

Food & Beverage - Two fast ways to boost Menu revenue - By Ken Burgin

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Here's how to increase customer spending and profits as quickly as you can reprint the menu.

1. **Add profitable price-endings.** Do you have flat menu prices? Flat prices end in .00 eg \$6.00 or £10.00. Adding .50 or .80 or .90 at the end is easy money just waiting for you - eg \$4.00 becomes \$4.50 or £12.00 becomes £12.80.

Prices written as 12 or 12.00 seem to be more about cool design rather than profit margins. Not very logical.

Will customers notice? A few will, most won't, and if you sell 100 of the item that's gone up by 80c, it's \$80 extra. Sell 1000 and that's \$800 toward the wage bill.

2. **Move the most profitable items to be first and last in a menu section.** The first price in a section will sell more, just because it's first. The last item is also strong position. See the example below.

Once you know the gross profit of each item, make the changes. Sales of both will increase, and the overall profit. The same logic applies to wine and cocktail lists. Everyone has an opinion about menu design - make sure decisions are best for the bottom line.

	Pasta	Price	
<i>Before</i>	Spaghetti with Garlic, Parsley & Lime	11.80	
	Fettuccine Napolitana with Olives	12.50	
	Fettuccine with Rocket & Anchovies	13.80	
	Penne with Braised Beef & Tomato	14.80	
	Penne with Chicken & Mushrooms	15.50	
	Spaghetti with Shrimp & Scallops	16.80	
↓ Better ↓			
<i>After</i>	Spaghetti with Shrimp & Scallops	16.80	12.00 Highest
	Fettuccine with Rocket & Anchovies	13.80	10.00
	Spaghetti with Garlic, Parsley & Lime	11.80	9.00
	Fettuccine Napolitana with Olives	12.50	9.00
	Penne with Braised Beef & Tomato	14.80	9.00
	Penne with Chicken & Mushrooms	15.50	11.00 2nd highest

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