

• FAMILY-OWNED AND OPERATED •
UPPER LAKES FOODS
EST 1967

**CREATIVE
MENU
SOLUTIONS**

MENU ANALYSIS & ENGINEERING

Achieve optimal efficiency.

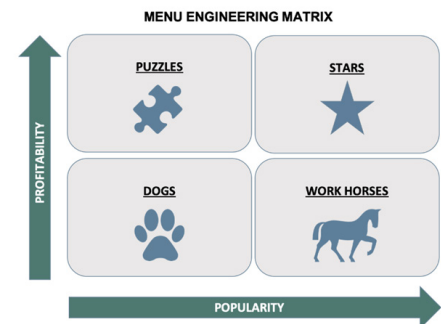
Assessing the performance of each menu item based on food cost and sales data to recommend possible changes to offerings.

Menu Engineering is a process that involves the strategic analysis, planning, and design of a restaurant's menu. It is a careful analysis of a dish's popularity and profitability and how they contribute to overall sales and customer satisfaction.

Our specialist will help you calculate an ideal food cost for every menu item and use that information, along with your sales data for each item, to determine which items are driving your restaurant's success and which ones are holding you back. They will present this information and discuss how it can be used to make strategic decisions regarding which items to highlight on the menu to increase sales and which items should be changed or removed because of their negative impact on restaurant operations and profitability.

Menu engineering also helps make informed decisions about dish pricing, menu layout, and item placement with those popular and most profitable items getting more prominent positions on the page. By highlighting popular dishes and offering a balanced variety of options, restaurants can cater to a wider range of customer preferences, dietary needs, and price points. This can lead to increased customer loyalty and repeat business.

Menu engineering is a critical tool for restaurants as it can directly impact their bottom line, customer satisfaction, and overall operational efficiency.



WE'RE HERE FOR YOU

Mission Statement: *The Upper Lakes Foods Specialist team brings innovative operational and culinary expertise to deliver value and inspire solutions for all our partners success.*

Let's do this.

Contact us to find a solution that works for you and your operation.

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