

# Menu Development Toolkit

## Preface

In about two hours, this book will forever change the way you do business.

Several years ago, I researched and learned there was considerable information and practices that taught how to maximize the sales AND profitability (in dollars) for any menu.

Seeing huge potential, I researched, studied and then implemented a full menu engineering program at a few of my restaurants. Using proven, established practices (not reinventing the wheel), I redesigned the look of my menu as my research directed. I moved items around, highlighted or boxed my most profitable items and used other “tricks” to increase the sales of my highest priced and/or most profitable items.

The results were truly astounding. Sales went up by almost 16% over night! Also, because I had shifted sales to my most profitable (in dollars) items, my food cost dropped by 2%! The combined impact of the sales increase and lowered food cost increased my profits by almost 25%!! Wow.

What really impressed me was that I had increased my profitability by over 25% without costly promotional or marketing programs. And, that the increase was not based upon a temporary program.....it would last.

Since then, I, Taffer Dynamics and our Neighborhood Marketing Institute have provided menu engineering services for many clients and in every case, we increased revenue and lowered costs, thereby impacting their profits just like I did my own. This book fully explains the process and provides you with every tool you need to accomplish the same result in your restaurant.

My thanks to the Taffer Dynamics Team, specifically Terri Cataldo and Robert Purple for helping assemble and write this book. Their commitment and enthusiasm and knowledge is evident throughout this book.

Enjoy, and make money!!

Jon Taffer

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