Plate and Platter Presentation Principles

General Food Presentation Guidelines

- Not Limited to Hot or Cold Food, but ALL Food
- Intent Should be to Stimulate ALL of the Guests' Senses
- Food Should Look Natural without Drastic or Contrived Colors, Shapes and Textures

General Food Presentation Guidelines

- Balance Can be Achieved Through ...
  - Complementary Flavors
  - Seasonings
  - Food Groups
  - Cooking Methods
- Selection of Food
  - Combine Simple with Complex
  - Example - Veal Scaloppini with Vegetable Risotto

General Food Presentation Guidelines

- Selection of Colors
  - Establish Contrast and Complement
  - Reinforces Freshness, Quality and Proper Cooking Technique
- Establish Variety in ...
  - **Colors** - Through Combining Earth Tones with Vibrant Colors
  - **Flavors** - Through Ingredient Selection
- Natural Colors Highlight Cooking Technique
  - Roasts - Caramelized on Outside
  - Sautes - Evenly Brown
  - Steamed Items - Fresh Bright Colors

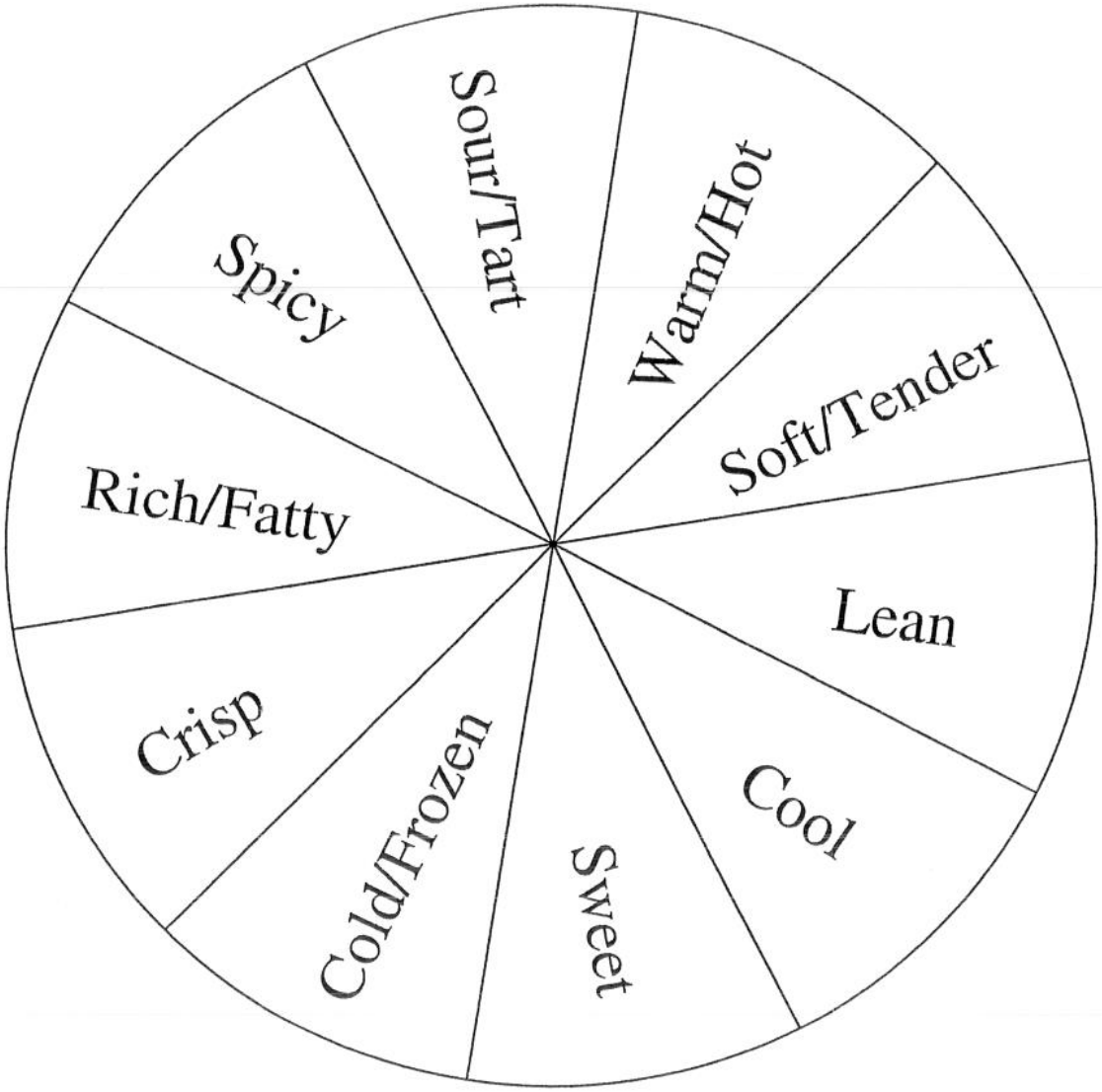
General Food Presentation Guidelines

- Cooking Methods
  - Avoid Repetition
  - Variety In Technique Adds Variety In Textures
- Shapes
  - Avoid - Same Shapes on One Plate
  - Avoid - Too Many Whole Vegetables
  - Avoid - Too Many Loose Items

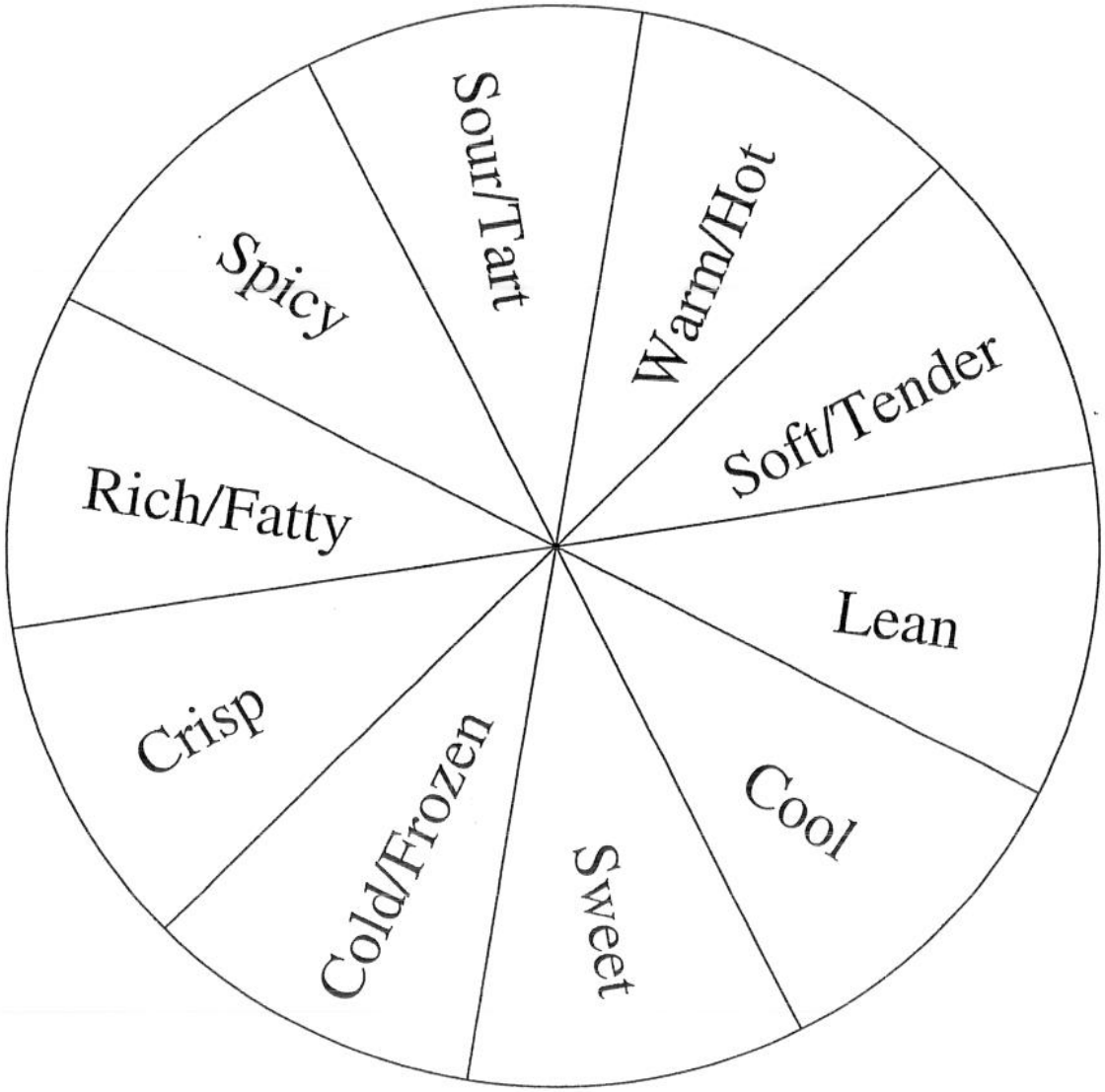
General Food Presentation Guidelines

- Various Textures Can be Achieved
  - Smooth - Custards and Fine Purees
  - Coarse - Chopped Nuts
  - Solid - Grilled Chicken Breast
  - Soft - Mashed Potatoes
- Flavorings and Seasonings for Contrast
  - Rich with Lean
  - Spicy with Bland
  - Smoky with Sweet
  - Sweet with Sour
  - Sweet with Spicy

Balancing Flavors, Textures & Temperatures

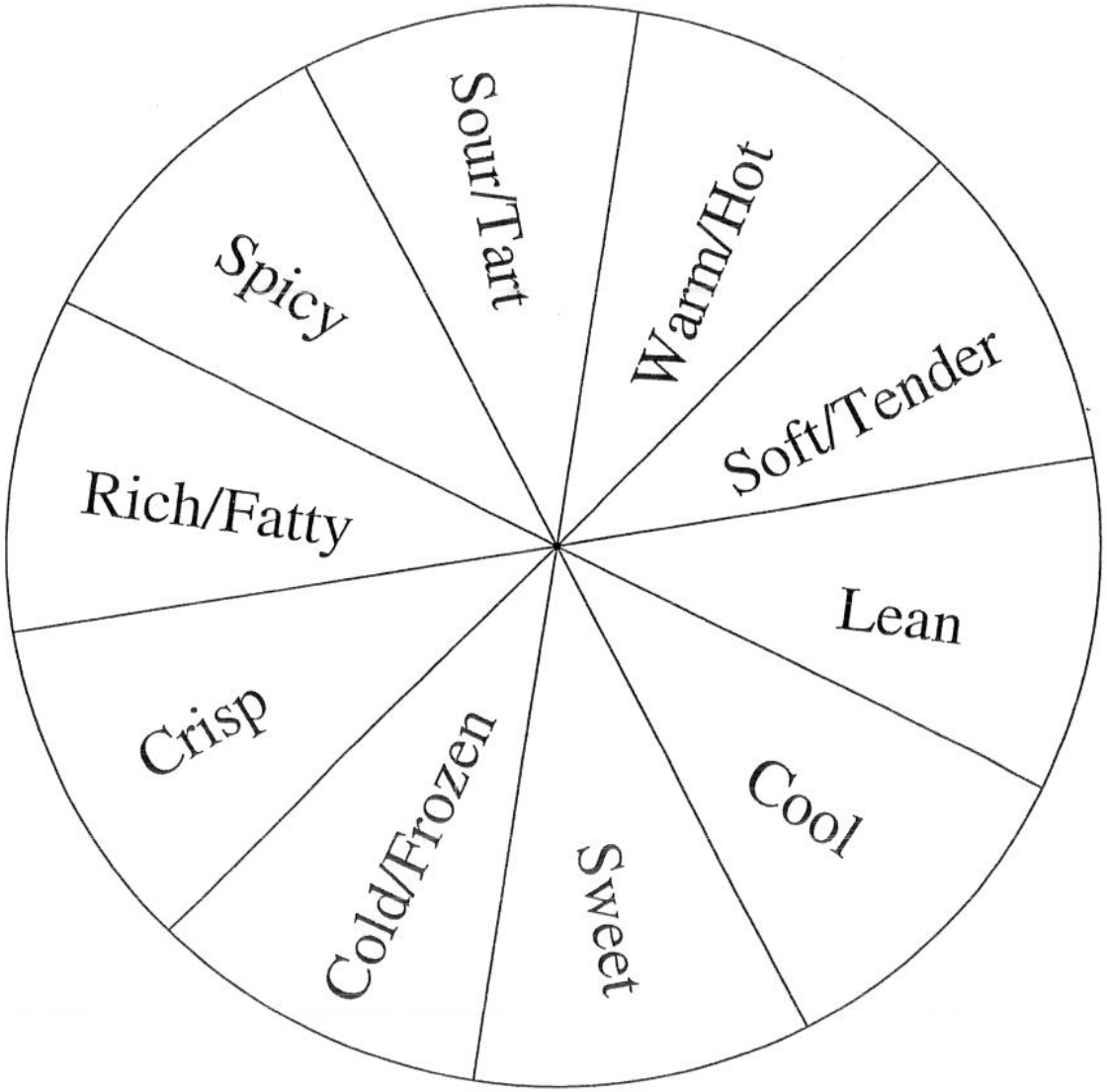


Balancing Flavors Through Contrast



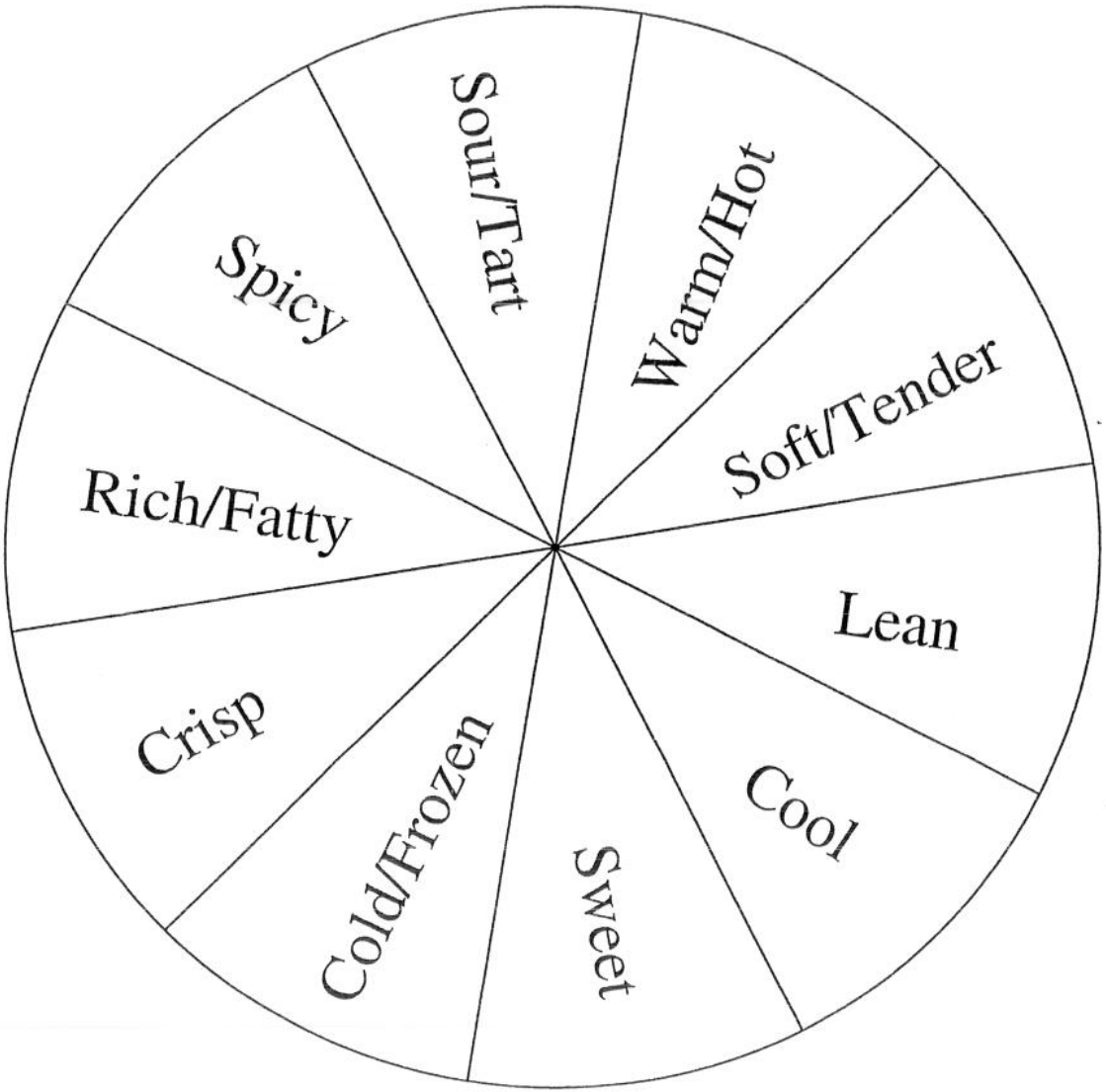
Dover Sole
with
Beurre Blanc

Balancing Flavors Through Contrast



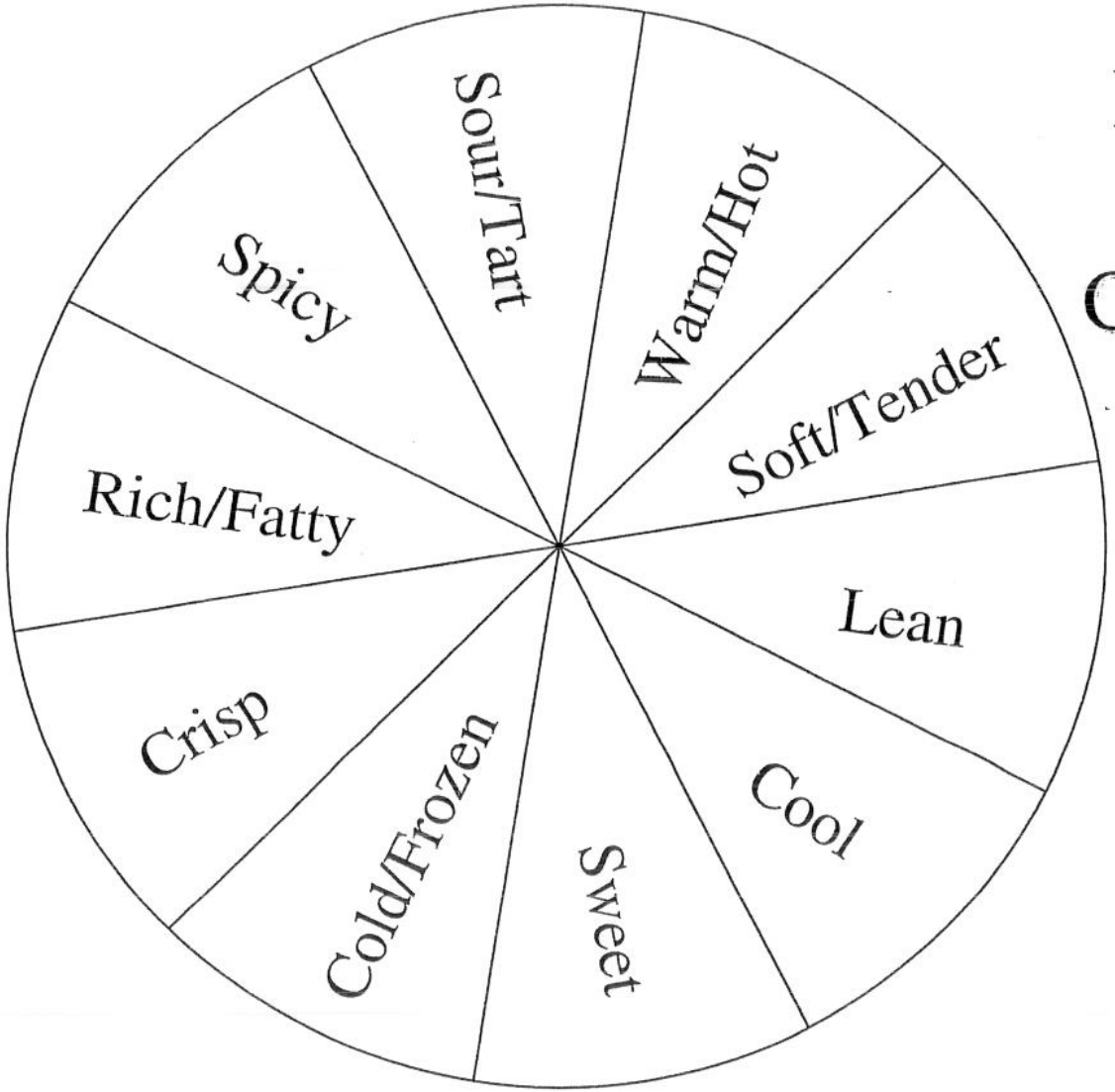
Beef Satay
in
Lettuce Wrap

Balancing Flavors Through Contrast



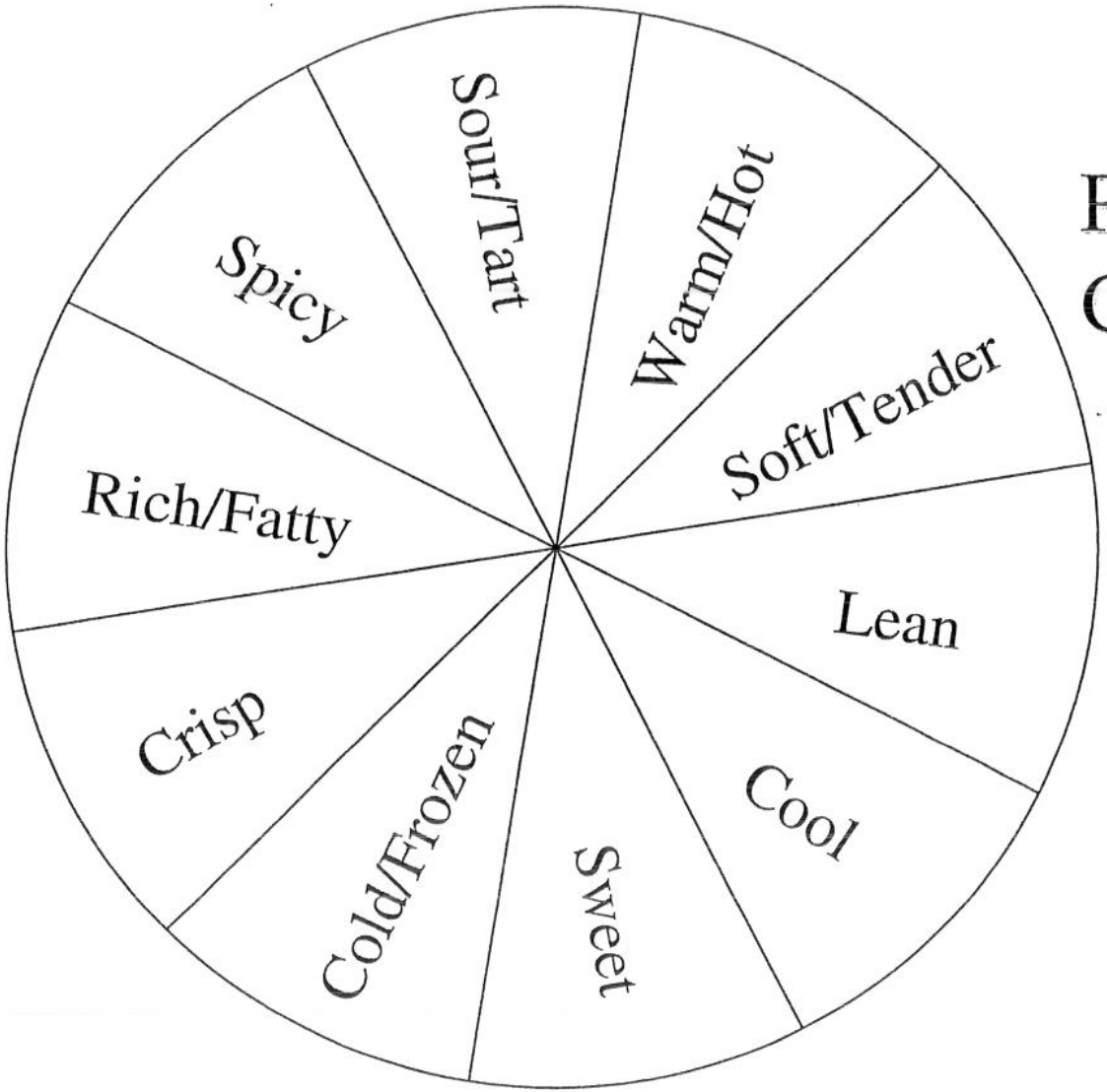
Sweet and
Sour Pork

Balancing Flavors Through Contrast



Frozen Souffle
with Warm
Chocolate Sauce

Balancing Flavors Through Contrast



Nut Crusted
Pan Seared Tuna
Cooked Medium

Unity in Food Presentation

- Layout Should Work as a Cohesive Unit
  - Reduce Number of Areas of Focus
  - Emphasize that Food Items are Interrelated

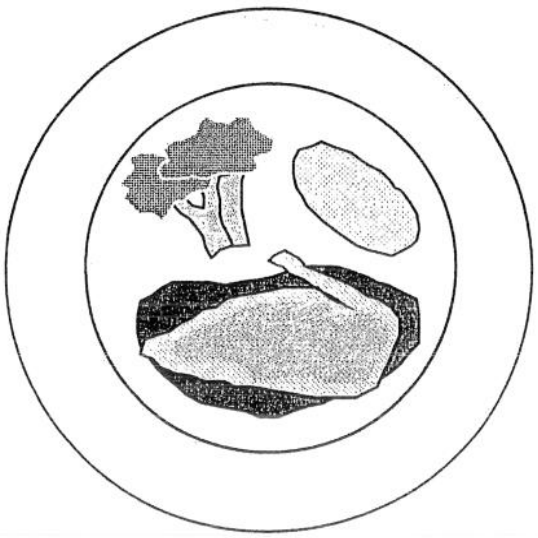


Figure A.

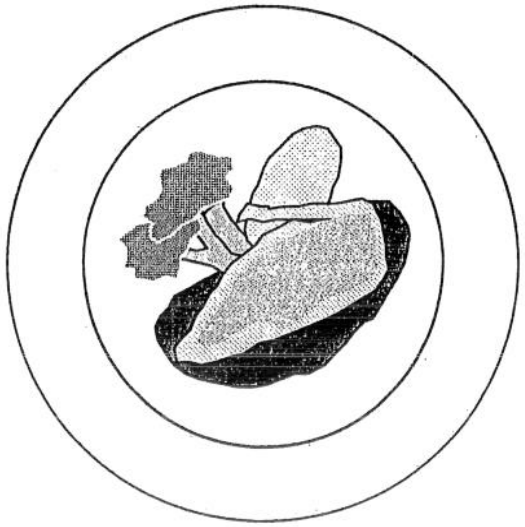


Figure B.

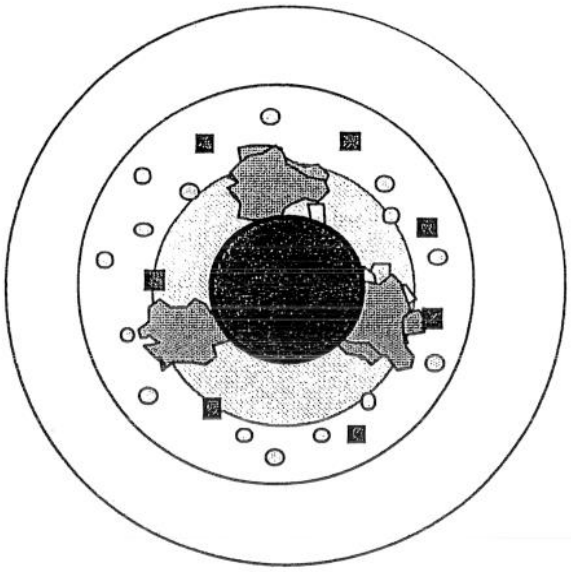


Figure C.

Focal Point

- Definition - Point or Area to Which the Eye is Automatically Drawn.
- Both Platters and Plates Should Exhibit a Focal Point
- Existence and Location of Focal Point are Dependent on Placement and Relationship of Components

Flow and Sequencing

- Flow - Sense of Movement on the Plate or Platter
  - Symmetric Layouts Tend to Stifle Flow by Locking the Eye in the Middle of Plate or Platter
  - Asymmetric Layouts Provide for a Strong Sense of Flow

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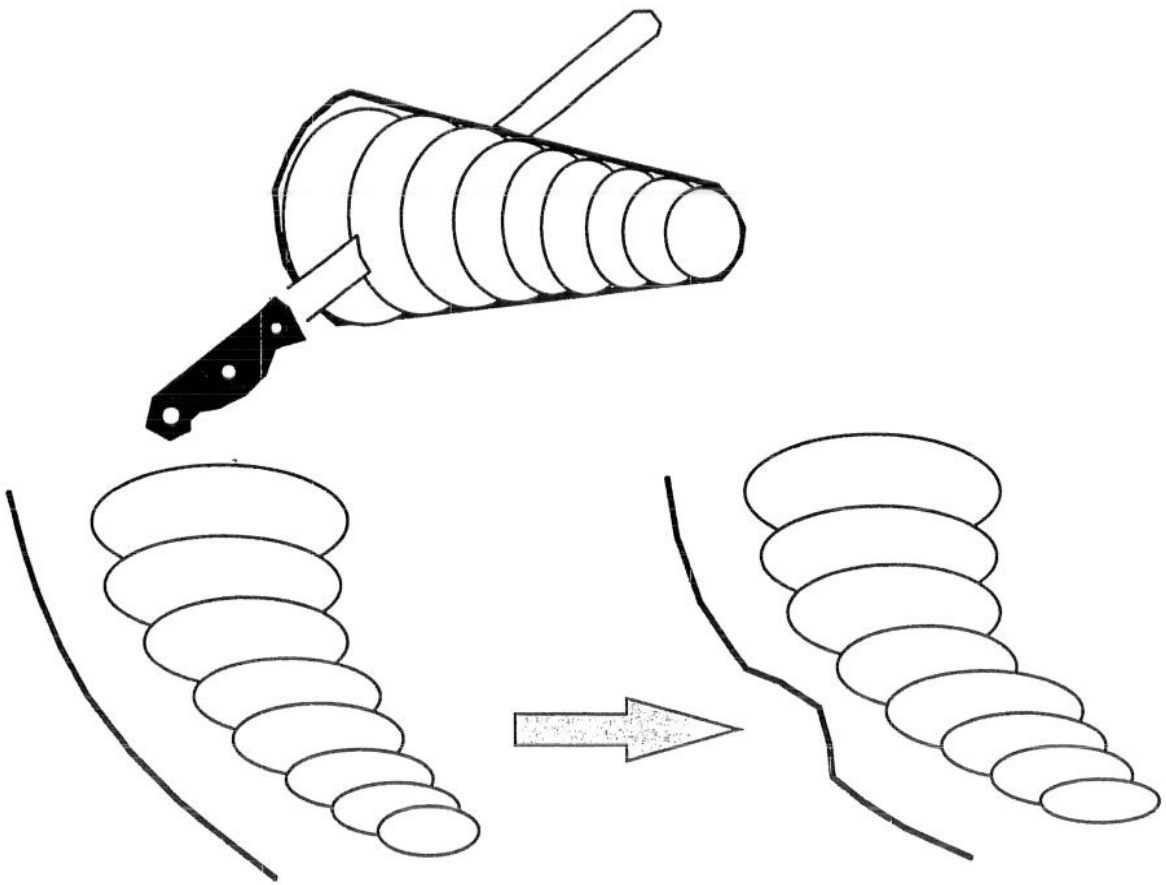
- Sequencing - Sliced Items Should be Arranged in the Order in Which They are Cut from the Gross Piece

Flow and Sequencing

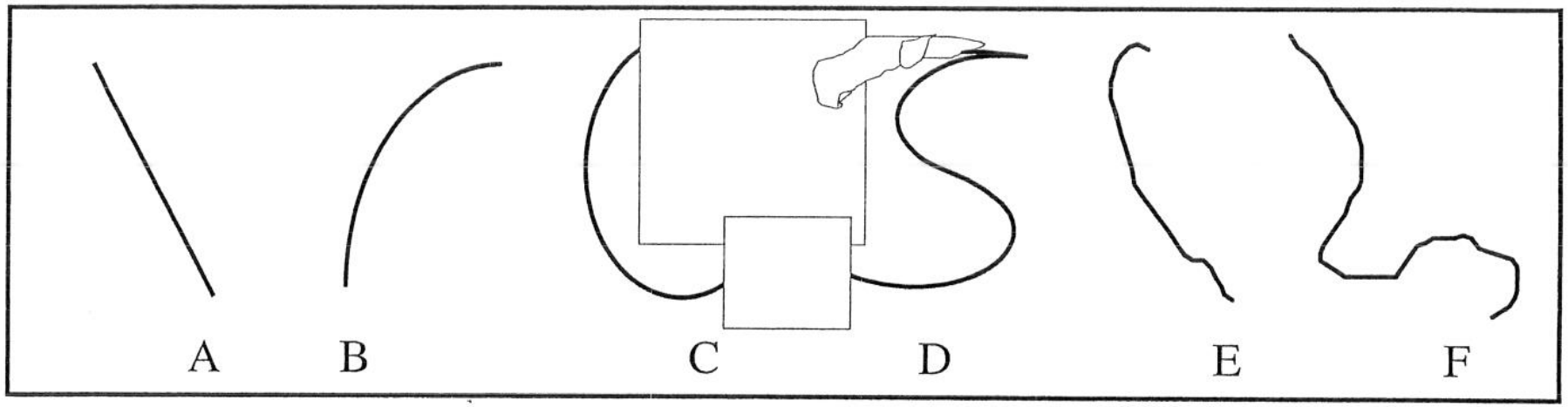


(A) Correct Sequencing

(B) Skip in Sequencing

Strong Lines

Important to Successful Presentation



Line A - Considered Strongest Line

Lines B, C & D - Indicate a General Direction of Movement

Lines E & F - Exhibit Neither Consistency in Line or Direction

Strong and Weak Natural Lines

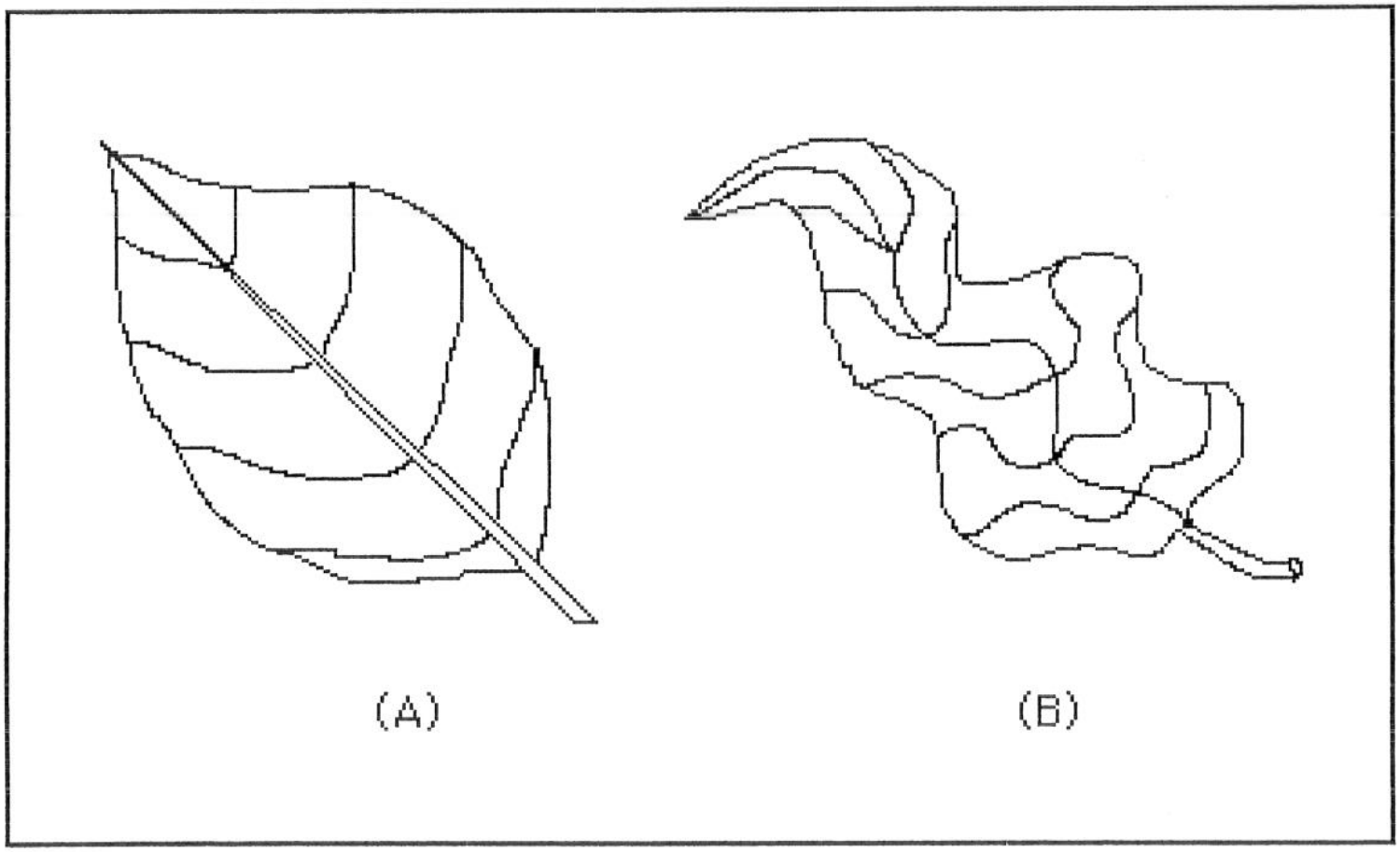


Plate and Platter Garnishes

- Add Color, Texture, Taste and Interest
- Harmonize with Items
- Should NOT Distract from the Focus
- Avoid Non-Functional Garnishes
  - Wedge or Slice of Orange or Lemon
  - Sprig of Parsley or Watercress
  - Tomato Roses and Apple Birds
  - Paper or Foil Frills

S.C.H.I.F.T.
Presentation Development Checklist

Shape

Color

Height

Items

Flavor

Texture

Menu Development Table

Item	Properties	
Seared Salmon	Has	Needs
Texture		
Color		
Flavor		
Cooking Method		

Developed by David Smythe

Menu Development Table

Item	Properties	
Seared Salmon	Has	Needs
Texture	• Crisp • Flakey • Soft • Dense	• Chewy • Fluid • Firm • Aerated
Color	• Pink • Dark Brown	• Green • Black • Yellow • Tan
Flavor	• Charred • Oily • Mild	• Smoke • Spicy • Sweet • Tart
Cooking Method	• Seared in Oil	• Stew • Roast • Grill • Marinate

Developed by David Smythe

FLAVOR/INGREDIENT PROFILE FOR: SPICY VEGETABLE SAUTÉ

BEET CHUTNEY

- BEETS: SWEET/EARTHY
- RED WINE VINEGAR: TART/PUNGENT
- CHOPPED CILANTRO: HERBAL/SOAPY/CITRUS
- MINCED JALAPEÑO: HOT(SPICY)/GRASSY/VEGETAL
- LIME JUICE: TART/ACIDIC/SLIGHTLY SWEET
- CAYENNE: HOT

CUCUMBER RAITA

- YOGURT: TART/TANGY/CREAMY/COOL/ACIDIC
- CUCUMBER: ASTRINGENT/CLEAN/GREEN

SAFFRON RICE

- SAFFRON: BITTER/MEDICINAL/AROMATIC/MUSTY
- RICE: PERFUME/FLORAL

VEGETABLES

- BROCCOLI: VEGETAL/GREEN/BITTER/SULPHUROUS
- CAULIFLOWER: BLAND/SLIGHTLY SWEET
- TURNIP: EARTHY
- CARROT: SWEET
- ONION: PUNGENT/SHARP/ SULFURIC/SWEET WHEN COOKED

SPICES AND AROMATICS

- YELLOW MUSTARD SEED: SHARP/NUTTY/SLIGHT BITTERNESS
- BLACK ONION SEED(NIGELLA): NUTTY/SLIGHTLY BITTER
- CUMIN: PUNGENT/SWEET/EARTHY
- GINGER: SLIGHTLY HOT/PUNGENT
- GARLIC: SWEET/HOT (VARIES WITH SEASON)
- CHILIES: TASTE VARIES FROM MILD TO VERY HOT/SMOKY/CITRUS/ VEGETAL