

BRAND GUIDE

Cereal	Fresh Fruits	Breakfast Matrix		Fresh Juice	Yogurts
Local Favorite	Chef Interactions	Block Colors	Focal Point	Taste	Cheese
Authentic Flavors	Healthy	Simplicity & Focus	Clean Equipment	Residential Components	Cold Cut
Live Station	Pass Around	Relevant Decoration	Condiments	Buffet Flow	Salad
Hot Range	Bread and Croissant	Eggs	Coffee & Tea	Pancake & Waffle	Spread & Jam

BREAKFAST PICTURE



Breakfast	
Cereals	4
Fresh Cut Fruits	4
Whole Fruit	2
Stewed Fruits	3
Juice blend of the day	2
Chilled Juice	2
Infusion water	1
Fresh Muesli	1
Yogurt & Fruit Salad	3 + 1
Milk	3
Cold Cuts	4
Cheese	4

SAMPLE PICTURE



Local Dish (pastry)	Live - 4 Routed
Waffles or Pancake	Live - Routed
Coffee	Yes
Tea	Yes
Omelet Station	Live - 8 Type Condiments
Breads Including Rolls	12
Main Couse	7 - Routed
Soup	Live - 7 Type Routed
Noodle Station	Live - 7 Type Routed
Live Local Breakfast:	
Indonesian	2
Indian	2
Porridge	2 + 30 Condiments

SAMPLE PICTURE



Cereal

- Two non-sweet i.e. corn flake, rice Krispy, muesli
- Two sweet i.e. koko crunch, frostiest

NOTES

➤ Cereal

- This section should be placed near fresh milk
- Use cereal dispenser , they are cost effective
- Use white bowl for cereal
- Check for crispness of cereal before placing them on the buffet
- Use blackboard for food tax



- This section is the most colorful and should be visible to guests on entry. Whole and cut fruit in block colors create impact
- Use relevant white bowls or ethnic set ups to showcase the fruit
- ~~Dried fruit compotes should be made weekly and others fruit compotes every second day~~
- Compotes should reflect a modern presentation and be served in white bowls or flip top jars. Ideally have visible cinnamon and other spice sticks in them.

*Note

- Canned or tinned fruits are not acceptable on any buffets
- If possible signify specialties of any local or indigenous fruit's



Juice Blend of the Day

- Two juices should be set on the buffet so guests can serve themselves quickly
 - Watermelon, honeydew, local orange

Chilled Juice

- Quality tinned three juice i.e. guava, apple, orange, pineapple, mango (different color)

Infusion Water

- From combination fruit and herb i.e. orange , rosemary, dill kiwi. Etc

NOTES



NOTES

Choice of milk

- Low fat milk, UHT milk, soy milk
- This section should placed near cereal
- Use blackboard for food tax
- Make sure check freshness of the milk and soya milk before served

Yoghurt

- Should be placed near cut fruit and cheese product
- Use small glass and place to ice container same with fresh cut fruit and cheese

Yoghurt (Small Glass)

- Five varieties - plain yoghurt, blueberry yoghurt, strawberry yoghurt, banana yogurt, mango yoghurt, peaches muesli, fruits salad

Milk

- One full cream milk
- Low fat milk
- Soya milk
- Flow of the buffet - place this section next to the fruit section and the cereal section

Cheese

- 4 type of cheese
- One soft cheese i.e. brie or camembert
- Two hard cheese i.e. cheddar or Swiss
- Feta cheese in olive oil
- This section must be placed near the bread section

NOTES

➤ Milk, Yoghurt and Fresh Fruit, Fruit Compote, Cheese, Dried Fruit

Yoghurt

- Place the yogurt section next to the fruit and cheese section
- Minimum standard - Yogurt
- Three varieties - One plain yoghurt and Two fruit flavored
- On should be low fat yoghurt
- Yoghurt should be served on ice, may be served in portion bottle or glass on ice containers

Milk

Minimum standard :

- ✓ One full cream milk
- ✓ low fat milk
- ✓ soya milk
- ✓ Milk should be all pasteurized and from a reliable vendor and should be presented
- ✓ All milk should be kept chilled over ice dispenser

Cheese

- ✓ Cheese should be presented on square white plate
- ✓ Cheese should be pre slice.
- ✓ Strong and smelling cheeses should be avoided for breakfast
- ✓ Dried fruit and compote
- ✓ Should be place near bread counter
- ✓ Will served in glass jar with cover

Green Salad

- Salad should be presented in simple white bowls
- One bowl of mixed salad leaves
- Mix lettuce i.e. lolorosa , iced berg, rocket, radicchio, romaine, carrot noodle, cucumber noodle,
- Three different vegetables crudités

Salad Bar

- 2 type lettuce – romaine, lolorosa, iced berg, rocket, radicchio
- 6 type of fresh salad of vegetables consisting of carrots, cucumbers, lemons, tomatoes, onion ring, capsicum, black olive, green olive ,gherkin, capers
- Three kind dressing - i.e. thousand island, balsamic, caesar dressing, honey soya dressing. Olive oil

Cold Cuts

- Four types of cold cuts i.e. smoked chicken breast, chicken mortadella, beef pastrami, turkey ham, smoked mackerel, smoked salmon, snapper

Local Dish (Pastry)

- Live routed - Indonesia sweet (jajanan pasar) as such martabak manis, pukis, serabi, kue cucur.

Waffles or Pancake

- Waffles or pancake are items that guests do not make at home regularly, as such there is an opportunity to make a feature of this station
- A quality waffle and pancake batter should be used
- Serve with 6 kind of sauce i.e. coconut cream, maple syrup, honey, chocolate sauce, vanilla sauce, condensed milk
- Use an oven or heat lamps to keep signature pastries warm

NOTES

➤ Salad Bar and Cold Cut

Minimum Standards -Salad

- Salad should be presented in simple white bowls
 - On bowl of mixed salad leaves
 - There different vegetables crudités
 - Thousand island dressing
 - French dressing
 - Balsamic vinegar
 - Olive oil
- *Optional additional upgrade pickles , Olives and Croutons*

Note

Please check the usage of this section, as it varies depending on client

- Cold Cut
- Should be place near salad counter in square white plate
- 2 type of cold cut to served in buffet
- Will rotate the meat or seafood colt cut

➤ Breads Including Rolls

16 Type Of Bread

- White toast loaf & whole meal toast loaf
- Soft roll, hard roll, brown roll
- Focaccia
- Mexican bread, zebra bread
- Butter croissant
- Pain au chocolate
- Fruit sanish
- Raisin roll
- Sourdough bread loaf
- Cinnamon roll
- Pan de sal bread
- Brioche
- French baguette
- Sweet pastry
- Banana bread, carrot cake, caramel cake (rotate)
- Three different muffins including one fruit, chocolate or nut (rotate)
- Lapis Surabaya
- Assorted donuts and berliner
- Madeline
- Jam
- Strawberry jam, blueberry jam, pineapple jam, peanut butter
- Unsalted butter

NOTES

Bread, Pancake, Butter and Jam

- This section should be placed close to the cold meats and beverage section
- To assist quick continental breakfasts
- Do not use ceramic for presenting breads, instead use wood,
- Present sliced toast bread in individual parchment basket
- Electric roller toaster side from sliced bread
- Danish and all pastry sweet should be displayed simply on wooden board and clean.
- Keeping bread varieties together will make replenishment easier as well as allow guests to choose the items they want without having to search through a variety of baskets.
- Use heat lamps to keep signature pastries warm – Pancake, waffle, martabak manis, serabi
- Black board nametags work well with wood and other natural materials.
- Butter will be placed at Ice container to keep chilled all the time, and not melted
- All jam will be put in brown clay bowl.

EGG

Omelet and Fried Egg Station

- 8 omelet condiments, diced tomato, mushroom, cheese, green onion, chili
- Beef bacon sliced, spring onion, cheese.

Standard Buffet Omelet

- 2 Eggs
- 45 gram of filling
- 20 gram of cheese
- Whole eggs should come from an approved, supplier and be free from cracks and dirt.

Equipment

- Include double stove, gas cylinder, omelet pan, wooden spatula
- Use white bowl for omelet condiments
- Egg Station with use black board tax

NOTES

Omelet Push Cart

- This section should be placed in between fried noodles and soup push cart
- 2 egg station will implemented for the guest more 180pax
- It should be manned by a capable, experienced Chef.
- All eggs should be cooked to order (with the exception of a specialty egg dish that should be placed direct on the pla
- Whole eggs should come from an approved, supplier and be free from cracks and dirt.
- Pasteurized eggs should be decanted into a chilled
- Condiment and filling selections should be visible and available for guests to choose from buffet

Main Couse – Chafing Dish

- Chafing Dish 1 – fried rice i.e.- , nasi goreng kampung, nasi goreng Miami, nasi goreng Sri lanka, nasi goreng cabe ijo, salted fish fried rice, nasi goreng beef
- Chafing Dish 2 – fish or seafood's i.e. –seafood casserole, pan fried dory lemon butter sauce, breaded fish tar sauce
- Chafing Dish 3 – meat or poultry i.e. – , roasted lamb with rosemary sauce, baked chicken, roasted beef with mushroom sauce, beef stew, chicken tikka, lamb stew with radish, braised chicken with mushrooms, sweet & sour chicken, braised duck with young ginger, fried beef with ginger & onion
- Chafing Dish 4 – vegetables dish i.e. - vegetable frittata, fried onion ring, sautéed broccoli, buttered mix vegetables, bok choy garlic oyster, vegetable quiche, glazed carrot with ginger, assorted fried mushroom, Sautéed assorted vegetable with lotus roots
- Chafing dish 5 – baked bean
- Chafing Dish 6 – potato dish i.e. – hash brown potato, lyonnaise potato, gratin potato, bacon and potato casserole, herb potato frittata
- Chafing Dish 7 – sausage and bacon i.e. – chicken chipolata, beef chipolata, chicken and cheese sausage, beef bacon, turkey bacon, grilled chicken ham, grilled turkey ham

SAMPLE PICTURE



NOTES

Main Course

- Minimum standards
- Bacon
- Sausage (pork & chicken market driven)
- Grilled tomatoes topped with fresh chopped herbs
- Mushrooms
- Potatoes
- Baked beans
- Vegetables
- This section should be placed near porridge station middle of Restaurant should be manned by a capable, experienced Chef for food runner
- All food will placed on chafing dish
- Focus on "classics"
- It is advisable to do a 7 days cyclic menu

ASIAN LIVE STATION

Soup Station

- One kind local soup as such chicken meat ball soup, soto ayam, lontong sayur, soto medan, Soto betawi, mee godog, laksa etc.
- Fried Noodles Chef action cook fresh noodle from of our guest , Routed fried Kwetiau/mie sagu/yellow noodle/ egg noodle /bihun , five kind vegetables and one chicken/beef/cuttlefish ball. Four kind condiments i.e. lime wedge, fried shallot, chilly soya.
- Paratha or Roti Jala , There are two type paratha : plain and egg paratha. with condiments : mango chutney, mango pickle, lime pickle, raita, meat or seafood curry and one vegetarian curry Roti jala have to make fresh every day with condiment : icing sugar, honey, milk, map syrup, meat or seafood curry and vegetables curry
- Nasi Lemak or Yellow rice in Banana Leaf. Freshly made at Breakfast buffet, with condiment – Egg dish, Meat or seafood dish, bilis, cucumber, shredded egg,
- Martabak Manis or Serabi or Pukis - Live cooking from Pastry – two type of Martabak, with cheese or chocolate and side condiments – Chocolate sauce, Malacca syrup, condensed milk

NOTES

ASIAN Live Station

Noodles Soup Fried Noodles Station

- This section should be placed in between pratha station and egg station
- Its to do a 7days cyclic different type of fried or soup noodle
- 2 experience Chef
- Cooked a la minute concert
- Fried noodle will place in clay pot
- Noodle soup direct to bowl

Pratha & Roti Jala

- This section should be splaced near porridge station middle of Restaurant should be manned by a capable, experience Chef for food runner
- 2 type of pratha and 2 type of curry to place in chafing dish or clay pot.
- Focus on "classics Indian"
- It is to do a 2 days cyclic menu
- Senior or talented Chef will prepare for pratha or roti jala

SAMPLE PICTURE



SAMPLE PICTURE



Local Breakfast

We should strive to have the best local food, The main focus has to obviously be the best local food. Just like the egg station your local Asian breakfast is ideal to showcase a live station . Guests are always intrigued by local food.

This section will look best when presented in containers from the local region. The condiments for the local station should be placed next to the food items in a linear manner to make it a complete experience.

Porridge

- Two kind porridge as such : plain and chicken or fish porridge.
- Third condiment i.e. cakwe, bilis, salted egg, century egg, chicken liver, chicken gizzard, hand boiled egg, fried peanut, coriander, chopped spring onion, sesame oil, soya sauce ,full item in notes

NOTES

ASIAN Live Station

Porridge

- This section should be placed on the side from main course item
- Its to do a 2 cyclic different type of fried or soup noodle
- Porridge will served with 30 condiments : sweet soya sauce, light soya sauce, sesame oil, sambal merah, sambal ijo, fried shallotte, fried garlic, fried ginger, peanut, soybean, salted fish, dried shrimp, fried bilis, ikan sambal medan, chili flake, spice mbe, spring onion, cakwe, preserved vegetable, salted egg, boiled egg, shredded egg, tong cai, chive, fried chicken gizzard, chicken liver, quail egg, salt, pepper powder and black pepper
- Include 2 stock : chicken stock and turmeric coconut stock.
- Focus on “classics Chinese”
- Self service concept

Coffee

- Freshly brewed coffee free flowing made from good quality bean

Tea

- Freshly brewed tea, free flowing using a good quality tea leaf
- Brown coffee sugar in portion packets
- White coffee sugar in portion packets

Focal Point – Signature Dish :

- a. Paratha - there are two type paratha : plain and egg paratha.
with condiments : mango chutney, mango pickle, lime pickle, raita, meat or seafood curry and one vegetarian curry
- b. Roti jala have to make fresh every day with condiment : icing sugar, honey, milk, maple syrup, meat or seafood curry and vegetables curry
- c. Porridge - two kind porridge as such : plain and chicken or fish porridge. Thirty-two condiment i.e. cakwe, bilis, salted egg, century egg, chicken liver, chicken gizzard, hand boiled egg, one clear chicken stock and one think stock
- d. Live fried noodles - freshly made live noodles - kway teow, bee hoon, yellow noodle or mee sago with side condiments - sambal belacan, cut chili soya sauce, fried onion, spring onion.
- e. Nasi lemak or yellow rice in banana leaf. Freshly made at breakfast buffet, with condiment - egg dish, meat or seafood dish, bilis, cucumber, shredded egg,
- f. Martabak manis - live cooking from pastry - two type of martabak, with cheese or chocolate and side condiments - chocolate sauce, malacca syrup, condensed milk
- g. Serabi - Indonesian pancake two type of martabak, with cheese or chocolate and side condiments - chocolate sauce, malacca syrup, condensed milk

SAMPLE PICTURE



Pass Around – Freshly out from oven by Pastry Chef

1. Roti gendang – Local soft roll with spicy tuna feeling
2. Cinnamon roll – Freshly made ala minute from oven
3. Cream cheese danish pastry – Freshly made ala minute
4. Lemper – Indonesian grill glutinous rice in banana leaf with shrimp and coconut
5. Strawberry and white chocolate croissant - Freshly made ala minute
6. Mexican bread - Freshly made ala minute
7. Roti abon – Freshly made ala minute
8. Sweet corn muffin – freshly made ala minute
9. Australia breakfast pizza – freshly made ala minute
10. Scone – freshly made ala minute

NOTES:

**All pass around dish with bring to table directly from senior Chef, will rotate daily*