

# Menu Design Questionnaire .....

Restaurant Name: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Website: \_\_\_\_\_ Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

If Applicable: Foodservice Contact: \_\_\_\_\_

**In-House Use Only**

Job Number \_\_\_\_\_

Representative: \_\_\_\_\_

Date Entered: \_\_\_\_\_

Division: \_\_\_\_\_

## Menu Styles

### Three In House Menu Styles

- One or Two Sided** 8 ½ x 11 or 11 x 17 flat sheets for single page menus or insert pages
- Bi-Fold** 11 x 17 inch sheets, folded in half to create four - 11 x 8 ½ inch panels. Can be multiple sheets with a stapled center.
- Tri-Fold** An 11 x 17 inch sheet, folded twice to create six - 11 x 5 ½ inch panels. Perfect to use right out of the box.

Number of In House Menus Needed: \_\_\_\_\_

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### To Go Menu Styles

- One Sided     Two Sided    **Color:**
  - Bi-Fold     Tri-Fold     One Color (Circle One)
  - Black    Burgundy    Blue
  - Full Color
- Number of To Go Menus Needed \_\_\_\_\_
- .....

Will you need a separate wine or alcoholic beverage list?     Yes     No

Will you need separate dining menus?     Yes     No

If Yes, which ones:     Breakfast     Brunch     Lunch     Dinner     Other: \_\_\_\_\_



**One or Two Sided**



**Bi-fold**



**Tri-fold**

## Paper & Colors

### In House Menus

- Laminated Paper (No Menu Cover)  
 Non-Laminated Paper

### Menu Covers

Quote needed on menu covers?  Yes  No

\*Menu covers are separate charge.

Size: \_\_\_\_\_ Quantity: \_\_\_\_\_

### Menu Color

- Full Color  
 2-Colors \_\_\_\_\_  
 1-Color \_\_\_\_\_

## Your Cuisine Style

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> American       | <input type="checkbox"/> French         | <input type="checkbox"/> Seafood            |
| <input type="checkbox"/> Asian          | <input type="checkbox"/> Fusion         | <input type="checkbox"/> Southern/Soul Food |
| <input type="checkbox"/> Bar            | <input type="checkbox"/> Greek          | <input type="checkbox"/> Steaks/Chops       |
| <input type="checkbox"/> Barbecue       | <input type="checkbox"/> Irish          | <input type="checkbox"/> Sushi/Japanese     |
| <input type="checkbox"/> Bistro/Cafe    | <input type="checkbox"/> Italian        | <input type="checkbox"/> Tex-Mex            |
| <input type="checkbox"/> Breakfast Only | <input type="checkbox"/> Latin American | <input type="checkbox"/> Thai               |
| <input type="checkbox"/> Chinese        | <input type="checkbox"/> Mexican        | <input type="checkbox"/> Other _____        |
| <input type="checkbox"/> Deli           | <input type="checkbox"/> Pizza          |   |

## Experience

What type of dining experience is your restaurant?

- Casual  Upscale  Family Friendly  
 Other \_\_\_\_\_

## Menu Elements

**Current Menu Ranking:** Rank each of your menu items based on the below rankings.

• *Excellent* • *Fair* • *Poor* • *Complete Rework*

### Restaurant's Signature Dishes

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### Restaurant's Most Profitable Dishes

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## Changes

Do you have price changes?  Yes  No

Have your item descriptions changed?  Yes  No

Please submit them with menu. (Word Document is preferred)

## Design Elements

### Logo

Use Current Logo  
(Please email to address below. High Resolution jpg preferred)

Design a New Logo

### Restaurant Colors

Colors Preferred \_\_\_\_\_

### Additional Design Requests

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Photos  Yes  No

If Yes:

Use Stock Photos

Photos to be provided by Restaurant  
(Please email to address below. High Resolution jpg preferred)

## Restaurant Information

- How many customers do you average in a typical day? \_\_\_\_\_
- What is your restaurants average daily table turns? \_\_\_\_\_
- What is your average restaurant sales weekly or monthly? \_\_\_\_\_
- How much do you typically purchase weekly in groceries? \_\_\_\_\_
- What percentage of restaurant sales are you up or down over last year? \_\_\_\_\_

### Contact Information:

For More Information, Contact Annie

**1.800.467.1218**

Email: [usfoods@uniguest.com](mailto:usfoods@uniguest.com)  
or [annie.brooks@uniguest.com](mailto:annie.brooks@uniguest.com)