



The Art of Menu Planning

Guide to engineering *profitable menus*

Helping you get **#Prepped for tomorrow**



Unilever
Food
Solutions



Industry
losing profit
to food waste

\$6.4b

**Value of food waste contributed by
Australian foodservice industry**

\$66,740

**Average annual cost of waste
per foodservice business**

23%

**Number of foodservice businesses
that regularly audit food waste**





Menu Planning

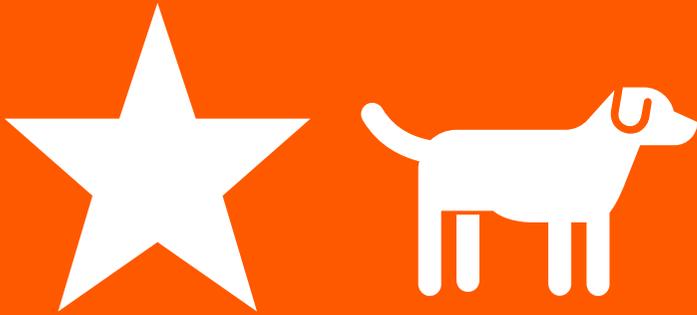
Optimises Menu.
Reduces Food Waste.
Improves Profitability.

How?

- Focuses on profitable dishes
- Reduces complexity
- Tightens supply chains
- Helps you use all your stock
- Optimises portion sizes
- Minimises preparation waste

3 steps to
optimising
your menu

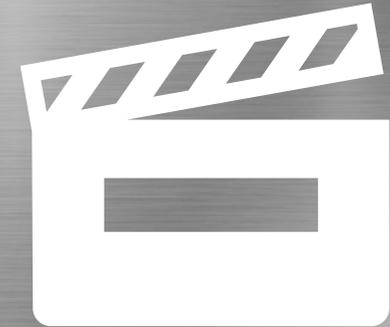
1 Complete
Star/Dog Analysis



2 Analyse Results



3 Take Action



Begin *reducing waste* in less than two hours

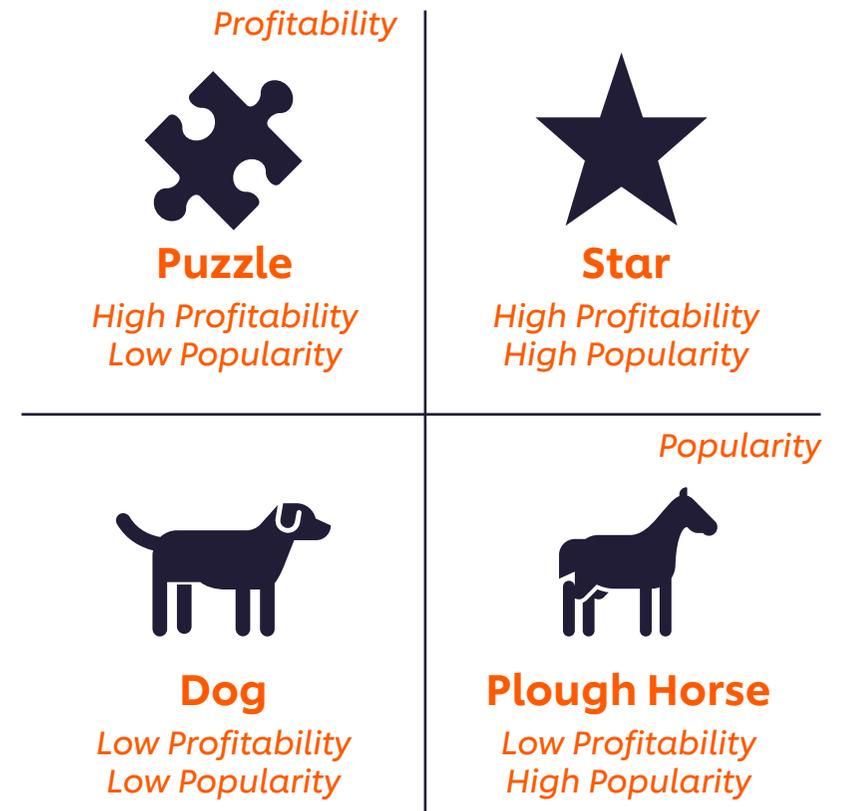
Start by pulling sales data from your POS system

The Star/Dog tool determines the dishes that drive profitability.

We recommend you do this analysis course-by-course to get a clear view of how dishes perform within each course and to see how order frequency differs across your menu.

Tip

Analyse your sides and consider the results alongside your main courses to see where you could be upselling more.



Key in your data

1 On the first tab of the template, called 'Basic', add the names of your dishes, plus the cost price and the selling price, in the relevant fields. The remaining fields in each row will automatically populate.

Course	Dish Name	Cost	Selling Price	Selling Price ex GST	Margin	Cost of Sale	Gross Profit
	Dish 1	\$ 2.54	\$ 10.00	\$ 9.00	\$ 6.46	28%	72%
	Dish 2	\$ 2.01	\$ 8.00	\$ 7.20	\$ 5.19	28%	72%
	Dish 3	\$ 2.74	\$ 14.00	\$ 12.60	\$ 9.86	22%	78%
	Dish 4	\$ 1.99	\$ 7.00	\$ 6.30	\$ 4.31	32%	68%
	Dish 5	\$ 1.00	\$ 6.00	\$ 5.40	\$ 4.40	19%	81%
	Dish 6	\$ 1.24	\$ 6.50	\$ 5.85	\$ 4.61	21%	79%
	Dish 7	\$ 1.38	\$ 6.50	\$ 5.85	\$ 4.47	24%	76%
	Dish 8	\$ 3.21	\$ 9.00	\$ 8.10	\$ 4.89	40%	60%
	Dish 9	\$ 1.78	\$ 6.50	\$ 5.85	\$ 4.07	30%	70%
	Dish 10	\$ 1.50	\$ 9.00	\$ 8.10	\$ 6.60	19%	81%
	Dish 11	\$ 1.40	\$ 7.00	\$ 6.30	\$ 4.90	22%	78%
	Dish 12	\$ 5.43	\$ 14.50	\$ 13.05	\$ 7.62	42%	58%
	Dish 13	\$ 2.20	\$ 7.00	\$ 6.30	\$ 4.10	35%	65%
	Dish 14	\$ 3.90	\$ 10.50	\$ 9.45	\$ 5.55	41%	59%
	Dish 15	\$ 1.87	\$ 7.00	\$ 6.30	\$ 4.43	30%	70%
	Dish 16	\$ 2.50	\$ 7.50	\$ 6.75	\$ 4.25	37%	63%
	Dish 17	\$ 1.64	\$ 7.50	\$ 6.75	\$ 5.11	24%	76%
	Dish 18	\$ 1.48	\$ 7.50	\$ 6.75	\$ 5.27	22%	78%
	Dish 19	\$ 6.40	\$ 20.00	\$ 18.00	\$ 11.60	36%	64%
	Dish 20	\$ 4.54	\$ 20.00	\$ 18.00	\$ 13.46	25%	75%

2 On the second tab of the template, called 'Sales Volumes', input the number of units sold per dish over a given time period into column J ('Sales'). We suggest a period of 3 months to give you a good range.

Course	Dish Name	Dish Number	Gross Profit	Sales	Average	Higher or lower than average
	Dish 1	1	72%	122	274	45%
	Dish 2	2	72%	343		125%
	Dish 3	3	78%	385		141%
	Dish 4	4	68%	370		135%
	Dish 5	5	81%	222		81%
	Dish 6	6	79%	330		121%
	Dish 7	7	76%	350		128%
	Dish 8	8	60%	133		49%
	Dish 9	9	70%	120		44%
	Dish 10	0	81%	287		105%
	Dish 11	11	78%	321		117%
	Dish 12	12	58%	265		97%
	Dish 13	13	65%	404		148%
	Dish 14	14	59%	300		110%
	Dish 15	15	70%	198		72%
	Dish 16	16	63%	244		89%
	Dish 17	17	76%	277		101%
	Dish 18	18	78%	108		39%
	Dish 19	19	64%	388		142%
	Dish 20	20	75%	305		111%

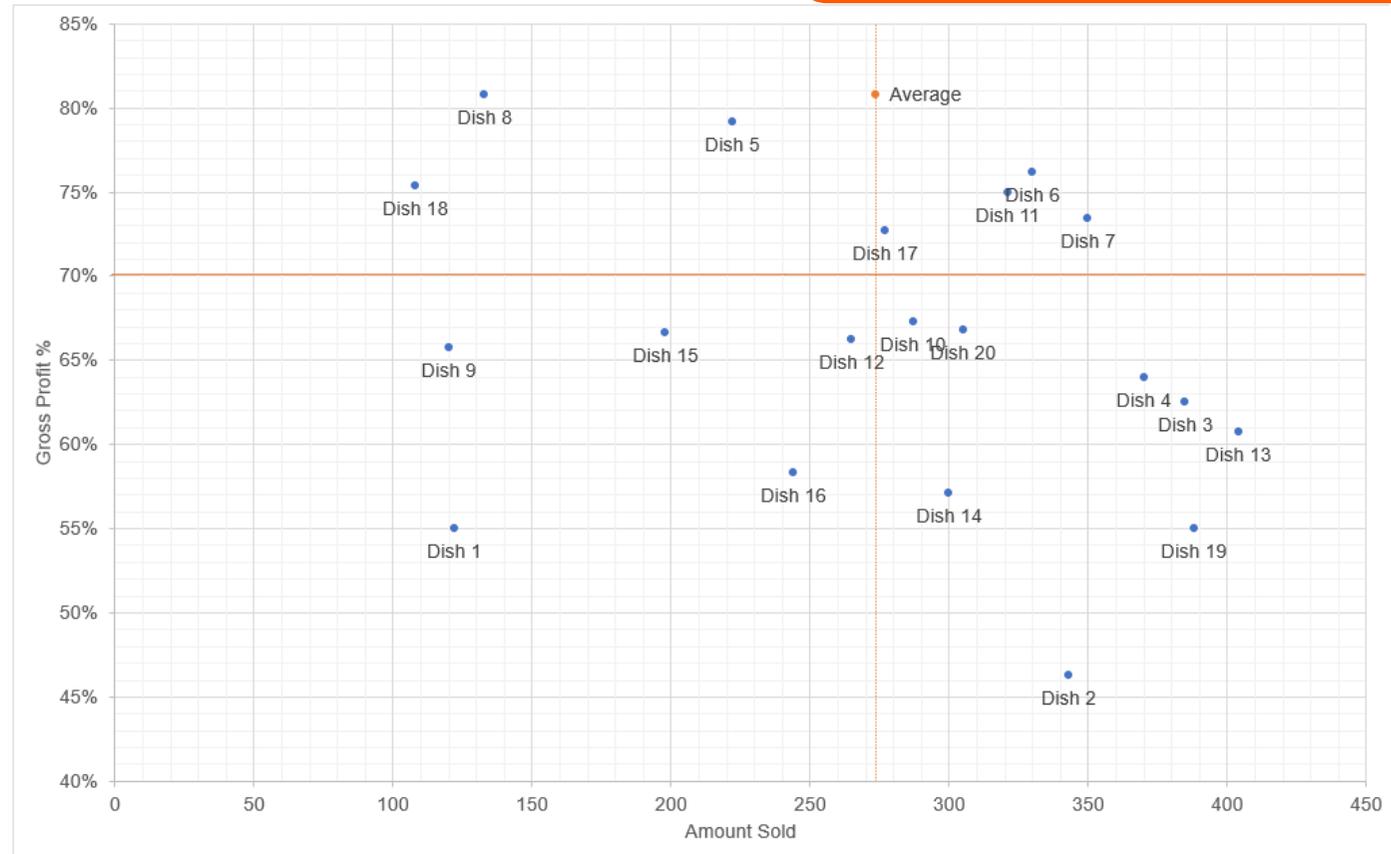
Use our ready-made Excel template, that is included in the guide download



Establish your quadrants

3 Now look at the third tab of the template, 'Star/Dog', which plots the gross profit of each dish and the quantity of each dish sold. The vertical line represents the average number of dishes sold.

4 Determine your desired gross profit margin (e.g., 70%) and mark that point with a horizontal line, giving you two intersecting lines and a graph with four quadrants.



The two lines will intersect and you should now have a graph with 4 quadrants

Evaluate the results



Be sure to consider the wider context alongside this analysis. Look at the total operation from spoilage, preparation and plate waste.

Even profitable dishes can generate excess waste.

What does it all mean for your menu?

Take
action:



Dishes in this category may play an important role, such as vegan, children's and gluten-free meals. Also note: items such as additions (e.g., 'Add cheese to the burger') might appear here or in the plough horse category.

Review with an open mind and assess whether these dishes play an important part in your menu. If they do, keep them on but continually monitor them.

The more menu items you have, the greater the potential for spoilage and food waste.

Can you reduce the number of items on your menu without impacting customer satisfaction?



Take
action:
PUZZLE 

Tips for increasing popularity:

- Look at similar offers from your competitors. This could highlight something different in your dishes that is impacting popularity.
- Brief staff to upsell profitable dishes. Ensure they have tasted and can get behind them.
- Redesign your menu and specials board to improve visibility or call them out as house specials and monitor any increase in popularity.
- Offer different size portions of high-profit dishes for different customers, such as children or elderly guests.
- Introduce offers on dishes where you have comfortable margins:
 - 'Regulars discount' to stimulate demand while also driving loyalty.
 - 'Day-part discount' (e.g., early dinner) with a restricted profitable menu to drive footfall and profitability at the same time.
- Meal kits and delivery could be an option for some of your most profitable dishes.



Take

action:

PLOUGH

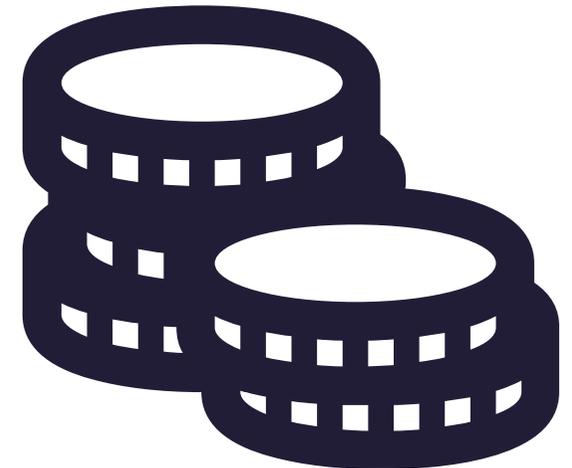
HORSE



Increasing profitability

but not impacting popularity can be a challenge.

- Aim to use common ingredients across multiple dishes (perhaps with small tweaks) to minimise the risk of spoilage.
- What do you make from scratch? Is there a way to use products to help you? This can reduce the number of ingredients you buy (reducing risk of spoilage) and help create a more consistent experience.
- Monitor the plates that come back – is there a lot of plate waste? Can you reduce the size of the protein? The sides? Consider changing the garnish to see if this improves profitability.



Inspiration:

versatility examples

Make your menu work harder for you.
Depending on where you work and who you serve,
you can make elements of your menu more versatile.

Dish Versatility

Ingredient Versatility



By way of example, don't finish your mashed potatoes with butter and milk. Boil them, rice them and use the base to fit your menu.

Can you stretch its value to you?
Bubble and squeak, mash, base for croquettes, fish cakes or gnocchi?



Salads can be starters or mains and you can add items to them such as a chicken breast to continue to upsell through all parts of your menu.

Vegan By Design



Having base ingredients that are 'vegan by design' can help you have an accessible menu. Your vegan burger sauce could be used on your veggie/vegan burger as well as on your signature beef burger. The same can be done with tartare sauce and other dressings.

Traditional Methods



A great way to reduce wastage is to employ traditional methods. Pickling, fermenting, drying and curing can all help reduce waste and drive a more profitable business!



#Prepped for tomorrow

We're part of a global network of 250 chefs in 76 countries covering 50 cuisines. We help you get **#Prepped for tomorrow** with high-quality ingredients, the hottest global trends and expert culinary support, to help your kitchen thrive today, and inspire you for the future.

Discover more at [ufs.com](https://www.ufs.com)



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