French Café Menu

In this project, students will create a restaurant concept, design a logo, and create a bilingual menu.

The scenario: You have decided to open a restaurant in Montreal, Downtown Ottawa or Moncton - all very bilingual cities using French and English. To prepare for this restaurant, you need to do a few things:

Part 1: Create your restaurant concept

1. What kind of food will you serve? Will it focus on food from a specific culture?

   _____

   _____

2. How formal or expensive will your restaurant be? _____

3. Is your restaurant a family restaurant, a pub, a café, or something else? _____

4. What will the decoration inside your restaurant look like? Why?

   _____

   _____

5. What will your restaurant be called? _____

Part 2: Create your restaurant logo

1. The logo should include your restaurant name, and some design elements (images, colours, etc) that give a tourist an idea of what they might get to eat at your restaurant.
2. You may want to include a slogan on or under your logo.
3. The final copy of your logo will go on the front of your menu

Logo Rough Draft:

Part 3: Create your menu in English

1. Choose between 10-15 items that you want to serve at your restaurant, which fit your business concept.
   a. You should offer at least two options for drinks, otherwise you could offer any combination of courses
   b. You could divide your menu in Appetizers (Entrées), Mains (Les Plats principaux), Desserts (Désserts) and Drinks (Boissons), or offer three course set options
2. You should assign a price to the items on your menu. You could consult menus of local restaurants similar to yours for a realistic selling price.
3. The final copy of your English Menu goes on the left side of the inside of the menu.

Rough Draft of English Menu:

Part 4: Write your menu in French

1. Use your vocab list, a Thematic Visual Dictionary and/or www.wordreference.com to translate your menu into French.
2. Show your French menu to your teacher for approval and suggestions.
3. The final copy of your French Menu goes on the right side of the inside of the menu

Rough Draft of French Menu:

Part 5: Assemble the final copy!

1. Fold a blank sheet of paper (8.5x11 or 8.5x14) in half like a card.
2. On the front cover, write your restaurant logo and name or slogan.
3. When you open the "card" the left side will be the English menu and the left will be the French menu.
4. Include (fake) contact information on the back page, such as your webpage, your Instagram and where to call to order Take Out (if that aligns with your business concept)
5. Include some colour and design elements that align with your business concept.
6. Submit your menu and this planning page to your teacher.