

ENHANCE YOUR RESTAURANT MENU WITH THESE CHOICES AND ADD-ONS

Want to make sure you are optimizing your online restaurant menu? Consider these three basic types of add-ons to help guide you on your online ordering design.

1 TOPPINGS

- Toppings are optional selections for customers that do not have upcharge costs associated with them.



Pizza, for example, is a food type that could have free toppings for customers to choose from, such as a base sauce, cheese type, and basic toppings.

- Owners can set up default toppings that diners must de-select if they want to forgo certain items, leave all the categories open, or have a combination of the two.

2 EXTRAS

- Extras can be set as default or left open.
- Extras always have an applied cost.
- Specialty items such as proteins for salads should be considered extras.
- Additional sides, condiments, and dipping sauces should be added to your menu as extras.



Pizza Margherita **\$13.00**

Tomato, oregano, garlic, and fresh basil.

Pizza Primavera **\$14.00**

Tomato, mozzarella, red peppers, mushrooms, black olives.

Gluten-Free Crust **\$2.00**

Non-GMO, Egg-Free, Gluten-Free, Vegan.

Side of Ranch **\$0.50**

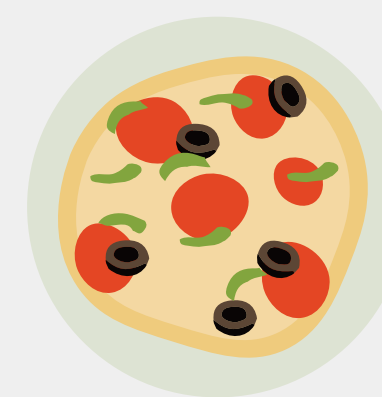
Small side of ranch.

3 CHOICES/OPTIONS

- Choices, also called options, are mandatory selections.
- Customers must pick the options/choices before adding the menu item to their cart and proceeding to checkout.
- Restaurants can create a price value for these types of items or not.



An example of a choice without a charge could be the type of pizza crust—thin, pan, or hand tossed.



An example of a crust choice that might include a price would be gluten-free or cauliflower crust.