



The Menu is the Focal Point of the Restaurant

- The Menu is never finished
- Many functions: image, sales ,Marketing
- Purpose is to stimulate revenue
- Affects: Production, space needed, equip., staffing, layout and service.
- Need to sell popular and profitable items and place items on menu in such a way as to promote the most profitable ones.



Menu Design Principles

- Appealing and consistent with décor.
- Readable: plain language, organized and lots of white space.
- Avoid exaggerations
- More description on profitable items
- Prepared as described
- Additional info: banquets, catering, specials
- Clean menu



Menu Software

- Microsoft Office Word, search on line for menu template- free
- www.papersdirect.com, have paper and templates- inexpensive.
- Current POS software may have menu software- free
- Google, advanced search "restaurant menu design software"- varies
- Menu Pro, flexible, easy to use – about \$399.



Menu Engineering: rational approach to pricing, design and content of menu

- Menu Items can be classified into
 - A. Stars – popular and profitable
 - B. Plow horses – not profitable but popular
 - C. Puzzles – Profitable but not popular
 - D. Dog – neither profitable or popular

Menu Matrix: items judged by category

Unprofitable	Profitable	
<p data-bbox="317 423 611 472"><i>Plow horse</i></p> <ul data-bbox="107 509 810 727" style="list-style-type: none"> <li data-bbox="107 509 762 565">•Increase Prices carefully <li data-bbox="107 591 753 646">•Relocate to lower profile <li data-bbox="107 672 810 727">•Consider portion reduction 	<p data-bbox="1157 423 1262 472"><i>Star</i></p> <ul data-bbox="858 509 1472 813" style="list-style-type: none"> <li data-bbox="858 509 1444 565">•Do not change quality <li data-bbox="858 591 1360 646">•Keep high visibility <li data-bbox="858 672 1472 727">•Consider raising prices <li data-bbox="858 753 1440 813">•Promote aggressively 	<p data-bbox="1703 423 1902 472">Popular</p>
<p data-bbox="411 966 516 1015"><i>Dog</i></p> <ul data-bbox="107 1052 730 1107" style="list-style-type: none"> <li data-bbox="107 1052 730 1107">•Candidates for removal 	<p data-bbox="1087 966 1329 1015"><i>Puzzle</i></p> <ul data-bbox="858 1084 1528 1469" style="list-style-type: none"> <li data-bbox="858 1084 1528 1140">•Relocate to higher profile <li data-bbox="858 1166 1493 1221">•Consider price increase <li data-bbox="858 1247 1514 1302">•Add value: larger portion <li data-bbox="858 1328 1381 1383">•Change description <li data-bbox="858 1409 1440 1469">•Promote aggressively 	<p data-bbox="1612 966 1990 1015">Unpopular</p>