

2. OBJECTIVES

- To assist a unit in maximizing profit 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....

Down to #3

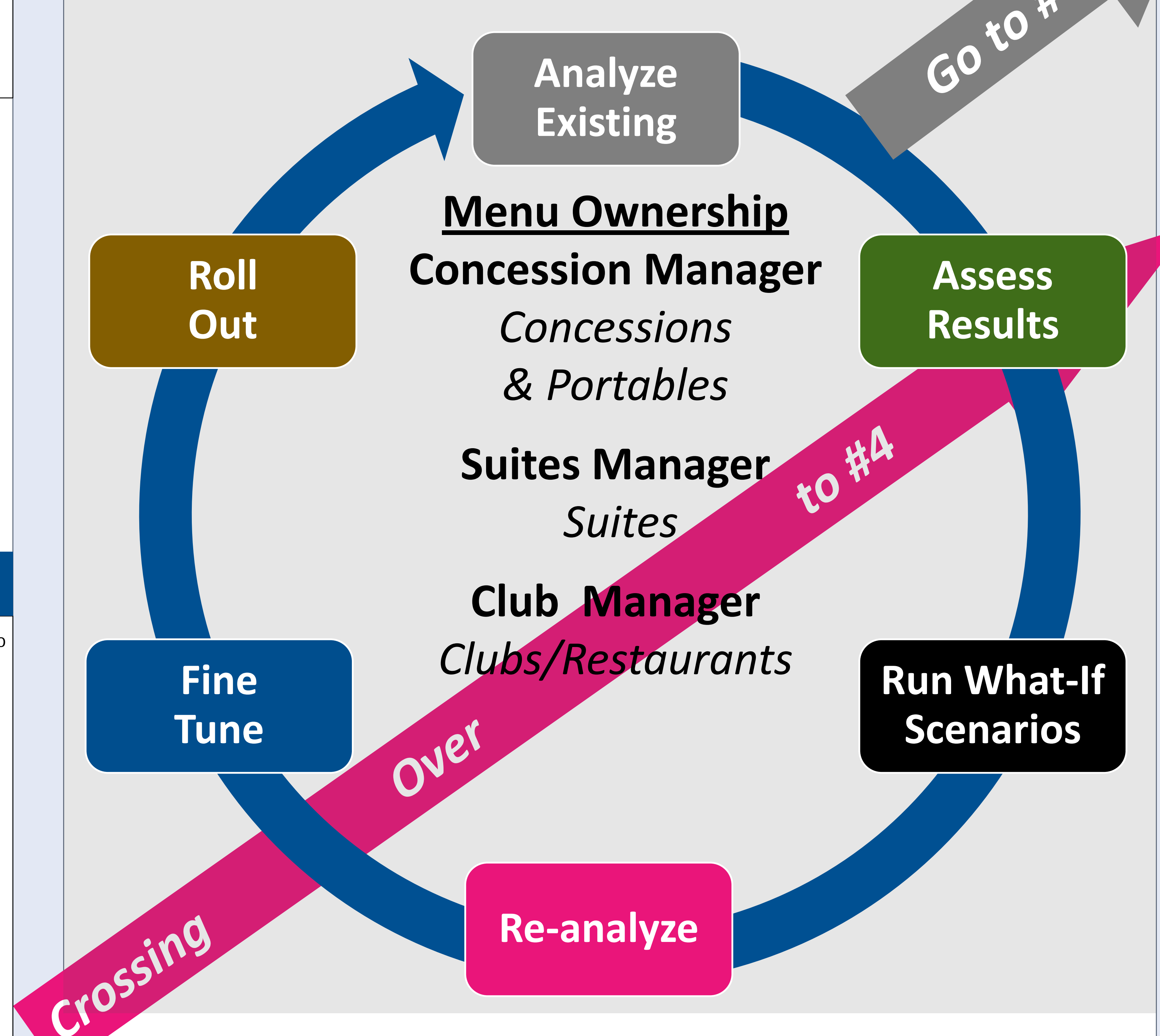
3. Operating Principles and Strategies

- 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!
 - Gaze Motion - the theory of how customers read menus as demonstrated in this poster's formatting
 - Shading or boxing can increase ordering frequency by up to 20%
 - BOLDING** or *ITALICIZING* directs a fan's attention
 - Varying type face, size or color helps items stand out
 - Include photos
 - Background
 - Make the food item the primary focus
 - Avoid complicated props
 - Use a simple background
 - Angles
 - ¾ perspective captures height and adds depth
 - Top down shots have no plate appeal
 - Branding
 - Increases perceived value
 - Logos are quickly identifiable
 - Uses less "real estate" on menu than text

Follow me to #2

START

Menu Profit Analysis Model



Go to #1

to #4

Crossing Over

6. Acknowledgements

Donald Bell,
William F. Harrah College of Hotel Administration,
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School of Management,
State University of New York at Buffalo

Raymond Orrange,
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State University of New York

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Charlie Baggs
Jeff Behr
Vito Buscemi
Vincent Carriere
Shawn Maddox
James Major
Ken Niedermeier
Tom Olson
Robert Priore
Casey Rapp
Jeffery Taipis
Jeffery Shanor
Ryan Swan
John Verespice
Lawrence Wittenberg
Chris Zwaska

1. Abstract

The goal of this project was to create various business decision support tools for an industry leader in the hospitality industry. These tools incorporate elements of cost accounting, operational strategies, qualitative methods, and create business intelligence with a user friendly interface. Based upon the results of the tools, the items are classified using the Boston Consulting Group's Matrix, and suggestions are then made as to what treatment the menu items should receive. The underlying research incorporates some of the latest trends and theories in menu design, menu psychology, and costing methodology.

4. Case Study Milwaukee Baseball

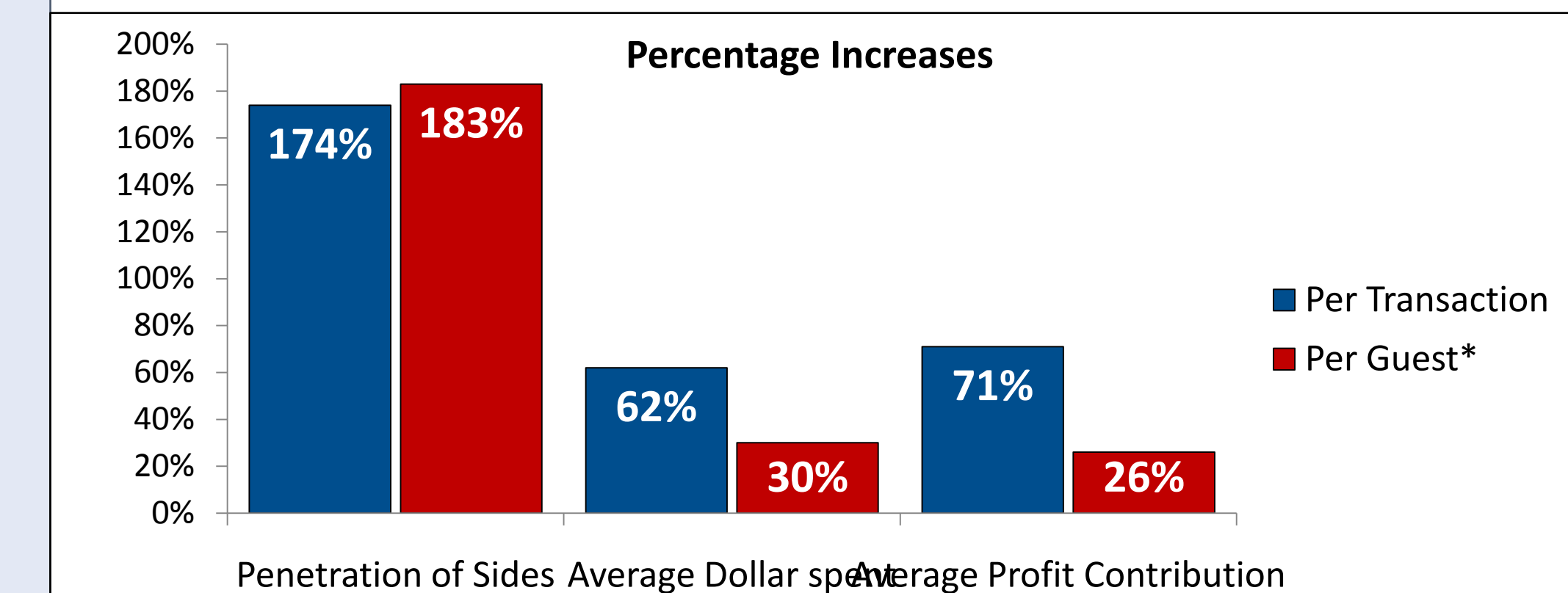
Side by Side Comparison

6-25

10-10

6-25		10-10	
BRATWURST.....\$4.50	\$10.25	Bratwurst with fries	\$7.75
ITALIAN SAUSAGE.....\$4.50	\$10.25	Italian Sausage	7.75
POLISH SAUSAGE.....\$4.50	\$10.25	Polish Sausage	5.50
JUMBO DOG.....\$4.25	\$10.00	Jumbo Dog	6.75
ITALIAN BEEF.....\$7.00		Souvenir Helmet Fries	6.75
HELMET CHEESE FRIES.....\$6.50		Soft Pretzel with cheese	6.25
CHEESE PIZZA.....\$6.25		Pepperoni	6.25
PEPPERONI PIZZA.....\$6.25		Soft Pretzel	5.00
SALTED PEANUTS.....\$4.00		Kids Meal	3.75
SOFT PRETZEL.....\$3.25		Kids Meal	3.75
LICORICE ROPE.....\$1.75		Licorice Rope	1.75
LICORICE ROPE.....\$3.75			
		On Tap	\$10.00
		Large	7.75
		Small	5.50
		Mike's NA	6.75
		Sharp's NA	4.00
		Large Soda	6.25
		Commemorative Post Season Soda	5.00
		Junior Soda	2.25
		Limelite Fusion Drink	5.00
		Limelite Fusion Drink	5.00
		Bottled Water	4.00

Start Time	6:10 PM	Start Time	5:30 PM
Weather	Cloudy & Mild	Weather	Cloudy & Mild
Temperature	64 F	Temperature	64 F
Attendance	43,980	Attendance	42,631
Transactions	950	Transactions	927
Number of Guests*	999	Number of Guests*	942



To #5

5. References

- Bell, Donald, Ph.D., "Menu Profitability Analysis (Menu Engineering)" unpublished
- Pavesic, David, Ph.D., FMP (2005) 'The Psychology of Menu Design: Reinvent Your 'Silent Salesperson' to Increase Check Averages and Guest Loyalty', Restaurant Startup and Growth magazine, February, pp. 36-43
- Raab, Carola, Hertzman, Jean, Mayer, Karl and Bell, Donald (2007) 'Activity-Based Costing Menu Engineering', Journal of Foodservice Business Research, 9:1, 77 - 96
- Sharpe, Kathryn M., Staelin, Richard (2010) 'Consumption Effects of Bundling: Consumer Perceptions, Firm Actions and public Policy Implications' Journal of Public Policy and Marketing, Volume 29 (2) Fall 2010, pp.170-188

To #6