



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="863 509 1472 813" style="list-style-type: none"><li data-bbox="863 509 1444 565">•Do not change quality<li data-bbox="863 591 1360 646">•Keep high visibility<li data-bbox="863 672 1472 727">•Consider raising prices<li data-bbox="863 753 1444 813">•Promote aggressively	<p data-bbox="1703 423 1906 472">Popular</p>
<p data-bbox="411 967 516 1016"><i>Dog</i></p> <ul data-bbox="107 1053 730 1109" style="list-style-type: none"><li data-bbox="107 1053 730 1109">•Candidates for removal	<p data-bbox="1083 967 1335 1016"><i>Puzzle</i></p> <ul data-bbox="863 1086 1528 1471" style="list-style-type: none"><li data-bbox="863 1086 1528 1141">•Relocate to higher profile<li data-bbox="863 1167 1493 1222">•Consider price increase<li data-bbox="863 1248 1514 1304">•Add value: larger portion<li data-bbox="863 1330 1381 1385">•Change description<li data-bbox="863 1411 1444 1471">•Promote aggressively	<p data-bbox="1612 967 1990 1016">Unpopular</p>