

# Fine Dining: How to Create a Rose on a Carnation Budget!

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## Mark Wyatt

- Started in the Food Service industry as dishwasher at age 15. Has worked in Food Distribution in Colorado since 1980, working in various sales and marketing capacities.
- Mark graduated UCLA 1978, earned MBA from the University of Denver in 1995. Mark has presented to small groups and to groups as large as 300. Mark lives in Summit County, Colorado and enjoys Telemark Skiing, Mountain biking, windsurfing, reading, writing and is a lifelong learner



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## What We Will Do Today

- Open and Honest Ideas
- Discuss ideas of Perception
- How to alter Perception
- Specific Ideas
- Where to find Ideas
- Work with what you Have



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## Perception

- Food is not an expense- it is an AMENITY
- The DINING Experience!!
- Food Perception-
  - Ambience
  - Plate Construction-Presentation
  - Color
  - Delivery
  - Product



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## Perception

- Food Perception
  - ‘Sizzle’, Wow, Aroma
  - Garnish with Style
  - ‘Advertise’-Menu’s, Staff Training, Flourish, Excitement
  - “What’s for Dinner” is an opportunity to MARKET!



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## Ambience

- Third Eye-the Five Sense
- Lighting
- Color
- Table Setting
- What Else?



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## Presentation

- Product-Optimize for Best Dining Experience
- Preparation and Construction
  - Not EXTRA steps but MANDATORY steps!
- Delivery
  - Service, unobtrusive but always ‘at your elbow’



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## Color

- Contrast
- Compliment
- Seasonal
- Think in Threes



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**Structural**

Structural  
Do's  
Layout, symmetry, vertical,  
Don'ts  
Avoid Compartments



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## Product

- Quality –Given
- Nutrition-Given
- Culinary Training-Nutritional Training



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**Add the “SIZZLE”**

- Fajitas
- WOW!



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## Garnish

- Simple and MAKES the Meal
- Garnish with FOOD
- Herbs, Flowers, AND
- Parsley is Making a COMEBACK!
- “Drizzle, Decorate, Delicate” Fine Dining is ART



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## Ideas

- <http://www.sysco.com/customer/existingcustomer.html>
- Tabletop <http://www.syscotabletop.com/>
- <http://escoffier.com/>
- Food Network and <http://www.foodnetwork.com/>
- Web
  - Food Sites
  - Culinary Sites
  - Restaurant sites



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Thank You!  
Questions?



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