2. OBJECTIVES

- To assist a unit in maximizing profits per item from each menu
- Take what was learned at that stand and expanding it to other locations in the facility and then to other facilities
- Evaluate menu; not macro level roll ups
- Build bigger average check
  - 1:1:1 Ratio - Entrée, Side, and Beverage
  - Can we get a 4th menu category?
- Every day fans tell us what they think about our marketing strategy and menu - Let's listen to them....

3. Operating Principles and Strategies

- Make the operation simpler by eliminating items that do not really contribute to the units profitability...
- Make it a simple, fast read...
- Organize menu items efficiently and effectively...
- Position the menu properly in stand...
- Use analysis, not anecdotes, to evaluate item’s contribution to the menu's profitability...
- “Steer” customers to your popular and profitable items!

4. Case Study Milwaukee Baseball

5. References

- Bell, Donald, Ph.D., “Menu Profitability Analysis (Menu Engineering)” unpublished

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