



BING's 2nd Anniversary Party

Saturday November 26, 2016

9:30pm-11:30pm

anticipated/actual guests: 60/45

Eling Tsai

FNDH342, Fall 2016

Background about BING

BING is an American-style gastropub in Taipei, Taiwan.



點餐 + 150元 升級套餐 附飲料、薯條、甜點
Set Meal: Add 150 to add Drink, Fries, and Dessert
另收 10% 服務費
a service charge of 10% will be added to your final bill

↓ 加薯條 + 70 (加 蒜香帕米森起司40、培根起司醬50)
add fries: 70 (with garlic parmesan: +40, with nacho cheese and bacon: +50)

TO SHARE

- **辣牛肉醬起司薯條 Brisket Chili Cheese Fries** 320
自製辣牛肉醬、番茄、青蔥、洋蔥、酸奶油
spicy homemade chili, tomato, scallion, onion, sour cream
*加大太陽蛋20、燻牛肉90 add sunny-side egg: +20, add pastrami: +90
- **蒜香帕米森起司薯條 Garlic Parmesan Fries** 180
*加大蒜蛋黃醬 20 add garlic aioli: +20
- **起司培根薯條 Nacho Cheese Bacon Fries** 230
酸奶油、青蔥
sour cream, scallion
- **塔極玉米餅 Fully Loaded Nachos** 320
自製辣牛肉醬、特調莎莎醬、墨西哥辣椒、起司醬、酸奶油
spicy homemade chili, pico de gallo, jalapeno, nacho cheese, sour cream
- **主廚特調玉米餅 Nachos** 230
酪梨醬、酸奶油、起司醬、墨西哥辣椒、特調莎莎醬
guacamole, charred scallion sour cream, nacho cheese, jalapeno, pico de gallo
- **酥炸油封雞翅 Confit Chicken Wings** 180/4wings 320/8wings
五種口味挑選：花椒辣醬、水牛城辣醬、自製BBQ醬、蒜香帕米森起司、魔鬼椒醬
choose from 5 sauces:
spicy sichuan, buffalo, homemade bbq, garlic parmesan, habanero wings
- **啤酒炸洋蔥圈 Beer Battered Onion Rings** 240
兩種口味挑選：辣根粉醬、自製BBQ醬
choose from 2 sauces: russian dressing, homemade BBQ sauce
- **菠菜朝鮮蓴起司沾醬玉米餅 Spinach and Artichoke Dip** 280
美國經典開胃菜搭配四種起司醬
made with 4 kinds of cheese, served with tortilla chips

FRESH SALADS

- **藍乳酪生菜沙拉 Blue Cheese Wedge Salad** 240
培根、青蔥、洋蔥、番茄
bacon, scallion, onions, tomato
- **雞肉凱薩沙拉 Chicken Caesar Salad** 270
酸麵包丁、自製凱薩醬、帕米森起司
sourdough croutons, homemade caesar dressing, parmesan
- **柯布沙拉 Cobb Salad** 290
水煮蛋、培根、藍乳酪、紫洋蔥、番茄、香煎雞肉、紅酒醋醬
hard-boiled egg, bacon, blue cheese, red onion, tomato, seasoned chicken, red wine vinaigrette

PREMIUM BURGERS

使用 100%純牛肉漢堡排
特調創意醬汁、特製手工麵包、當日配送新鮮生菜
Our crafted burgers come with sauce made from scratch, 100% beef chuck ground in house, handmade buns, and the freshest vegetables we can find.

- **煙燻牛肉漢堡(限量) Pastrami Burger (Limited)** 340
自製煙燻牛肉、瑞士起司、生菜、番茄、紫洋蔥、辣根粉醬
house smoked pastrami, Swiss cheese, lettuce, tomato, onion, russian secret sauce
- **烤牛髓漢堡 BING Bone Marrow Burger** 320
瑞士乾酪、酸豆、大蒜蛋黃醬、番茄、芝麻菜、紫洋蔥
Swiss cheese, caper aioli, tomato, arugula, onion
- **辣牛肉起司醬漢堡 Brisket Chili Cheese Burger** 310
起司醬、美生菜、番茄、紫洋蔥、大蒜蛋黃醬
nacho cheese, lettuce, tomato, onion, garlic aioli
- **主廚秘醬漢堡 Classic Burger** 240
巧達起司、秘密醬汁、番茄、美生菜、紫洋蔥
Tillamook cheddar, secret sauce, tomato, lettuce, onion
- **塔極秘醬漢堡 Ultimate Classic Burger** 300
巧達起司、太陽蛋、培根、秘密醬汁、番茄、美生菜、紫洋蔥
Tillamook cheddar, sunny-side egg, bacon, secret sauce, tomato, lettuce, onion
- **藍乳酪醬培根漢堡 Blue Cheese and Bacon Burger** 280
藍乳酪醬、番茄、美生菜、烤洋蔥
blue cheese sauce, tomato, lettuce, grilled onion
- **炒洋蔥蘑菇堡 Mushroom Burger** 270
瑞士乾酪、炒洋蔥、大蒜蛋黃醬、番茄、芝麻菜
Swiss cheese, grilled onion, garlic aioli, tomato, arugula
- **辣起司玉米餅漢堡 Nacho Jalapeno Cheese Burger** 270
起司醬、玉米片、特調莎莎醬、墨西哥辣椒
nacho cheese, tortilla chip, pico de gallo, jalapeno
- **BBQ醬洋蔥圈漢堡 Smokehouse BBQ Burger** 290
瑞士乾酪、胡椒漢堡排、洋蔥圈、培根、自製BBQ醬
Swiss cheese, black pepper crusted burger, onion ring, bacon, homemade bbq sauce
- **乾式熟成和牛漢堡(限量) Dry-Aged Wagyu Burger(Limited)** 450
大蒜蛋黃醬、炒洋蔥、莫札瑞拉切達起司、舊金山酸麵包
garlic aioli, caramelized onion, mozzarella and cheddar cheese, sourdough
*加培根+60、太陽蛋+20、起司+30
add bacon: +60, sunny-side egg: +20, extra cheese: +30

HAND-MADE SANDWICHES

我們的三明治，使用舊金山最道地的酸麵包，
委託舊金山的朋友在台灣Purebread手工製造。
Our artisanal sourdough, an SF favorite, comes exclusively from our friends at Purebread. AKA the best sandwich you can find in Taipei.

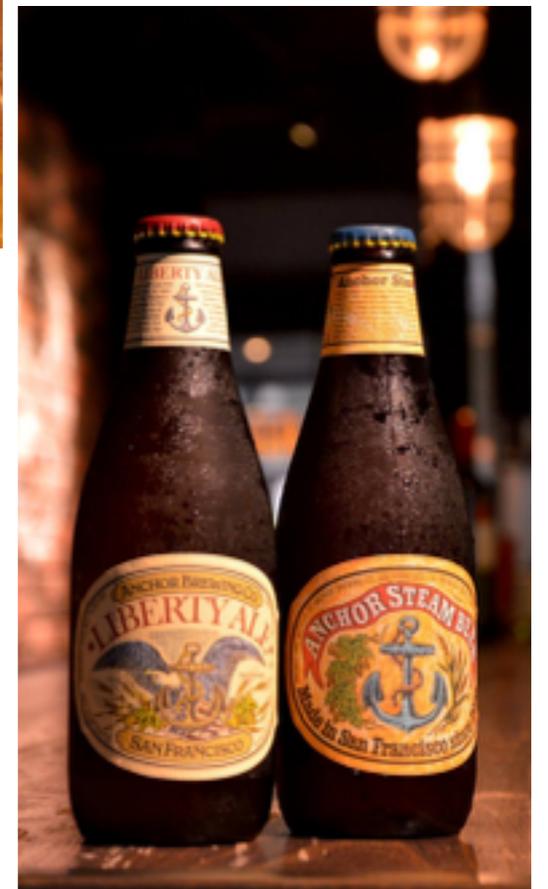
- **煙燻牛肉三明治(限量) OG Pastrami Dip (Limited)** 340
自製煙燻牛肉、黃芥末、牛肉原汁、法式麵包、酸黃瓜
housemade pastrami, yellow mustard, au jus, French roll, pickle
- **香煎Sous Vide豬巧巴達 36Hour Mojo Pork Sandwich** 280
瑞士乾酪、培根、酪梨、煙燻椒蛋黃醬、果香洋蔥、酸麵包
swiss cheese, bacon, guacamole, chipotle aioli, pickled onion, sourdough
- **香煎雞肉凱薩三明治 Chicken Caesar Sandwich** 270
美生菜、番茄、洋蔥、瑞士起司、自製凱薩醬、酸麵包
lettuce, tomato, onion, Swiss cheese, caesar dressing, sourdough
- **香煎雞肉三明治 Classic Chicken Sandwich** 270
巧達起司、主廚秘醬、美生菜、番茄、紫洋蔥、酸麵包
Tillamook cheddar, secret sauce, lettuce, tomato, onion, sourdough
- **水牛城炸雞雞肉三明治 Buffalo Chicken Club** 310
啤酒炸雞、藍乳酪醬、美生菜、番茄、洋蔥、培根、酸麵包
beer battered fried chicken, blue cheese dressing, lettuce, tomato, onion, bacon, sourdough
- **經典牛肉排起司三明治 Classic Patty Melt** 300
莫札瑞拉切達起司、炒洋蔥、大蒜蛋黃醬、酸麵包
cheddar and mozzarella, caramelized onion, garlic aioli, sourdough
- **煙燻牛肉起司三明治 Pastrami Melt** 300
自製煙燻牛肉、辣根粉醬、炒果香洋蔥、莫札瑞拉切達起司、酸麵包
housemade pastrami, Russian style dressing, sauteed pickled onions, cheddar and mozzarella, sourdough
- **炒蘑菇酪梨醬起司三明治 Veggie Melt** 210
莫札瑞拉切達起司、烤蘑菇、炒洋蔥、酸麵包
mushroom, guacamole, cheddar and mozzarella, griddled tomato, grilled onion, sourdough
- **炒蘑菇煎蛋漢堡(蛋奶素) Fried Egg Sandwich** 170
巧達起司、荷包蛋、炒蘑菇、主廚秘醬、美生菜、番茄、紫洋蔥、漢堡麵包
Tillamook cheddar, fried egg, sauteed mushroom, secret sauce, lettuce, tomato, onion, brioche bun

Background about BING

BING is an American-style gastropub in Taipei, Taiwan.



Clockwise from upper left:
Pastrami Melt,
BING Bone Marrow Burger,
imported beer,
Wedge Salad,
Brisket Chili Cheese Fries



Background about BING

BING is a **conventional** food service system.

Customer Profile

60% expats 40% locals

50% females 50% males

majority in 20s & 30s

Staff

5 full-time
4 part-time

Background about BING

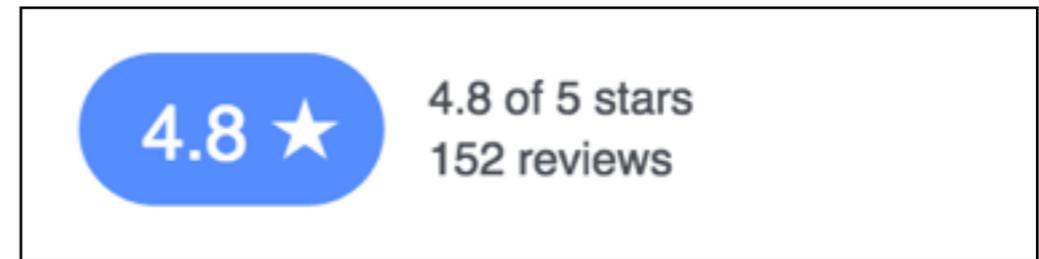
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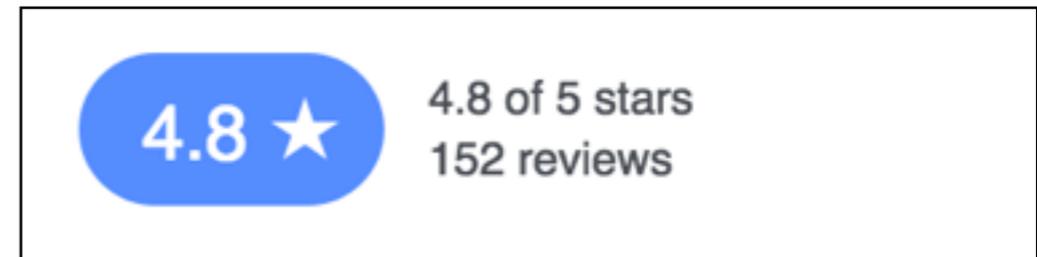
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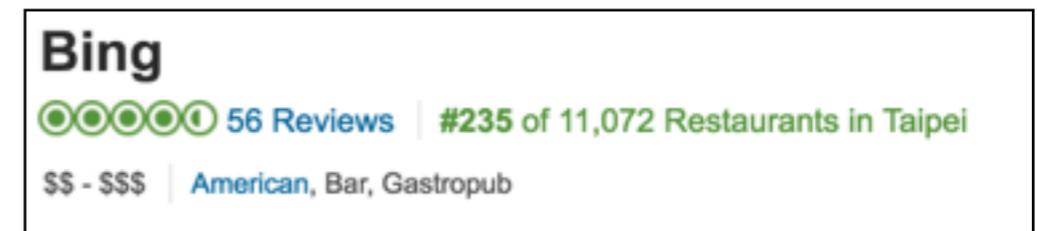
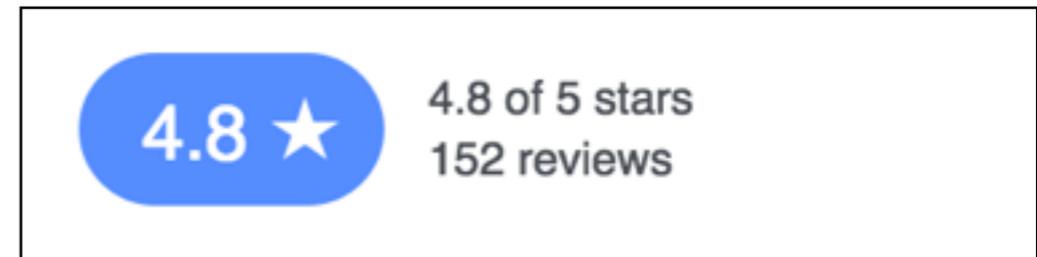
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About the event

The event was a 2nd anniversary party.



BING 續 added 3 new photos.  

November 20 at 9:47pm · 

Our 2 year anniversary is this weekend! It's been an incredible journey so far. Come celebrate with us!

BUY ONE GET ONE FREE DRAFT BEERS!!!
10% OFF ALL FOOD MENU ITEMS!!!
This Friday to Sunday!

On Saturday, last seating is at 8:45pm. Stay after dinner or come join us for beer samples and dessert until 11:30pm!

Bing 生日快樂
感謝大家兩年來的支持
為了歡慶兩週年
11/25~27只要打卡上傳「Bing生日快樂」者
即可享有全天後生啤酒每一送一及餐點打九折喔

快來訂位吧： 02-27483285

   Karina Furlan and 254 others 12 Comments 

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 Write a comment...  

 **Dominic Hughes** Bing生日快樂

On the menu

House-made **BING Burger Cupcakes** were served.

Forecast:

60 cupcakes
based on

- * past events
- * capacity



Beverages: water, free samples of 23 Brewing Co. #1 Pale Ale, and regular beers and soft drinks available for purchase

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almond butter cake →



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almond butter cake

red and green
buttercream frosting



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House-made **BING Burger Cupcakes** were served.

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- * past events
- * capacity

almond butter cake

red and green
buttercream frosting

shredded coconut,
dyed green



Beverages: water, free samples of 23 Brewing Co. #1 Pale Ale, and regular beers and soft drinks available for purchase

On the menu

House-made **BING Burger Cupcakes** were served.

Forecast:

60 cupcakes
based on

- * past events
- * capacity

almond butter cake

red and green
buttercream frosting

shredded coconut,
dyed green

brownie



Beverages: water, free samples of 23 Brewing Co. #1 Pale Ale, and regular beers and soft drinks available for purchase

Service

Desserts were passed by servers to guests.

Beverages were available for purchase and sampling at the bar.



Sandy, BING staff



Preparing desserts for passing

Procurement and testing

Most ingredients were purchased at a specialty baking store.

We chose to purchase disposable aluminum baking pans.

After testing a small batch, we adjusted recipes for sweetness.



Taiwanese cocoa powder



Taiwanese almond meal

Production

Pre-preparation: Baking cupcakes and brownies the day before

BING Burger Cupcakes Standardized Recipe

- Original Recipe Portions: 24
- Converted Recipe Portions: 60
- Factor: 2.5
- Original number pans:
(1) 9" x 13" and (1) 24-cupcake pan
- Converted number pans:
(3) 7" x 11", (1) 12-cupcake
and (1) 6-cupcake pan

- Bake brownies for 25 minutes
- Bake cupcakes for 22 minutes
- Oven capacity: 2 racks: 2 pans
brownies, 18 cupcakes
- Total time oven is in use:
88 minutes
- Taking into account mixing
batter and cooling time, total
time kitchen is in use:
2.5 hours

Production

Pre-preparation: Cupcakes and brownies were baked the day before.

Schedule, Day 1

Location: kitchen

Staff: Eling and Harry

Equipment used

1. Oven
2. Large mixing bowls (2)
3. Handheld electric mixer
4. Whisk
5. Rubber spatula
6. 7"x11" pans (10)
7. 12-cupcake pan (1)
8. 6-cupcake pan (1)

8:45am Pre-heat oven to 350F

9:00am Begin mixing brownie and cupcake batter

9:30am Put 2 pans brownies, 18 cupcakes in oven

9:42am Remove cupcakes, let cool in pan for 10 min.

9:45am Remove brownies, let cool completely

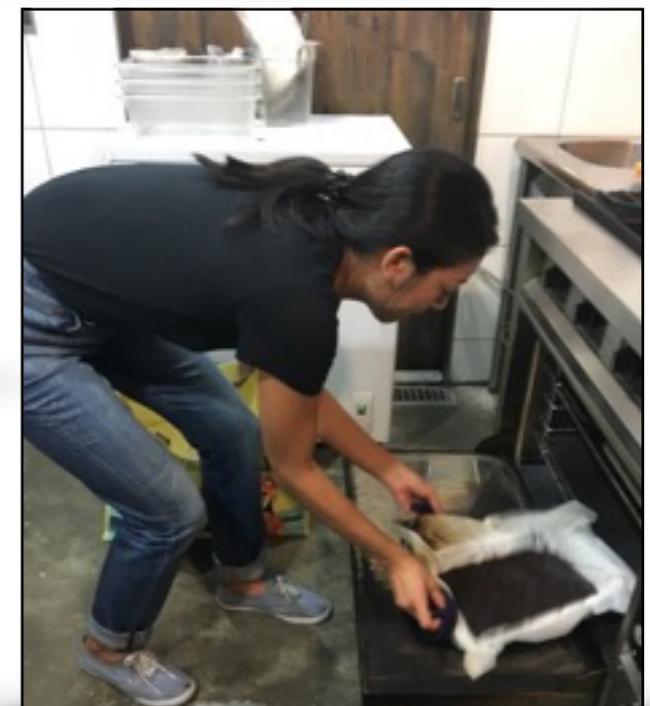
~repeat with remaining pan of brownies and
continue baking cupcakes in batch of 18~

Keep brownies in original baking pans for storage.
Store cupcakes in extra baking pans, 8 cupcakes per pan.

Cover all pans tightly in saran wrap and
store at room temperature in ingredient room.

Production

Pre-preparation: Cupcakes and brownies were baked the day before.



Production

Day of event production: Desserts were assembled the next day.

Equipment used

1. Large mixing bowls (3)
2. 2" cookie cutter
3. Electric handheld mixer
4. Icing decorating bags with tips
5. Straight edged knife
6. Decorative toothpicks

Schedule, Day 2

Location: ingredient room

Staff: Eling and Harry

6:00pm Whip frosting, dye coconut

6:20pm Cut brownies into rounds

6:40pm In batches of 8 cupcakes (1 pan), cut cupcakes in half horizontally

Assemble patties, buns, pipe icing, add coconut

Finish assembly with top "bun", white coconut flakes, and toothpick.

Cover pan tightly with saran wrap.

~repeat with remaining 6 pans of cupcakes~

9:00pm Move assembled desserts to floor for plating

Production

Day of event production: Desserts were assembled the next day.

One large limitation was space on the storage room table, so we worked in batches of 1 pan (6-8 cupcakes) at a time.



Event in action

BING's event had ~45 attendees.



Sandy, BING staff



Preparing desserts for passing

Event in action

BING's event had ~45 attendees.



Evaluation

Evaluating the distribution and service plan

Challenges	Solutions	Strengths
Limited space made it difficult to display all desserts	We chose to pass desserts to avoid needing a large space for display	Passed desserts worked for both the space and clientele
Communication barriers between server and customer	Training staff how to introduce ingredients and final product	Fostered friendly dialogue between customer and staff
It was difficult to know how many customers to expect	We passed desserts at intervals	We were able to control distribution of product over time

Evaluation

Evaluating the production plan

Challenges	Solutions	Strengths
Production needed a lot of counter space, which was not available	In assembling the desserts, we worked in 1-pan batches at a time	Batch assembly made it easy to control aesthetic quality
Some ingredients required strict temperature control	We timed the production plan to minimize time that icing had to sit at room temperature	Quality was maintained despite time and temperature constraints
There were limitations in when the kitchen was available	Production was split into two days to avoid scheduling issues	No rushing required
We encountered more handling loss than expected	We repurposed brownie scraps to form extra "patties"	No shortage

Evaluation

The final product was nice to look at and good to eat.

Maintaining Sensory Quality	Maintaining Food Safety	Maintaining Nutritional Quality
Whipping icing right before use for texture and temperature control	Covering product immediately and working in small batches to avoid physical contamination	Everything was made 100% from scratch
Time control while baking ensured a moist dessert even after one day of storage and a desirable color	Time/temperature control was accounted for in planning production and service	
Making sure desserts are fully cooled before covering to prevent sogginess		

Evaluation

How I would **improve** for next time

1. Account for handling loss
2. Buy a larger cupcake pan
3. Use non-disposable baking pans

What I would **keep** the same

1. Making the cupcakes 8 at a time
2. Service plan
3. Two-day production plan

Event summary

Important lessons I learned

Event summary

Important lessons I learned

1. Stay flexible

Event summary

Important lessons I learned

1. Stay flexible
2. Communicate, repeat, confirm

Event summary

Important lessons I learned

1. Stay flexible
2. Communicate, repeat, confirm
3. Everything takes longer than the recipe makes you think!

Event summary

Important lessons I learned





Any questions?

Feel free to email me at elingtsai1@gmail.com.

THANK YOU!