

THE BASICS OF A
MENU MRI

#1 - MUST DETERMINE YOUR **FOOD COST**

BASIC CAESAR SALAD

• THE KEY TO ASSESSING FOOD COST IS USING YOUR INVOICES & RECIPES TO BREAK DOWN THE COST OF EVERY INGREDIENT IN EVERY MENU ITEM YOU SELL.

DR MIKE SAYS:
PORTION CONTROL IS CRITICAL FOR YOUR PROFITABILITY.

INGREDIENTS	CASE \$	SERVINGS	SERVING \$	PLATE COST
Chopped Romaine Lettuce	\$54.92 (384 oz)	172.8 servings	.30 cents (2.2 oz)	.30 cents
Herb Seasoned Croutons	\$19.20 (160oz)	504 servings	.04 cents (.32 oz)	.04 cents
Shredded Parmesan	\$75.20 (80 oz)	255 servings	.29 cents (.31 oz)	.29 cents
Caesar Dressing	\$78.55 (568 oz)	284 servings	.28 cents (2 oz)	.28 cents
BASE CAESAR				.91 cents
Add Chicken				.79 cents
Add Shrimp				\$ 3.22



DETERMINING FOOD COST

#2 - COMPARE FOOD COST WITH POPULARITY

LOOKING FOR AVG. PROFIT & POPULARITY

• THE KEY HERE IS TO DISCOVER THE AVERAGE FOOD COST & POPULARITY TO ESTABLISH A BASELINE FOR YOUR SUCCESS.

DR MIKE SAYS:
YOU'LL GET BETTER RESULTS IF YOU COMPARE ITEMS FROM THE SAME MENU SECTION

Menu Item	Food Cost	Price	FC %	Profit	# Sold	Popularity
(1) Horse Hill Salad with Chicken	3.45	10.00	34.50%	6.55	21	4.79%
(2) Southwestern Salad	3.09	10.00	30.90%	6.91	42	9.59%
(3) Cobb Salad	2.05	10.00	20.50%	7.95	34	7.76%
(4) Caesar Salad	.91	8.50	10.70%	7.59	19	4.79%
(5) Cheese Quesadilla	3.25	8.00	40.63%	4.75	41	9.36%
(6) Reuben Sandwich	1.95	8.00	24.38%	6.05	21	4.79%
(7) Burger	2.59	9.00	28.78%	6.41	70	15.98%
(8) Turkey Sandwich	2.81	8.00	35.13%	5.19	49	11.19%
(9) Lasagna	3.17	10.00	31.70%	6.83	24	5.48%
(10) Fish & Chips	3.32	10.00	33.20%	6.68	51	11.64%
(11) Meatloaf	2.19	10.00	21.90%	7.81	36	8.22%
(12) Beef Enchiladas	2.89	11.00	26.27%	8.11	22	5.02%
(13) Chili Surprise	1.50	6.00	25.00%	4.50	6	1.37%
TOTALS / AVERAGES			27.96%	6.56	438	6.15%



DETERMINING POPULARITY

HERE IS THE FORMULA TO DETERMINE POPULARITY:

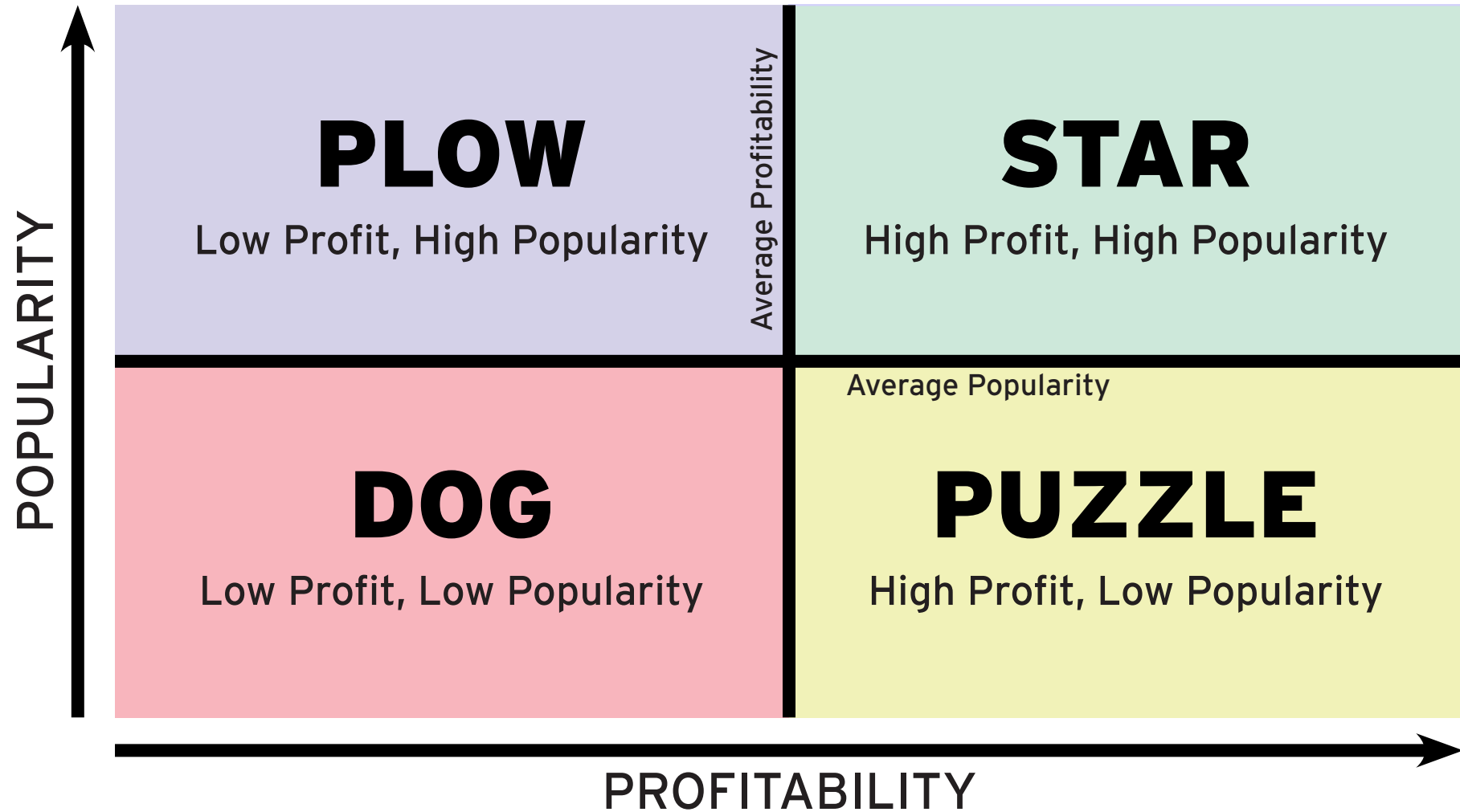
DIVIDE THE TOTAL SOLD OF ONE ITEM
BY THE TOTAL SOLD OF ALL THE ITEMS

$$\frac{\text{\# of Cobb Salads sold}}{\text{total \# of items sold}} = \frac{34}{438} = .0776 \text{ (or 7.76\%)}$$

#3 - CREATE YOUR MENU MIX CHART

- THE MENU MIX CHART IS A GREAT WAY TO VISUALLY UNDERSTAND THE OVERALL SUCCESS OF YOUR MENU.

DR MIKE SAYS:
HAVING EMOTIONAL ATTACHMENT TO AN ITEM DOESN'T MAKE SENSE IF IT'S LOSING YOU MONEY.

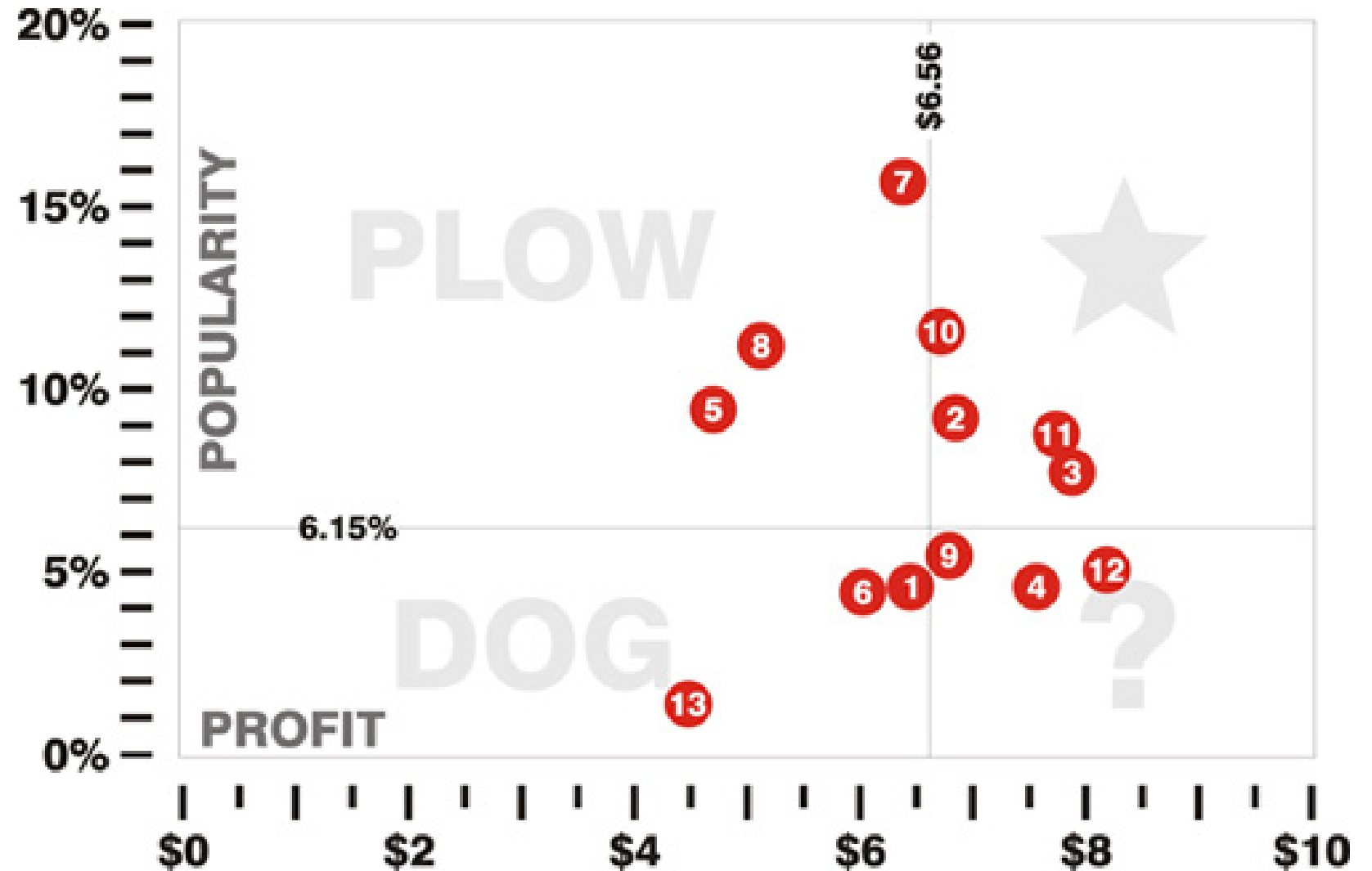


UNDERSTANDING MENU MIX



• ONCE YOU HAVE ALL YOUR DATA, YOU CAN PLOT YOUR MENU ITEMS ON THE MENU MIX CHART.

DR MIKE SAYS:
SURPRISING INSIGHTS
MAY EMERGE.
DON'T BE AFRAID
TO ACT ON THIS
NEW KNOWLEDGE.
SUCCESS & PROFITS
AWAIT YOU!



PLOTTING YOUR MENU MIX

• IT MAY BE DIFFICULT TO SUBJECT YOUR MENU TO THIS TYPE OF ANALYSIS, BUT ULTIMATELY THE TIME & EXPENSE IS WORTH IT, TO MAKE YOUR RESTAURANT MORE EFFICIENT & MORE PROFITABLE.

DR MIKE SAYS:

- **STARS:** These are Keepers
- **PLOWS:** Increase Price or Cut Portions
- **PUZZLES:** Lower Price or Upsell with Staff
- **DOGS:** Eliminate as many as possible



Menu Item	MM Category	Recommendation
(1) Horse Hill Salad with Chicken	DOG	Eliminate
(2) Southwestern Salad	STAR	Keep
(3) Cobb Salad	STAR	Keep
(4) Caesar Salad	PUZZLE	Lower Price or Upsell with Staff
(5) Cheese Quesadilla	PLOW	Increase Price or Cut Portions
(6) Reuben Sandwich	DOG	Eliminate
(7) Burger	PLOW	Increase Price or Cut Portions
(8) Turkey Sandwich	PLOW	Increase Price or Cut Portions
(9) Lasagna	PUZZLE	Lower Price or Upsell with Staff
(10) Fish & Chips	STAR	Keep
(11) Meatloaf	STAR	Keep
(12) Beef Enchiladas	PUZZLE	Lower Price or Upsell with Staff
(13) Chili Surprise	DOG	Eliminate

FINAL MENU DIAGNOSIS



CHIEF MENU SURGEON
MICHAEL BELL

has designed or consulted
on thousands of menus
since 2006

QUESTIONS?

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