

Perform a regular health checkup of your restaurant menu

Ask yourself a number of questions and then brainstorm with your staff to see what you can change on your menu. Together, you will be able to locate areas where you could be doing better. In this industry that is constantly changing, you will want your menu to be easily adaptable in order to quickly take advantage of market trends.

1. When was your last Restaurant Menu checkup?
2. Do you offer different and exciting menu choices?
3. What are you selling the most of, and is that menu item older than six months?
4. What are the most popular items on your menu? Engineer your menu to find out.
5. Are there any future trends appearing in the market? How can you adapt your menu to include these trends?
6. Is your menu the right size? Bigger is not necessarily better.
7. Are the gross margins on your menu appropriate for long term viability?
8. Are your prices too low or too high in comparison to your market competitors?
9. Have you taken into account any recent supplier price rises for food and beverage costs and adjusted your menu pricing accordingly?
10. Have you engineered your menu for future success?
11. When was the last time you raised your prices?
12. Is your menu health friendly for the current health and wellness revolution?