Menu Pricing: Pricing Your Menu

Make Notes:

- ○ List all ingredients
- ○ Determine costs for each ingredient
- ○ Determine ideal food cost percentage
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- ○ Balance menu according to costs
- ○ Determine market benchmarks through a competitive analysis
- ○ Determine mark-up margins
- ○ Calculate selling price
- ○ Check menu prices against market standards
- ○ Refine menu prices
- ○ Determine contribution margins
- ○ Log all contribution margins
- ○ Determine portion control measures
- ○ Compare actual and theoretical food costs
- ○ Identify alternative menu strategies
- ○ Draft prix fixe menus

Menu Design: Size, Layout and Design

- ○ Determine menu design resources
- ○ Hire a graphic designer *or* Use a menu design software
- ○ Check local menu labeling laws
- ○ Determine menu layout
- ○ Create menu item descriptions
- ○ Determine pricing strategy

Menu Engineering: Increasing Profits

- ○ Research menu psychology
- ○ Determine contribution margins
- ○ Categorize menu items according to profit and popularity levels
- ○ Cut items where appropriate