for the Emphasis on branding and provenance descriptor

3.6.1. Low-cost menus

As the graph indicates, nearly three-quarters of all low-cost establishments tend to employ either emphasis on branding or provenance. This is evident from the examples such as *Our British chicken is fresh, never frozen, Red Tractor*¹⁶. Other examples are *Free range British pork with apple & ginger sauce, Jamaican jerk spiced free range chicken patty, or Free range British chicken, bacon & tarragon*, and the like. In most cases, the emphasis is given on the provenance of either eggs or meats, ensuring the customers about the exquisiteness of the products. What is more, the fact that a great number of restaurant owners tend to use emphasis on branding and provenance on their

¹⁶ **Red Tractor** = The Red Tractor scheme, run by Assured Food Standards, certifies the food was produced in Britain and to certain quality standards for food safety, hygiene, and the environment, and reflects standard industry practice in the UK.

menus has to do with their need to “offer more than a meal these days given the high price of food and dining out” (Nesanovich 1982).

The analysis also distinguishes a slightly different type of branding and provenance occurring in the low-cost menus quite frequently. It is represented by the so-called signature dishes. Such dishes are usually regarded as being of special quality or extraordinary in some respect for the particular restaurant or fast-food that proudly offers these dishes to their customers. They are the feature distinguishing individual restaurants from the competition. In other words, they are something very specific for a particular restaurant that possibly cannot be encountered in the rival establishments. Mentioning signature dishes in the menu can also be regarded as the “chef’s method of presenting his personal agenda” (Dudek 2008) to the customers. Here are some examples of how signature dishes are employed in low-cost menus in practice: *Corn tortilla chips topped with our signature mac n cheese*, *Grilled seabass served on a bed of Paramount Rice topped with our signature tomato black olive sauce*, or *Our signature salad: hand chopped*.

3.6.2. Mid-range menus

In general, nearly 60% of the mid-range restaurants and dining establishments emphasise branding and provenance to put themselves into an appealing light in the eyes of their customers and restaurant-goers. As mentioned, this practice has been used for more than twenty years, see for example *Homemade Kaleslaw*; *Our famous homemade vegetable lasagna with fresh vegetables, marinara, homemade cheese sauce, cashew parmesan and house salad*; *Beef cheeks cooked in Pedro Ximénez wine*, or *Lancashire cheese mash and a side of winter vegetables*. Besides, the signature dishes also occur in a number of mid-range menus (i.e., 10%), the following examples illustrate how it looks like in practice: *Potato Signature side*; *Big Moe’s Full Rack of Lamb Ribs - Signature Dish*, or *Deep fried chicken wings with Zumu’s signature sauce*.

What is more, some of the mid-range menus show the tendency to mention the way the ingredients were processed, for instance, *Handcut chips/ Mash/ Pommes*; *Line-Caught Sea Bass*; *A specifically selected dish prepared with intricately chosen spices and herbs*; *Roast corn-fed chicken*; *Hand picked juicy pieces of pink Salmon*. All of the examples mentioned have one thing in common – they emphasise the traditional

approach to the processing of individual ingredients, most likely as an antipole to the industrial production, which works with the customers' imagination, making the ingredients look more appealing, perhaps even more natural in some respect. Other mid-range restaurants emphasise even specific animal breeds and varieties of plants in their menus, for example, *Roast loin of black angus beef* or *heritage* (also known as heirloom) *tomatoes/beetroot/carrot*, heritage meaning that such plants are grown from selected seeds of their predecessors. They are grown and pollinated in nature and they are not mass-produced.

3.6.3. Expensive menus

The research of the expensive menus discovered that nearly all expensive menus of the dataset (i.e., 96%) emphasise branding and provenance. It suggests that even the expensive restaurants try to show off and appeal to customers, emphasising high-quality ingredients, see for example *Southern fried wedges with homemade Sriracha mayo*; *Selection of Homemade Ice Creams*; *Grand Cru 75% chocolate*. Furthermore, one-third of the expensive menus also mentions the signature dishes, see for instance: *Our homemade nachos and signature guacamole*; *signature Mayan-spiced marinated chicken*; *Signature dishes of the season*.

Similarly to mid-range menus, the expensive menus demonstrate the tendency to mention how the ingredients were procured as in the following examples: *Hand Dived Scallop*; *Hand Cut Chips*; *hand-made butter from guernsey cows*. The tendency to emphasise particular places, specific animal breeds and varieties of plants is particularly strong in the case of expensive menus, as it demonstrates that the restaurateurs can afford to buy only the best and high-quality ingredients, which helps to establish both the importance and social status of expensive restaurants. See for instance: *Orkney Scallops*; *Cheshire New Potato / Beef*; *Lancashire 'Crumbly' Gnocchi*; *Selection of British Cheeses*; *100% grass-fed beef from traditional British breeds*; *Wagyu beef tartare*; *Heritage Carrot Risotto*, or *Heritage beetroot salad*.

3.6.4. Regional findings

Concerning the emphasis put on branding and provenance of ingredients, restaurants in West Midlands are less likely to mention branding and provenance in

comparison with restaurants in the other two regions (i.e., 53, 33% of restaurants emphasise those). The number of menus emphasising the origin of ingredients is much higher in the region of Greater London – i.e., 80%. In the case of the Northwest England region, nearly all menus collected emphasise branding and provenance, i.e., 96, 66%. This reflects that restaurateurs in Northwest England are trying the most to convince their customers about the exquisiteness of the ingredients they use.

3.7. Excessive use of descriptive adjectives / filler words

The descriptive adjectives, as well as the filler words, represent a specific lexicon used in the menus. In general, both the descriptive adjectives and filler words are rather “positive but vague” (Jurafsky 2014) in nature and can be further subdivided into two categories. The first category is represented by what Jurafsky calls “linguistic fillers”. The second subcategory is represented by what Arnold Zwicky calls “appealing adjectives”. The following graph depicts the use of both in the menus.¹⁷ The use of such vocabulary is further discussed in Chapter 6.

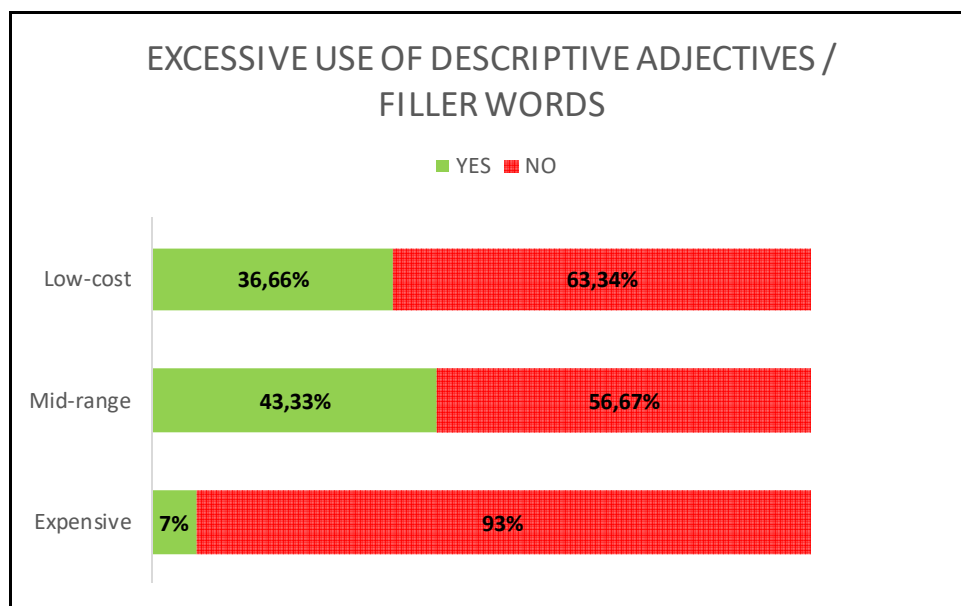


Figure 14: Graph illustrating the findings for the Excessive use of descriptive adjectives / filler words descriptor

¹⁷ Both descriptive adjectives and linguistic fillers are words that often have little or no informative value. Jurafsky (2014) defines them as “positive but vague words”.

3.7.1. Low-cost menus

In terms of the occurrence of the descriptive adjectives and filler words, the low-cost menus stand in between the expensive and mid-range menus, i.e., 36, 66% of the low-cost menus use such words. The most common linguistic fillers occurring in the sample menus are words like *traditional* as in *traditional sourdough-risen flatbread*, *traditional spices*; *authentic/ally* as in *authentic Santorini island yellow split-pea purée*, *authentically seasoned chicken*; *tasty* as in *tasty vegetables*, *tasty bacon*; *delicious* as in *a delicious mix of fresh vegetables*, *a delicious dish of melted cheese*; *succulent* as in *succulent Mexican seasoned chicken*, *two succulent chicken breasts* and their synonyms such as *flavourful*, *delightful*, *wonderful*.

On the other hand, the most widely used appealing adjectives in low-cost menus are words such as *fresh/ly* (having the leading position in terms of use); *spicy* as in *spicy anchovy fillets*, *spicy southern fried chicken strips*; *crispy* as in *crispy onions*, *crispy filo pastry rolls*; *crunchy* as in *a sprinkling of crunchy crispies*, *crunchy fries dusted with coarse salt & oregano*, and other words such as *juicy*, *fluffy*, *tangy*, *chunky*, *smoky*, *cheesy*, *rich*. The frequency of such appealing adjectives in the low-cost menus is illustrated in the following graph.

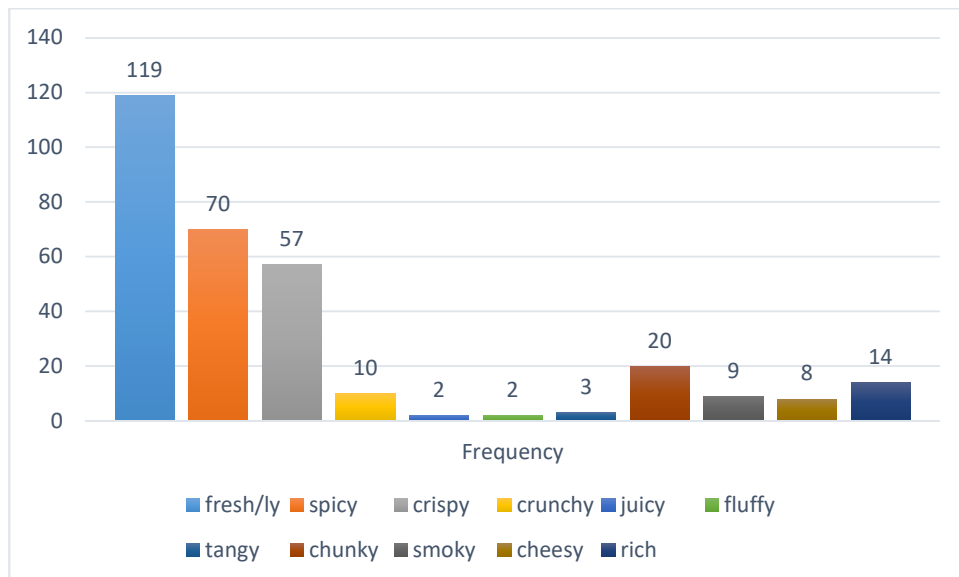


Figure 15: Appealing adjectives used in the low-cost menus

The appearance of appealing adjectives on low-cost menus has to do with what H. P. Grice, a British philosopher of language, calls the Maxims of Conversation, especially the Maxim of Quantity and the Maxim of Relation. According to these two principles, the menus should not contain more information that is required (Maxim of Quantity), and they also should not mention anything irrelevant for the purposes of communication (Maxim of Relation). The graph in Section 3.7 illustrates that most of the low-cost menus from the default dataset adhere to Grice's Maxims. On the other hand, the graph also indicates that one-third of the low-cost menus tend to violate the Maxims. In his book, Jurafsky mentions that the violation of conversational Maxims might be a result of what linguist Mark Liberman calls the "status anxiety", which means that especially low-cost restaurants and fast foods, that are generally not prominent in terms of social status, have tendencies to assure the customers that their food is, for instance, just as fresh as the food offered by the competition. Therefore, the status anxiety leads to the violation of the Maxims because, in the restaurateurs' opinion, there are some people who are somehow distrustful of the food of low-cost restaurants, and the restaurateurs thus feel the need to convince them otherwise.¹⁸

3.7.2. Mid-range menus

Both the descriptive adjectives and the filler words are employed by almost one-half of the mid-range restaurants. This places the mid-range menus into the leading position in terms of using these phrases excessively. Similar to the low-cost menus, the linguistic fillers whose frequency of appearance on the mid-range menus was the highest are, for instance, *traditional* as in *traditional Indian ice cream, a choice of grilled and traditional starters*; *authentic* as in *authentic Buffalo sauce*; *tasty* as in *tasty baked croutons, tasty chunks of paneer cheese*; *delicious* as in *a delicious sugary syrup, a delicious mint sauce*; *succulent* as in *succulent lamb cubes, succulent strips of chicken breast*. On the other hand, their synonyms such as *flavourful*, *delightful*, or *wonderful* appear relatively seldom.

¹⁸ Jurafsky illustrates this on an analogical example working with the word "ripe" – "We generally mention ripeness because there is an implicit comparison with unripeness. It's something like saying, You might worry that this fruit is unripe, but [...] I hereby assure you that it's ripe. That is, just the mention of ripeness brings up the possibility that there might be some people that might not think it's ripe, and I'm mentioning this to convince them."

It has been explained that the reason for using appealing adjectives on menus is the so-called status anxiety which is connected with the restaurant owners' need to assure their customers and which eventually leads the menus to the violation of Grice's Maxims of Quantity and Relation. One of the most frequently used appealing adjectives on the mid-range menus is *fresh/ly* as in *GREEN CHILLIES AND FRESH HERBS*, or *wedding cake served with fresh cream*. Other appealing adjectives such as *spicy* (*spicy sea bass, spicy red pepper*), *crispy* (*crispy onions, crispy chicken fillet*), *crunchy* (*crunchy peanut sauce, crunchy Oreo biscuits*), *juicy* (*juicy cod fish, juicy raspberries*), *tangy* (*tangy chutney, tangy mix of potatoes*) and so on follow, see the following graph. Despite the fact that the mid-range restaurants are almost twice as likely to overuse these phrases when compared to the low-cost menus, Figures 7 and 8 indicate that the variety of the words used is limited. That is why both the mid-range and the low-cost menus tend to employ very similar or identical vocabulary.

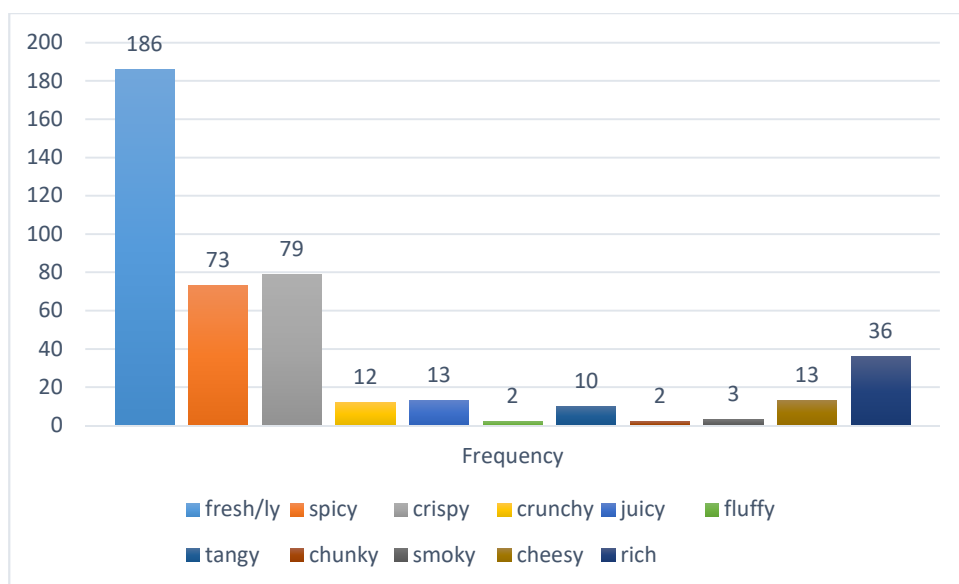


Figure 16: Appealing adjectives used in the mid-range menus

3.7.3. Expensive menus

As for the excessive use of descriptive adjectives and filler words on menus of expensive restaurants and dining establishments, the results presented by the graph in Section 3.7 demonstrate that less than seven percent of expensive menus of the default dataset employ such words in practice. The minimal employment of descriptive adjectives and linguistic fillers on expensive menus is most likely caused by the fact

that, given their high status, expensive restaurants are subjected to the status anxiety the least.

However, this does not mean that the expensive restaurants do not use either appealing adjectives or linguistic fillers on their menus at all. They do, since in some cases the adjectives are more or less obligatory (e.g., when a dish is spicy, the menu should point this fact out to prevent the unpleasant surprise on the part of the customer). Similarly, the aforementioned appealing adjectives such as *fresh/ly*, *crispy*, *juicy*, or *tangy* also can be found on expensive menus. Yet, they are employed carefully and with moderation. The following examples demonstrate their use in practice: *Freshwater tandoori king prawns served with sweet; tangy grapefruit & pomelo sirka dressing; Juicy lamb, slow-braised in bone marrow stock spiced with garam masala; crispy pork; Coconut lime sorbet; fresh mango*. The frequency of individual appealing adjectives is illustrated in the following graph.

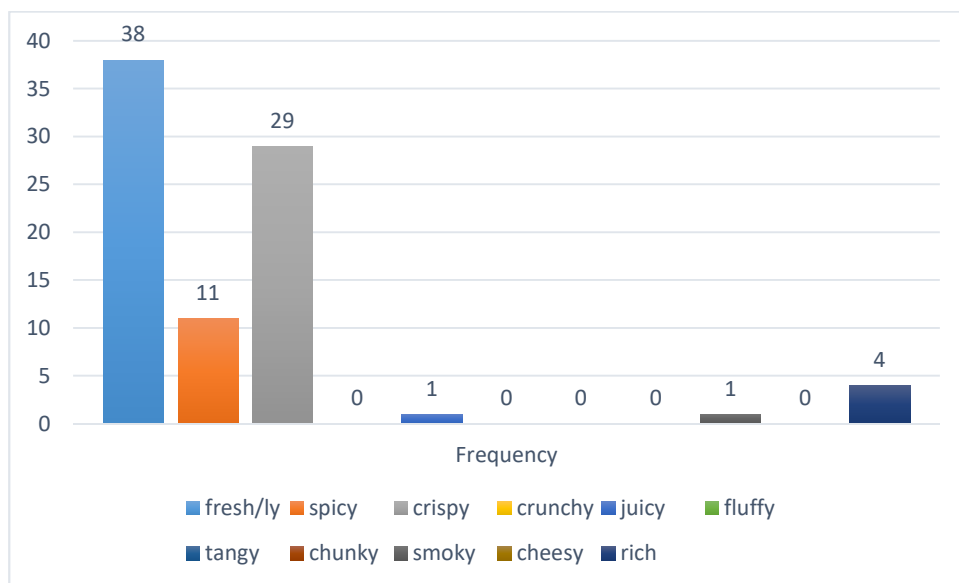


Figure 17: Appealing adjectives used in the expensive menus

3.7.4. Regional findings

The descriptive adjectives and linguistic fillers are employed the most in the menus of West Midland’s dining establishments. Out of the 30 menus collected within this region, 40% of them rely on using either descriptive adjectives or linguistic fillers. The number of menus using such lexicon in the other regions is relatively similar, i.e., 26, 66% in the case of Greater London, and 20% in the case of Northwest England.

3.8. Offering upgrade

Trying to keep up with the fast and constantly changing pace of both the culinary industry and the demands of the customers, the restaurants usually offer something more/extra than just a meal to their customers. Upgrading of one's meal/dish refers to the practice employed by many restaurants offering their customers to buy (usually for a reasonable price) an additional ingredient that is normally excluded from the meal/dish. This subchapter examines the employment of such practice in the three types of British menus. The results of the analysis are illustrated in the following graph.

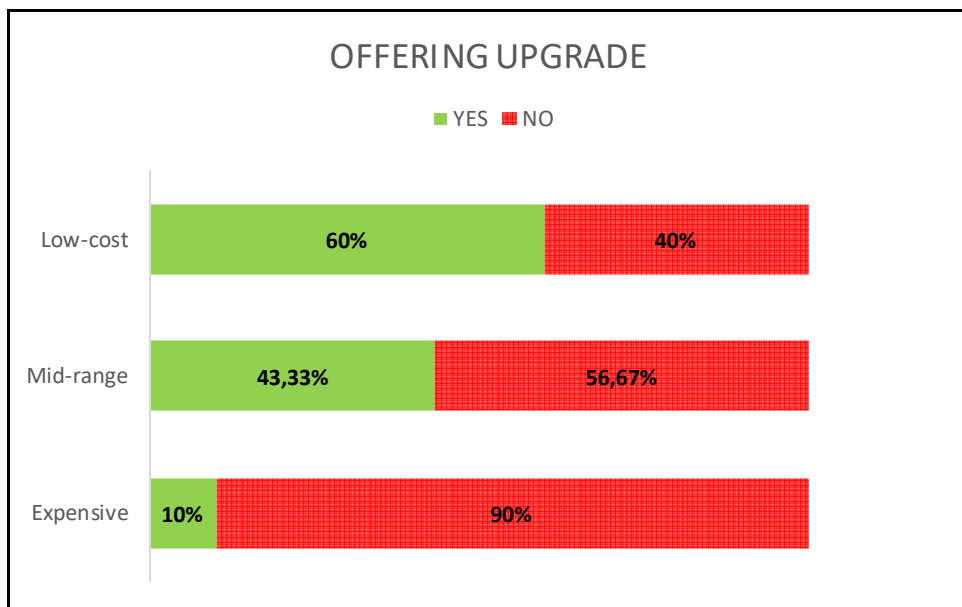


Figure 18: Graph illustrating the findings for the Offering upgrade descriptor

3.8.1. Low-cost menus

The results of the analysis demonstrate that 60% of low-cost restaurants gravitate to follow the tendency to offer an additional upgrade of the meals mentioned in their menus. The following examples show how upgrading of dishes looks like in the low-cost menus: *Upgrade to a super side ADD £1*, *Upgrade your pie meal to a super side +£1*, *Upgrade to cross hatch fries £1.00*, *Add bacon £1.00*, *Add an extra patty £4.50*.

3.8.2. Mid-range menus

The offering of the upgrade is also applicable to the menus of mid-range restaurants – 43, 33% of mid-range restaurants and dining establishments provide this kind of service to their customers. Given the fact that the average number of meals offered by mid-range restaurants is almost double (i.e., 65) when compared to low-cost establishments (i.e., 38), there seems to be a tendency of mid-range restaurants to offer the upgrade with a considerably lower frequency. The following examples illustrate how mid-range restaurants offer the upgrade to customers: *Add sauté kale and grated cheese +£1 Add cheese £1.50, Additional ingredients can be added to any dish of your choice ensuring a unique, bespoke taste, Add Your Flavour, A variety of flavours and tastes available: Rogan Josh 1 pepper GF VF £0.80.*¹⁹

3.8.3. Expensive menus

The findings presented in the graph (Section 3.8.) demonstrate that the number of menus offering the upgrade is minimal – only ten percent of expensive menus offer the customers to add extra ingredients into the dish they order, i.e., when compared with the other types of menus, the expensive menus are the least likely to offer the upgrade. Following are some examples of how the expensive restaurants offer the upgrade in practice: *Add Chicken 6 [£], ADDITIONAL TASTES OF AUSTRALASIA TO AUGMENT YOUR DINING EXPERIENCE, Add any of these premium signature dishes to your chosen menu, add short-rib or kimchi 1.25 [£].*

3.8.4. Regional findings

The Northwest England establishments focus the most on customers in terms of offering them to upgrade their meal for an additional price, i.e., 60% of the menus collected within that region offer the upgrade. In comparison with the West Midlands region, the number of menus offering an upgrade in the West Midlands is half, i.e., 30%. In the case of Greater London, only 23, 33% of menus offer the upgrade.

¹⁹ GF = gluten free, VF = vegan friendly

3.9. Artistic menu design / visual distinctive features

Menus are no longer simply considered mere offers of dishes. On the contrary, menus need to “seduce us, to stimulate our cravings” (Dudek 2008), and one of the very effective ways to stimulate customer’s cravings as well as imagination is to incorporate iconographic language / visual features into menus. The effectiveness of the iconographic language is that it can convey oftentimes key information (i.e., whether a dish is spicy, mild, etc.), without using the lexicon as it is fully comprehensible on its own. The following graph depicts the representation of the iconographic language in particular types of menus.

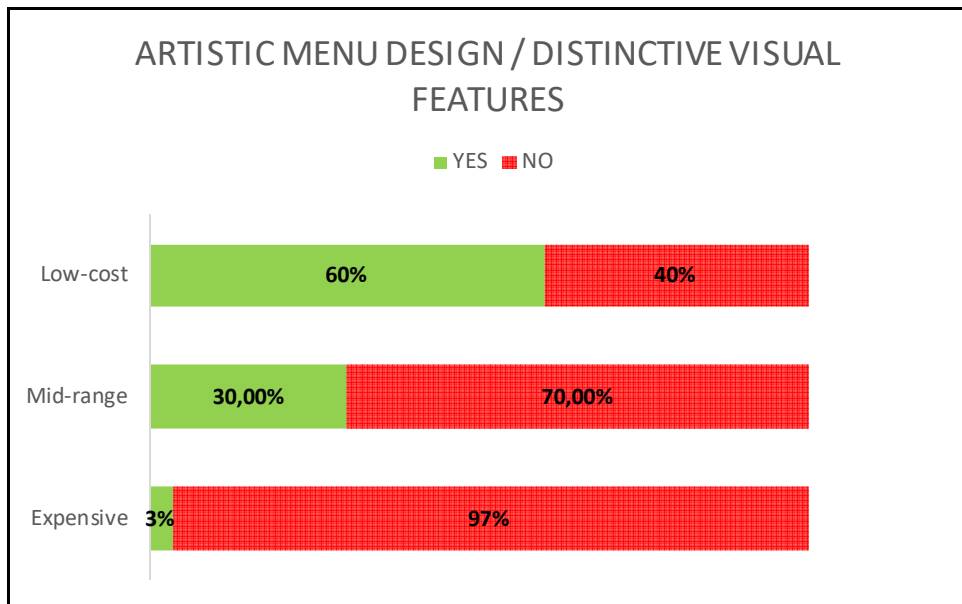


Figure 19: Graph illustrating the findings for the Artistic menu design / Distinctive visual features descriptor

3.9.1. Low-cost menus

The findings presented in the graph suggest that more than one-half of low-cost restaurants employ various visual techniques and forms of artistry in their menus. The use of iconographic language in low-cost menus is represented by a great variety of different artistic means/techniques. Some low-cost menus employ simple doodles and sketches of food, others tend to emulate pop-art (sometimes even giving credits to the artist), others use only petite graphic symbols in their menus (e.g., chilli peppers to

indicate the spiciness of a particular meal, leaves or colourful letters to indicate vegetarian, vegan, or gluten-free dishes, hearts to indicate dishes low in calories), see the following examples.



Figure 20: A cover of menu number 24

Illustrations (see Figure 20) that are not associated with food, particular ingredients, or allergens, usually do not appear on restaurant menus as restaurateurs perhaps do not consider such illustrations useful in terms of communicative value and the power to persuade customers to order a specific meal. However, what makes this menu an excellent representative of the low-cost menus is its colourfulness. Bright colours such as yellow, red, or blue are commonly employed in low-cost menus.

Brunch

All American Pancakes £10 (G,E,D,S)
Pancake stack, egg, sausage patty, streaky bacon, hash & maple syrup

Vegan Pancake Stack £9 (G)
Pancake stack, berry coulis, fresh berries, coconut yoghurt, maple syrup & coconut shavings

Forest Mushrooms £9
on Trove sourdough, creamy truffle dressing, baby spinach & toasted hazelnuts (G,N,S)

Bennies

English muffins, poached eggs & hollandaise: A classic!

Ham & Streaky Bacon £9
(G,E,D,SD)

Chorizo & Salsa £9.50
(C,G,E,D,SD)

Eggs Royale (G,E,D,F,SD)
MCR Smokehouse Salmon £10
& fresh herbs

Forest Mushroom Bennies £8.50 (C,G,E,D,SD)
with truffle dressing
Add halloumi £2.50

Polite Note

At weekends you cannot swap items or make up menu dishes. It complicates orders and can affect speed and quality of service.

Classic Sarnies

Great with Skin-On Fries!

ANCMuffin Breakfast Burger £9
sausage patty, American cheese, smoked streaky bacon, potato rosti, runny egg & Bloody Mary ketchup. All stuffed in a brioche bun, served with a pickle spear (C,G,E,D,Mu,SD)
Extra patty £2.50/ Black Pudding £1

Salt Beef Bagel £6.50 (G,Mu,SD)
House-cured salt beef & Colman's Mustard with pickles + slaw

House Grilled Cheese £6.50
Our 3 cheese blend & spring onion, oooooozing between crisp buttered sourdough, pickles, slaw (G,D,Mu,SD)

Croque Monsieur £8 (G,D,E,Mu,SD)
Thick ham, Gruyère cheese, creamy mustard mayo on buttered sourdough

Reuben Melt £9 (G,E,D,Mu,SD)
Salt Beef piled high, Swiss cheese, 1000 Island Sauce & sauerkraut.

Side VibeZ

Seasoned Skin-On Fries £3

Upgrade to **Pizza Fries £4.50**

Skin on fries, marinara sauce, vegan OR regular cheese (S,D (regular cheese))

Frickles £6 (D,G,MU,S,SD)
Deep fried pickles with blue cheese dip

Manchester Poutine £4.50
Beef-dripping chips, chicken gravy & Lancashire cheddar (C,G,D,S)

Allergy Advice

Although every precaution is taken, we cannot 100% guarantee dishes are free from allergens as they are present in our kitchen.

Figure 21: An excerpt from menu number 88

The menu depicted in Figure 21 employs several characteristic means of the iconographic language commonly found in low-cost menus. These include the leaves pictograms to mark vegan dishes, the green “V” symbol marking vegetarian dishes, the smiley egg-face for the Eggs Benedict, and the playful illustration of the letter “M” with eyes.

In addition, photographs of individual dishes can be oftentimes found in the low-cost menus as well. Accompanying the names of individual dishes, photographs help the customer to create a complete idea about both what ingredients the dishes comprise and also how the complete dish is visually presented on the plate. This can be a great advantage for many customers as it helps them to form the right expectations and eventually decide what dish to order. Moreover, incorporating photographs into their menus has become “a common practice” (Angelopoulos et al., 2019) for low-cost restaurants, see the following example.

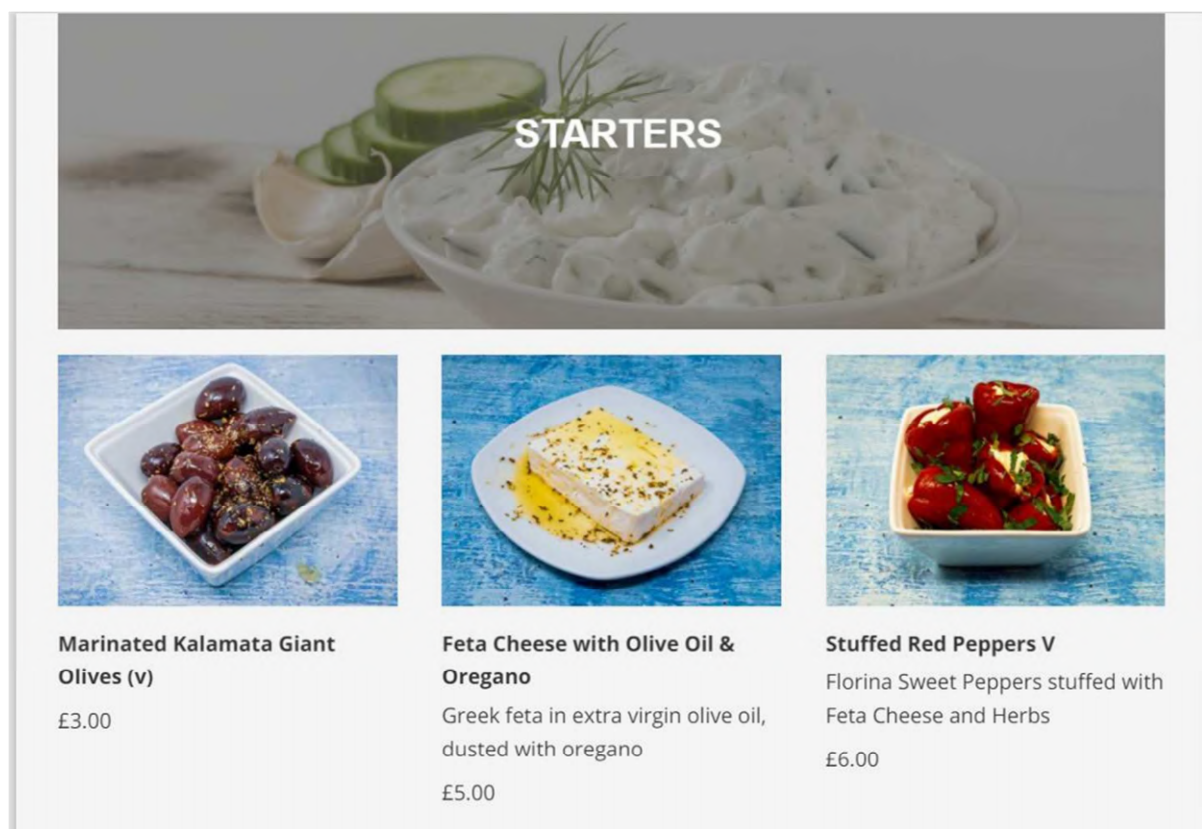


Figure 22: An excerpt from menu number 55

3.9.2. Mid-range menus

Various art styles, different fonts, doodles, colour wheel, photos of individual dishes, graphic symbols, and other ways of artistic expression are also employed in the mid-range menus. In her article, Cambria Bold mentions that according to the Art of the Menu, a division of a graphic firm UnderConsideration cataloguing underrated creativity of menus, “a good menu is about expertly executed typography: It has to be clear, legible [...], and representative of the cuisine” (Bold, 2019). However, the graph in Section 3.9 indicates that only one-third of the mid-range restaurants and dining establishments of the overall dataset do rely on a creative approach towards menus in practice. On the other hand, the rest keeps the style of their menus rather undifferentiated and simple in terms of creativity. Here are some examples of the dataset of the mid-range menus.

GLOBAL FLAVOURS & HEALTHY BITES



HOME FAVOURITES

CHICKEN MANCHURIAN
9.95

Boneless breast pieces, tomato sauce, chilli and spring onions served with your choice of noodles, rice or fries. CMGSEF



CHICKEN SZECHUAN
9.95

Tender chicken breast pieces in a sweet and spicy sauce with onions and peppers. Served with your choice of noodles, rice or fries. CMGEF



CHICKEN STROGANOFF NEW
9.95

Chicken breast sauteed in rich creamy sauce with mushrooms. Served with your choice of noodles, rice or fries. DMCSF



 **VEGAN**

PLANT BASED-BITES

VEGAN WRAP
4.95

Plant based vegan chicken style strips, served in a wrap with salad. CSV

Figure 23: An excerpt from menu number 75

As depicted in Figure 23, this representative of the mid-range menus employs both a photograph, as well as pictograms to indicate the spiciness, vegan alternatives, and dishes newly added to the menu. Similar to the low-cost menus, this menu design also employs bright colours such as pink, green, orange or purple.

PASTA



REGINETTE AL RAGU' DI NONNA MARCE (A) REGINETTE PASTA TOSSED IN A TRADITIONAL PORK SAUSAGE & 'NDUJA RAGU'. TOPPED WITH GRATED PARMESAN. FAMILY RECIPE.	£ 12.00
CALAMARATA CON CALAMARI E ASPARAGI SHORT TUBES OF BLACK SQUID INK PASTA TOSSED WITH SAUTEED CALAMARI RINGS AND HERITAGE TOMATOES ON A BED OF ASPARAGUS SAUCE. FINISHED WITH LEMON ZEST.	£ 14.00
TRIANGOLI DI SPINACI E PATATE SU CREMA DI ZUCCHINE E BASILICO (N) ✓ HANDMADE SPINACH & POTATO RAVIOLI ON A CREAMY & DELICATE COURGETTES, CASHEWS & BASIL SAUCE. TOPPED WITH OUR VEGAN PARMESAN & BATTERED COURGETTE FLOWERS.	£ 12.00
BUCATINI AI FUNGHI (A)(N) ✓ FRESH BUCATINI DRESSED WITH A FLAVOURSOME MUSHROOM SAUCE MADE OF PORCINI, GARLIC, PARSLEY, WHITE WINE & EXTRA VIRGIN OLIVE OIL.	£ 11.50
RAVIOLI NERI DI SALMONE (N) SQUID INK PASTA PARCELS FILLED WITH SMOKED SALMON, SOFT CHEESE & CHIVES. FINISHED IN THE PAN WITH BUTTER, POPPY SEEDS, PISTACHIOS & PINK PEPPERCORNS.	£ 14.50
BUCATINI NERI CON CREMA DI AGLIO NERO (N) CHARCOAL BLACK BUCATINI DRESSED WITH A CREAMY AGED BLACK GARLIC & ALMOND SAUCE. TOSSED WITH TOMATOES CONFIT, FINISHED WITH CHILLI THREADS.	£ 11.00
GNOCCHI CON MORTADELLA, PISTACCHI E BURRATA (N) HANDMADE POTATO GNOCCHI TOSSED IN A PISTACHIO BECHAMEL SAUCE, MORTADELLA HAM & CREAMY BURRATA CHEESE. ✓	£ 13.00
PIPE ALL'ARRABBIATA SHELL SHAPED SHORT PASTA IN SPICY TOMATO SAUCE.	£ 9.00
BUCATINI CACTO E PEPE A CHEESE TREAT FROM THE ITALIAN TRADITION: OUR FRESH BUCATINI TOSSED WITH SHARP & SALTY "PECORINO ROMANO" CHEESE & BLACK PEPPER.	£ 10.50
AGNOLOTTI PIEMONTESI HOMEMADE PARCELS FILLED WITH A COMBINATION OF ROASTED PORK & BEEF SEASONED WITH PARMESAN & CABBAGE. SERVED IN A BRAISED MEAT & VEGETABLE REDUCTION. TOPPED WITH PARMESAN & A SAGE CRUMBLE.	£ 13.00

If you suffer from a food allergy or intolerance, please let your server know upon placing your order

**Gluten-free option available. Please ask for details*

SUITABLE FOR VEGAN IN GREEN (N) CONTAINS NUTS ✓ VEGETARIAN (A) CONTAINS ALCOHOL

A DISCRETIONARY 10% SERVICE CHARGE WILL BE ADDED TO THE BILL OF PARTIES OF 6 OR MORE

Figure 24: An excerpt from menu number 79

The means of the iconographic language used in this excerpt are a pictogram to indicate the type of dish offered (see the upper right corner), the green "V" symbol to indicate vegetarian dishes, and colourful fonts used to name individual dishes. The

green font marks both vegetarian and vegan options; the red font is used for the rest of the dishes, most of which contain meat/seafood.

3.9.3. Expensive menus

The findings concerning the expensive menus suggest that there is almost 100% congruence between the expensive menus collected. This indicates a strong tendency for expensive menus to look alike in terms of visual design. It is not common to encounter any photographs in the expensive menus as they try to keep their design plain, clear and simple. Expensive menus work predominantly with plain, monotonous colours such as black, white, or grey. They also employ easily readable, simple fonts, enabling customers to navigate the menus effortlessly and letting the individual words speak for themselves, see the following examples.



Figure 25: A sample of the Tasting Menu from menu number 6

MAIN COURSES

Cornish turbot

peas, razor clams, broad beans, lemon balm

Dover sole

carrot, fennel, cockles, vadouvan

Guinea fowl blanquette

alliums, hazelnuts, thyme

Roast pigeon

beetroot, pickled blackberries, buckwheat

Cumbrian Blue Grey

leek, pickled alliums, black garlic

Three courses £130.00

Menu choice for parties of 7 and 8 guests - if this menu is selected in advance for a larger party, please note that the chef will select three starters, mains and desserts on the day. Please inform the restaurant of your menu choice at least 5 days prior.

A 12.5% discretionary service charge will be added to your bill. All prices are inclusive of VAT.

If you have a food allergy, intolerance or sensitivity, please speak to your server about ingredients in our dishes before you order your meal

Figure 26: An excerpt from menu number 38

3.9.4. Regional findings

In terms of artistic design and distinctive visual features of menus, Northwest England restaurants have the most creative menus. That is, 43, 33% of Northwest England menus employ different graphic symbols, doodles and sketches of food, colourful letters to indicate vegetarian, vegan, or gluten-free dishes, photographs, and other non-verbal means of communication. In West Midlands, 30% of menus do so. Menus are visually rather uniform and similar in Greater London's region, as only 16, 66% of restaurants elaborate their menus in a graphically distinctive way.

3.10. Alternatives

The dynamic nature of the food industry causes that the present-day consumer's demands on restaurants and dining establishments have been constantly changing. Increasingly more and more people all over the world (oftentimes influenced by temporary dietary trends) are experimenting with new ways of consumption and alternative cuisines. For instance, according to the research of the Vegan Society in 2018, there were around 600,000 vegans in Great Britain (Jones, 2020). This subchapter discusses the alternatives the British menus offer to the customers. The analysis' findings are presented in the following graph.

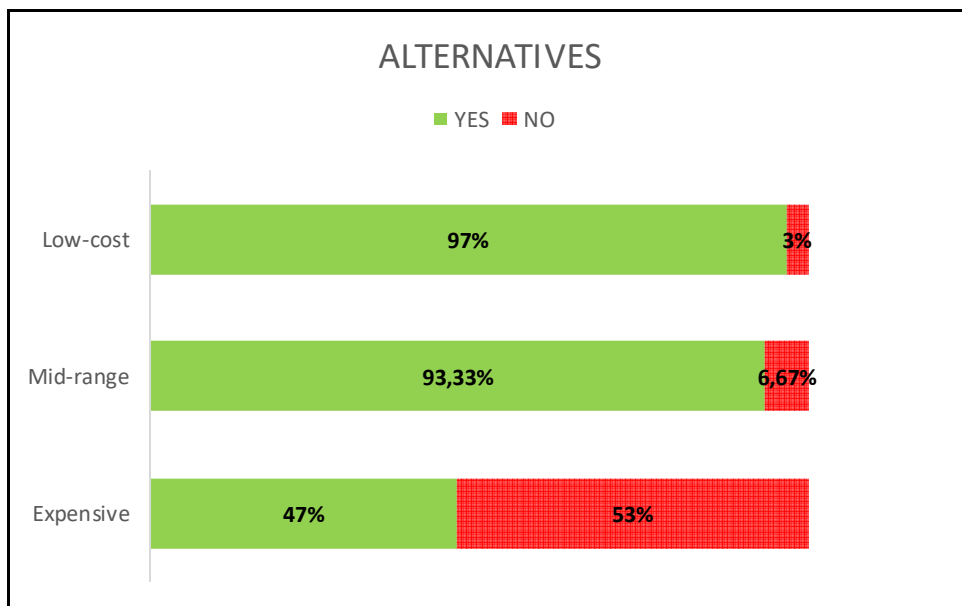


Figure 27: Graph illustrating the findings for the Alternatives descriptor

3.10.1. Low-cost menus

The high frequency of low-cost establishments offering alternatives to their customers is perhaps not surprising as they seek to remain competitive and attractive to their customer base. The findings within the graph indicate that there is nearly 100% congruence in the low-cost menus, i.e., the majority of them offer alternative versions of their dishes. The most common of the alternatives offered by low-cost menus are vegetarian dishes; out of the 29 menus offering alternatives, 27 offer vegetarian dishes. Nonetheless, given the demand, it is not unlikely for a lot of low-cost menus to offer more alternatives, apart from the bare minimum (vegetarian dishes). It is rather common for customers to encounter vegan, gluten-free, or protein alternatives²⁰ on the low-cost menus as well, see the following graph. Besides, 23, 33% of low-class restaurants offer their customers different sizes of dishes to choose from such as *big*, *medium*, or *small*, and thus make their menus even more appealing and accessible to the customers.

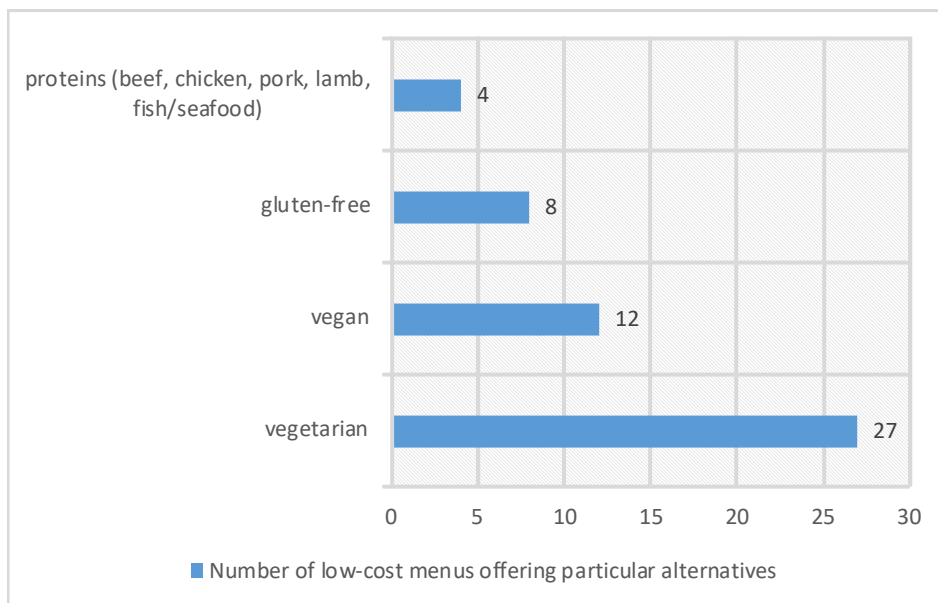


Figure 28: Alternatives offered by the low-cost menus

3.10.2. Mid-range menus

The findings resulting from the research of the mid-range menu indicate that there is an analogical tendency to the one found in the low-cost menus – the majority of

²⁰ i.e., it is possible to swap the proteins within one meal, for example, the same meal can be served either with lamb, beef, or pork.

mid-range restaurants and dining establishments offer alternatives to their customers. The most employed alternatives in the mid-range menus are vegetarian (offered by 25 menus out of 28 menus offering alternatives) and vegan (offered by 15 menus out of 28). The frequency of these as well as other alternatives offered by the mid-range restaurants is illustrated in the following graph. Similar to the low-cost restaurants, 20% of the mid-range restaurants offer different dish sizes as well.

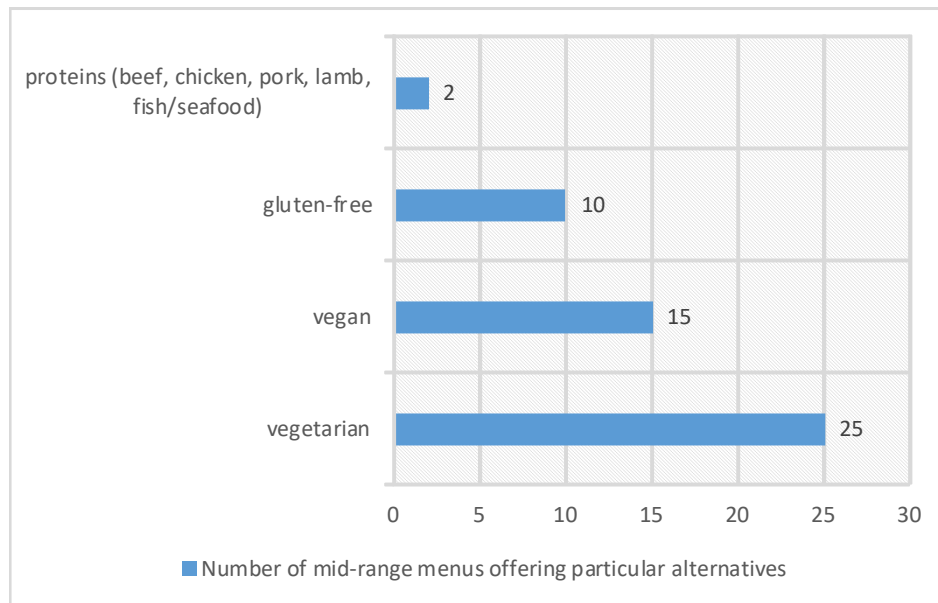


Figure 29: Alternatives offered by the mid-range menus

3.10.3. Expensive menus

The tendency to offer alternatives is markedly lower in the case of expensive menus, as shown in the graph (Section 3.10.), less than 50% of expensive restaurants offer different alternatives to their customers. However, the expensive menus demonstrate an analogical tendency to both the low-cost and the mid-range menu – the most frequent alternatives offered are vegetarian (offered by 14 menus out of 14 offering alternatives), and vegan (offered by 5 menus out of 14). Contrary to that, the protein or gluten-free alternatives appear with a negligible frequency as illustrated by Figure 30. The alternative sizes of dishes also are less frequently offered in contemporary expensive menus.

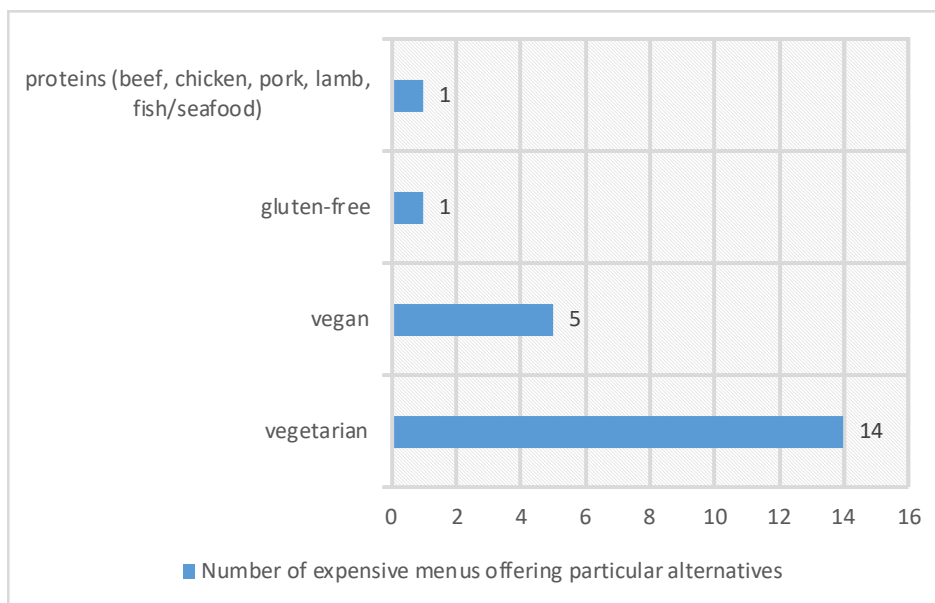


Figure 30: Alternatives offered by the expensive menus

3.10.4. Regional findings

In general, restaurateurs in all three regions have a rather consumer-conscious/consumer-friendly approach towards their customers in terms of offering them different alternatives of meals (e.g., vegan, vegetarian, gluten-free). The numbers are following: 90% of restaurants in Greater London offer alternatives in their menus, in Northwest England, it is 86, 66% of restaurants, and in West Midlands, it is 80% of restaurants. This also reflects that the restaurateurs in the regions selected are aware of the dynamics of culinary and changing demands of customers.

3.11. Limited register

Although all three types of present-day British menus offer a number of alternatives to their customers, some of the menus may be limiting in terms of their register.²¹ This subchapter investigates to what degree the low-cost, mid-range, and expensive menus limit the customers in practice. The research's findings are illustrated in the following graph.

²¹ In the thesis, the word "register" is used for the number of items (dishes) offered in the menus.



Figure 31: Graph illustrating the findings for the Limited register descriptor

3.11.1. Low-cost menus

Providing the customers with a wide variety of different alternatives, the majority of the low-cost restaurants and dining establishments do not restrict the customer by providing them with a menu that, for some, might be insufficient in terms of the number of dishes offered. The graph suggests that the low-cost menus with a limited register represent less than one-quarter of the overall low-cost menus collected. The analysis assessed menus as having a limited register when they offered five or fewer dishes in each subsection, i.e., five or fewer appetizers, five or fewer main dishes, five or fewer desserts.

3.11.2. Mid-range menus

The dataset of the mid-range menus demonstrates similar findings – there is nearly 100% congruence among the mid-range menus, only four menus out of 30 do have a limited register, and thus limit the customers' choice.

3.11.3. Expensive menus

Similarly, the majority of expensive menus do not limit their customer in terms of choice either. On the other hand, the percentage of menus having a limited register is the highest (40%) in the case of expensive restaurants. This fact may represent the beliefs of some restaurateurs that since they are offering only high-quality dishes to the customers, the amount of choice does not have to be so great.

3.11.4. Regional findings

As for the limited register, most restaurants offer enough dishes to choose from, therefore, there are not limited in terms of their register. The number of restaurants offering five or fewer appetizers, five or fewer main dishes, five or fewer desserts, etc. is usually rather small, for instance, only 26, 66% of menus in the West Midlands have a limited register. In the case of the Greater London area, 23, 33% of menus have limited register, in Northwest England, it is 16, 66% of menus.

4. KWords analysis

The analysis used the tool of the CNC known as KWords which compared textual files comprising the menus with the referential corpus of British English, the BNC. The three files comprising 30 menus each had been uploaded to the KWords application in the UTF -8 (Unicode) format. The KWords analysed the dataset of menus to find the words whose frequency of use was noticeably higher than in the discourse represented by the BNC. The aim was to identify the words the native speakers might find as stylistically prominent and thus standing out from the commonly used lexicon of British English.

In the UK, the gastronomic culture has been influenced by the culture of ethnic minorities running their restaurants and other dining establishments. Also, the native vocabulary of these ethnic minorities has been often incorporated into the language of the present-day menus. Thus, the analysis presumed that the words identified as keywords would mostly be of a foreign origin. This presupposition was confirmed by the KWords research since the majority of lexical keywords were loan words from other languages. However, given the range of the input sample of menus, only keywords whose frequency was ten or higher in the menus and simultaneously zero or not overreaching the count of five²² in the BNC will be provided as examples, see the following figures.

²² The analysis chose the number five to retain the uniqueness of the keywords assessed, since the higher the frequency in the BNC, the less unique the keywords become. It means that the higher the frequency in the BNC, the more familiar the native speakers are with a particular word.

KWords	Frequency in menus	Explanation
<i>chipotle</i>	12	a smoked-dried jalapeño pepper used for seasoning
<i>falafel</i>	11	a deep-fried chickpeas patty
<i>injera</i>	40	an Ethiopian sour fermented flatbread
<i>jalapeño</i>	14	a medium-sized chili pepper pod type cultivar
<i>slaw</i>	18	a shortcut for the coleslaw salad
<i>sriracha</i>	21	a kind of chilli sauce
<i>paneer</i>	23	an Indian cheese made of cow or buffalo milk

Figure 32: KWords analysis results for the low-cost menus

KWords	Frequency in menus	Explanation
<i>achari</i>	11	an Indian pickling spice mix
<i>burrata</i>	12	an Italian cow milk cheese
<i>falafel</i>	10	a deep-fried chickpeas patty
<i>jackfruit</i>	12	a tropical fruit growing in Southeast Asia that is often used as a meat substitute
<i>karahi</i>	16	a large pan similar to the wok
<i>samosa</i>	13	a kind of Indian pastry
<i>Balti</i>	37	a type of lamb/goat meat curry

Figure 33: KWords analysis results for the mid-range menus

KWords	Frequency in menus	Explanation
<i>anticucho</i>	11	a popular and inexpensive meat dish that originated in the Andes during the pre-Columbian era
<i>jalapeño</i>	10	a medium-sized chili pepper pod type cultivar
<i>robata</i>	19	a charcoal grill used to prepare Japanese food to customers seated around the cooking area
<i>shimeji</i>	12	mushrooms native to East Asia
<i>tenderstem</i>	24	a vegetable that is a cross between broccoli and Chinese kale often referred to as “ <i>tenderstem broccoli</i> ” in the expensive menus

<i>wagyu</i>	10	a breed of beef cattle originating in Japan and considered by many as the best beef on the planet
<i>tempura</i>	39	a popular Japanese dish of vegetables and seafood coated in a very light and airy batter and served fried

Figure 34: KWords analysis results for the expensive menus²³

The keywords identified would be perceived as non-standard in terms of the present-time British lexicon. This suggests that such words would most likely not be understood by the majority of the native speakers when reading the menus. The results of the KWords analysis also support the findings presented in the graph in Section 3.5 – i.e., a certain number of British restaurants commonly incorporate foreign languages into their menus.

²³ Notice the ingredients such as *wagyu*, *tenderstem*, or *robata*, all of them indicate exclusiveness in some respect (*wagyu* being premium-quality meat, *tenderstem* allegedly having better, sweet, nutty flavour in comparison with “ordinary” broccoli, *robata* being a technique used in so-called show-cooking or to demonstrate a high culinary skill). This thus supports the claim that expensive restaurants often have the need to emphasise their uniqueness and superiority in terms of ingredients, skill, and social status.

5. A comparison of the three types of menus

In this chapter, the analysis focuses on the comparison of the three types of menus, i.e., low-cost, mid-range, and expensive menus. The research paid attention to both the congruencies among the menus, as well as to the incongruences distinguishing one type of menu from the others. The CNC tool KWords was employed to gain a more in-depth insight into the nature of particular types of menus; the findings of the KWords analysis will be commented upon as well.

5.1. Similarities

The majority of present-day menus have a considerably similar structure, reflecting the standardised genre of a restaurant menu and not violating the customers' expectations. The conventional menu parts are represented by sections including appetizers, main dishes or courses, and desserts. In addition, a more subtle division of the menus (including, for example, set menus, a la carte menus, theatre menus) also comes into play to navigate customer's food decision-making. As these structural aspects of the language style of restaurant menus have been already discussed in Chapter 3, this subchapter will advance the debate by focusing on other features that were identified as consistently recurring in the menus of the three price range restaurant categories.

A distinct feature the three types of menus have in common is the acceptance of the fact that the gastronomic industry needs to follow and adhere to the persistently developing influences, demands, and culinary tendencies permeating it. This is also manifested in the variety of dishes provided; different types of cuisine, and subsequently in the language used in menus (see Chapter 3). The dataset of 90 menus reflects that the restaurateurs are aware of the dynamics within the industry as they try to adapt to the changing demand, for instance, by offering meatless alternatives of dishes to the customers.

As mentioned, 77 of the 90 menus analysed offer numerous varieties of dishes, vegetarian dishes being the standard of the bare minimum. Encountering foreign or ethnic restaurants and dining establishments in every larger city is nowadays usual, which is one of the reasons why ethnic/exotic terms are present in each of the three

types of menus, in which they affect the native language, English. Besides, the exotic terms are perceived as an effective enticement for those seeking new flavours and cuisine.²⁴

A second feature characteristic for the three types of menus is the emphasis put on branding and provenance, 68 samples out of 90 emphasise individual brands as well as places of origin of their goods, trying to convince the consumption-conscious restaurant-goers about the quality of the cuisine at a particular restaurant. There is a direct proportion between the price and the ingredients – the higher the price, the more exquisite food.²⁵

In conclusion, the three types of menus examined are congruous in terms of offering meal alternatives, such as, vegetarian or vegan, employing various loan words from foreign languages, which underscores the offer of exotic meals, and the emphasis on branding and provenance. All of these phenomena are used to appeal to both regular and potential customers.

5.2. Differences

The individual types of menus also demonstrate certain discrepancies. For instance, in the case of foreign languages they employ. The low-cost and mid-range menus tend to use lexicons from languages such as Hindu, Urdu, African, Greek, Italian, Turkish or Lebanese. Contrary to that, the expensive menus tend to prefer French because of its previously discussed prominence as well as connection with exquisite cuisine (see Section 3.5.5).

Another difference between the three types of menus is the artistic conception of the individual menus. It seems that the amount of creativity put into the menus is directly proportional to both the price as well as the status: the low-cost menus employ a creative approach the most, the mid-range menus less, and the expensive menus the least. The higher the social status of a restaurant, the more distinguished menu.

Given the status, it has been explained that especially less fancy restaurants are more susceptible to status anxiety which may manifest itself in form of increased

²⁴ Jurafsky (2014) says: “That ‘exotifying’ or orientalist stance is [...] directed at the non-native eaters, food tourists like me who want something different and, fair is fair, get charged more for it.”

²⁵ In his book, Jurafsky says: “The most important factor that affects the price of a dish is the type of food; lobster costs more than chicken, which costs more than a side of toast”.

distrust on the side of certain potential customers. This results in excessive use of descriptive adjectives and linguistic fillers. Both the descriptive adjectives and linguistic fillers are incorporated with considerably higher frequency in the low-cost and the mid-range menus, than in the expensive menus; see the graph in Section 3.7.

The low-cost menus also differ from the other types of menus regarding the offering of the upgrade of individual dishes – 60% of the low-cost menus offer the upgrade; however, it is 43,33% in the case of mid-range menus and only 10% in the case of expensive menus.

To conclude, the individual menus show the greatest discrepancies in terms of the foreign languages they employ, the artistic design, the use of descriptive adjectives and linguistic fillers and the extent to which they are likely to have an upgrade option included.

5.3. Comparison of the menus using KWords

To discover how similar the menus were in terms of their specific lexicon, the KWords tool compared the three types of menu between one another. The principle of the analysis was that three separate UTF -8 (Unicode) format files, each comprising of thirty menus of the same price band, were uploaded to the CNC KWords tool. Two files were compared at a time. One file served as the input material, the other served as the material for the comparison. Each type of menu was compared with the other two types to uncover in which ways lexically the menus differed.

3.5.1. Comparison of Low-cost and Mid-range menus

The first two types of menus contrasted were the low-cost menus and the mid-range menus. The input text, in which the individual keywords were assessed, consisted of the low-cost menus and was contrasted with the text comprising the mid-range menus (i.e., the referential text). The majority of keywords assessed on low-cost menus had zero or little representation in mid-range menus, not overreaching the count of five. The analysis suggests that such words implied certain tendencies of the low-cost restaurants.

For instance, the majority of the keywords assessed were specific loan words from foreign languages reflecting the type of cuisine incorporated into the low-cost menus. Such keywords demonstrate that that specific cuisine is prepared less frequently

by mid-range restaurants. The words such as *injera*, *gomen*, *kitfo*, or *wot*.²⁶ are thus less likely to be encountered on the mid-range menus. All the examples mentioned come from Amharic, an official language of Ethiopia, which implies that Ethiopian cuisine is more likely to be found in low-cost restaurants. Other keywords concerning foreign languages were, for example, *dosa*²⁷ (from Hindu), *kofta*²⁸ (from Persian) or *halal* (from Arabic, referring to food prepared as prescribed by Muslim law), suggesting that the middle-eastern and Indian cuisine can be encountered in low-cost establishments more likely than in the mid-range restaurants as well. The examples mentioned denote individual dishes on low-cost menus.

Low-cost restaurants usually do not serve the most exquisite, high-quality dishes. This is reflected by the fact that some of the keywords distinguishing low-cost menus from mid-range menus denote usual/ordinary/common meals. In practice, these are words such as *pizzas*, *pies*, *pigs* (creating collocation with “in blankets” and referring to a traditional accompaniment in British Christmas dinner), *gammon*, *slaw*, or *coleslaw*. This phenomenon supports the argument that a high level of culinary skill is not likely to be found in low-cost restaurants.

Since a lot of cheap menus tend to offer the customers different sizes of dishes, other keywords appearing regularly on low-cost menus are shortcuts such as *XL* (for extra-large), *REG* (for regular), or *giant*, for instance.

All three types of menus emphasise the provenance of the ingredients. Therefore, words such as *Belgian* (creating collocation with chocolate), *Devon* (creating collocation with pork or cream toffee), or *British* (collocating with pork, chicken, or beef), were assessed as the most prominent keywords connected with branding and provenance in case of the low-cost menus.

3.5.2. Comparison of Mid-range and Expensive menus

The principle of the analysis remained the same with the mid-range menu being the input text, and the expensive menu serving as contrasting text. Also, in this case, the most significant keywords appear zero times or up to five times at most on the

²⁶ **injera** = an Ethiopian sour fermented flatbread, **gomen** = an Ethiopian vegetable dish, **kitfo** = a traditional dish comprising minced raw beef, **wot** = an Ethiopian stew of meat and vegetables

²⁷ **dosa** = an Indian crepe

²⁸ **kofta** = a meat dish whose variations are prepared in Indian, Middle Eastern, Balkan or Central Asian cuisines

expensive menus. Given that mid-range menus stand in between the two other types of menus (the low-cost and the expensive ones) the analysis expected mid-range menus to be a sort of transitional type of menu, i.e., the analysis presupposed that mid-range menus would have something in common with both the low-cost as well as expensive menus.

As in the case of the low-cost menus, the keywords manifest certain tendencies in the mid-range menus. For instance, some of the keywords assessed as the most frequency-prominent were those denoting rather ordinary meals associated mainly with low-cost restaurants such as *pizza* or *kebab*. Another similar feature with the low-cost restaurants is that mid-range menus also regularly mention dish sizes such as *regular*, *medium*, *small*. These phenomena support the finding that the mid-range menus share certain features, respectively lexicon with the low-cost menus.

Contrary to that, the mid-range menus oftentimes comprise words of French origin; in this respect, they are similar to the expensive menus. The most frequently used French words in mid-range menus are for example *courgette*, *béchamel*, or *croquette*. Apart from that, loan words from other languages also appear on the mid-range menus, the most frequent being *vermicelli*²⁹, *mozzarella* (from Italian); *alioli*, *tortilla*, *patatas*, *con* (from Spanish)³⁰, or *Balti* (see Section 3.5.).

Lastly, other frequency-prominent keywords distinguishing mid-range menus from expensive menus were provenance-denoting in nature, for instance, *Mediterranean* or *Himalayan*.

3.5.3. Comparison of Expensive and Low-cost menus

The last two types of menus compared were the expensive and the low-cost menus. In this case, the low-cost menu served as the referential text for comparison. The most marked differences between those two types of menus were in the words somehow connected or referring to the social status. This means that a great number of words occurring repeatedly in the expensive menus and zero times in the low-cost menus were loan words from French. Given the connection between French, fine dining, and social status, such results confirm the fact that French is the lingua franca of expensive menus

²⁹ **vermicelli** = a type of pasta similar to spaghetti

³⁰ **alioli** = a sauce made of salt, oil and olives, **patatas** = potatoes, **con** = a preposition meaning “with”

even nowadays. As examples, we can name words like *braised* (*Slow-braised lamb, Braised Ox Cheeks*); *confit* (*confit egg yolk, confit tomato*); *soufflé* (*Chocolate soufflé, Banoffee soufflé*), or *foie*³¹, creating a collocation with *gras*³² (*Roasted Foie Gras*). Moreover, the frequency-prominent French words present in the expensive menus were not only words carrying lexical meaning (i.e., the words denoting something concrete), but also words carrying grammatical meaning such as prepositions, conjunctions, or interjections. Namely, the French grammatical words appearing the most often were the prepositions *au/aux* as in following examples *Rémoulade de céleri rave aux Saint Jacques, Escargots au Vouvray sec, Homard entier au beurre d'estragon, or Nage de bar aux agrumes*. The literal translation of the prepositions would be “to the/at the”; however, the analysis suggests that when used with food; the translation would be rather “with”.

Apart from French, another language appearing in the expensive menus was Japanese. As in the case of French, the Japanese terms are used to refer to the status prominence of the particular restaurants; these are for example *wagyu* and *robata* (see Chapter 4). Other frequently used Japanese words on expensive menus were, for instance, *tempura, shimeji* (see *ibid.*), *sushi*, or *teriyaki*³³.

Another group of prominent words occurring on expensive menus and zero times on low-cost menus were those connected with both quality and provenance. These words were for example *artisan* (most frequently creating collocations with *cheese* or *bread*), *caviar, crab, lobster, tenderstem* (standing either alone or creating collocations with *broccoli*), *heritage*, or *Cumbrian* (referring to the provenance of beef, veal, pork, chicken and other products originating from the county of Cumbria). What is more, the analysis also discovered that other words prominent on expensive menus were those denoting specific herbs such as *fennel, saffron, or lovage*. Given the fact that saffron, as well as fennel (respectively its flowers), are rather expensive culinary ingredients, the analysis implies that the frequent mentioning of such herbs on expensive menus serves to demonstrate the emphasis the expensive restaurants put on the quality of ingredients used in their meals.

³¹ **foie** = liver

³² **gras** = fat, fleshy

³³ **teriyaki** = a type of a Japanese sauce

In conclusion, the KWords analysis showed that to present the dishes offered, each type of menu employs a different lexicon reflecting social status, the provenance of the ingredients, or the type of cuisine prepared.

6. Discussion

The analysis has provided a convincing account that despite having the same principal communicative function (i.e., to list the offer) and constituting one specific genre, menus are not necessarily created according to a universal pattern. On the contrary, since being used in a branch of the market (i.e., the hospitality industry), menus are flexible texts both submitting to and reflecting the trends and the dynamics of the culinary industry. This means that the creation of menus is influenced by the interplay of several different factors such as the target customer and their social status³⁴, changing dietary trends, or the migration of minorities to the UK. This is reflected by the analysis' findings discussed in Chapter 3.

The main particularities of the menus collected are represented by the degree of employment of a specific descriptor, which is depicted in individual graphs in Chapter 3 and by the matters discussed in Chapters 4 and 5. However, it is not always easy to find a straightforward answer that would explain what the causes of those findings are. The discussion aims to describe the selected findings that stem from the analysis. The second part of this chapter comments on both the findings stemming from the analysis and those which Jurafsky (2014) introduced in his book.

6.1. “Your choice”

The analysis found out that one of the most problematic aspects of menus is the articulation of choice. The research suggests that there are two main causes, or rather factors, influencing customers' freedom of choice. The first one is the average number of dishes offered by each type of menu. The low-cost menus offer 38 dishes, the mid-range menus offer 65 dishes, and the expensive menus offer 42 dishes on average. Given that the numbers are rather high, it seems that anyone should not have great difficulties when deciding what to order. Therefore, the analysis suggests that this might be one of the reasons why the employment of “of your choice / your way” and analogous phrases in menus does not overreach 35% (see Section 3.3). Such fact demonstrates that the majority of restaurants and dining establishments nowadays do

³⁴ i.e., cheap and mid-range establishments are not generally visited by people from affluent society

not expand the customers' freedom of choice by offering them to adjust the meals according to their likings.

The second factor which the analysis implies influences the freedom of choice is providing customers with a rich offer of dishes to choose from. Doing so oftentimes seems to be a deliberate strategy on the part of the restaurants. This phenomenon is also pointed out in Jurafsky's book. He suggests that especially in inexpensive restaurants "the diner has a lot of choice" (Jurafsky 2014) as they offer "twice as many" dishes on average (ibid.) in comparison with fancy restaurants. According to the analysis, Jurafsky implies that cheap restaurants often create the impression of real choice by offering the customers a lot of supplementary ingredients, as well as additional options, that does not cost them a lot of money but which have a great impact on stimulating the impression of a great offer.

6.2. "Chef's choice"

An antipole to the "of your choice / your way" type of expressions are "chef's selection / chef's choice" and analogous phrases. Such phrases affect customers' choice by offering them dishes "selected by a chef". "Chef's selection" may be particularly handy when a customer hesitates regarding what to order, the dishes recommended by a chef themselves (that usually are of exquisite quality) might eventually be what the customers decide to order. Also, meals listed under the "chef's choice" are usually of exquisite quality when compared with other meals on the menus, which is reflected on the price – the analysis discovered that "chef's choices" rank among the priciest items on a menu.³⁵ Yet, as the graph (Section 3.4) shows, the employment of such phrases in menus is rather minimal, i.e., no more than 25% of each type of menu offers "chef's selection / chef's choice". As in the case of "of your choice / your way" phrases, the analysis suggests that the minimal employment might be caused by the high number of dishes offered on average; therefore, a restaurateur presumably does not consider "chef's selection / chef's choice" phrases to be much of use nowadays.

Another hypothesis is that to keep things simple for their staff, restaurateurs do not incorporate the possibility to adjust meals according to "customers' way" into

³⁵ This applies to all three types of menus. On average, in 12 restaurants out of 17 offering chef's choice / chef's selection, the starting price for such dishes is 10 £. The price tends to grow gradually higher with the higher status of an establishment.

menus. That way, the staff working in the kitchen prepares only what is on a menu³⁶, which increases both the quality and speed of the service provided.

6.3. Social status

What is interesting about the menus collected is the way in how they negotiate the social status of a given establishment. The analysis discovered that especially expensive menus tend to demonstrate the status of their cuisine via language. To do that, the menus often use French loan words as French is a “historically high-status language” (Jurafsky 2014). Jurafsky also says “When you’re demonstrating high status, less is more, in words as in food.” However, cheaper menus often offer a great variety of dishes, including their detailed descriptions, which confirms Jurafsky’s claim and suggests that cheaper establishments generally do not emphasise their social status. The presence of foreign words in restaurants and fast-foods having lower status in comparison with the expensive ones is caused by a different factor – the cuisine(s) they prepare. As the pie graphs in Section 3.5 illustrate, both low-cost and mid-range restaurants prepare on average almost three times more cuisines than the expensive ones (i.e., low-cost 19, mid-range = 21, expensive = 8). That is why Chinese, Italian, Japanese, Urdu, Hindi, Ethiopian and other loan words occur in menus of cheaper restaurants.

6.4. Excessive use of descriptive adjectives and linguistic fillers

Another fascinating phenomenon of the menus is the excessive employment of descriptive adjectives and linguistic fillers. According to Jurafsky (2014), both descriptive adjectives and linguistic fillers “are associated with lower prices”. This claim was essentially confirmed by the analysis’ findings. As the graph (Section 3.7) shows, such vocabulary is used by 36, 66% of low-cost menus 43, 33%, but only 7% of expensive ones. Having little informative value, one may wonder why restaurateurs do “bother” and use them (excessively) in their menus. The analysis suggests they are used to fill in the “blank space” in cheaper menus, i.e., to appeal to the customer’s imagination by making the offered dish more attractive (consider *flavourful beef stew*

³⁶ i.e., they cook meals which are prepared daily, they know the exact cooking time which helps them to work proficiently and they do not waste time by preparing the meals according to customers’ wishes, which may be time-consuming

vs. *beef stew*), and perhaps to compensate for the lack of exquisite-quality ingredients such as truffles, lobster, or caviar.

6.5. Jurafsky’s findings

This subchapter addresses the British menus in connection with Jurafsky’s findings. As mentioned, the thesis was inspired by a study carried out by Daniel Jurafsky and his colleagues. Because their study was carried out in the United States of America, the analysis of the British samples presupposed to find both congruencies and incongruences with Jurafsky’s research. To ease the navigation in the thesis, Jurafsky’s findings mentioned in Chapter 2 are to be found down below.

Expensive menus	
Jurafsky’s claim:	
1.	“Expensive restaurants mention the origins of the food more than 15 times as often as inexpensive restaurants.”
2.	“Obsession with provenance is a strong indicator that you are in an expensive, fancy restaurant.”
3.	“Expensive restaurants have half as many dishes as cheap restaurants, are three times less likely to talk about the diner’s choice, and are seven times more likely to talk about chef’s choice.”
4.	“A lot of foreign words are used on fancy menus.”
5.	“[American] modern fancy menus are light and terse, with no cheap filler adjectives or endless protestations about what’s ‘real’.”

Figure 1: Jurafsky’s findings touching the expensive menus

Cheap menus	
Jurafsky's claim:	
1.	“Inexpensive restaurants just have far more dishes. On average twice as many.”
2.	“Cheap restaurants are likely to give a choice of sizes, or a choice of proteins.”
3.	“[...] on menus of cheap restaurants the word <i>you</i> appears much more often, in phrases like ‘your choice’ or ‘your way’.”
4.	“[...] long, wordy menus with lots of filler words occur in the middle-priced restaurants.”
5.	“You’ll find the word [real] on lots of menus, but exactly which foods the restaurants claim are ‘real’ depends sharply on the price. Cheap restaurants promise you a real whipped cream, real mashed potatoes, and real bacon.”

Figure 2: Jurafsky’s findings touching the cheap menus

6.5.1. Jurafsky’s findings in respect of expensive restaurants

The analysis of the British samples supports Jurafsky’s claim concerning mentioning of provenance in the expensive menus. As the graph in Section 3.6 demonstrates, 96% of the expensive restaurants emphasise branding and provenance of the ingredients in their menus. Contrary to that, the mid-range restaurants accentuate the provenance the least – 56, 66% of mid-range restaurants do so in their menus. The 73, 33% of low-cost restaurants emphasising branding and provenance stay in between the expensive and the mid-range restaurants.

To expand Jurafsky’s claim, the analysis implies that this phenomenon is linked to both the social status and the average number of dishes offered. Having the highest social status, the expensive restaurants emphasise the origin of the ingredients to manifest that they are wealthy and luxurious enough to buy the best ingredients there are. The low-cost establishments also emphasise provenance; however, their reason for doing so is different. Having the lowest social status and oftentimes suffering from status anxiety, the low-cost restaurants try to persuade the “mistrustful restaurant-goers”

about the quality of the ingredients via emphasising the origin of the ingredients. As for the mid-range menus, the analysis perceives them as a transitory step between the expensive and the low-cost restaurants, since they are similar to both types of restaurants in some aspects. Because having better status than the low-cost restaurants and the greatest number of dishes offered on average, the analysis suggests that it is why they emphasise the provenance the least.

Another point both pieces of research agree on is the high employment of foreign languages on expensive menus. The reasons why expensive menus often employ foreign languages, especially French, have been discussed in Section 3.5.5. Moreover, most of the British samples of expensive menus also manage to adhere to Grice's Conversational Maxims, which means that they do not overuse descriptive adjectives or linguistic fillers in order to keep the communication with the customer adequately informative and relevant, see Section 3.7.1. This phenomenon agrees with Jurafsky on the fact that expensive menus are light and terse.

The analysis of British menus also disagrees with Jurafsky on some points. Precisely, the samples of expensive menus proved to be almost identical with the samples of low-cost menus in terms of the average count of dishes offered.³⁷ Therefore, the analysis suggests that the claim that expensive restaurants have half as many dishes cannot be applied in the environment of the United Kingdom. Jurafsky's claim touching the likelihood of mentioning either the diner's choice or the chef's choice is also perceived as non-applicable for the British menus by the analysis. The explanation is that while examining the menus, the analysis discovered that the expensive menus are only twice less likely to mention the chef's choice than the inexpensive ones. In terms of the diner's choice, the expensive menus turned out to be only five times less likely to mention the choice in comparison with the low-cost menus, not seven times as Jurafsky mentions. This finding implies that the contrast in the freedom of choice in different menus is not as great in the United Kingdom. The analysis suggests that this might be influenced by the changing demands of restaurant-goers on the restaurants (including the expensive ones). Even though the expensive restaurants might have been more reluctant to prepare a meal the "consumers' way" in the past, nowadays, they need to satisfy the present-day demands to secure their position in the market.

³⁷ The average count of dishes on expensive menus is 42; in the case of the low-cost menus, it is 38.

6.5.2. Jurafsky's findings in respect of cheap restaurants

Similarly to the case of expensive menus, the two separate analyses share something in common in the case of cheap menus. Both the research of the American as well as the research of British samples discovered that the word *you* frequently appears on cheap menus (respectively on the low-cost and the mid-range menus). The analysis reckons that its frequency in the menus is connected with the “your choice / your way” and similar phrases that are typically found in cheaper menus, and in which the word *you* frequently appears. As mentioned, the low-cost menus are approximately five times more likely to use such phrases than the expensive menus. Similarly, the British mid-range menus mention the diner's choice approximately four times more often than the expensive ones.

What is more, the analysis of the British samples also agrees with Jurafsky on the claim that both descriptive adjectives and linguistic fillers commonly appear in cheap menus. Approximately six times more often in the low-cost, as well as in the mid-range menus than in the expensive ones. The possible reasons for the excessive use of linguistic fillers and descriptive adjectives are discussed in the previous subchapter.

Both pieces of research also agree that the cheap (i.e., low-cost and mid-range) menus give the choice of sizes; however, it has been discovered that even some expensive menus tend to do so. The analysis implies that this is caused by the changing demand forcing the restaurants to reinvent or refresh their menus and provide the customers something more. The same applies even in the case of giving the choice of individual proteins.

However, the analysis disagrees with Jurafsky's analysis on some points. For instance, on the average number of dishes offered by particular menus. Jurafsky claims that cheap menus offer on average twice as many dishes. Yet, as mentioned in Chapter 6, the average count of dishes on both the low-cost as well as the expensive British menus is nearly the same. Contrary to that, the mid-range menus offer approx. 1.5 times more dishes on average in comparison with both the low-cost and the expensive menus.

The analysis also disagrees with Jurafsky on the use of the word *real* on the cheap menus. In the sample of British menus, the word *real* appears zero times in the

low-cost menus and with negligible frequency in the mid-range menus. The expensive menus do not use the word *real* at all as there exists a general presupposition on the customer's part that when they visit a fancy (and pricey) restaurant, they will be served food consisting of real ingredients.³⁸ The analysis explains this phenomenon as that the present-day British restaurateurs no longer need to assure their customers about the realness of the food as they are perhaps less sceptical nowadays.

Even though each of the analyses was carried out in a completely different culture as well as the socioeconomic environment, the mutual agreement on some points found within the comparison of the two analyses eventually manifested that each type of menu has its specifics.

6.6. Practical use of the findings

The findings of the analysis provide an interesting insight into the psychology of constructing menus that are often associated not only with the language itself but also with the selling experience, and the marketing of this to the prospective customer. This subchapter summarises the findings that might be of use to up and coming start-ups as well as those businesses wishing to revamp their marketing strategy.

The analysis discovered four important aspects that should be taken into consideration prior to opening one's dining establishment. Firstly, the concept/niche of the establishment and how this is articulated through the language of the menu. This is eventually connected with the second aspect, i.e., the target customer. In other words, a restaurateur must have a clear vision about what he wants to sell (e.g., fast-food, exquisite quality dishes) and to whom (e.g., to ordinary diners, or those who enjoy fine dining, expecting perfect experience and being ready to pay the corresponding price for the service provided), and act according to it while deciding about the cuisine to be prepared and creating the menu.

Suppose a new restaurant aims to sell meals to the most prominent members of society. From what has been discussed so far, there are several aspects to keep in mind while creating an expensive menu. One of the things to consider is the employment of foreign languages, especially French. As discussed in Section 3.5.5, people generally

³⁸ In his book, Jurafsky says: "Real is barely used at all for more expensive restaurants. [...] because consumers already assume that the bacon and whipped cream and crab are real. For a pricey restaurant to call its crab "real" would be to suggest that its realness might be in question and has to be defended."

associate French with fine dining; therefore, it would be convenient for the restaurateur to incorporate French vocabulary to create an expectation/vision on the part of a customer about the exquisiteness of the dishes listed on the menu. I would also suggest using an English translation of the French terms to ensure that the customers understand and know exactly what they are ordering. Emphasising branding and provenance of the ingredients used (i.e., naming individual areas from where the ingredients are from, specific animal/plant breeds, or the ways of treating the animals, such as free-range, corn-fed, grass-fed) is another way to further convince the customer about the premium quality of the dishes.

Another aspect to be taken into consideration is the fact that the culinary industry is constantly changing according to customers' demands. Thus, nowadays, it is a must to offer the customer some vegetarian dishes at least. The greater number of alternatives, the more likely the restaurant is to attract different types of customers and succeed among the competition. Thus, the analysis reckons that being aware of contemporary dining trends and customers' expectations and occasionally "refreshing" the menu is essential for running a successful business.

Lastly, to stack up against the competition, a dining establishment should always offer an added value (i.e., something extra to offer to their customers, which often makes them return). The "little extra" offered can be expressed by various means in the expensive menus, e.g., by offering alternatives (vegan, vegetarian...). The added value is also represented by the amount of choice the menu provides the customer with. An effective way to appeal to the customer's choice is to offer the customer to upgrade a dish for an additional price since there are people more than willing to pay a little extra for the (extra) culinary experience provided by the dining establishment. Employing the "chef's choice / chef's selection" phrases affects the amount of choice the customer has as well. Such phrases often engage with the customer's imagination. If something is presented as being recommended by a chef, it usually evokes that the dish is special in some respect (otherwise, it would not have been recommended by the chef themselves), which may "lure" the customer into ordering the particular dish. To avoid the customer feeling limited in terms of choice, I suggest providing them with a sufficient register, i.e., to offer somewhere between five and ten options for each section in the menu – five and more appetizers, five and more mains, and five and more desserts. The added value is also negotiated by offering different dish sizes (*small, medium, large*).

In addition, as mentioned, expensive menus are rather uniform in terms of visual structure. They employ simple, easily readable fonts, no loud colours such as red, orange, yellow, and they also do not use additional visual symbols or illustrations such as peppers to indicate spiciness, leaves to indicate vegetarian options, or hearts to indicate less caloric meals. I would recommend following such steps, as a simple and clean menu adds to the overall impression of the posh restaurant (it would perhaps be ridiculous if a fancy restaurant used playful menus). To support the neatness of the menu and its communication with the customer, I suggest employing both descriptive adjectives and linguistic fillers only if necessary and to a reasonable degree.

A great amount of what has been mentioned is applicable for the composition of the other two types of menus as well.

7. Conclusions

Whether relishing greasy, unhealthy, but oftentimes delicious fast-food, ethnic cuisine, or premium quality dishes, it is the diner interaction with a menu that always precedes the culinary experience. The research has underscored the significant role a menu plays in engaging and communicating with its customers. The analysis has demonstrated that the menu is simply more than an offer of food. It is a central marketing tool in displaying what is on offer, it provides abundant information on the products and ingredients used and it sells a particular dining experience be it fast food, cheap and cheerful or a gastronomic masterpiece. Specifically, it has illuminated the role lexis and register play in the creation of a menu in order to engage effectively with the customer; that is, not only communicating the food available but creating a wider dining experience, raising anticipations and expectations, and generally marking the establishment to the wider world.

When examined linguistically, the three types of menus examined transpired to be formed as flexible texts rich in information; they aimed to engage with customers' subconsciousness, emotions and imagination. This was further reinforced through the deliberate use of visual imagery to enhance the dining experience. The language of menus may be described as an art, especially rich at the level of the lexicon, including loan words, descriptive adjectives, filler words, and specific choice-regarding constructions, that have the effect of directly engaging with the customer.

Importantly, modern menus are strongly associated with marketing. The nature of individual menus derives from the interplay of both linguistic as well as visual aspects. In restaurateurs' culture and the wider hospitality industry, menus are vital devices in the mediation of a culinary experience, for which people are prepared to pay. Understanding the specifics of the language employed in menus enables comprehension of the strategies employed by marketers making people engage with a particular restaurant or dining establishment. In addition, understanding the effects practical use of language in menus has on customers is beneficial for start-ups to effectively communicate their offer to customers.

The analysis demonstrated that present-day menus reflect major trends and the dynamics within the culinary industry in the United Kingdom. The constant change of

the culinary trends is affected by phenomena such as health and well-being. Some diners might suffer from digestive and other chronic diseases or conditions such as lactose intolerance, coeliac disease, or allergies to specific food such as nuts, fish and seafood, or particular fruits or vegetables.³⁹ As a result, people suffering from those diseases often need to follow a specifically adjusted diet. Other phenomena connected with the changing culinary trends are fitness lifestyle and present-day dietary fads. A great number of diners are nowadays more food-conscious than they used to be in the past. This means that they think twice about the quality, health benefits, as well as nutrition values of the meals they eat. To remain fit and feel good within their own bodies, those diners usually seek special diets and, as a result, place very specific demands on the culinary industry, respectively, dining establishments. As has been demonstrated, all three types of menus seek to comply with the specific dietary needs of their customers by offering them vegan, vegetarian, gluten-free and other alternatives to choose from.

Moreover, in recent years, increasingly more customers are becoming concerned with the ethical aspects associated with food. It means that they are interested in both the animal welfare and agricultural conditions of crops. Precisely, the living conditions, treatment, the diet of the animals, country of origin, or the way of cultivation – extensive vs. intensive farming, means of fertilisation of crops or environmental sustainability rank among the customers may be concerned with.

Such phenomena are eventually associated with branding and provenance. The findings presented in the analysis suggest that majority of restaurateurs are aware of the connection between the treatment of an animal or a crop and the quality, i.e., the better the treatment, the better quality of the final product. One advantage of using high-quality ingredients is that the restaurateurs can charge more for them, another advantage is that mentioning the provenance of ingredients can greatly impress the diner and perhaps stimulate their food cravings as well. The analysis implies that this is the reason why restaurateurs buy high-quality ingredients and subsequently emphasise their provenance in menus.

³⁹ **Coeliac disease** = an autoimmune disease that triggers attacks damaging the small intestine when people eat gluten. Gluten is a protein found in wheat, rye, or barely.
Lactose intolerance = a condition caused by the disability to digest lactose – a sugar found in milk, cheese and other dairy products. The common symptoms of lactose intolerance are bloating and diarrhoea.

The three types of menus analysed proved to be complex texts demonstrating both similarities as well as dissimilarities between one another. In terms of structure, the menus retain the traditional structural division. It means that all of them comprise parts such as appetizers, main dishes, and desserts, regardless of the price category or social status. Considering the previously discussed aspects affecting the dynamics within the culinary industry, another aspect the three types of menus examined have in common is the offer of various meal alternatives, from the vegetarian and vegan to the dairy/gluten-free ones. The majority of the menus strongly emphasise branding and the provenance of the ingredients. In addition, encountering loan words from foreign languages in British menus is not uncommon either, yet the individual types of menus differ in the languages from which they borrow the lexis. While the expensive menus employ French the most, the low-cost and mid-range menus oftentimes borrow from Eastern languages such as Persian, Arabic, Hindu, Urdu or Amharic.

The respective donor languages from which the menus borrow are not the only aspect in which the menus differ. The individual types of menus also significantly differ in terms of artistic design. In general, the low-cost and mid-range menus tend to be more colourful and laid-back in nature, while the expensive ones are rather uniform in terms of design. Another difference between the menu is the employment of descriptive adjectives and linguistic fillers – such words occur with higher frequency in the low-cost and mid-range menus rather than in the expensive menus. The low-cost and mid-range menus are also more likely to offer the customer to upgrade their meal. Besides, the mid-range menus turned out to be a transitional type between the other two types of menus as they employ a lexicon that is to be found in both the low-cost and expensive menus, mainly the loan words from both Eastern languages and French.

Regarding Jurafsky's research, Jurafsky distinguishes only two types of menus – the expensive menus and the cheap menus. Both mid-range and low-cost menus introduced in the analysis of the thesis are analogous to cheap menus in Jurafsky's conception. The findings presented regarding the expensive menus agree with Jurafsky on that the expensive restaurants mention the origin of the food more frequently than the cheap ones, on that a lot of foreign words can be encounter on the expensive menus and also on that they are "light and terse" (Jurafsky 2014) as they do not overuse linguistic fillers and descriptive adjectives.

The findings for the expensive menus also disagree with Jurafsky on some points. Precisely, the findings dispute Jurafsky's claim that the expensive menus offer fewer dishes than the cheap ones and that the expensive menus are three times less likely to talk about the diner's choice and seven times more likely to talk about chef's choice. The analysis discovered that the British expensive menus are only twice less likely to mention the chef's choice than the inexpensive ones. In terms of the diner's choice, the expensive menus turned out to be only five times less likely to mention the choice in comparison with the low-cost menus.

Concerning the cheap menus, both the research of the American as well as the research of the British samples discovered that the word "you" appears on cheap menus more frequently than on the expensive ones, which is associated with higher employment of "of your way" and other phrases in cheap menus. The findings for the British samples also agrees with Jurafsky on the claim that both descriptive adjectives and linguistic fillers appear more frequently in cheap menus, and on the fact that the cheap menus commonly give the choice of sizes.

As for the differences, the analysis disagrees with Jurafsky on the average number of dishes offered by particular menus. According to Jurafsky, cheap menus offer on average twice as many dishes. Yet, the average count of dishes on both the low-cost as well as the expensive British menus is almost identical. The mid-range menus offer approx. 1.5 times more dishes on average. The analysis also disagrees with Jurafsky on the use of the word "real" on the cheap menus. In the sample of British menus, the word "real" appears zero times in the low-cost menus and with negligible frequency in the mid-range menus. The expensive menus do not use the word at all.

In addition, the interconnection of menus with marketing was evident while carrying out the research. The use of the several linguistic phenomena of the menus, such as emphasising branding and provenance, or offering upgrades and alternatives can be associated with the motivation to ultimately succeed as a business. The greater the number of alternatives offered by a restaurant, the more diners having different diets and tastes can be attracted to the establishment and spend money in the respective restaurant.

In summary, despite having the same communicative function, it may be concluded the menus examined are self-reliant texts that are not created according to a

single, universal principle. Both the research presented in the thesis and the one of Jurafsky demonstrate that menus are a form of art whose composition oftentimes seems to be a matter of the complex interplay of marketing, the target customer, as well as nearly scientific principles of language use. Overall, a menu is more than the sum of its parts, perhaps a synergy of expectations.

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Appendices

1. Numeral list of menus

Restaurant	Number	City	Price category
Adams Restaurant	1	Birmingham	Expensive
Carters of Moseley	2	Birmingham	Expensive
Harborne Kitchen	3	Birmingham	Expensive
Lasan	4	Birmingham	Expensive
Opheem Restaurant	5	Birmingham	Expensive
Opus Restaurant	6	Birmingham	Expensive
Purnell's Restaurant	7	Birmingham	Expensive
Restaurant Folium	8	Birmingham	Expensive
Simpsons Restaurant	9	Birmingham	Expensive
The Oyster Club	10	Birmingham	Expensive
Atrium Restaurant	11	Birmingham	Mid-range
BA-HA	12	Birmingham	Mid-range
Don Diego Restaurant	13	Birmingham	Mid-range
James Dahl	14	Birmingham	Mid-range
Pushkar	15	Birmingham	Mid-range
Rico Libre	16	Birmingham	Mid-range
Royal Watan	17	Birmingham	Mid-range
Rustic Table	18	Birmingham	Mid-range
Syriana Restaurant	19	Birmingham	Mid-range
Tapas Revolution	20	Birmingham	Mid-range
Caneat	21	Birmingham	Low-cost
MERRYMAID BAR AND GRILL	22	Birmingham	Low-cost
Mr Singh's	23	Birmingham	Low-cost
Nando's	24	Birmingham	Low-cost
PEACER	25	Birmingham	Low-cost
Pizza Hut	26	Birmingham	Low-cost
Savanna Restaurant	27	Birmingham	Low-cost
Toby Carvery	28	Birmingham	Low-cost
WOK CHI ORIENTAL KITCHEN	29	Birmingham	Low-cost
Wrapchic	30	Birmingham	Low-cost
Flat Three restaurant	31	London	Expensive
Core by Clare Smyth	32	London	Expensive
Launceston Place	33	London	Expensive
Leicester Square Kitchen	34	London	Expensive
Michael Nada Primrose Hill	35	London	Expensive
Ormer Mayfair	36	London	Expensive
Peninsula Restaurant	37	London	Expensive
Restaurant Gordon Ramsay	38	London	Expensive
Seven Park Place by William Drabble	39	London	Expensive
The Ledbury	40	London	Expensive
Amrutha Lounge	41	London	Mid-range
Andy's Taverna	42	London	Mid-range
Barge East	43	London	Mid-range
Big Moe's Diner	44	London	Mid-range
La Patagonia	45	London	Mid-range
Latitude	46	London	Mid-range

Mele e Pere	47	London	Mid-range
Piate	48	London	Mid-range
The Clink	49	London	Mid-range
The Ninth	50	London	Mid-range
Cookhouse Joe	51	London	Low-cost
Falafel Feast	52	London	Low-cost
Honest Burgers	53	London	Low-cost
Hungry Turtle	54	London	Low-cost
It's All Greek to Me	55	London	Low-cost
Paramount Lebanese Kitchen	56	London	Low-cost
Piebury Corner	57	London	Low-cost
Pizza Union	58	London	Low-cost
The Golden Chippy	59	London	Low-cost
Wolkite Restaurant	60	London	Low-cost
20 Stories Restaurant	61	Manchester	Expensive
63 Degrees	62	Manchester	Expensive
Adam Reid at the French	63	Manchester	Expensive
Albatross and Arnold	64	Manchester	Expensive
Australasia	65	Manchester	Expensive
Dakota Bar and Grill	66	Manchester	Expensive
Hawksmoor Manchester	67	Manchester	Expensive
James Martin	68	Manchester	Expensive
Mana	69	Manchester	Expensive
WOOD Restaurant	70	Manchester	Expensive
Alborz Restaurant	71	Manchester	Mid-range
Alston Bar and Beef	72	Manchester	Mid-range
Double Zero Pizzeria	73	Manchester	Mid-range
Jasmine Grill	74	Manchester	Mid-range
MyLahore	75	Manchester	Mid-range
No1 Canal Street	76	Manchester	Mid-range
Tampopo	77	Manchester	Mid-range
The Counter House	78	Manchester	Mid-range
The Pasta Factory	79	Manchester	Mid-range
Zumu Street	80	Manchester	Mid-range
Amma's Canteen	81	Manchester	Low-cost
Chilango	82	Manchester	Low-cost
La Casita	83	Manchester	Low-cost
Northern Soul Grilled Cheese	84	Manchester	Low-cost
Pieminister	85	Manchester	Low-cost
Sicilian Restaurant	86	Manchester	Low-cost
The Hip Hop Chip Shop	87	Manchester	Low-cost
The Koffee Pot Bar and Cafe	88	Manchester	Low-cost
The Waldorf	89	Manchester	Low-cost
Viet Shack	90	Manchester	Low-cost

2. A sample of low-cost menus

THE MAIN EVENT

SERVED FROM 11.30 AM

What we're famous for!



BURRITO

Flour tortilla with your choice of filling, flavoured rice, red kidney beans, slaw, salsa & accompanying chutney



BOWL

Your choice of filling on a bed of salad or flavoured rice, served with a complementing sauce in a bowl with red kidney beans, slaw, salsa & accompanying chutney



WRAP

Flour tortilla with your choice of filling, slaw, salsa, an accompanying chutney on a base of hummus or sour cream

CHOOSE YOUR FILLING

<p>CHICKEN MUGHLAI Tikka style chicken served with tikka sauce 🔥🔥</p> <p>CHICKEN RAJASTHANI Mint & coriander chicken served with mint chutney 🔥🔥</p> <p>CHICKEN METHI 🔥🔥 Chicken with fenugreek & aromatic spices served with tikka sauce</p>	<p>MUTTON MADRASI 🔥🔥 South Indian spiced meat served with madras sauce</p> <p>PANEER MASALA (V) 🔥🔥 Indian soft cheese coated in tava spice served with tikka sauce</p> <p>SOYA AMRITSARI (V) 🔥🔥 Soya chunks coated with amritsari spice (vegan)</p>
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QUESADILLA

SERVED ALL DAY

CHOOSE YOUR FILLING

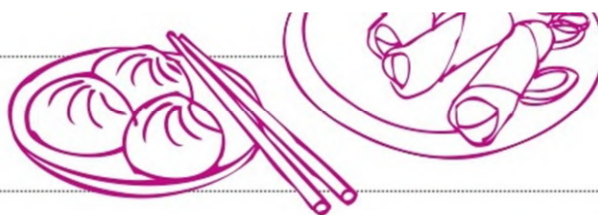
<p>Flour tortilla folded and sealed with cheese, your choice of filling, onions, peppers & jalapenos</p> <p>CHICKEN METHI Chicken with hot & aromatic spices 🔥🔥</p> <p>LAMB KHEEMA 🔥🔥 Delicately spiced minced lamb with red onion, mint chutney & fresh mint</p>	<p>CHICKEN TIKKA Tikka style chicken & mango chutney 🔥🔥</p> <p>PANEER BHURJI (V) 🔥🔥 Fiery scrambled Indian soft cheese with red onions</p>
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A sample from the menu 30

95

Starters



- 1 **Prawn Crackers** 🍷 🍷 £2.25
- 2 **Thai Prawn Crackers** 🍷 🍷 🍷 £2.75
Served with sweet chilli dip.
- 3 **Vegetarian Spring Rolls (3)** 🍃
£3.45
Crispy filo pastry rolls filled with white cabbage, carrot, spring onion, vermicelli, cucumber & shiitake mushroom. Served with a sweet soy dip.
- 4 **Spring Rolls (3)** 🍷 🍷 £4.45
Crispy filo pastry rolls filled with chopped king prawn, minced pork, white cabbage, carrot, spring onion, vermicelli, cucumber & shiitake mushroom. Served with a sweet soy dip.
- 5 **Steamed Vietnamese Rolls (3)** 🍷 🍷 🍷 £4.95
Steamed soft rice paper rolls filled with diced tiger prawn, minced pork, vermicelli, muk yee, radish, carrot, spring onion, garlic & shallot. Served with sweet soy vinegar dip with coriander, chilli & garlic.
- 6 **Crispy Prawn Wontons (5)** 🍷
£5.45
Crispy wonton pastry filled with diced prawn, bamboo shoots, water chestnuts, muk yee, ginger & spring onion. Served with a sweet chilli dip.
- 7 **Barbecue Spare Ribs** 🍷 🍷 🍷 £6.95
Marinated & herb infused barbecued pork ribs with a choice of **honey & lemon wedge** or **Cantonese fruity sauce**.
- 8 **Firecracker Ribs** 🍷 🍷 🍷 £6.95
Marinated & herb infused roasted pork ribs with wok fried salted ground spices, fresh chilli & garlic.
- 9 **Salt & Chilli Squid** 🍷 🍷 🍷 £6.95
Deep fried squid in a light crispy coating, wok fried in a blend of ground Asian spices with fresh chilli, garlic & dried shallot.
- 10 **Crispy Salt & Chilli Tofu** 🍃 🍷
£5.45
Crispy tofu chunks, wok fried in a blend of ground Asian spices with fresh chilli, garlic, onion & dried shallot.

Curries



- 11 **Classic Curry**
Traditional Chinese curry cooked with garlic, ginger, onion, mushroom, mixed pepper, carrot & garden peas.
Chicken 🍷 🍷 £8.45
Beef 🍷 🍷 £8.45
King prawn 🍷 🍷 🍷 £9.45
Mixed (chicken, beef & king prawn) 🍷 🍷 🍷 £9.45
Vegetarian 🍃 🍷 🍷 £8.45
Served with **steamed fragrant jasmine rice** or **egg fried rice**.

Chef Specials

- 12 **Crispy Shredded Beef** 🍷 🍷 🍷 £9.45
Choice of:
Dry five spiced chilli
Cantonese sauce with or without fresh chilli
Crushed yellow bean & hoi sin sauce with or without fresh chilli
Served with **steamed jasmine rice** or **egg fried rice** or **chow mein**.







Starters

Liven up your table with something to start.
We won't hang around, your main will arrive soon after!

PERI-PERI Nuts 	3.70
Fiery almonds, cashews and macadamias – crunch with punch.	
Spicy Mixed Olives 	3.70
Houmous with PERI-PERI Drizzle 	3.95
With warm pitta triangles.	
Red Pepper Dip 	3.95
With warm pitta triangles.	
Halloumi Sticks & Dip  	3.95
Five chunky sticks of grilled halloumi cheese with a chilli jam dip.	
All Together Now	9.95
Can't choose? Pick any three and get sharing! 2-4 people	

Salads

	ON ITS OWN	+CHICKEN BREAST
House Salad 	6.00	9.20
Cos lettuce tossed with crunchy cucumber and mixed tomatoes, topped with a spicy olive mix and chargrilled peppers.		
Grains 'n Greens 	7.25	10.45
A hearty helping of mixed grains, beans and corn, served on a bed of baby spinach and topped with long stem broccoli.		
Caesar Salad	7.00	10.20
A classic.		
Mixed Leaf Salad 	4.80	8.00
Top up your salad		
Pineapple / ¼ Avocado	each +0.80	
Grilled Halloumi Cheese / ½ Avocado		
Portobello Mushroom / Houmous		
Chargrilled Peppers	each +1.50	
2 Chicken Thighs	+4.00	

-  Contains mayonnaise  Chilli jam
-  Vegetarian option*
-  Lightly spiced yogurt mayo



Got an allergy? Ask to speak to a Manager, so we can help keep you safe.

Our British chicken is fresh, never frozen, Red Tractor assured and marinated in PERI-PERI for 24 hours before being flame-grilled.

PERI-PERI Chicken

	ON ITS OWN	+2 REG SIDES
¼ Chicken	4.25	7.75
½ Chicken	7.70	11.20
Whole Chicken	13.70	
3 Chicken Wings	3.95	7.45
5 Chicken Wings	5.95	9.45
10 Chicken Wings	10.95	14.45
10 Wing Roulette	10.95	
Think you can handle the heat? Take on our challenge with wings in various spice levels.		
4 Boneless Chicken Thighs	7.95	11.45
Boneless thighs, flame-grilled with skin on.		
Chicken Butterfly	8.25	11.75
Two chicken breasts joined by crispy skin.		
Chicken Livers & Portuguese Roll	7.10	10.60
Try something different! Chicken livers cooked in our special sauce, served with a Portuguese roll.		

new spice

Passion Fruit & Mango

Sweet and tropical with a fruity kick.
Our limited edition spice. Try it on your usual or experiment with something new!

Sharing platters

Got a group? Go for a platter! They're great value, perfect for sharing and you can even get two spices.

Meal Platter	22.30
Whole chicken, 1 large OR 2 regular sides and 2 bottomless soft drinks. <i>20p will be added per drink for Coca-Cola Classic (sugar levy)</i>	
Full Platter	21.70
Whole chicken, 2 large OR 4 regular sides.	
Wing Platter	17.70
10 chicken wings with either: 2 large OR 4 regular sides.	
Boneless Platter	23.95
Chicken butterfly and 4 chicken thighs with either: 2 large OR 4 regular sides.	
Family Platter	43.70
2 whole chickens and 5 large sides. Meal for 4-6	



**PITA
SHOP MENU**

Falafel	£5.5
Sabich	£5.5
Shakshuka	£5.5
Vegan Shawarma	£5.5

ON A PLATE

Falafel	£6
Sabich	£6
Shakshuka	£6
Vegan Shawarma	£6
Vine Leaves	£6
Special Of The Day	£6.5
Houmous Feast inc. Pita	£6
Boreka Brunch	

SIDES & EXTRAS

Houmous	0.60
Tahini	0.60
Chili	0.60
Loose Falafel Balls	0.30
Vine Leaves	0.8
Pita	0.50
Mediterranean Flat	£3.5
Bread	£2
Spicy Chips	

DESSERT

Brownie	£2.5
(ask staff for brownies of the week)	£2
Ma-amoul (Date, Pistachio, Walnut)	

HOT DRINKS

Espresso single / double	£1.5/£2
Espresso Macchiato	£2
Latte	£2
Latte Macchiato	£2
Flat White	£2
Cappuccino	£2
Mocha	£2.5
Americano	£2
Breakfast Tea	£2
Hot Chocolate	£2
Ice Latte	£2.5
Ice Americano	£2.5
Ice Tea	£2.5
Cafe Botz	£2
Cafe Botz Cardamon	£2
Chai Latte	£2
Mint Tea	£2

COLD DRINKS

Coke	£1.50
Diet Coke	£1.50
Cloudy Lemonade	£1.50
Ice Tea Peach	£1.80
Ice Tea Lemon	£1.80
Israeli Spring Peach	£1.80
Israeli Spring Mango	£1.80
Israeli Spring Strawberry & Banana	£1.80
Israeli Lemonade	£1.80
Israeli Anavim (grapes)	£1.80
Malt Beer (Non-Alcoholic)	£2
Still Water	£1
Sparkling Water	£1

A sample from the menu 52

MENU

FIXED PRICE LUNCH
SERVED UNTIL 4PM MONDAY TO FRIDAY
1, 2 or 3 courses £6, £9 or £12
Mains as indicated || below plus any starter, any pudding

SNACKS ANY 3 SNACKS £12, 4 FOR £15

STICKY CHICKEN WINGS*

Smoked chilli glaze £4.50

MAC & CHEESE BITES (v)

Rarebit sauce & beer glaze £4.50

PIGS IN BLANKETS

Pork sausages in bacon £5.00

WHOLETAIL WHITBY SCAMPI*

Mushy pea mayonnaise £5.00

THAI SPICED CHICKPEA

FRITTERS (v)

Chip shop curry sauce £5.00

CHUNKY CHIPS (v) £3.00

SKIN-ON FRIES (v) £2.25

CROSS-HATCH FRIES (v) £3.00

BEER-BATTERED ONION RINGS (v) £3.00

DIRTY FRIES

BBQ CROSS-HATCH FRIES

Sweet cured bacon, bbq sauce, smoked chilli ketchup, rarebit sauce, sour cream & crispy onions £8.25

MEXICAN CROSS-HATCH FRIES (v)

Avocado, jalapeños, tomato salsa, rarebit sauce, sour cream & crispy onions £8.50

SOUP & SANDWICHES SERVED UNTIL 5PM

Served with fries, choose from white bloomer or malted brown

ROAST TOMATO & BASIL SOUP (v)

With bread & butter £4.50

CLASSIC BLT

Sweet cured bacon, gem lettuce, tomato & mayonnaise £6.50

HAM & CHEESE TOASTIE

Wiltshire cured ham, smoked Cheddar & mustard mayonnaise £6.50

GRILLED HALLOUMI & AVOCADO (v)

With lime mayonnaise £6.50

BURGERS & DOGS

In a toasted, oat & sesame seed topped brioche bun / sub, served with skin-on fries & smoky ketchup

Upgrade to cross hatch fries £1.50

CLASSIC BURGER

6oz beef patty, smoked cheddar & smoky ketchup £9.75 ADD bacon £1.00

THAI BURGER || (v)

Thai spiced patty with beetroot piccalilli & curry mayonnaise £9.25

CHICKEN BURGER

Breaded chicken breast with tomato salsa & sour cream £10.00
ADD bacon £1.00

LOADED BURGER

6oz beef patty, smoked Cheddar, rarebit cheese sauce, sweet cured bacon & beer glaze £11.50
ADD an extra patty £4.50

BULLDOG ||

Smoked pork sausage & grilled crispy onions £8.00

BBQ DOG

Smoked pork sausage, BBQ sauce, bacon & crispy onions £9.25

SCAMPI DOG*

Whitby wholetail scampi, crispy onions, lime mayonnaise & chip shop curry sauce £9.25

MAINS

HAM & EGGS ||

Wiltshire cured ham, fried eggs & chunky chips £7.50

SAUSAGE & MASH ||

Broad Oak Farm smoked pork sausages, mash, crispy onion rings & beer gravy £8.75

FISH & CHIPS*

Beer-battered, sustainably caught cod, chunky chips, mushy peas & tartare sauce £11.00

SMALL FRY PORTION || £7.75

SCAMPI & CHIPS*

Whitby wholetail scampi, chunky chips, garden peas & tartare sauce £9.75

STEAK & ALE PIE

British beef & ale pie with mash, peas & beer gravy £10.50

CHICKEN & BACON CAESAR SALAD

With baby gem, chicken breast & sweet cured bacon £9.75

PUDDINGS

CHOCOLATE BROWNIE

With vanilla ice cream £4.25

STICKY TOFFEE PUDDING

With custard £4.25

All our food is prepared in a kitchen where nuts, gluten and other allergens are present. Menu descriptions do not include all ingredients, please speak to our staff before you order if you have any allergy or intolerance or require any further information about the ingredients used. (v) Vegetarian option. (vg) Vegan option * May contain bone or shell, please ask your server for details. All eggs are free range.



44 BLOSSOM STREET, ANCOATS, MANCHESTER, M4 6BF

LUNCHTIME MENU

EAT IN OR TAKE OUT

AVAILABLE TUE-THU 12-2.30PM

WRAPS

£6.50

Served on a soft warm tortilla wrap

FISH

BATTERED FISH BITERS, MIXED LEAVES & TARTARE SAUCE

HALLOUMI (V)

BATTERED HALLOUMI FINGERS, MIXED LEAVES & SPICY 'SLAW

BRKLYN MASALA FISH (VG OPTION AVAILABLE)

CURRY BATTER FISH, MANGO CHUNTEY & RAITA

BUTTIES

£6.50

Served on a fresh locally baked bun

MS. FAT BUTTY (VG OPTION AVAILABLE)

BATTERED FISH BITERS, CHUNKY SKIN-ON CHIPS & MUSHY PEAS

MEAT JUNKIE BUTTY

CHILLI BATTER SAUSAGE WRAPPED IN BACON & CURRY SAUCE

DA BRATWURST (VG)

VEGAN CURRY BRATWURST, GHERKINS, KETCHUP & MUSTARD

ADD A SIDE

£2.00

CHUNKY SKIN-ON CHIPS (VG)

CHILLI BATTER ONION RINGS (VG)

BATTERED GHERKINS (VG)

ADD A CAN OF SOFT DRINK 330ML

£1.00

Excludes Steep Soda

HOT DRINKS

CUP OF TEA	£1.50	FLAT WHITE	£2.50
AMERICANO COFFEE	£2.10	LATTE	£2.50
ESPRESSO	£2.00	MOCHA	£2.50
DBL ESPRESSO	£2.50	HOT CHOCOLATE	£2.50
CAPPUCCINO	£2.50	HOT VIMTO	£1.00

ALLERGENS & INTOLERANCES

PLEASE ASK STAFF FOR INFORMATION ON OUR INGREDIENTS BEFORE ORDERING



Antipasti to share

TAGLIERE SUNSHINE £22.50 (2 people)

Our chef will prepare a large plate of antipasto with 3 hams, 3 cheeses, olives, typical veggie from Sicily served with Panelle

VEGAN TAGLIERE (Vegan) £24.50 (2people)

Our chef will prepare a large plate of antipasto with mixed vegetables, olives, artichokes, Sicilian tomatoes served with vegan Palermitan Panelle and 3 different vegan sauces

Sicilian street food

MR. MOUNT ETNA £7.00

Vulcanic shape Arancino rice ball with a melting heart of slow cooked ragu' and cheese served in our special homemade sauce

ARANCINO NORMA (V) £7.00

- stuffed with tomato sauce, aubergine and cheese served in tomato and basil sauce

ARANCINO AL BURRO £7.00

- stuffed with ham and cheese, served in basil pesto sauce

ARANCINO SPINACH (V) £7.00

- stuffed with spinach and cheese served on a pepper puree

ARANCINO PISTACHIO (V) £7.50

- stuffed with cheese and pistachio flakes, served on a creamy sauce and pistachio flakes

PALERMITAN PANELLE (Vegan) £6.80

Popular street food in Palermo made with chickpea flour topped with 3 different vegetable sauces

SUNSHINE BRUSCHETTE (Vegan) £6.50

Topped with a selection of Sicilian vegetables

Pasta and mains

PARMIGIANA SICILIANA (V) £12.00

Layered aubergine slices with tomato sauce, mozzarella and Parmesan

LASAGNA DI ZUCCHINE £13.50

Baked layered zucchini slices with ham and mozzarella.

MONTEALBANO ATE YOUR HEART (V) £17.50

La Sicilia nel piatto: our special homemade pasta filled with sheep's ricotta and pistachio from Bronte, most famous pistachio in Sicily, creamy sauce

SPICY VEGAN GIRASOLE (Vegan) £15.00

Pasta filled with hummus, chillies, onions and turmeric in a cherry tomato and basil sauce

GNOCCHI ALLA SICILIANA (V) £12.50

Potato Gnocchi with tomato sauce, ricotta salata and basil

GNOCCHI PESTO (V) £10.95

Gnocchi with Sicilian basil pesto and pine nuts

GATTO' DI PATATE £12.00

Sicilian recipe potato cake with slow cooked ragu'

GNOCCHI BOLOGNESE £11.90

Original bolognese recipe with homemade slow cooked beef ragu

LASAGNE BOLOGNESE £11.50

Fresh layers of pasta with slow cooked bolognese sauce, baked with béchamel, mozzarella & parmesan cheese

Nibbles and sides

OLIVES (Vegan) £3.00

FRIARELLI (Vegan) £4.50

SIDE SALAD (Vegan) £4.20

TARALLI (Vegan) £3.20

A sample from the menu 86

PIEMINISTER

PIE MEALS

PIE & TWO SIDES / 8.50

Any pie & two regular sides

MOTHERSHIP / 9.00

Any pie, mash, minty mushy peas, Cheddar & crispy shallots (vegan option available)

UPGRADE TO
A SUPER SIDE
ADD £1

CLASSIC PIES / 5.00 (served with gravy)

MOO

British beef steak & craft ale

Gluten free Moo + 55p

MOO & BLUE

British beef steak & Stilton

MOOLIN ROUGE

British beef steak, bacon & red wine

KATE & SIDNEY

British beef steak, kidney & craft ale

FREE RANGER

Free range British chicken, ham,
leek & thyme

Gluten free Ranger + 55p

FUNGI CHICKEN

Free range British chicken, portobello
& chestnut mushroom

FANDANGO

Free range British chicken, chorizo, olive & butter bean

CHICKEN OF ARAGON

Free range British chicken, bacon & tarragon

CHOOKS AWAY! v/vg

Vegan 'chicken', celeriac, smoked garlic & sherry

KEVIN v/vg

Chestnut mushroom, tomato, quinoa,
baby onions & thyme

HEIDI v

Goats' cheese, sweet potato, spinach & red onion

Gluten free Heidi + 55p

SAAG PIE-NEER v v

Paneer, potato, spinach, pea & chilli

WILD SHROOM v

British mushroom, asparagus & white wine

ADD A
PIGS IN
BLANKET
STICK
1.50

SIDES

REGULAR / 2.50

Mash v/gf

vegan option available

Minty mushy peas v/vg

Garden peas v/gf

Smoky baked beans v/vg/gf

SUPER / 3.50

Cheesy mash v/gf

Macaroni cheese v

UPGRADE YOUR PIE MEAL
TO A SUPER SIDE +£1

TOPPINGS / 75P

Cheddar cheese v/gf

vegan option available

Crispy shallots v/vg

Extra gravy

Chilango

1 | CHOOSE YOUR MEAL



BURRITO



HOTBOX



SALAD

2 | CHOOSE YOUR FILLING

Regular Small

CHICKEN

7.55 6.55

VEGGIE

7.45 6.45

PORK

8.45 7.45

STEAK

8.45 7.45

PRAWNS

8.95 7.95

THIS™ ISN'T CHICKEN

8.95 7.95

SURF & TURF

8.95

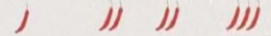
3 | CHOOSE YOUR TOPPINGS

COS LETTUCE | SOUR CREAM | CHEESE | FRESH LIME
Choose one, or go loco and have them all



SALSAS

Our salsas are made fresh from scratch every day
PICO DE GALLO | ASADA | BBQ | SALSA VERDE



GUACAMOLE

+1.50

NEW!



KETO BOX

6.25



VEGAN BOX

4.95



PROTEIN BOX

8.95



LOW CARB BOX

5.25

PIZZA UNION

HOME

LOCATIONS

MENU

JOBS

★ SUPERFAST 12" PIZZA ★

MARGHERITA M	3.95
Tomato Sauce · Mozzarella · Basil	
FUNGHI M	4.95
Tomato Sauce · Mozzarella · Mushrooms · Thyme	
FIORENTINA M	5.50
Tomato Sauce · Mozzarella · Parmesan · Egg · Fresh Spinach	
GIARDINO M	5.95
Tomato Sauce · Vegan Mozzarella · Mixed Peppers · Mushrooms · Double Basil	
FORMAGGI	5.50
Tomato Sauce · Mozzarella · Parmesan · Mascarpone · Gorgonzola	
FUMO	5.95
Tomato Sauce · Mozzarella · BBQ Sauce · Chicken · Onions	
REGINA	6.50
Tomato Sauce · Mozzarella · Parmesan · Ham · Mushrooms · Black Olives	
TROPICALI	5.50
Tomato Sauce · Mozzarella · Ham · Pineapple · Oregano	
VERONA (S)	5.95
Tomato Sauce · Mozzarella · Pepperoni · Pancetta Bacon · Green Chillies	
PEPPERONI (S)	5.95
Tomato Sauce · Mozzarella · Double Pepperoni	

A sample from the menu 58

3. A sample of mid-range menus

SMALL PLATES

POPCORN SHRIMP	£7.50
Lightly battered shrimp with spicy miso dip	
DYNAMITE CAULIFLOWER ① ●	£4.75
Crispy wok fried cauliflower coated in spicy dynamite sauce with onions	
DYNAMITE CHICKEN WINGS ●	£5.50
Crispy wok fried wings coated in spicy dynamite sauce with onions	
KAMIKAZE WINGS	£5.50
Deep fried chicken wings with Zumu's signature sauce	
SALT & PEPPER WINGS	£5.50
Oriental inspired wings	
CHILLI SQUID	£7.50
Crispy squid with sweet chilli mayo dip	
VEGETABLE TEMPURA ①	£5.50
Lightly battered vegetables with traditional tentsuyu	
EBI TEMPURA	£7.50
Lightly battered prawns with traditional tentsuyu	
CHICKEN GYOZA	£5.50
Deep fried dumplings with mince chicken and veg	
DUCK GYOZA	£5.50
Deep fried dumplings with duck and veg	
VEGETARIAN GYOZA ①	£5
Deep Fried dumplings with vegetables	
CHICKEN KARAAGE	£5.50
Japanese style fried chicken with an asian master sauce	
BEEF TATAKI GF	£9.80
Thinly sliced seared beef with ponzu dressing and truffle mayo	

RICE & NOODLES

KATSU CURRY	
Mild curry sauce or spicy option available. With rice and a choice of:	
Vegetable ①	£9.25
Breaded Chicken	£9.75
TERIYAKI	
Sweet soy glazed. With rice and a choice of:	
Chicken	£9.75
Beef	£11.25
DYNAMITE RICE ●	
Spicy stir fry with mangetout, peppers, shichimi, lime With rice and a choice of:	
Chicken	£10.50
Prawn	£11.75
YAKISOBA	
Soba noodles with egg, peppers, beansprouts, onions, shallots, pickled ginger, sesame seeds with choice of:	
Chicken and prawns	£9.75
Mushroom and vegetables ①	£9.25
Steak	£11.75
PAD THAI	
Rice noodles in tamarind amai sauce, eggs, beansprouts, leeks, shallots, mint, coriander and lime with choice of:	
Chicken and prawns	£9.75
Vegetable ①	£9.25
GINGER CHICKEN UDON	£11
Udon noodles with ginger chicken, mangetout, eggs, chilli, beansprout, red onion, pickled ginger, coriander	

SNACKS

Thai Prawn Crackers	2.95
With sweet chilli sauce	
Edamame VE	4.50
Sea salt or sesame chilli oil and sea salt	

STARTERS

Some of East Asia's favourite street snacks.
Choose 2-3 dishes per person or share lots with friends

Asian Sharing Platter (For Two)	16.90
Mushroom Lettuce Wraps, Sticky Wings, Pork Dumplings, Coconut Prawns, Satay Chicken and Corn Fritters (Extra portion 8.45 per person)	
Meaty Sharing Platter (For Two)	16.90
Satay Chicken, Sticky Wings, Pork Dumplings and Balinese Pork Belly (Extra portion 8.45 per person)	
Vegan Sharing Platter (For Two) VE	14.95
Mushroom Lettuce Wraps, Sticky Tofu, Corn Fritters, Jackfruit Rendang & Roti Slices and Smacked Cucumber Salad (Extra portion 7.50 per person)	
Sticky Wings	6.95
Crispy fried chicken wings with sesame and a sweet soy and chilli glaze	
Tofu VE	5.25
Korean Wings))	7.50
Korean fried chicken wings coated in a hot, sweet and savoury Korean red pepper sauce and peanuts	
Gyoza	5.95
Dumplings with a soy and chilli dip Pork or Mushrooms V	
Corn Fritters VE	5.50
With a sweet and sour peanut dip	
Coconut Prawns	6.95
With a sweet chilli dip	
Spring Rolls VE	4.95
Lightly fried, served with a hoisin and peanut dip.	
Lettuce Wraps))	
Zesty Asian flavours with peanuts and fresh chillies on a lettuce bed. Served cold	
Minced Chicken	5.50
Mushrooms VE	4.95
Balinese Pork Belly	5.95
Coated in star anise, cinnamon, ginger and oyster sauce	
Satay Chicken)	5.95
With red onion, cucumber and a peanut dip	
Tempura	
King prawns or fresh vegetables in a light batter	
King Prawn	6.95
Vegetables VE	5.95
Coconut Sweetcorn Soup VE	3.95
Creamy coconut soup	

SALADS FROM THE EAST

Tasty, fresh and delicious
Add Tofu for £2, Chicken for £3 or Rump Steak for £4

Japanese Salad VE	5.95
Chinese leaf, mizuna, shredded cucumber & carrot, black radish, pickled ginger in a sesame and ginger soy dressing	
Vietnamese Salad	6.50
Chinese leaf, carrot, red onion and mizuna with a mint, coriander and lime dressing	
Spicy Thai Salad))	7.50
Cucumber, cherry tomato, fine beans, fresh mint, peanuts, red onion, mizuna, black radish in a chilli and lime dressing	

SIDES

Smacked Cucumber in a Sesame Soy Dressing VE)	2.95
Mixed Leaf & Sesame Salad VE	3.50
Kale, Chilli & Caramelised Coconut Stir Fry VE)	3.95
Wok-fried Greens VE	4.95
Wok-fried Hokkien Noodles VE	2.95
Wok-fried Udon Noodles VE	3.40
Jasmine or Sticky Rice VE	2.40
Indonesian Fried Rice	2.95
Flaky Flatbread (Roti) VE	1.95
Boiled egg (soy seasoned) or fried egg	1.00

Express Lunch

Perfect for a light lunch or early dinner,
available Mon-Fri until 5pm (Exc. Bank Hols)

SMALL PLATES

Smacked Cucumber Salad VE)	2.95
Crunchy cucumber pickled in a sesame soy dressing	
Gyoza	3.95
Pork or mushroom V dumplings with a soy and chilli dip	

MAINS

Sweet Potato Katsu Curry VE	6.95
Sweet potato coated in a crispy panko breadcrumb with a mild curry sauce.	
Nasi Goreng Chicken)	8.50
Wok-fried rice with lime leaves, chilli, cucumber, egg, onion flakes, fine beans and homemade sambal Nasi Royale (with a fried egg on top) for £1 extra	
Singaporean Vermicelli Noodles	9.95
Vermicelli noodles with a mild curry flavour Pork Belly, V or VE	
Black Pepper Stir Fry))	9.95
Stir-fried with chilli and oyster mushrooms. Served with Jasmine Rice. Chicken or Tofu VE	

N^o 1 CANAL STREET

RESTAURANT & BAR

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NIBBLES

Nocerella Olives Pork Scratching's Aspalls cider apple sauce	£3.50 £4.00	Selection of Artisan Breads extra virgin oil and balsamic reduction	£3.75	Sticky Mini Chipolatas mustard mayonnaise	£5.00
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STARTERS

Seared Scallops pea, edamame, pancetta and hollandaise	£9.50	Crispy Calamari garlic aioli	£6.50	Teriyaki Pork Belly crispy rice noodles	£7.50
Soup of the Day mini tin loaf	£4.50	Confit Duck Maki Roll hoi sin, spring onion, cucumber, pickles, sweet & spicy dipping sauce	£6.75	Venison Scotch Egg pork & venison, mustard mayo, cornichons	£8.00
Chilli & Garlic Butter King Prawns on toasted sourdough	£7.50	Halloumi Bruschetta grilled halloumi, heritage tomato and candied beets	£7.25	Asian Sharing Plate confit duck maki roll, teriyaki pork bites, Asian dressed crab cups, cauliflower Manchurian	£15.50

MAINS

No1 Cheese & Onion Pie hand cut chips, house salad and Lancashire cheese & chive sauce	£13.75	Seafood Risotto saffron risotto, king prawns, crab, samphire, tomato concass, crispy calamari	£15.50
Sri Lankan Beef Curry a traditional Sri Lankan curry, slow braised Beef Fillet in rich eastern spices, wild rice, poppadums, lime yoghurt and mango chutney	£14.50	Beer Battered Cod hand cut chips, tartar sauce, crushed minted peas and buttered bloomer	£13.50
Montepulciano Ox Cheek Ragù rigatoni pasta, parmesan, torn basil	£13.50	Kale Salad kale, radish, snow pea, broccoli, pumpkin and chia croutons and an apricot and mustard dressing	£9.00
Tandoori Marinated Whole Sea Bass No 1 Bombay potatoes, lime yoghurt, chilli & spring onion	£15.00	Add Grilled Halloumi	3.00
		Add Grilled Chicken	3.25
		Add Smoked Salmon	3.25

FROM THE OVEN

Cosy Duck pan seared duck breast, winter vegetable medley of savoy cabbage, shallot, potatoes, peas and pancetta with a red currant jus	£15.50	Slow Roasted Pork Belly black pudding mash, spring vegetables with caramelised apples and Aspalls cider Jus	£15.50
Venison Pot Pie our take on cottage pie with slow cooked wild venison and beef topped with Lancashire cheese mash and a side of winter vegetables	£14.00	½ Lemon and Herb Roasted Spatchcock Chicken served with your choice of one side and a sauce	£14.25
		Spatchcock Sharer choose 2 sides and two sauces	£25.00

FROM THE GRILL

Our steaks are 30 day aged beef and are served with roasted mushroom & tomato, a choice of any side and a sauce

9oz Sirloin	£19.75
10oz Ribeye	£22.00
8oz Fillet	£25.50
Add Prawns	£4.00
Steak Frites 6oz rump steak, herb salted fries and peppercorn sauce	£12.50

PLANT BASED Small

Cauliflower Manchurian indo style fried cauliflower with chilli and spring onion	£6.00
Crispy Rice Balls mushroom, truffle, garlic aioli	£5.75
Beet Bruschetta warm heritage tomato and candied beets on toasted sourdough	£6.75

PLANT BASED Large

Yasai Katsu Curry thick slices of panko coated aubergine and sweet potato, vegan katsu sauce and sticky rice	£11.50
Ramen Noodle Broth a miso base broth packed with pak choi, shitake mushrooms, snow peas, mooli, spring onion and rice noodle then add your own aromatics to flavour	£10.50
Beet & Root Veg Bourguignon slow cooked beet & root veg, puy lentils, beetroot artisan bread	£10.75

SIDES

Mixed House Salad	£3.25	Creamy Mash Potato	£3.50
Herb Salted Fries	£2.75	Buttered Winter Vegetables	£4.00
Hand Cut Chips	£3.50	Black Pudding Mash	£4.00
Sweet Potato Fries	£3.50	No 1 Bombay Potatoes	£3.50
Grilled Halloumi	£4.00		
Cauliflower cheese	£4.00		

SAUCES

Peppercorn Sauce	£2.75
Blue Cheese sauce	£2.75
Béarnaise	£2.50
Katsu Curry Sauce	£3.00
Chefs Gravy	£2.75
Lancashire cheese & chive	£2.50

A sample from the menu 76

ALSTON BAR & BEEF

AMARETTO SOUR

DISARONNO AMARETTO AND BULLIET RYE, SHAKEN WITH BITTERS, LEMON JUICE, EGGWHITE AND SUGAR SYRUP, GARNISHED WITH LEMON TWIST AND BITTERS TOP.

8.5

GIN AND GINGERBREAD

HAYMANS LONDON, BUILT WITH FRESH LIMEJUICE, SUGAR SYRUP, GINGER BEER AND TOPPED WITH A GINGER TOASTED FOAM.

9.0

BEES KNEES

MANCHESTER THREE RIVERS GIN, SHAKEN WITH MANCHESTER CATHEDRAL HONEY, LEMON JUICE, FINISHED WITH DEHYDRATED LEMON

9.5

RASPBERRY ROYALE

MANCHESTER RASPBERRY GIN SHAKEN WITH 'APPLE JUICE, LIME JUICE AND TOPPED WITH PROSECCO.

9.5

BITES

OLIVES & THINGS IN LEMON & HERB OIL	4.5
SOUREDough BREAD, CAFÉ DE PARIS BUTTER	4.5
CHILI & GARLIC PORK SCRATCHINGS	4.5

STARTERS

OX TAIL CROQUETTES CELERIAC PUREE, FRESH HORSERADISH, PICKLED ONION	9.0
PIG CHEEK & HAM HOCK TERRINE TOASTED SOUREDough, CRISPY LEEKS, TARRAGON EMULSION	8.0
ARBROATH SMOKIE CHARRED CORN FOAM, PICKLED POTATO, CRISPY PARMESAN, DILL	9.0
DUO OF SCOTTISH SMOKED SALMON BEETROOT CARPACCIO, FENNEL & APPLE, WASABI CRÈME FRAICHE, CRUMBLED PUMPERNICKEL	9.0
CAULIFLOWER PAKORA (V+) MANGO ONIONS, TURMERIC SOY YOGHURT, CORIANDER	7.0
COURGETTE ROULADE (V) WHIPPED FETA, SUNDRIED TOMATOES TAPENADE, BASIL	8.0
SEARED SCALLOPS TOMATO & CHORIZO STEW, GARDEN PEA SALSA, PEA SHOOTS	14.0
WILD MUSHROOMS ARANCINI (V+) SPICED TOMATO CHUTNEY, ROCKET & TRUFFLE PESTO	8.0

MAINS

ALSTON STEAK BURGER 7 OZ STEAK BURGER, 4 OZ FLAT IRON STEAK, ROASTED RED PEPPER, SWISS CHEESE, CHIMICHURRI MAYONNAISE	17.0
CORN FEED CHICKEN SUPREME WILD MUSHROOMS, THYME GNOCCHI, GRILLED BABY LEEKS	17.0
DUCK BREAST CONFIT CELERIAC, RED CABBAGE PUREE, ROASTED CARROT & DUCK CRUMB, BLACKBERRY & SLOE GIN JUS	22.0
MONKFISH PARMA HAM, BRAISED SAVOY CABBAGE, BAKED POTATO SAUCE, WILD GARLIC BUTTER	19.0
PEARL BARLEY RISOTTO (V+) SUNDRIED TOMATOES, BLACK GARLIC, BASIL, VEGAN PARMESAN	16.0

STEAKS

ALL OUR TWEED VALLEY STEAKS ARE HAND SELECTED BY OUR EAST LOTHIAN MASTER BUTCHER JOHN GILMOUR: HE ONLY PICKS THE BEST LIMOUSINE CROSS ABERDEEN ANGUS CATTLE, WHICH HAVE BEEN REARED ON GRASS & BARLEY. THE BEEF IS THEN DRY-AGED ON THE BONE FOR A MINIMUM OF 35 DAYS WHICH RESULTS IN A TENDER AND FLAVOURFUL PIECE OF MEAT.



SERVED WITH A CHOICE OF CHIPS, MASH OR SALAD AND A SAUCE

250G RUMP	22.0	300G RIBEYE	31.0
300G SIRLOIN	31.0	227G FILLET	33.0
500G BONE IN RIBEYE	39.0	500G CLUB STEAK	39.0

TO SHARE

600G CHATEAUBRIAND	70.0
BUTCHER'S CUTS (FLANK, FLAT IRON, HANGER)	60.0
1KG PORTERHOUSE	85.0

TO ADD ON

SEAFOOD TOPPER	8.0
ASK SERVER FOR DAILY SPECIAL	

SAUCES & BUTTERS

ADD EXTRA SAUCE 2.0

GARLIC BUTTER	RED WINE JUS
CAFÉ DE PARIS BUTTER	BLUE CHEESE
PEPPERCORN SAUCE	BÉARNAISE

SIDES

CHORIZO MAC & CHEESE	4.5
SALT BAKED NEW POTATOES	4.5
BUTTERY MASH POTATO	4.5
BRAISED SAVOY CABBAGE IN SHALLOT BUTTER	4.5
MIXED GREENS IN LEMON OIL	3.5
CHILI & GARLIC CHESTNUT MUSHROOMS	4.5
ROCKET, TOMATO & ONION, RED PEPPER DRESSING	4.5
TRIPLE COOKED CHIPS	4.5
CAJUN SWEET POTATO FRIES	4.5
BATTERED ONIONS	4.5

A sample from the menu 72

Mele e Pere

TRATTORIA & VERMOUTH BAR

PRE-THEATRE MENU

Three courses £20 Two courses £17.5

STARTERS

Heritage beetroot with chicory and lemon-thyme dressing GF

Pork meatballs with coriander seeds and pecorino romano GF

Finocchiona salame with gnocco fritto

MAIN COURSES

We make our pasta in house fresh every day. Ask us about gluten free options

Tagliatelle with beef ragu

Maccheroni all'Amatriciana with pecorino romano

Grilled squid, fregola, broccoli and chilli GF

DESSERTS

Tiramisu

Espresso affogato GF

Taleggio, pineapple and apple chutney and carasau bread

GF=Gluten free N=Contains nuts For any other allergen information please just ask

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Fish & Seafood

-FISH SOUVLAKI-

A variety of marinated xifias, tuna and salmon souvlaki.

-£12.95-

-KALAMARI-

Freshly fried crispy squid, with lemon on the side.

-£12.95-

-LAVRAKI (SEA BASS)-

Fresh Greek sea bass grilled and served with a Greek salad.

-£15.95-

-MEDITERRANEAN PRAWNS-

King prawns cooked to your choice, grilled or cooked in garlic butter.

-£15.95-

-SALMON FILLET-

Fresh salmon grilled and served with Greek salad.

-£12.95-

-TSIPOURA (SEA BREAM)-

Fresh sea bream grilled and served with a Greek salad.

-£15.95-

-TUNA STEAK-

Fresh tuna steak cooked on the grill and served with a Greek salad,

-£12.95-

-XIFIAS (SWORDFISH)-

Swordfish cooked on the grill and served with Greek salad.

-£12.95-

SUNDAY LUNCH MENU

Three courses 32.50

Starters

Soup of the day with sourdough V Ve Gluten

Preparing and cooking basic soups and stocks is a key skill for any chef. Unit 237 teaches our students in training how to do this and encourages them to think about flavours and textures.

Tea-cured duck breast, charred plum and walnut salad Nuts, Sulphites, Mustard, Walnuts

Our students are taught how to prepare and cook meat in units 223 and 230.

Crab beignets, shellfish bisque and saffron rouille Shellfish, Gluten, Eggs, Celery, Fish, Mustard

Here is another opportunity for our students to make a soup covered in unit 237.

Warm kohlrabi, pomegranate and fennel salad with citrus dressing and toasted seeds Ve Sesame, Mustard, Sulphites

This is an opportunity for our students to practice their skills towards units 226 and 223 by preparing different vegetables for this dish.

Jerusalem artichoke and comte croquettes, tomato and fennel vierge V Gluten, Milk, Sulphites, Mustard

In this dish our students also practice their skills towards unit 226 and 223 by preparing different vegetables.

Main courses

All served with roast potatoes and seasonal vegetables

Crispy roast pork belly Sulphites, Celery, Milk

Our students learn how to prepare and cook pork under units 222 and 229 and prepare and cook sauces under unit 236.

Fish of the day with seasonal vegetables Fish, Sulphites, Milk

Our students learn how to prepare and cook fish under units 220 and 227.

Roast strip loin of beef with Yorkshire pudding Gluten, Milk, Celery, Eggs

The dish teaches students how to cook and work with meat under units 222 and 229.

Roast supreme of chicken Sulphites, Celery, Milk

The dish teaches students how to cook and work with meat under units 222 and 229.

Spinach, chestnut and mushroom Wellington Ve Nuts, Gluten, Sulphites, Celery

This is a great opportunity for our students to learn about dishes that are suited to a vegan diet. Our students must learn about alternative dietary requirements and the importance of creating a menu that features something for everyone.

Side orders

Cauliflower Cheese Gluten, Milk, Mustard, Sulphites 4.95

Roast Potatoes Milk, Sulphites 4.95

Roast Vegetables Sulphites 4.95

Desserts

By finishing your meal with one of our delicious hot or cold desserts, it will enable our students to practise their patisserie skills and learn how to plate the sweet ingredients to serve a perfect pudding under unit 249.

Blood orange and stem ginger pudding, cardamom ice cream Milk, Eggs, Gluten, Sulphites

Crème caramel, mulled berries and cinder toffee V Soya, Sulphites

Seasonal fruit crumble served with crème Anglais Gluten, Eggs, Milk, Sulphites

A selection of ice cream and sorbets V Ve Dairy, Eggs, Soya, Sulphites, Gluten

Clink cheese plate with fig and onion chutney, rosemary, raisin and walnut bread Sulphites, Gluten, Milk, Celery, Walnuts

Having an understanding of local cheese means our students know how to put together a delicious cheese board. Preparing and cutting the different fruit and vegetables teaches them skills under 226



TAKEAWAY MENU - From 03 June 2020 until further notice Wednesday to Saturday 4pm to 9.30pm

We can take your order at the restaurant or call to place your order for collection on **0121 448 1755**. Please arrive promptly at the arranged time to pay for your order as we will freshly prepare your order and we do not use heat lamps. We limit the numbers in our restaurant to comply with social distancing requirements.

Our menu is also available on our website: www.rustictable.co.uk

SPECIAL OFFER - Any orders over £40 get a free bottle of house wine or non-alcoholic wine

Cold tapas

1. Marinated olives in olive oil, rosemary, garlic and lemon £3 (vegan GF)
2. Cubed feta cheese with marinated olives £4 (veg. GF M)
3. Greek salad with tomato, cucumber, red onion, feta cheese,
marinated olives and a hint of oregano £5 (veg. GF M)
4. Peppadew sweet piquante peppers stuffed with feta cheese & sundried tomatoes £6 (veg. GF M)
5. Vegan peppadews stuffed with vegan cheese and sundried tomatoes £6 (vegan GF M)
6. Seafood cocktail, squid, mussels and prawns in a marie rose sauce,
on lettuce leaves served with baguette slices £7 (C F M MC W)
7. Homemade black olive and caper tapenade served with pitta bread £4 (veg. SY W)
8. Homemade tzatziki and roasted red pepper hummus served with warmed pita bread £5 (veg. M S SY W)

Hot filo pastry parcels served with salad and aioli ... £6

9. Borek - spinach, coriander & vegan cheese filo served with salsa (vegan W)
10. Spanakopita - spinach and feta cheese filo pastry parcel with aioli (veg. M W)
11. Lamb filo - lamb mince, spinach and mozzarella filo served with tzatziki (B M W)
12. Creamy chicken, leek and mushroom filo pastry parcel served with aioli (C M W)

Hot tapas

13. Home cut chips £3 (vegan GF)
14. Garlic bread - homemade flatbread filled with a generous amount of garlic £4 (veg. M W)
15. Cheesy garlic bread £5 (veg. M W)
16. Mixed roasted Mediterranean vegetables in garlic, herbs & chilli £5 (vegan GF C)
17. Mediterranean vegetables topped with crumbled feta £5.50 (veg GF C M)
18. Patatas bravas - herb cubed potatoes topped with our homemade spicy tomato sauce £4 (vegan GF)
19. Patatas bravas topped with spicy aioli £4 (veg. GF M)
20. Patatas bravas topped with mozzarella & cheddar cheese £4.50 (veg. GF M)
21. Falafel served with homemade spicy smoked paprika tomato sauce £6 (vegan W)
22. Falafel served with tzatziki £6 (veg. M W)
23. Garlic mushroom linguine pasta in a white wine, cheese and cream sauce £6 (veg. M SP W)
24. Fish croquettes with potato, salmon, mozzarella & tarragon served with aioli £6 (C E F M MC SP W)
25. Bacon and mixed cheese croquettes served with aioli £6 (E M SP W)
26. Pork and chorizo balls served with aioli £6 (GF C E M)
27. Albondigas - beef Spanish meatballs served in a spicy tomato sauce £6 (E M W)
28. Chicken and chorizo paella with peppers, onions and saffron rice £8 (GF C SP)

Allergens advice

B - Barley	C - Celery	E - Egg	M - Milk
F - Fish	MC - Mollusc / Crustaceans	SP - Sulphates	SY - Soy
GF - Gluten Free	S - Sesame	W - Wheat	veg. - vegetarian

- * Our pitta bread and baguette is made with wheat and is not suitable for soya allergy sufferers - wheat free bread is available on request.
- * Our food is prepared in a kitchen where nuts, cereals containing glutens and other allergens are present. Please note that our menu descriptions do not include all ingredients but if you have a food allergy a full description of the ingredients used can be provided.

Create Your Own Balti

Chicken	£6.80	Tandoori Chicken	£7.50	Prawns	£7.00
Lamb	£7.00	Chicken Tikka	£7.50	King Prawns	£8.00
Keema	£7.00	Mutton Tikka	£8.50	Fish	£7.40

Add Your Flavour£0.80 unless stated

ROGAN JOSH GF VF
Cooked with Watan's herbs and extra tomatoes.

HOT - £0.70 GF VF

Cooked with fresh green & red chillies.

MADRAS - £0.70 GF VF

Cooked with fresh green & red chillies and hint of lemon.

VINDALOO - £0.70 GF VF

Cooked with lots of fresh green & red chillies
Not for the faint hearted!

DESI STYLE GF VF

Cooked with fresh green chillies, peppers, ginger,
garlic and special home style herbs & spices.

DALL VEG SPINACH CHANA - £1.50 GF VF

Cooked with mixed vegetables, lentils,
spinach and chick peas.

DHANSAK GF VF

Cooked with Watan's herbs, pineapple, lentils
and a hint of red chilli. Sweet and sour.

MALAYAN M GF VF

Cooked in a rich creamy sauce,
with added fruity taste.

PATHIA GF VF

Cooked with a combination of sweet & sour flavours.

MASALA V

Cooked with Watan's herbs, yogurt & garam masala
for a true masala taste! (This is not the mild, creamy one!)

KARAHI GF VF

Cooked with onions, peppers, tomatoes in a Karahi.



BHUNA GF VF

Cooked with Watan's herbs in a drier sauce
with onion and tomatoes.

JALFREZI GF VF

Cooked with Watan's herbs, capsicum
onions & tomatoes. **Option of extra
green chillies and pineapple.**

FRY LIGHT

Cooked with Fry Light  
for a healthier option.

KORMA V M GF

Cooked with cream, sugar & coconut.

MILD - £0.70 V M GF

Cooked with cream.

Additions£0.80 unless stated

MUSHROOM	ALOO	BHINDI	PEAS	SPINACH	DOPIAZA	PANEER	£1.50	MEAT	£1.50	KING PRAWN	£3.00
AUBERGINE	DALL	EGG	CAULIFLOWER	CHANA	VEGETABLES	CHICKEN	£1.50	PRAWN	£1.50	MIXED VEG	£1.50
								KEEMA	£1.50	(DALL, VEG, SPINACH & CHANA)	

GF GLUTEN FREE VF VEGAN FRIENDLY V VEG M MILD J MEDIUM H HOT VV VERY HOT VVV EXTREMELY HOT

Watans Vegetarians Dishes V

Balti Mix Vegetable Karahi	GF VF	£7.95
Balti Dall Vegetable Spinach Chana	GF VF	£7.50
Balti Spinach Mushroom	GF VF	£7.20
Balti Spinach Chana	GF VF	£7.20
Balti Aloo Chana	GF VF	£7.20
Balti Mushroom & Red Bean	GF VF	£7.20
Balti Saag Paneer	GF	£7.20
Balti Muttar Paneer	GF	£7.20
Balti Mushroom	GF VF	£6.80
Balti Spinach	GF VF	£6.80
Balti Okra	GF VF	£6.80
Balti Chana	GF VF	£6.80
Balti Dall	GF VF	£6.80
Balti Bengan	GF VF	£6.80

ADD ADDITIONS OR FLAVOURS FROM 80p EACH

Rice & Sundries

Boiled Rice	V GF VF	£2.50
Pilau Rice	V GF VF	£2.70
Fried Rice	V GF	£2.70
Mushroom Fried Rice	V GF	£2.95
Kashmiri Pilau Rice (Sweet)	V	£2.95
Mushroom Pilau Rice	V GF VF	£2.95
Vegetable Pilau Rice	V GF VF	£2.95
Egg Fried Rice	V	£2.95
Garlic Fried Rice	V GF VF	£2.95
Watans Special Rice		£3.50
Chips	V GF VF	£2.50

English Dishes

Chicken Nugget & Chips	£7.75
Scampi & Chips	£7.75
Cheese & Tomato Omelette & Chips	V £7.75
Mushroom Omelette & Chips	V £7.75
Chicken Omelette & Chips	£7.75

Naan & Roti Breads

All naans are buttered (non buttered on request). **VEGAN CUSTOMERS**
PLEASE ASK FOR NO BUTTER.

	Reg	Med	Large
Tandoori Roti	V GF £1.40		
Tava Chapati	V GF £1.40		
Naan	V £1.90	£4.50	£7.00
Keema Naan	£2.50	£5.50	£8.00
Cheese Naan	V £2.50	£5.50	£8.00
Garlic Naan	V £2.50	£5.50	£8.00
Peshwari Naan	V £2.50	£5.50	£8.00
Peshwari Honey Naan	V £2.70	£5.50	£8.00
Kulcha Naan	V £2.50	£5.50	£8.00
Onion Naan	V £2.50	£5.50	£8.00
Chilli Naan	V £2.50	£5.50	£8.00
Coriander Naan	V £2.50	£5.50	£8.00
Chicken Tikka Naan	£2.90	£6.00	£8.50
Cheese & Onion Naan	V £2.90	£6.00	£8.50
Garlic & Coriander Naan	V £2.90	£6.00	£8.50
Garlic & Cheese Naan	V £2.90	£6.00	£8.50
Cheese & Keema Naan	£2.90	£6.00	£8.50
Watans Special Naan	V £3.50		
Watans Meat Feast Naan	£3.95		
Paratha	V £2.50		
Aloo Paratha	V £3.00		

V Suitable For Vegetarians
VF Suitable For Vegans
GF Gluten Free

PUSHKAR

COCKTAIL BAR & DINING

APPETIZER		MAIN COURSES		VEGETABLES	
VEGETARIAN		CHICKEN		DAL TADKA £8.25	
DAHI PURI CHAAT	£6.95	MURGH KORMA*	£13.95	KHATEY ALOO*	£8.25
SPINACH AND PRUNE CAKES	£7.95	MURGH MAKHANI*	£13.95	ALOO GOBI	£8.95
PANEER SHASHLIK	£9.50	MURGH TIKKA MASALA*	£13.95	BAINGAN MASALA*	£9.50
TANDOORI BHARWAAN MUSHROOM	£7.50	MURGH JALFREZI	£13.95	BHINDI SINGARA DO PYAZA	£9.50
VERMICELLI WILLIAMS	£7.95	KADHAI MURGH	£13.95	PUNJABI CHOLE	£8.75
PUSHKAR PANORAMA*	£12.95	QASOORI METHI MURGH	£13.95	MIX VEGETABLE KADHAI	£8.25
MIX VEG PLATTER (FOR TWO) (V)	£14.95	TARIWALA MURGH	£13.95	CHOKEY ALOO MATAR	£8.25
NON-VEGETARIAN		LAMB		KHUMB PALAK £9.25	
TRIO OF MURGH TIKKA	£9.25	PUNJABI NALLI GOSHT	£14.95	SUBZ MELONI	£9.25
COCONUT & MUSTARD PRAWNS	£10.95	AWADHI GOSHT KORMA*	£14.95	VEGETABLE KORMA*	£9.25
LAMB SEEKH KEBAB	£9.50	GOSHT SAAGWALA	£14.95	DAL MAKHANI	£9.25
ADRAK KE PANJE	£13.95	RARHA GOSHT	£15.95	PANEER MAKHANI*	£10.75
SALMON DILDAR	£10.50	LAMB ROGAN JOSH	£14.95	PHALDARI KOFTA*	£10.75
MAHI AMRITSARI	£9.25	ACHARI GOSHT	£14.95	PANEER KADHAI	£10.75
MASALA CRAB CAKES	£10.25	KHARA MASALA KA GOSHT	£14.95	RICE AND BREADS	
GRILLED SCALLOP HARYALI	£10.50	SEAFOOD		STEAMED RICE	£3.75
KABAB PLATTER (FOR TWO TO SHARE)	£17.95	GOA FISH CURRY	£15.95	PULAO RICE	£3.95
TANDOORI MIX PLATTER (FOR TWO TO SHARE)	£30.95	NORTH INDIAN FISH CURRY	£15.95	MUSHROOM RICE	£4.25
SALADS AND RAITA		TANDOORI KING PRAWNS	£18.95	SAFFRON RICE	£4.25
RED ONION SALAD	£2.95	JINGA TAWA MASALA	£17.95	BIRYANI*	£12.95
KACHUMBER SALAD	£3.95	GRILLED SEA BASS	£18.95	VEGETABLES	£14.95
MIX VEG RAITA	£3.95	PRAWN HARA MASALA	£17.95	CHICKEN	£16.95
CHICKEN TIKKA SALAD	£6.95	SALMOND DILDAR	£18.95	LAMB	£20.95
PLAIN YOGHURT	£2.95	GAME		PRAWN	£2.95
PLAIN RAITA	£3.50	ANGLO-INDIAN DUCK ROAST	£17.95	NAAN	£2.75
POPPADUM AND CHUTNEY	£3.95	DESSERTS		TANDOORI ROTI	£2.75
		GARAM MASALA BRÛLÉE	£7.95	LACHA PARATHA	£3.75
		CHOCOMOSA*	£7.50	PUDHINA PARATHA	£3.95
		CHOICE OF ICE-CREAMS	£6.95	GARLIC NAAN	£3.75
		GULAB JAMUN	£6.50	ALOO KULCHA	£3.95
		GAJAR KA HALWA TART*	£6.50	PESHAWARI NAAN*	£4.50
		RASMALAI	£6.95	KEEMA NAAAN	£5.50
		KULFI*	£6.50	BREAD BASKET	£5.95
		SWISS CHOCOLATE CAKE	£6.50	LOW-FAT BREAD BASKET	£5.95
		EXOTIC FRESH FRUIT SALAD	£7.50		
		DESSERT PLATTER	£9.95		

* CONTAINS NUTS
) THIS DISH CONTAINS SOME HOT SPICES.
 AS A STANDARD OUR DISHES ARE COOKED MEDIUM HOT.
 SHOULD YOU REQUIRE YOUR DISH TO BE HOTTER, PLEASE SPEAK TO YOUR SERVER.

MONDAY TO SUNDAY 5PM UNTIL 11.30PM
 (LAST FOOD ORDERS)

TO BOOK A TABLE CALL 0121 643 7978

245 BROAD STREET, BIRMINGHAM B1 2HQ

DINING@PUSHKARDINING.COM

WWW.PUSHKARDINING.COM

4. A sample of expensive menus



WITH 1/2 BOTTLE OF WINE OR NON-ALCOHOLIC
DRINKS PAIRING

- TO BEGIN**
- ALOO TUK** *Sindhi (D)*
Achaari pink fir potato, tamarind
- KEKDA** *Kerala - winning course on Great British Menu*
Soft shell crab, caraway seed tempura, crab shaami
- BHARTA** *Bengal*
Smoked freisian beef, lime leaf, fermented chilli, garlic, puffed rice
-
- TO FOLLOW**
- MEEN** *Kerala*
Day boat fish, greens, coconut milk
- KARAH** *Pakistan (D)*
Gressingham poussin, chicken keema, roasted roscoff & leek
- PATTA GOBI** *Tamil Nadu (V+)*
Charred brassica, chettinad sauce
-
- EXTRA : Basmati Rice serving £4
-
- TO FINISH**
- PETHA** *Agra (D)(G)*
Nashi pear, pandan leaf, ginger
- LASSI** *(D)(V)*
Strawberry, vanilla tea, lassi

(G) Contains Gluten (D) Contains Dairy (N) Contains Nuts (V) Vegetarian
Allergenic ingredients are present in our kitchen. We cannot guarantee dishes are 100% free of these ingredients.
Ask staff for full allergens list. A 10% Discretionary service charge will be applied

A sample from the menu 5

STARTER

Smoked Haddock and Clam chowder with Potato and Leeks

Pithivier of Quail and Mushrooms Duxelle with Red Wine
butter sauce.

MAIN COURSE

Roasted skate wing with lemon parsley and capers

Slow cooked blade of beef with roasted carrots and potato
puree

DESSERT

Dark Chocolate Creme Chiboust with Praline and Caramel,
White Chocolate Ice Cream

Vanilla Cheesecake with Poached Rhubarb and Orange
Sorbet

2 Course Menu £30

2 Course Menu With Matching Wine £47

3 Course Menu £35

3 Course Menu With Matching Wine £57

A sample from the menu 39

VEGETARIAN MENU

Heirloom carrots

fennel, sauternes, saffron

Jérôme Galis asparagus

wild garlic, confit egg yolk, morels

Hen's egg

young peas, broad beans, vin jaune

Organic Spelt

artichoke, rocket, black garlic

Three course A la Carte £130

This menu is also available as Prestige £160

A 12.5% discretionary service charge will be added to your bill. All prices are inclusive of VAT.

If you have a food allergy, intolerance or sensitivity, please speak to your server about ingredients in our dishes before you order your meal

A sample from the menu 38



Private Dining Menu

Beetroot
Guinness, buckwheat

Smoked Sturgeon
Nori, persimmon

Foie gras
dark chocolate, figs, rockette



Veal
Pied de mouton, savoy cabbage

Cod
Chorizo, samphire

Gnocchi
Shiso, squash



Bayley's parfait
Vanilla, coffee

Pear mousse
Caramel, chestnut

Selection of artisan cheese

£55 per person

launceston place

Vegan Tasting

Cucumber

Dill | Bronze Fennel

Celeriac

Mint | Sorrel

Turnip

Thyme | Remoulade

Carrot

Caraway | Lovage

Mushroom

Shimeji | Yeast

Burnt Leek

Chive | Truffle

Coconut

Kaffir Lime | Zest

Pear

Dark Chocolate | Sorbet

Tasting **£85**
Wine Pairing **£64**
Premium Wine Pairing **£149**

The tasting menu will be for the entire table



£140

barbecued duck broth, lavender

winter leaves, cultured cream and thyme
cured and dried meats

baked potato, fermented corn, wild pike roe
mangalitza pudding, black apple, samphire

queen scallop and preserved tomato
langoustine tail, cured egg yolk and spruce
blue mussel, inoculated grains and pickled flowers
poached oyster, english wasabi and dill
mushrooms on toast, langoustine head, truffle
aged eel, roasted yeast and blueberry

imperial caviar, steamed chicken and hazelnut

beef tartare that tastes like beef

local brassica, dehydrated scallops and beeswax
sourdough and hand-made butter from guernsey cows

salt-aged duck hung over burning charcoal

baked apple and tagete custard

woodruff ice cream, caramelised barley, milk chocolate

lovage and dark chocolate Æbleskiver, wood ants

british and french cheeses, nettles, lacto-plum

(optional - £15)

optional wine pairing - £85

To Start

Shallot, Potato & Rosemary Veloute, Confit Potato, Potato Scone.

Confit Duck Terrine, Fig, Mulled Wine, Black Radish.

Quickes Cheddar Brulee, Roasted Cauliflower, Romanesco, Cauliflower Cheese Beignet. (V)

Smoked Haddock Croquette, Kohlrabi, Lovage Mayonnaise, Spring Onion.

To Follow

Slow-Cooked Rump of Beef, Dripping Potatoes,

Yorkshire Pudding, Roasting Juices, Anise-Braised Carrots.

Free-Range Turkey with Cranberry & Orange Stuffing, Pigs in Blankets, Anise-Braised Carrot.

Pan-Roast Cod, Smoked Mussel Consommé, White Beans, Braised Fennel, Sea Herbs.

Crispy Cackleberry Hen's Egg, Mushroom Risotto, Artichoke, Black Garlic, Truffle Dressing. (V)

(All served with Sprouts & Kale in Nutmeg Butter)

Side Orders £3.50 each

Potato Puree. Hispi Cabbage. Dripping Fries.

To Finish

Hot Sticky Toffee Pudding, Salted Caramel Ice-Cream.

Blackberry Parfait, Honey & Lavender Ice Cream, Blackberries, Maple Granola.

White Chocolate & Whiskey Bread & Butter Pudding, Single Malt Ice Cream, Honeycomb.

Selection of British Cheeses, Home-made Crackers, Quince Puree, Chutney.
(£2.50 supplement)

Coffees & Teas £3.25 each, served with petit fours.

Espresso Martini £9.95

Porn Star Martini £9.95

Bellini £8.95

2 Courses £20 3 Courses £25

Some of our dishes may contain allergens. If you have intolerance to any food or drink please ask your server for further advice.

A discretionary service charge of 10% will be added to your final bill.

TASTE MENU 01
30 PER PERSON
2 MINIMUM
AVAILABLE EVERY DAY UNTIL 5PM

Wave 01 - Sushi & Tempura Selection

Squid tempura with sriracha mayonnaise

Steamed edamame beans tossed in
soy and sesame oil

Peking duck with hoisin, cucumber
& spring onion California roll

Asparagus, pressed watermelon,
mango & red pepper California roll

Wave 02 - Signature Selection

Chicken breast with sesame miso
and spiced panko leg

Grilled sea bass fillet with mango,
chilli, coriander and pomegranate

Bok choy with oyster sauce

Sweet potato & rosemary mash

Wave 03 - Sweet Selection

Kaffir lime crème brûlée
with pineapple sorbet

Chocolate dome with peanut,
honeycomb and salted caramel

A sample from the menu 65

1.
SOMEWHERE HIGH
ABOVE MANCHESTER
|

STARTERS

Grilled mackerel, pickled beetroot, goat's cheese, orange & watercress salad (D/F/S)	8.5
Potted duck leg rilette, toasted sourdough, Waldorf (N/G/S/C)	9
Compressed watermelon, cucumber, black olive, frozen Feta, lemon dressing (D/S)	7.5
Salt & pepper squid with coriander & lime mayo (F/S/E)	11.5

MAINS

Fish of the day, Jersey Royals, caper beurre noisette (D/F/S)	Market Price
Woodland mushroom risotto, rocket, aged balsamic (D/S)	16.5
Aged 10oz rib eye steak, confit tomato, buttered spinach, café de Paris butter (D/F/S)	30
20S Burger, cured bacon, Monterey Jack, lettuce, tomato, red onion & big mac sauce (D/S/E)	15
Caesar Salad (D/G/F/S)	8/14
Add Chicken	6

SIDES

Triple cooked chips	4
Buttered Jersey Royals	4
Rocket, watercress, red onion & Parmesan salad (D/S)	4

DESSERTS

Chocolate orange parfait with orange blossom sorbet (D/E)	8
Vanilla crème brulee with olive oil shortbread (D/E/G)	7
Mango cheesecake, passion fruit sorbet (D/G)	7
Selection of 5 European cheeses, date & walnut croutes, Farmhouse chutney (D/N/S/C)	15

A sample from the menu 61

THE GRILL

SNACKS

PORK SCRATCHINGS
£3

SMOKED ALMONDS
£4

ROSEMARY & GARLIC GORDAL OLIVES
£5

STARTERS

SALT BAKED CARROT
Goats Cheese Croquette & Carrot Jam
£8

TEMPURA PRAWNS
Chilli, Spring Onion & Coriander
£8

CURED SCOTTISH SALMON
Asparagus & Truffle
£12

CRISPY CAULIFLOWER
Soy, Ginger & Garlic
£6

SPICED LAMB
Madras & Tzatziki
£10

SHORTRIB BON BONS
Mustard & Truffle Mousse
£

FROM THE GRILL

250G RUMP STEAK
£23

340G RIB-EYE STEAK
£29

225G FILLET STEAK
£33

*House Fries / House Salad
&
Béarnaise / Peppercorn / Blue Cheese*

HAY BAKED CELERIAC
Truffle Potato Purée & Tenderstem Broccoli
£15

CORN FED CHICKEN
Hen of the Woods, Peas & Parmesan
£20

MONKFISH CURRY
*Fragrant Rice, Raita, Kachumba
& Mango Chutney*
£25

STONEBASS
*Confit Ratte Potatoes, Crispy Ham &
Caviar*
£20

SIDES

£4

*Mixed Leaf Salad / Tenderstem Broccoli, Chilli, Garlic & Soy
Herb New Potatoes & Sea Salt Butter / Hand Cut Chips / French Fries / Spiced New Potatoes, Curried Hollandaise*

DESSERTS

£8

PEPPERMINT & MILK CHOCOLATE CHEESECAKE
Vanilla Cream

LEMON POSSET
Blueberries & Meringue

BUTTERMILK PANNA COTTA
Rhubarb & Shortbread

BRITISH CHEESE SELECTION
Chutney & Crackers
£12

If you have an allergy or dietary requirement please keep us informed

A discretionary service charge of 10% will be added to your bill & will be given to our Food & Beverage team. Thank you.



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Dakota Manchester



Dakota Bar & Grill