

Mr. Ismaeil

RESTAURANT STRATEGY COLLECTION

BOOK 03 / THREE-PART COLLECTION

World Cuisine Menu & Operations Handbook

Choose a clear cuisine identity, standardise the product and rehearse a reliable restaurant operation.

MENU, PRODUCTION AND SERVICE



Illustrative restaurant context

English edition / 3 October 2026

Practical tutorials, decision tools and working templates

SAMPLE EDITION / SELECTED PAGES

1 / 5

A NOTE FROM ISMAEIL DIRANI

Build the decision before you build the restaurant.

My approach is to turn a broad cuisine idea into a promise that a small team can deliver repeatedly. The menu, purchasing list, preparation plan and service conversation should tell the same story. I begin with the customer’s meal, then work backwards to the ingredients, time and controls required to make it reliable.

Use this handbook with a real address, a real menu and a named person responsible for each open question. Keep the evidence beside the decision. A polished concept becomes useful when it can survive a quiet week, a busy service and a difficult inspection.

How to work through this book

Read	Do	Keep
Identity	Choose one clear cuisine promise.	A one-sentence concept and a small menu.
Product	Standardise recipes, costs and information.	Recipe cards and current allergen records.
System	Rehearse production and service.	A measured pilot and an opening runbook.



Ismaeil Dirani

A restaurant concept should be clear enough to teach and strong enough to repeat.

AI-assisted portrait based on Mr. Ismaeil’s photograph.

Examples and illustrations are teaching tools. Local authority decisions, site-specific technical work and immigration/tax status require the appropriate local review. Blank worksheets are not official application forms. Research checked on 3 October 2026.

01 / FIELD GUIDE

Choose a promise you can produce

A cuisine label is useful only when it helps the customer choose and the kitchen work.



Illustrative restaurant context

Start with a meal occasion: a quick weekday lunch, a neighbourhood dinner, a sharing-table evening or a reservation-led experience. Then choose the cuisine identity that fits that occasion. A menu described as “everything from around the world” gives little guidance about preparation, equipment or the reason to return.

Identity	Possible menu spine	First production question
Aegean / Eastern Mediterranean	Seasonal vegetables, pulses, two sauces, one grill line	How many dishes can share the same careful prep?
Levantine	Hummus, falafel, salads, a limited protein offer	Can herbs, tahini and spices be supplied consistently?
Italian bistro	A short pasta offer, salads, one seasonal main	Can dough or sauce prep coexist with peak service?
Japanese-inspired cooked bowls	Rice, cooked protein, vegetables, controlled sauces	Can the rice and holding process remain consistent?
Grill specialist	Few cuts, clear weights, limited sides	Does yield justify stock, labour and extraction needs?

WORKED EXAMPLE / The compact bistro

Hypothetical concept: “A relaxed Aegean dinner built around seasonal vegetables and one grill.” A second fryer-only product needs a separate reason: demonstrated demand, safe workflow and enough capacity. It is not added simply because a competitor sells it.

02 / FIELD GUIDE

Give every dish a job

A short menu is designed, not merely shortened.

Divide the offer into roles. The signature dish explains the brand. A dependable repeat dish gives regular customers an easy choice. A plant-based meal should feel complete rather than like a main dish with its protein removed. A side or sauce should strengthen the menu while using ingredients the kitchen can manage well.

1

Write the customer benefit

Describe the dish in plain language: filling lunch, light sharing plate, recognisable comfort or a special evening choice.

2

Map the shared preparation

List what can be prepared together without compromising quality or allergen control. Ingredient overlap is useful; uncontrolled reuse is not a production strategy.

3

Test the extra burden

For each new dish, identify the additional equipment, storage, training and minutes during the busiest hour.

4

Keep the decision reversible

Trial a small addition before changing the permanent menu, purchasing contracts or equipment layout.

MENU DESIGN RULE

If you cannot state a dish's customer role and its production burden, it is not ready for the menu. "It looks good in a photograph" is a marketing observation, not a complete product decision.

CONTINUE WITH THE COMPLETE BOOK

Turn the next question into a working decision.

The complete menu handbook adds product testing, recipe and yield tools, contribution examples, the full allergen matrix, process controls, supplier/traceability drills, service, training, stock and the thirty-day readiness plan.

Focus	Inside the complete edition
Build the offer	Clear cuisine promise and repeatable dishes
Teach the product	Recipe, yield, costs and current information
Run the operation	Capacity, team rehearsal and a weekly action register

This sample contains selected pages. The complete English edition includes the full tutorial sequence, static worksheets and clickable official source list. It belongs to the three-book Restaurant Strategy Collection by Ismaeil Dirani.

A CLEAR USE FOR THE BOOK

Read a lesson, complete its working tool with the actual restaurant and assign the next evidence task. Examples and illustrations are teaching contexts, not project approvals or promised investment outcomes.