

MENU WRITING QUICK REF Guide



MENU WRITING QUICK REFERENCE STRUCTURE

Ingredient + preparation + descriptor + supporting flavours + finishing detail

QUICK BUILD STEPS

1. Identify the hero ingredient
2. Add origin/quality
3. Choose prep method
4. Add two supporting flavours
5. Finish with detail (oil/herbs/zest)

EXAMPLE TEMPLATES

- Seared [ingredient] with [descriptor], served with [supporting element] and finished with [detail].
- Slow-cooked [ingredient] in [flavour profile], paired with [side] and [herb/oil].

WORD BANK

Prep: seared · poached · roasted · charred · infused

Descriptors: organic · grass-fed · artisanal · wild · hand-picked

Finish: micro herbs · citrus oil · toasted seeds · smoked salt

Premium Menu Words



15 Preparation Methods

Seared
Charred
Poached
Blanched
Pressed
Infused
Slow roasted
Confit
Folded
Stone baked
Hand cut
Cold smoked
Aged
Caramelised
Fire roasted

15 Sensory Words

Velvety
Silky
Delicate
Earthy
Bright
Rich
Zesty
Aromatic
Warm Spiced
Crisp
Buttery
Umami forward
Herbaceous
Refreshing
Fragrant

15 Quality Descriptors

Organic
Grass fed
Line caught
Free range
Dry aged
Artisanal
Hand picked
Single origin
Locally sourced
Farm raised
Wild foraged
Sustainably harvested
Premium grade
Chef selected
Boutique grown

15 Finishing Detail

Micro herbs
Citrus Zest
Balsamic reduction
Herb oil
Toasted nuts
Garlic chips
Smoked salt
Truffle shavings
Chilli threads
Cocoa dust
Black sesame
Edible flowers
Crispy shallots
Pomegranate pearls
Herb crumble