



Taste

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Growing Your Business

Part 2: Your Menu as a Sales Tool

The menu is one of the key components for a successful foodservice business. In the short span of three to five minutes in your patron's hands; the menu will help to influence what they purchase, reinforce your "brand", and set the tone for their dining experience.

There are many things to consider when making adjustments to your menu. Are there enough items in each category? Are there too many? Is there a great enough variety within those items to keep your customers interested? Do the layout and typestyles reflect the mood and level of service for your operation? How well is each item selling?

Menu Engineering is a way to arrange your items to make the menu work a little harder toward your goals. What will follow here are some of the principles that can be applied to give your menu a boost.

Profitable Item Placement

Place your most profitable (not necessarily highest priced) items as the first and last items in each category. Your guests are more likely to return to the first item on the list or revert to the last thing they read when they order.

Finding the Right Mix

If you have an established menu, it's good to take a look at your sales numbers. What items are no longer moving? Is it time to remove them from the menu, or does the presentation just need a tweak? The change might be as simple as adding a better description, or changing the location of the item on the menu. Ask your Maplevale Farms Sales Representative what the new food trends are, and try to add a couple of those items.



Consider the layout of your menu.

Does the order of items make sense? Generally people want to order soup, salad or appetizers first. Are those items easy to find? "Call out" your signature items and highly profitable items by blocking or in some way highlighting them. Draw the viewer's eyes to the area where you want them to read.

Fonts should be easily readable in both style and size. They should contrast well against the background of your menu; while still reflecting your style/theme. Be a customer in your own establishment for a minute and take the menu to the most dimly lit area. Can you still read the menu clearly? Can your older patrons?

Descriptions should be concise. It is worth remembering that your customer typically will view the menu for only three to five minutes before making their decision. Make sure descriptions are enticing without being overly flowery and wordy.

Pricing on the menu should not be right justified in a list format. This practice encourages your guests to shop up and down the price list rather than to be influenced by the items and descriptions. Tuck the price into the description, remove the dollar sign and make the numbers a point size smaller to further de-emphasize the cost.



How often should you update the menu?

Don't wait so long that updating your prices will cause sticker shock. A good rule of thumb is to make adjustments a couple of times per year, or even with each changing season. When it is time to make changes, you don't need to consider a full overhaul each time if it is working for you. Evaluate each item and make adjustments in pricing, portions and descriptions where needed. Change the placement of items that aren't selling well or decide if it is time to remove some of those items. They can always be run as a special on occasion.

Use your Maplevale Farms Sales Team

Your sales representative can help you identify current food trends and new items that may fit for your establishment. They will also be able to assist in the evaluation of your food costs to make sure they are accurate. Maplevale Farms also has a menu designer on staff who can discuss the functionality of your menu, and help to find a design that will work for you. Ask your sales representative how to get started.

brakebush.com



Chicken Philly Sandwich

1. Heat chicken to specifications, 165°F internal temperature.
2. In a skillet heat oil, peppers and onions. Heat through and season with salt and pepper.
3. Add hot sauce and vinegar
4. Warm hoagie roll.
5. Top hoagie base with chicken, peppers & onions, top with cheese.
6. Place in oven just until cheese is melted, add top of roll and serve.

7202	Brakebush	Gold'n'Spice Chicken Strips	4 ea. / .86
39228	Bakecrafter	5.5" Hoagie Roll	1 ea. / .36
21773	Cortona	Olive Oil	1 oz. / .10
23958	Simplot	Flame Roast Peppers & Onions	3 oz. / .44
23021	Regina	Red Wine Vinegar	1 oz./ .07
51575	Maplevale	Cayenne Pepper Sauce	.25 oz. / .02
12611	Maplevale	Provolone Cheese	2 oz. / .34

Food Cost	2.19
Menu Price	5.99
Gross Profit	3.80
Food Cost	36.5%

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Award Frozen Entrees

- 16220 **Meat Lasagna** 4/96 oz.
Noodles layered with red sauce, ground beef, mozzarella & cottage cheese
- 16238 **Vegetable Lasagna** 4/96 oz.
Noodles layered with carrots, spinach, broccoli, ricotta, mozzarella & romano cheeses
- 16278 **Macaroni & Cheese** 4/76 oz.
Semolina pasta with real cheddar cheese
- 16602 **Drypack Stuffed Cabbage Rolls** 4/12 count
Cabbage rolls stuffed with beef and white rice, no sauce
- 16660 **Drypack Stuffed Green Peppers** 4/12 count
Stuffed green pepper halves, precooked, no sauce

ConAgra
Foods
Food you love

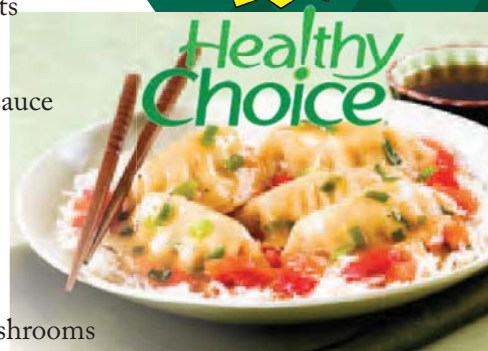
Award
CUISINE™



Healthy Choice Frozen Entrees

- 16010 **Beef Stew** 4/72 oz.
Lean beef tips, carrots, green peas and potatoes in homestyle gravy
- 16080 **Chicken Fricassee** 4/72 oz.
Boneless chicken in cream-style sauce with peas and julienne carrots
- 16146 **Glazed Chicken & Portabellas** 4/76 oz.
Glazed chicken breast accented with sliced mushrooms in herbed sauce
- 16360 **Vegetable Potstickers** 4/56 oz.
Filled with julienne carrots, green onions and red pepper strips in Asian sauce
- 16384 **Salisbury Steak** 4/96 oz.
Lean beef in rich, dark, burgundy-mushroom sauce with sliced mushrooms

NEW!



KRAFT



Dressings & Sauces 4/1 gallon

- 21940 **Miracle Whip Salad Dressing**
- 22000 **Coleslaw Dressing**
- 22160 **Catalina Dressing**
- 22370 **Buttermilk Ranch Dressing**
- 51470 **Open Pit BBQ Sauce**

Portion Controlled Dressings

- 46866 **Golden Italian** 200/.43 oz.
- 46930 **Light Mayonnaise** 200/.43 oz.

A1 Original Steak Sauce

- 51710 24/5 oz. bottles
- 51716 12/10 oz. bottles



Portion Controlled Philadelphia Cream Cheese

- 47630 **Light Cream Cheese** 100/.75 oz.
- 47632 **Regular Cream Cheese** 100/1 oz.

Healthy Menu Choices

Aaron Barnes, Corporate Chef

With the holidays behind us and a new year just begun, many of your customers will now be focusing on healthier foods and watching what they eat. It may be for health reasons, a New Year's resolution or a new life style. Whatever the reason might be, operators need to offer a selection of wholesome nutritious food. Today's customer is becoming increasingly interested in the foods they consume. They're interested in where their food comes from, who produced it, how it was produced and that it is safe to eat.

Health matters: Today's patrons are concerned about health when dining out, and about half of all consumers want restaurants to offer more healthy foods. Not surprisingly, salads are generally perceived as the healthiest items on the menu, and health is the primary reason that consumers purchase entree salads at lunch. Satisfy your entire customer base with flavorful, substantial salads that are still nutritious enough to appeal to health-conscious diners. Take advantage of seasonal ingredients like fresh produce, add texture with grains like couscous or rice, and use lean proteins like grilled chicken or seafood. Dress your healthier salads with yogurt-based flavors or vinaigrette, which consumers perceive as healthy.

Salads are the most common item on the menu, found at most restaurants. But despite their widespread appeal, many salad offerings fail to inspire ones appetite. Consumers indicate a growing need for increased salad variety and customization when dining out. Here are some ways to jazz up your salad selections and deviate from the traditional house or side salad.

Flip That House: Often times, house salads come off as boring, iceberg lettuce, sliced carrots, cucumber, tomatoes, croutons...you know the drill. Take this opportunity to turn your "house" salad into a "signature" menu item. Adding something as simple as a house made crouton with a house made vinaigrette or dressing will set you apart. Changing up the salad mix to add different colors and textures is also a nice touch.

Dress up the basics: One of the easiest ways to change up the flavor profile of a salad is through the dressing. One trend is using classic dressings and adding a different ingredient to create your own. The most popular basic dressings are Caesar, Balsamic Vinaigrette, Ranch, French, Blue Cheese, Italian and Greek. Start with these dressings as the base and let the ingredients you already have in inventory guide your new creations. Here are just a few ideas: Ancho Chipotle Ranch, Plum Tomato Vinaigrette, Greek Feta Dressing, Cajun Ranch, Black Peppercorn Parmesan Ranch, Balsamic Raisin, Sesame Ginger Vinaigrette.

The key to a great salad is balance: keep flavor, texture and color in mind. When you incorporate more premium ingredients in your salads, you can command a higher price point. Have fun with the salads, offer different dressing and vinaigrette to your patrons to keep them interested. Help your customers achieve their goals in eating healthy. Be creative, but also know what your ingredients cost to be sure that you price your new salad accordingly.



New at Maplevale Farms

These great items are now available to order!

1628	<i>Packer</i>	USDA Choice Beef Culotte
2186	<i>Advance</i>	Chophouse Beef Patty, cooked
2392	<i>Advance</i>	Flame Broiled Beef Patty
3470	<i>OldNgh</i>	Top Round Cap Off M/R
4826	<i>Hormel</i>	Boneless Old Time Buffet Ham
6346	<i>Tyson</i>	Airline Chicken Breast, IQF
7052	<i>Tyson</i>	Unbreaded Boneless Chicken Wings
8414	<i>Alta</i>	Skinless/Boneless Haddock Fillets
8600	<i>Fisk</i>	Skinless/Boneless Cod Fillets
9698	<i>Panapesca</i>	Squid Tubes & Tentacles, raw
14696	<i>Maplevale</i>	16" Thin Parbaked Pizza Crust
15302	<i>Maplevale</i>	1.5 oz. Italian Meatballs, cooked
15890	<i>Hormel</i>	Fire Braised Pork Shoulder
15894	<i>Hormel</i>	Fire Braised Pork Rib
15970	<i>Hormel</i>	Fire Braised Chicken Thigh
16010	<i>HealthyCh</i>	Beef Stew
16080	<i>HealthyCh</i>	Chicken Fricasse
16146	<i>HealthyCh</i>	Glazed Chicken & Portabella
16360	<i>HealthyCh</i>	Vegetable Potstickers
16384	<i>HealthyCh</i>	Salisbury Steak
21882	<i>Hellmanns</i>	Light Mayonnaise
29118	<i>Jero</i>	Sweet & Sours Cocktail Mix
30500	<i>Bernardi</i>	Breaded Pepperoncini Bites
30584	<i>HrvTsp</i>	Sweet Potato Bites
33056	<i>Diannes</i>	Gourmet Layer Cake Variety Pack
37496	<i>Max</i>	Wholegrain Cinnamon Pancakes
37498	<i>Max</i>	Wholegrain Blueberry Pancakes
39182	<i>BDF</i>	Assorted Rustic Ciabatta Rolls
39366	<i>BDF</i>	Artisan Baguette
39476	<i>Europe</i>	Thick Seeded Marble Rye
45456	<i>Gevalia</i>	Hazelnut Flavored Coffee
45458	<i>Gevalia</i>	Medium Roast Decaf Coffee
45460	<i>Gevalia</i>	Medium Roast Regular Coffee
47630	<i>Philadel</i>	Light Cream Cheese PC Cup
47632	<i>Philadel</i>	Cream Cheese PC Pouch
49292	<i>Kim&Scott</i>	Pizza Stuffed Pretzel
51442	<i>SwbARay</i>	Kick'n Bourbon-Molasses Wing Sauce
55018	<i>Nugget</i>	Arrowroot
87448	<i>Sunny</i>	Citrus AP Cleaner/Degreaser
88762	<i>Interm</i>	Dishmachine Detergent
88886	<i>Charge</i>	Heavy Duty Dish Detergent

Social Media Snippet

urbanspoon



-Adapted from Urbanspoon FAQ

Urbanspoon is a mostly customer-driven site/app that allows users to find out about local restaurants. Users can submit photos, reviews and recommendations to be viewed by other users.

To become a member, first visit urbanspoon.com, then select your local dining area from the *choose a city* section at the top of the webpage, then click *join urbanspoon*. You will be asked to enter your email address and create a password.

If your restaurant is already in the database, you can claim your listing which will allow you to edit information, post official responses and see customer voting trends. Find your listing, then click *is this your restaurant* at the top of the listing, then follow the instructions. It will take a little time to become verified, but once you do you will have access to your *Owner Dashboard*, allowing you to manage your listing.

If your restaurant is not already listed on Urbanspoon, you can have it added to the database. Click *add restaurant* located at the bottom of the page. Enter as much information as you can about your restaurant, then click *add restaurant*. Urbanspoon reviews all new listings before they are added to the database.

Urbanspoon also offers a free 30-day ad listing for your restaurant. When you take advantage of the free ad, you will also be provided with statistics about the number of views for both your ad and your urbanspoon listing. After the free ad expires, there are enhanced and premium listings available for a small fee if you choose to use them. There is no fee to just keep your account without an ad.

The best way for your customers to show support is to write a review, post photos of the restaurant and their favorite menu items, and vote with a registered account. This will help potential visitors learn more about your restaurant and your menu.



MF Maplevale Farms Inc.

Professional Supplier to the Foodservice Industry

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