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Presentation Principles

Epicurean Group August 2023





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The Best Looking Food Is
Food That Has Been
Properly Cooked



Using The Senses

- Can you see flavor? What does flavor look like?
 - Seasonings / spices
 - Evidence of proper cooking – grill marks, etc
 - Colors
 - Steam
 - Juices
 - Shine



Using The Senses

- Can you smell flavor? What does flavor smell like?
 - Do the eyes really eat first?
 - We can recognize hundreds of aromas but only a few tastes
 - Temperature is a factor
 - Why does the smell “go away”?



Using The Senses

- Can you hear flavor? What does flavor sound like?
 - Sizzle
 - Crunch
 - Snap
 - Crackle
 - Pop



Using The Senses

- Can you feel flavor? What does flavor feel like?
 - Texture and flavor
 - Temperature and flavor
 - Heat (spice) and flavor



Using The Senses

- Can you taste flavor?
 - Sweet
 - Sour
 - Salty
 - Bitter
 - Umami
- How does flavor and aroma work together?
- How do all of the senses work together?
- Synergy



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Putting It All Together

The BUFF Principle



BUFF

- Balance
- Unity
- Focal Point
- Flow
- Flavor
- Functional

Balance

- Balance the senses. Use something from each.
- Balance colors, shapes, textures, temperatures, etc.
- Balance the layout – symmetrical vs. asymmetrical







Unity

- A dish should be plated so it looks that all components go together
- Avoid the “Mess Deck Tray”
- Avoid the extremes
 - Stacking can be difficult to eat





Focal Point

- A point that draws the eye down and around
- A point that focuses the eye toward the money on the plate (what the guests are paying for)
- Can be achieved with garnishes or through effective plating





Flow

- Food should give the impression of movement
- There should be a natural flow
- The Feng Shui of plating, place it so it doesn't look placed





Flavor

- Can you see flavor in the dish?
- Does the food look like it's properly cooked?
- Does the food look flavorful?



Functional

- Is everything on the plate edible?
- Is it your intention for your guest to eat it?
- If not, why is it there?





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The Canvas

Selecting The Right China



Use The Correct Plate

- Plates for most dishes
- Shallow bowls for soups or dishes with lots of sauce (braises, etc)
- Avoid deep bowls – hard to get focal point
- Bowls always get under liners and doily / napkin
- Proper temperature is paramount

Use The Correct Size

- The food should fit comfortably
- Too small looks crowded and sloppy. White space is good
- Too big makes portion size look small. May be tight at table





Be Careful With Colors

- The plate is a canvas upon which to create your art
- Plate colors or patterns should compliment the food, not hide or distract from it
- Funky shapes can be interesting if used properly

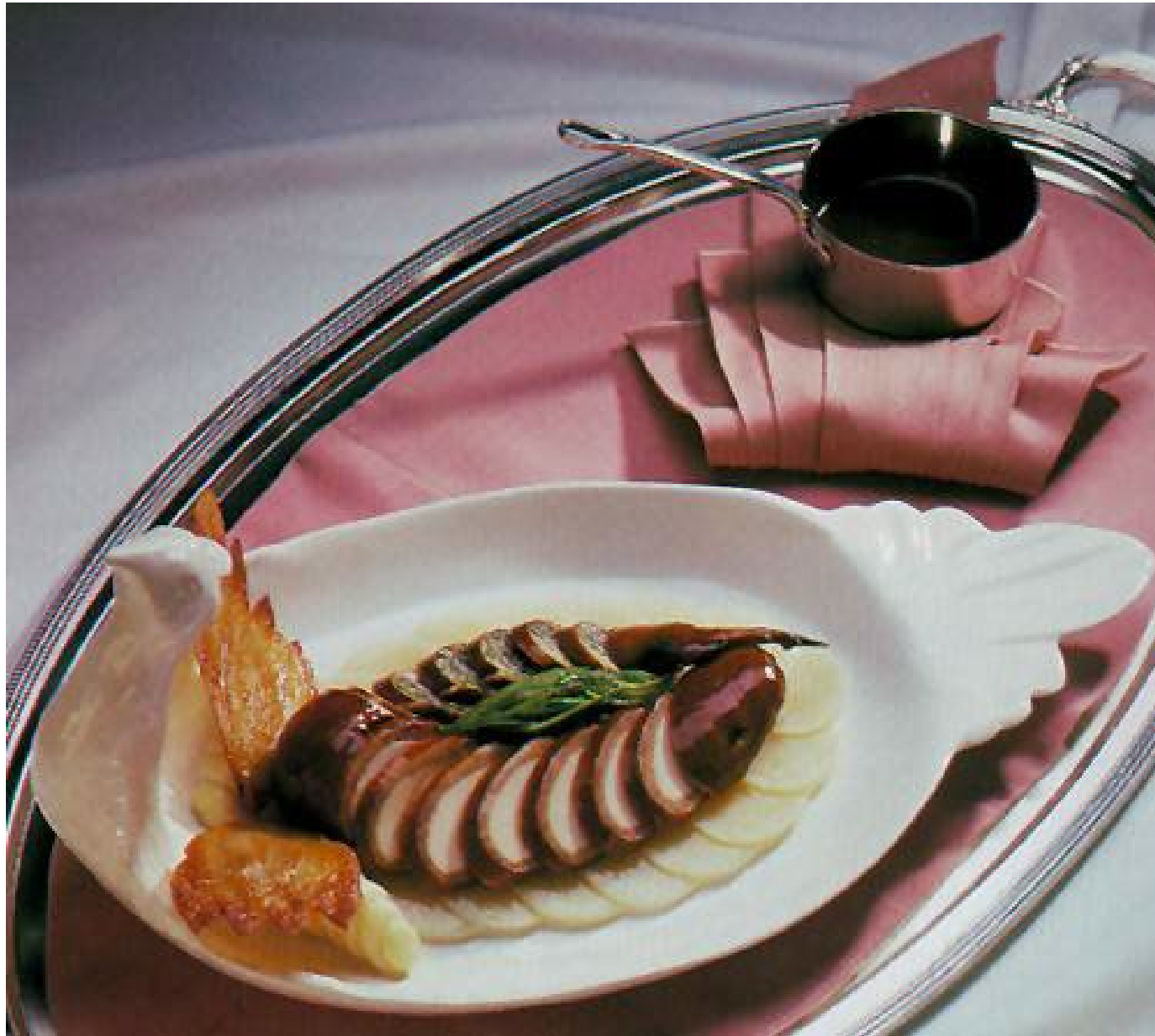






Working With Platters

- Platter and plate presentation should compliment each other
- Unity in platter presentations
- Consistency of portions
- Serve sauce on the side
- Remember serving utensils





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Some Others





















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