



Plate Presentations..... Balance, Unity, Focal Point and Flow



Order of senses when eating

Before customers have the chance to taste the food, they first sample the food with their eyes. This visual sampling sets the mood for the first bite.

If a positive visual sampling takes place, a sense of anticipation exists.

A negative visual sampling might mean a loss of appetite or interest.



Plate Presentation: A Strategic Decision

BUFF

- Balance
- Unity
- Focal Point
- Flow



Balance

1. Selection of Foods

- Main Component
- Balance = Simple + Complex
- Seasonality

Balance

2. Colors

- Reinforces freshness and quality
- Offers variety of colors-not crazy
- Use vibrant colors and earth tones
- Cooking techniques should highlight natural colors of foods.

A **B**alanced Plate ...

Should have – highlight:

- Variety of colors
 - Indicates freshness/quality
- Variety of shapes
 - Use natural shapes / consistent
- Different textures
 - Smooth, course, crispy, soft
- Symmetry
 - Equal spacing
 - Consistent slices-thickness



Balance

5. Textures

- Smooth, Coarse, Solid, Soft or Liquid

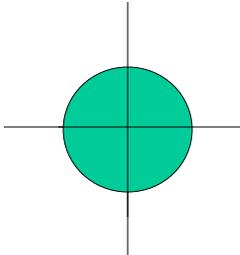
6. Flavoring and Seasoning

7. Garnishes

- Should: add color, texture, taste, interest
Harmonize- not distract
Avoid Non-Functional Garnishes

Balance by Weight

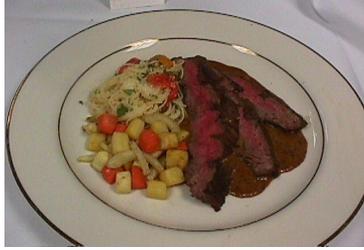
- When designing your plate, look at the balance. Is it even?



Balance

Creating balance provides a framework
for proper food presentation

Unity



- Equal attention to all components
- Main ingredient should not have higher importance
- All components should unify presentation

A Unified Plate ...

The chef – customer should:

- See - understand all the components
 - Reflect on menu description
- All components contribute to the entire plate
- Appreciate -enjoy the presentation



Focal Point



- Is determined / influenced by placement and relationships of various components.
- What does your eye see first?

The Focal Point ...



- Highlight –focus on the main ingredient.
- Typically, it is not garnish!

Flow



- Is the result of well balanced food in unison on a plate providing a pleasing pathway and focal point
- Food Should Look Alive
- Flow Contributes to Sense of Movement and life on the Plate.
- Does this Presentation have Flow? Why or Why Not?

Garnishing Plates



- The Garnish must be completely functional and compliments the visual appeal of a plate
- Reflect a flavor or component in the dish
- Should be simple – and not too complex
- Should be completed as a final step and be quick
- All plates is well unified you not require a Garnish!!!

Plating Guidelines

- Think before you place the food!
 - What should I plate 1st, 2nd, 3rd....
 - Visualize how you want the completed plate to look
- Keep components together
- Consider your portion sizes, smaller is always safer!!!
- Make sure you can see everything!
 - Do not “Stack” or Cover Up your Food



Some More Guidelines

- Add sauces last
 - Where should they go?
- Simple garnishes placed quickly
 - Consider their cost
- Hot food on warm / clean plates
 - Cold food on chilled plates
 - Wipe the rim!
- Look at pictures for ideas!