QUESTION 1

Discuss the wine list in Annexure A with regard to **Legibility and Layout**. Use specific examples from the wine list to illustrate your points. **[20]**

QUESTION 2

Discuss the Five (5) primary taste sensations as elements of food pairing. Use appropriate examples to illustrate your answers.

[5 x 3 =15]

QUESTION 3

Briefly discuss the following pricing methods sometimes used in the restaurant industry:

3.1   High price method   (2)
3.2   Intuitive method   (2)
3.3   Trial and error method   (2)
                                                                                        [6]

QUESTION 4

Forecasting is an important concept used in revenue management, as it makes it easier to plan for the future and make more informed strategic decisions. Discuss three (3) forecasting tips that assist in creating a revenue management strategy.

[12]

QUESTION 5

Restaurants are now using the principles of menu engineering to analyse and adapt their menus and wine lists. The wine list below shows all the Unwooded Chardonnay wines sold in a restaurant.

Unwooded Chardonnay	
Oak Valley	R 540.00
Creation	R 620.00
Groot Constantia	R 630.00
Crystallum	R 850.00
Lismore	R 875.00
Ataraxia	R 970.00
Haskell Anvil	R 940.00

5.1   Complete the shaded areas in the table in Annexure B.   (16)
5.2   Referring to the Classifications of the menu items above, recommend actions to be taken for the following men items (Answer in the answer sheet):

5.2.1 Lismore   (4)
5.2.2. Creation   (2)
5.2.3 Groot Constantia   (2)
                                                                                                                  {6}
                                                                                                                  [22]

QUESTION 6

Briefly explain the following restaurant revenue management key performance indicators:

6.1   Seat/Table Turnover   (2)
6.2   Food Cost %   (1)
6.3   Average sales per person/table   (2)
                                                                                                                  [5]

TOTAL: 80 MARKS

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Annexure A

ANGAZI IWAYINI
WINE LIST

Sparkling
	bottle
JC Le Roux Scintilla *MCC*	265
Nederburg Cuvée Brut	138.95
Simonsig Kaapse Vonkel Brut Rosé *Méthode Cap Classique*	185
KRONE BOREALIS *M.C.C*	185
Pierre Jourdan Cuvée Belle Rose *MCC*	175

WHITES
	glass / bottle
Cape Point Splattered Toad Sauvignon Blanc	90
Guardian Peak Sauvignon Blanc	150
De Wetshof Rhine Riesling	155
Durbanville Hills Rhinofields Chardonnay	170
De Grendel Sauvignon Blanc	170
Word of Mouth Viognier	175
Beyerskloof Pinotage	190

REDS
	glass / bottle
THE WOLFTRAP RED *Western Cape 2020*	95
Anthonij Rupert Optima	240
Alto Shiraz *Sonoma 2007*	235
Cape Point Splattered Toad Syrah	90
De Grendel Shiraz	200
Little River Cabernet Sauvignon	125
Fiona Pinot Noir *Coastal Region Pinot Noir*	195
Haute Cabriere Unwooded Pinot Noir	155

ROSES
	bottle
L'Ormarins Brut Rosé	250.00
De Grendel Rose	115.00
Zonnebloem Blanc De Noir	105.00

Annexure B

Question 5.1

Complete the shaded areas in the table below.

Menu Item	# Sold	Menu Mix % (2 Decimal Places)	Food Cost (Rands)	Sales Price (Rands)	Item CM	Menu Cost	Menu Income	Menu CM	Contribution Margin Category (High or Low)	Menu Mix Category (High or Low)	Classification (Star, Plowhorse, Puzzle or Dog)
Oak Valley	10		R 260.00	R 540.00							
Creation	6		R 210.00	R 620.00							
Groot Constantia	15		R 260.00	R 630.00							
Crystallum	20		R 290.00	R 850.00							
Lismore	8		R 300.00	R 875.00							
Ataraxia	12		R 370.00	R 970.00							
Haskell Anvil	16		R 415.00	R 940.00							
Totals						R 27,040.00	R 69,250.00				

Average Contribution Margin	
Menu Mix Goal	