



**HDA**  
HOSPITALITY DEVELOPMENT ALLIANCE



## Menu Matrix

Used to judge how "good" the menu is. Menu items are judged against 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		
				<b>Popular</b>
Dog		Puzzle		
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.		
				<b>Unpopular</b>







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			
						divided by			
			Average profit=			345=	\$3.69		
			Average popularity=			100% / 5 x .70 =	14%		