



**"SUCCESS HAS NO
MENU, YOU GET SERVED
WHAT YOU PLAN FOR."**

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MENU ENGINEERING

REPORT

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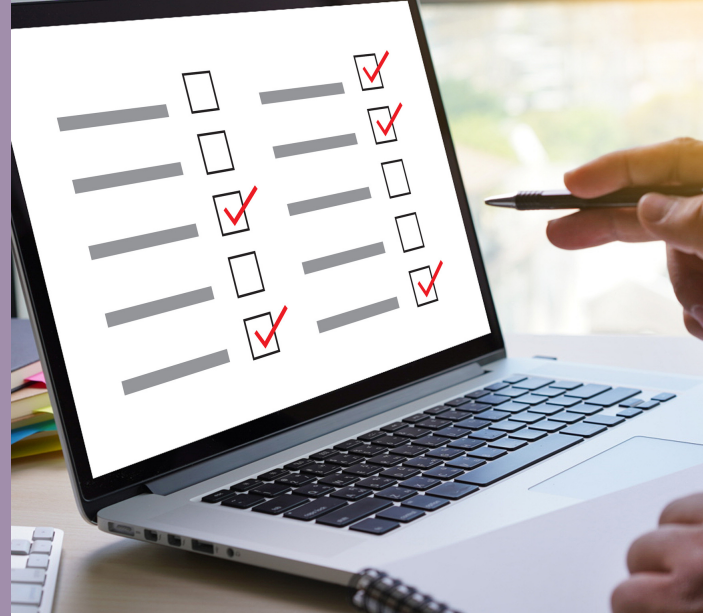
CONGRATULATIONS!

You've taken a big step to have a thoughtful menu. We are really excited to start working with you and be part of this journey.

1

DISCOVERY

The process begins with a discovery meeting. The purpose of this meeting is to get to know everything about your business. We will ask you some very specific questions in order to fully understand your ideas, your timeline and your ultimate goals. This process may include up to three zoom meetings.



2

QUESTIONNAIRES

After your discovery meeting we will send you various questionnaires that will help us define the most important aspects of your business action plan. These questionnaires may take you anywhere between two to three hours. In order for them to be effective, you must devote all the time necessary to be as specific and honest as possible. We are well aware you are multitasking with a million different projects, but you must make these questionnaires a priority.

3

FIRST DRAFT

Two weeks after receiving the completed questionnaires, you will receive your first draft. The main purpose of the first draft is for you to analyze your menu's food cost. Carefully reviewing your first draft is important for the success of your restaurant concept; it will allow you the opportunity to conceptualize your menu and discover potential new menu items. Take your time, this is your opportunity to analyze your menu, challenge yourself and reaffirm your strategies.



4

FEEDBACK MEETING

Once you have finished reviewing your draft, we will schedule your feedback meeting. The Feedback Meeting is the final component of this journey and one of the most important aspects for the success of your menu engineering report. We look forward to hearing your comments, changes, doubts or suggestions. This is your baby and our goal is to align your report with your overarching business goals.



5

REPORT

One week after your feedback meeting, you will receive your final deliverable, a Menu Engineering Report. This report will have tailored and detailed information on your food cost and menu items. Your report will include:

- Food Menu Costs
- Menu Items Categorization
- Menu Items Analysis
- Menu Design Strategies
- Menu Design Psychology Tips
- Menu Staff Training

6

IMPLEMENTATION

When it comes to implementing your report the execution matters more than the creative and analytical process. Without continuous analysis and implementation the menu engineering report is worthless. If you need help with this step let us know and we can give you an estimate of our consulting services.

It's not the report that creates the result – it's what you do with the report that creates the results.




**“YOU GET
WHAT YOU
PUT IN”**





**SUCCESSFUL
QUESTIONNAIRES
DEVELOPMENT**

TIPS


**“ACCURATE
INFORMATION
LEADS TO A
CLEARER
STRATEGY”**


 All the information you give us will define the direction and strategy of your business, so think of the larger picture in every answer you give.


 If the information we receive is accurate, specific and thoughtful, we will deliver a better handbook and a clearer action plan.

 If you are worried that you haven't understood a question, clarify it with us before going further.

 All the aspects require considerable time and effort so plan your schedule accordingly.

 Answering questions too quickly, means you are not critically thinking, take your time!

 Sometimes you might get stuck at a certain point in the process, get frustrated, and give up. If this happens contact us immediately. We are here to help you.

 When it comes to questionnaires, there's nothing worse than satisfying. Satisfying is when you don't put as much effort into answering your questionnaire as you should. If you are not trying hard enough to give thoughtful answers our team will keep challenging you until you do. This can slow down your process timeline and affect its the final outcome. Remember this action plan is for you.