

MENU ENGINEERING *analysis*

PROFITABILITY

PUZZLES

For whatever reason, these unpopular dishes are still profitable. You might want to question why they're not popular?

Do they need to be sold more aggressively?

STARS

These are the true stars of your menu – double threats as crowdpleasers and profitable darlings. Perhaps you might want to explore expanding these offerings via cross-utilization.

DOGS

These dishes are costly and unpopular. They are not only costing you money, but also likely creating food waste.

Consider removing these from the menu, or testing out other ways to make them cost effective and popular.

PLOWHORSES

While not profitable, these dishes get people through the door. However, if they are eating into your profits too much, you may want to adjust portion size or examine other ways to lower the cost to your restaurant.

POPULARITY