

A black and white photograph of a chef's hands chopping vegetables on a cutting board. The chef is wearing a watch on their left wrist. The image is overlaid with a semi-transparent white box containing text and a large blue gradient bar at the bottom right.

# Menu engineering

Menu engineering is a framework to evaluate and optimize your restaurant menu pricing and design to create a more profitable menu and business overall.

Menu engineering transforms your menu into a money-making machine because it has the potential to increase your restaurant profits by 10-15%.

## Menu engineering helps restaurants by:

- Eliminating poor-performing items from the menu, helping your food costs
- Highlighting your more profitable menu items
- Creating a system for regular analysis of your menu, keeping it optimized to help make your restaurant money

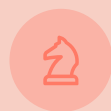


## The 4 quadrants of menu engineering:



**Stars** | High profitability and high popularity

Your Stars are high profit, high popularity items. They're cheap to make, and your guests can't get enough of them. Rather than experiment with these menu items, keep them consistent, and promote them in any way you can.



**Plowhorse** | Low profitability and high popularity

These are popular menu staples whose ingredients are more expensive. The goal is to make them more profitable. How? You can rework the recipe to create a more profitable version of the same item or keep an eye on portion size.



**Puzzles** | High profitability and low popularity

Puzzles are the items on your menu that are highly profitable, but difficult to sell. Try to find out why they're not selling — could they be better described or more prominently placed on your menu? Promoted more on social media? Or, it might be that the price tag is a little too high.



**Dogs** | Low profitability and low popularity

Dogs are the items on your menu that are costly to make and not much of a hit among your guests. They're taking up space on your menu for items that could increase your profits. Consider omitting your dogs.

Engineering your menu requires knowledge about your customers and an in-depth analysis of your restaurant's food costs, menu item prices, and contribution margins. With a detailed view of your menu items' profitability and popularity, you can identify which items contribute to your success and which ones hold your restaurant back.

Once you have categorized all your dishes, you can start redesigning your menu. Delete non-profitable items and promote highly-profitable items more. You can put them on the top of your menu or give them extra attention by highlighting them. You can even choose to promote them on social media.

With all these tips kept in mind, you must be able to raise your profit by at least 10%.