

EVALUATING *trends*

Here are some essential questions to ask yourself before adopting any trend.

Product/Diner:

- Does it align with the dishes you know your diners like?
- Have they asked for something similar?
- Do you believe it will bring in new diners?

Menu/Ingredients:

- Does it work with your existing menu?
- Can you source the ingredients from your supplier network?
- Will it be profitable based on your menu price?
- Do you have an exit strategy if you have excess ingredients?
- Have you tried something similar before?
- What did you learn then that you can apply now?

Time/Speed:

- How easily can your BOH team add this to their workflow?
- How can you ensure it won't slow your BOH down?
- Does BOH have the skills and equipment to deal with the new ingredient/dish?

Marketing/Promotion

- What will you do to promote this new item?
- Will you need to print new menus/materials?

Staff:

- How will you train staff on this new item?
- Is any new equipment required to plate this dish?
- How much time will it take to train your FOH, so they can sell it through?
- Is your staff stable or continuously changing so repeat training will be needed to help with turnover?