HDA HOSPITALITY DEVELOPMENT ALLIANCE

enjoyalocal RESTAURANT

Menu Matrix

Used to judge how "good" the menu is. Menu items are judged aginst themselves by category whether they are popular and profitable.

	Unprofitable	**Profitable**	
	Plowhorse	Star	
	Increase prices carefully	Do not change quality	
	Relocate to lower profile on menu	Keep high visibility on menu	
	Consider portion reduction	Consider raising price	
			Popular
	Dog	Puzzel	
	Candidates for removal	Relocate to higher profile on menu	
		Consider price decrease	
		Add value to item by larger portion, add new premium side or garnish.	**Unpopular**

Menu Profitability and Popularity Analysis (menu engineering)									
Item name	Number	Popularity	Food	Selling	CM	Total	Popular	Profitable	Item
	sold	%	Cost	Price		Profit			Class
Item #1									
Item #2									
Item #3									
Item #4									
Item #5									
Item #6									
Item #7									
Item #8									
Item #9									
						divided by			
			Average profit=						
			Average popularity=			x.80=			

Menu Profitability and Popularity Analysis (menu engineering)

Item name	Number sold	Popularity %	Food Cost	Selling Price	Item Profit	Total Profit	Popularity Category	Profit Category	Item Class
Item #1	100	29%	1.25	4.50	$3.25	325.00			
Item #2	50	14%	1.50	5.00	$3.50	175.00			
Item #3	60	17%	1.60	6.00	$4.40	264.00			
Item #4	110	32%	0.95	5.00	$4.05	445.50			
Item #5	25	7%	2.00	4.50	$2.50	62.50			
	345	100%				1,272.00			
			Average profit=			divided by 345=	$3.69		
			Average popularity=			100% / 5 x .70 = 14%			

Exhibit J