

An important part of creating a good menu is finding a great **Menu Partner** like **Uniguest** to help walk you through the process of menu engineering and design. Anyone can print a menu but it is important to make sure the menu is **profitable** and **up-sells your most profitable menu items**.

Putting a menu together is like building a great car...if you build a great looking car but it doesn't have an engine it will look nice but not take you where you need to go. The same thing happens with a menu. You can make a menu look great but if it is not engineered correctly (it lacks its engine) it will not "drive" profits where you need them; it will just sit on the table and look nice. Remember, "Your Menu Is Your Billboard"- it is the first thing the customer knows about your restaurant and it guides them to experiencing your menu items.



Add Between 2% to 10% of New Revenue For Your Restaurant:

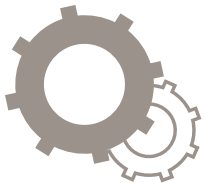
A newly engineered & designed menu is an investment rather than a cost. Typically, it can add between 2% to 10% in new **revenue** for your restaurant! Why leave that money in your customer's wallets?

Here is a key process Uniguest will walk you through so that you will make a great menu! Let's rev up your menu's engine and get started:



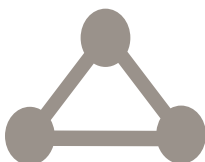
Menu Analysis

You can work with Uniguest to help figure out the **true costs** of your menu items. It is important to know what your true cost is versus your selling price so that you can increase profitability from your menu. Saving \$2.50 on a case of green beans will not help to increase the type of profits you are looking for to help your bottom line. Pricing the items on your menu to absorb the "highs" and "lows" of your food costs creates a cushion that will continue to provide your restaurant with profit. **(See Food Yields to help you with your menu analysis)**



Menu Engineering

This will help you determine the **high selling and low selling menu items**. Creating a menu matrix will determine which items are driving your sales and profitability. By using menu engineering, we will design your menu to **strategically place items** driving more dollars to your restaurant.



Menu Eye Flow

How your customers **read your menu** influences where you place your menu items. This is also important when it comes highlighting **profitable menu items**. We want to position your best entrée items where your customer's eye flow pattern takes them, to help you sell more of those items. **(See Menu Eye Flow Chart)**



Quick Menu Tips

Tuck your prices into the paragraphs

This makes your customer read about your menu item and think less about the price.

Never use a dotted line to the price.....\$7.65

This leads your customer right to the price and allows them to shop your menu. People will always look for the median price when price shopping your menu, driving them away from some of your more profitable items.

Don't use dollar signs \$

When you use a dollar sign, that equates more heavily in your customers' minds the cost of the menu item. If you don't use a dollar sign \$, they are less likely to focus on the price and more likely to focus on your menu item.

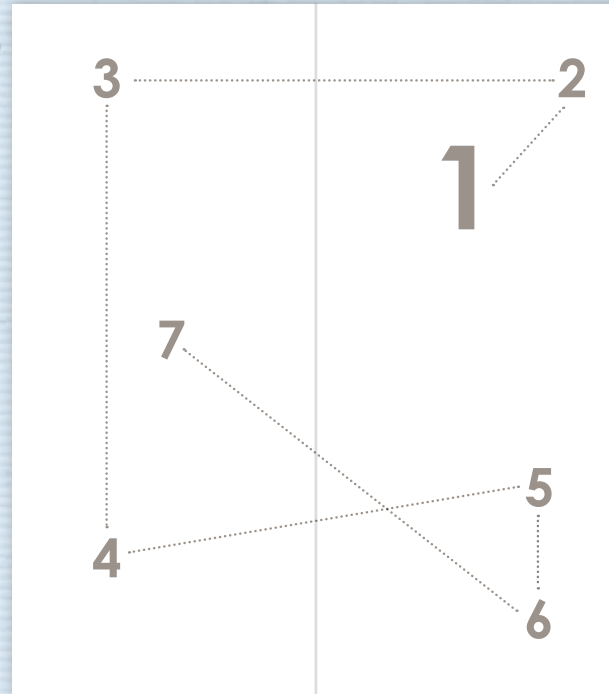
Don't be afraid to adjust your prices

Most customers will not remember what your price was compared to the restaurant down the street. If you offer great food and a great wait staff your customers will keep coming back. Remember... a great restaurant is about the overall experience, not just the menu price!

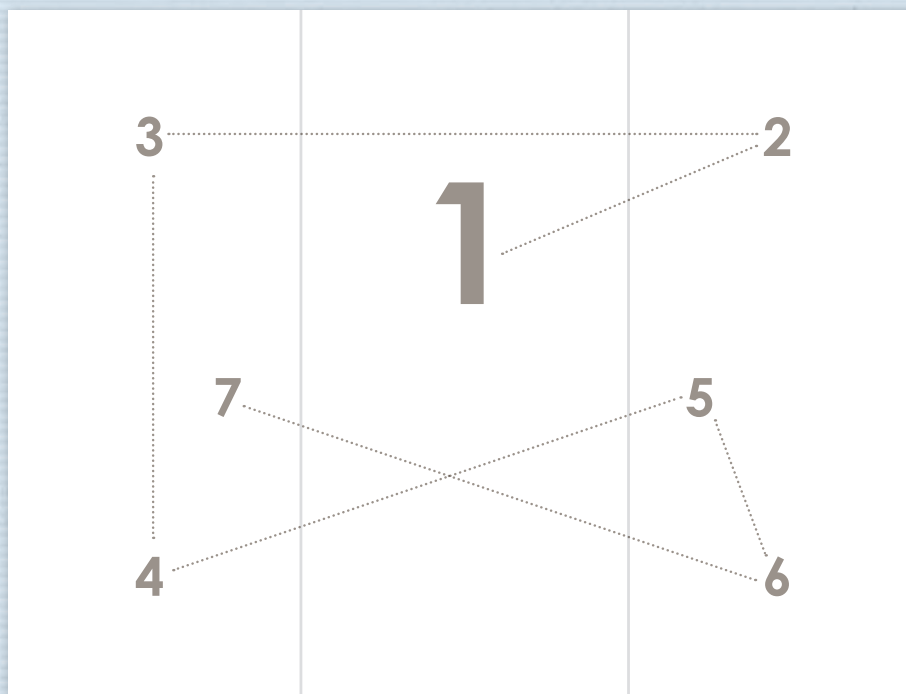
Consider eye scanning patterns for "strategic placement"



One Panel



Two Panel



Three Panel