Menu Management

- What does this include?
- How do we define managing your menu?
- What are the steps in this process?
- How often should this be done?
- How does menu design, content, and pricing effect this process?
- What are the common mistakes?

Step 1-Menu Engineering

	Menu Item / Burgers & Sandwiches	Number Sold	Sales Mix	Sell Price	Food Cost	Contribution Margin	Total Sales	Total Item Costs	Total Item CM	CM %	Sales Mix Category Low/High	CM Category Low/High	Menu Classification
1	Big Beef Burger	480	37.3%	$5.95	$2.10	$3.85	$2,856.00	$1,008.00	$1,848.00	43.8%	H	H	*Star*
2	Turkey Burger	98	7.6%	$4.95	$1.60	$3.35	$485.10	$156.80	$328.30	7.8%	L	H	*Puzzle*
3	Black Bean Burger	38	3.0%	$5.25	$2.16	$3.09	$199.50	$82.08	$117.42	2.8%	L	L	*Dog*
4	1/4 # Burger	375	29.2%	$3.95	$1.40	$2.55	$1,481.25	$525.00	$956.25	22.7%	H	L	*Plowhorse*
5	Grilled Chicken Sandwich	198	15.4%	$5.95	$1.88	$4.07	$1,178.10	$372.24	$805.86	19.1%	H	H	*Star*
6	Nathan's Hot Dog	97	7.5%	$2.95	$1.25	$1.70	$286.15	$121.25	$164.90	3.9%	L	L	*Dog*
	Totals	**1286**	**100.0%**				**$6,486.10**	**$2,265.37**	**$4,220.73**	**100.0%**			

Note: K

Step 1-Take 100% divided by the number of menu items = Expected Sales Mix %

Step 2-Expected Sales Mix % times 70% to get the Desiered Sales Mix %

| K |
|---|
| Desired Sales Mix |
| 11.67% |

L
Avg. CM
$3.28

Note: L

The sum of all the Total CM items divided by the total number of menu items sold to get the average CM.

Sale Mix	High	Plowhorse H, L	Star H, H
	Low	Dog L,L	Puzzle L, H

11.67%

$3.28

Low	High
Contribution Margin	

Step 2-30,000 Foot View of Data

	Menu Item	Menu Classification		Menu Item	Menu Classification		Menu Item	Menu Classification		Menu Item	Menu Classification
	Appetizers			**Kids**			**Burgers & Sandwiches**			**Subs**	
1	Bskt Curly Fries	Dog	1	Kid's Burger	Star	1	Burger 1/4 LB	Plowhorse	1	3 Cheese Chicken	Plowhorse
2	Bskt Sweet Potato Fries	Puzzle	2	Kid's Hot Dog	Star	2	Burger Big Beef	Star	2	Italian	Star
3	Quesadilla	Puzzle	3	Kid's Pizza	Plowhorse	3	Burger Black Bean	Puzzle	3	Meatball	Plowhorse
4	Curly Fries	Plowhorse	4	Kid's Quesadilla	Puzzle	4	Burger Turkey	Star	4	Portobello Philly	Dog
5	Veggies & Hummus	Puzzle		Menu Item	Menu Classification	5	Hot Dog	Plowhorse	5	Sausage	Plowhorse
6	Fried Pickles	Puzzle				6	Grilled Chicken	Star	6	Veggie Patch	Puzzle
7	Hot Dog Sliders	Puzzle		**Kids**		7	Chicken Salad*	Puzzle	7	Philly Steak*	Star
8	Jalapeno Poppers	Puzzle	1	Bottle Water	Plowhorse	8	Club*	Star		Menu Item	Menu Classification
9	Mac & Cheese Bites	Puzzle	2	Coffee Large	Dog	9	Tuna Salad*	Puzzle			
10	Onion Rings	Star	3	Coffee Small	Dog		Menu Item	Menu Classification		**Pizza**	
11	Sweet Potato Fries	Plowhorse	4	Cup w/Water Pitcher	Plowhorse				1	14" Carnivore	Star
12	Mozzarella Sticks*	Star	5	Fountain 20 oz	Star		**Salads**		2	14" Cheese	Star
13	Cup of Crab Soup*	Puzzle	6	Fountain 32 oz	Star	1	Half Caesar	Plowhorse	3	14" Create Your Own	Star
14	Bskt of String Fries*	Star	7	Fountain Pitcher	Puzzle	2	Half Greek	Plowhorse	4	14"DiNapoli	Puzzle
15	Chicken Tenders*	Star	8	Hot Tea	Dog	3	Half House	Plowhorse	5	14" Genovese	Puzzle
16	String Fries*	Plowhorse				4	Half Italian	Dog	6	14" Hawaiian	Puzzle
17	12 Bone in Wings	Star				5	Full Caesar	Star	7	14" Home on the Range	Puzzle
18	12 Boneless Wings	Puzzle				6	Full Greek	Puzzle	8	14" Mykonos	Puzzle
19	6 Bone in Wings	Star				7	Full House	Plowhorse	9	14"Pepperoni	Star
20	6 Boneless Wings	Puzzle				8	Full Italian	Puzzle	10	14" Primavera	Puzzle
									11	9" Carnivore	Star
									12	9" Cheese	Plowhorse
									13	9" Create Your Own	Plowhorse
									14	9" DiNapoli	Puzzle
									15	9"Genovese	Puzzle
									16	9" Hawaiian	Puzzle
									17	9" Home on the Range	Puzzle
									18	9" Mykonos	Puzzle
									19	9" Pepperoni	Plowhorse
									20	9" Primavera	Puzzle

Menu Engineering Classifications Review
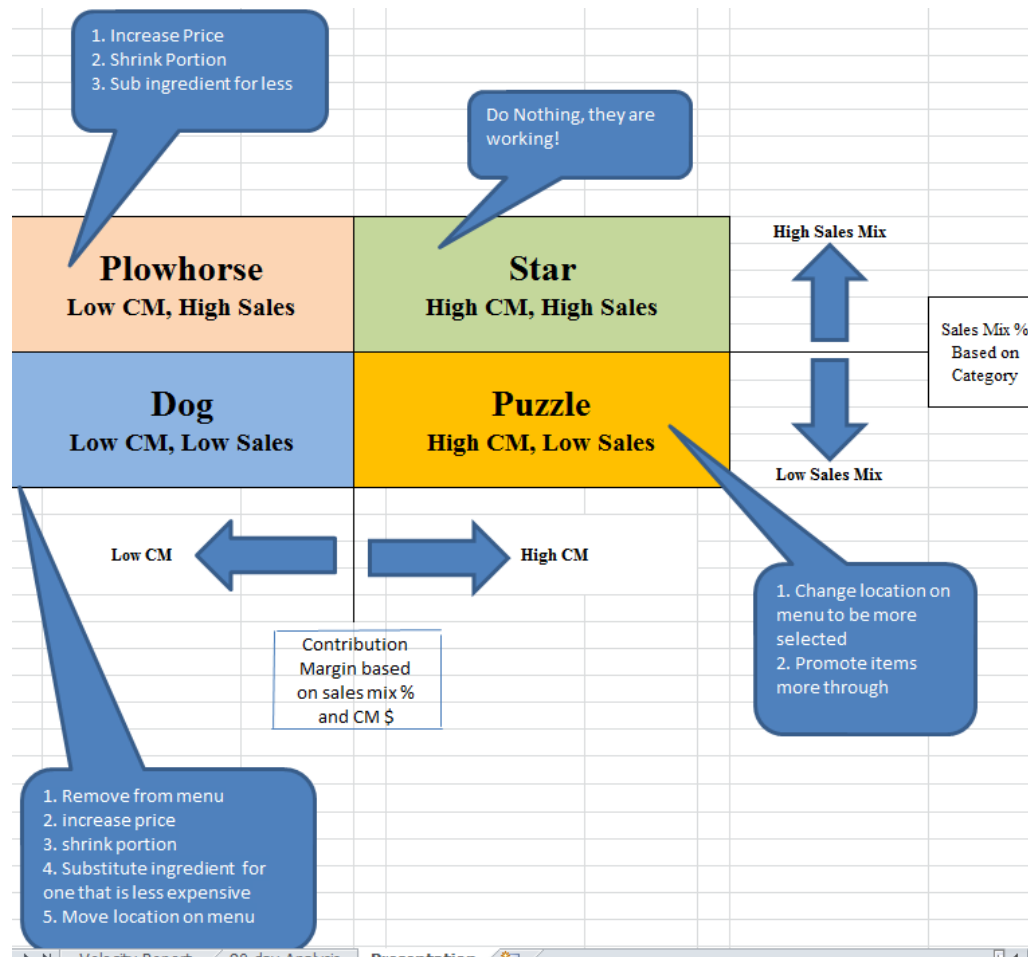
Your Restaurant's Business Card

The menu is the most important internal marketing and sales tool a restaurant has to market its food and beverage to customers.

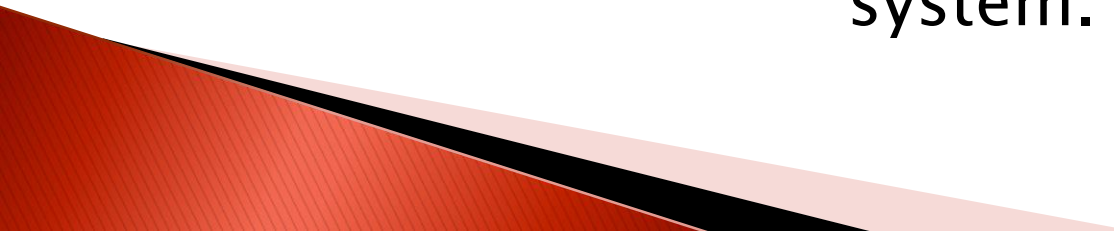It is the only piece of advertising that you are virtually 100% sure will be read by the guest.

Digital Menu or Static Board?

Research states that digital signage receives ten times the eye contact of static signage.

It boosts sales of new products advertised on in-store digital signage by 30-300%,
increases revenue by more than 30% for profiled products, and reduces customers' perceived wait times by 15% or more.

While these numbers are compelling they
will not be achieved by a poorly implemented or designed digital menu
system.

Tips for a Great Menu

For years, restaurants have been designing their menus under the assumption that customers' eyes are naturally drawn to the "sweet spot" in the upper righthand corner, and placing their higher profit items there. However, new research suggests that customers tend to read menus like a book, starting in the top left corner.

Eye-tracker Study by San Francisco State University
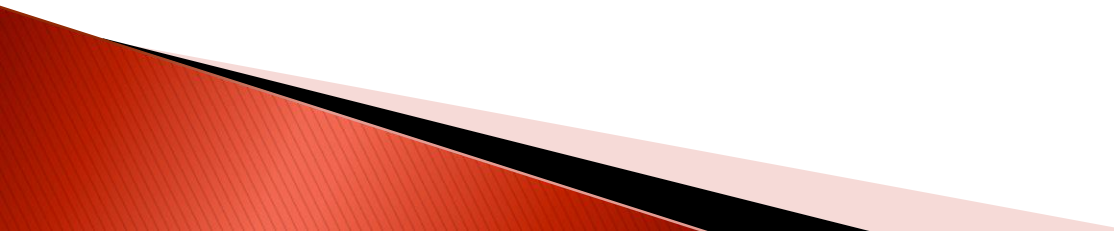# Professor Sybil Yang
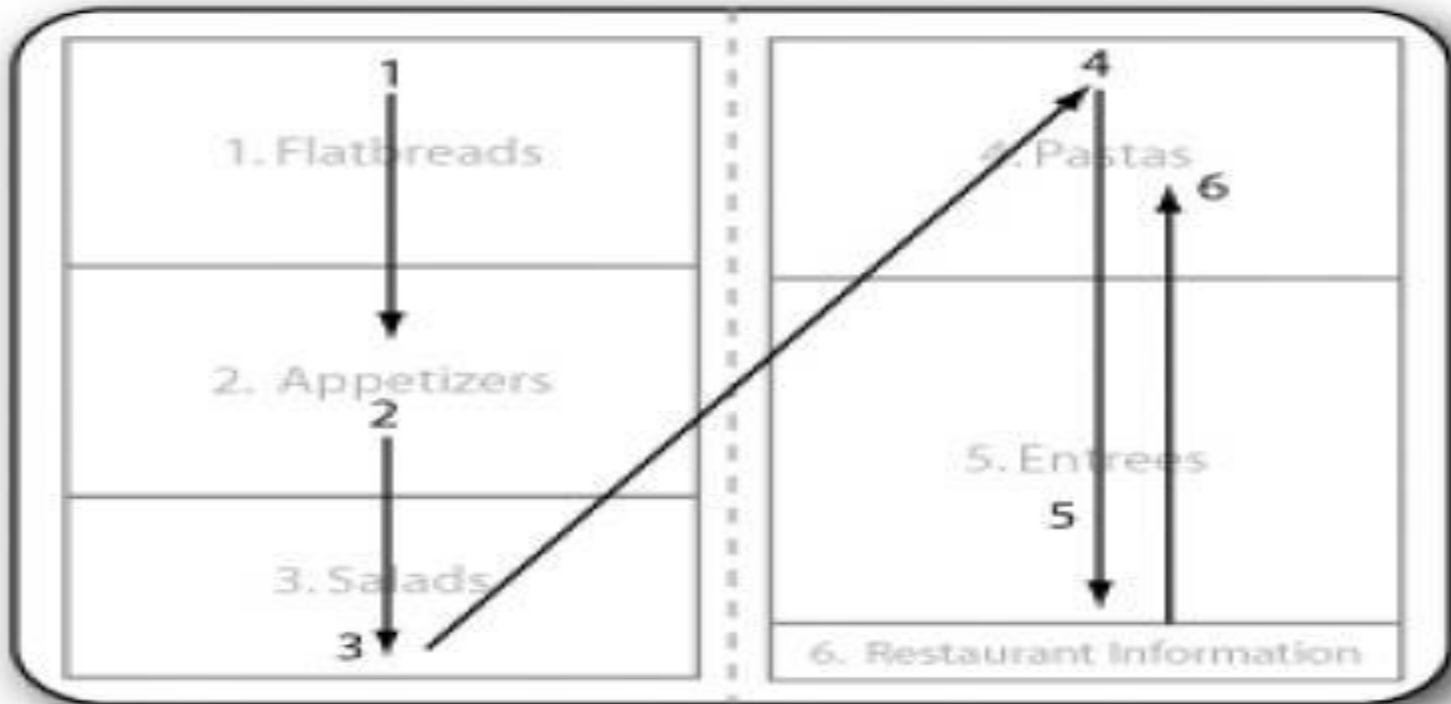
Consider Using Boxes

Boxes, what a great place for your Stars!

Stars are extremely popular and have a high contribution margin. Ideally Stars should be your flagship or signature menu items.

Boxes would draw attention this group of menu items.

They are often used to promote dishes with the highest profit margins.

Divide the Menu into Logical Sections

Make it easy for customers to search for dishes by arranging items sequentially and in logical groups, starting with the appetizers.

Use Photos Sparingly & No Clip Art

Photos of food are more commonly associated with junk mail fliers and chain restaurants; not quality food service.

If you do use photos, they must be of extremely high professional quality, which may be costly.

Save this for LTO posters and special promotions

Don't emphasize currency signs / Columns Are Killers

It's a big mistake to list prices in a straight column. Customers will go down and choose from the cheapest items.

Don't make customers overly aware of how much they're spending. Studies have shown that customers are more likely to spend more when currency signs are omitted.
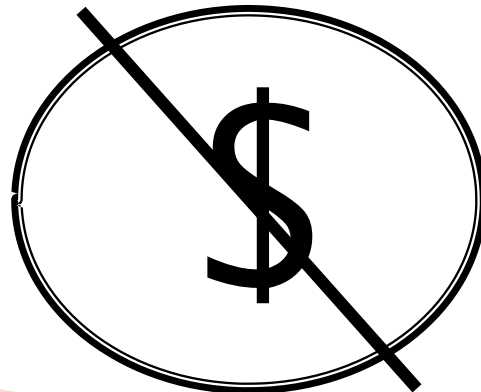
Typography

Using more than one typeface – say, to distinguish the names and descriptions of menu items – may help to guide customers through the menu.

What a great way to promote **Puzzles!**

PICK'S FAVORITES

All of the selections below come with fries or tater tots. Substitute cheese fries for .75 or onion rings for 1.00.

HAMBURGER
A juicy, 100% ground chuck patty with cheese served with lettuce, onion, tomato and pickle. 8.00

MUSHROOM SWISS
A juicy burger topped with sauteed mushrooms & melted Swiss cheese. 8.75

CHEESEBURGER
A juicy, 100% ground chuck patty with cheese served with lettuce, onion, tomato and pickle. 8.50

CHILI CHEESE BURGER
Our charbroiled beef patty served opn faced on a bun and smothered in our chili and melted cheese. 9.25

BACON CHEESEBURGER
A juicy, 100% ground chuck patty with American cheese, bacon and served with lettuce, onion, tomato & pickle. 9.25

GYRO
Thinly sliced grilled beef, lettuce, tomatoes, onions and sauce on Pita bread. 8.50

CHICKEN STRIPS
Large pieces of chicken breast breaded and fried, choose Ranch or BBQ sauce. The chicken strips are big so the 4 piece is perfect for sharing. 2 Chicken Strips 6.50 4 Chicken Strips 10.50

NATHAN'S HOT DOGS

Our hot dogs are the original famous Nathan's hot dogs served on a grilled bun and include fries or tater tots. Substitute cheese fries for .75 or onion rings for 1.00

NATHAN'S HOT DOG
The World Famous Nathan's Hot Dog! 4.50

SAUERKRAUT DOG
A Nathan's hot dog topped with tangy sauerkraut. 5.25

BACON CHEESE DOG
A Nathan's hot dog topped with melted cheese and bacon bits. 6.75

CHILI CHEESE DOG
A hot dog covered in our chili & melted cheese. 6.75

Soda Anyone?

16 oz. - 2.00

32 oz. - 2.50

Pitcher - 5.00

Pitcher Refill - 3.00

Pick's Proudly Serves:

Coke, Diet Coke, Root Beer, Dr. Pepper, Orange, Sprite & Lemonade.

PIZZA

Our pizzas are made fresh in house to order with a three cheese blend...delicious!
Additional Toppings 2.00 ...Pepperoni, Italian Sausage, Canadian Bacon, Bacon, Taco Meat, Pineapple, Mushrooms, Black Olives, Onions, Green Peppers, Jalapenos, Tomatoes, Extra Cheese, Grilled Chicken...

PERSONAL PIZZA
Made with one topping of your choice, perfect for one person. 5.00

HAWAIIAN PIZZA
Canadian Bacon & Pineapple. 17.75

CHEESE PIZZA
A sure winner with mozzarella, cheddar and provolone cheese. 14.00

VEGGIE LOVERS
Mushroom, black olives, onions, green peppers, tomatoes and pineapple. 17.75

PEPPERONI PIZZA
Pepperoni and cheese. 16.00

MEAT LOVERS
Canadian Bacon, Italian Sausage, pepperoni and bacon. 17.75

ITALIAN SAUSAGE PIZZA
Italian Sausage and cheese. 16.00

SUPREME
Green peppers, onions, mushrooms, pepperoni, olives and tomatoes. 17.75

SPECIALTY PIZZAS

CHICKEN ALFREDO
Grilled Chicken, mushrooms, onions, tomato, and our special Alfredo Sauce. 18.50

BBQ CHICKEN
Chicken, Bacon, & pineapple served with a smoky Barbeque Sauce. 18.50

SIDES

FRIES OR TATER TOTS- 4.50
Nearly a pound and a half of golden fries or tots!

CHEESE STICKS - 5.75

CHEESE FRIES - 5.00

CHICKEN GIZZARDS - 6.00

CHILI CHEESE FRIES - 6.00

CHICKEN WINGS (REGULAR OR SPICY) - 9.00

ONION RINGS - 5.50

POPCORN CHICKEN - 6.25

MINI TACOS - 5.50

PRETZEL WITH CHEESE - 3.50

FRIED GREEN BEANS - 6.50

FRIED MUSHROOMS - 6.50

House Specialty

House Specialty
Extra sauces - .50

Time to Raise Prices

The worst thing you can do is to wait and wait until finally you are forced to raise prices in a single big jump

Regular small upward price movements rather than very infrequent and large price movements are easier for the customer
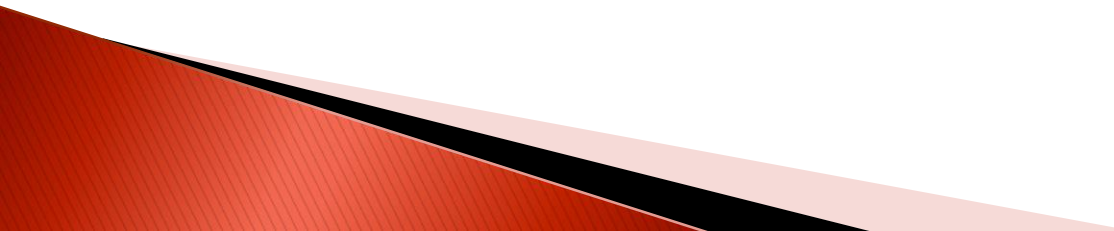
Review your menu prices at least twice a year, if not quarterly. Be sure to examine previous price changes, and see how they affected your bottom line before enacting your next set of changes.

But the CO loves that!

A couple key phrases to remember regarding your menu

"You can't
be everything to everyone"

"Just because they ask for it does not mean they will buy it"

Now What?

Be Like Water

"Successful people make adjustments."

Evander Holyfield

Great Links for More Info

- http://news.sfsu.edu/do-menu-sweet-spots-really-exist
- http://help.imenupro.com/menu-design-secrets.htm
- http://99designs.com/designer-blog/2014/05/14/menu-design-roundup-tips/
- http://www.complex.com/pop-culture/2013/01/25-unappetizing-menu-typos/not-even-close
- http://www.restaurant.org/Manage-My-Restaurant/Marketing-Sales/Food/Is-it-time-to-raise-your-prices