

HOW TO SIMPLIFY YOUR RESTAURANT'S MENU

Now that you've decided to simplify your menu, it is time to explore the steps toward accomplishing your goal. This checklist provides you with everything to consider when paring down your menu.

Consider What Dishes are Most Popular

The first step in simplifying your menu is determining which dishes will stay and which will be retired. Ask yourself the following questions:

- Which dishes have consistently performed the best?
- Which dishes offer the highest potential profit margin?
- Are there any dishes that could become rotating daily specials?

Calculate Inventory Costs with Menu Pricing

Next, you must consider how much it costs to produce each dish. This will help inform how you price each item on your new menu. Consider the following:

- What is the average cost of each menu item?
- Is there a reasonable way to decrease production costs?
- If not, how much should the price of the dish increase?

Focus on Menu Design

The menu design is a vastly underrated part of a customer's dining experience. Everything from layout design to fonts should be strategically placed. Consider the following:

- Is the menu design easy to read?
- Does each menu item have a description and price?
- Do you offer mobile-friendly digital menus?
- Does the menu highlight top dishes?

Cross-Use Ingredients

One of the best ways to simplify your menu is to use the same ingredient in multiple dishes. It can also increase overall efficiency in the kitchen. Ask these questions:

- Which ingredients are most commonly used on your menu currently?
- Are there any single-use ingredients that can be cut from the menu?
- How can you make delicious dishes using fewer ingredients than you do now?

Order Ingredients From Bulk Food Stores

Ordering restaurant food and supplies from bulk and wholesale sellers means you are most likely spending less money on ingredients overall. Consider the following:

- How frequently are you purchasing goods for your restaurant?
- Are there supplies and ingredients you can buy in bulk that save money?

