

Reengineer Your Menu for *Snap-Back!*

Manage Your Menu Content

- Focus on what you do best – provide a consistent, quality product that your customers can count on.
- Evaluate and update your menu considering the **4P's of Menu Engineering**:

PROFITABILITY

- Review current item costs and make pricing adjustments based on current market conditions.
- Identify areas where you can switch out ingredients to enhance profitability without compromising quality.

POPULARITY

- Feature your signature items – what are you famous for?
- Review past history or competitive analysis for key offerings.

PREPARATION

- Select items that require limited preparation and assembly.
- Cross-train your kitchen staff for maximum efficiency.
- Review and reduce your inventory to minimize stand-alone items and excess stock.

PORTABILITY

- Ensure your items package and travel well – maintaining their quality and freshness.
- Invest in the proper carryout containers to maintain temperature and presentation to most closely mirror dine-in experience.

