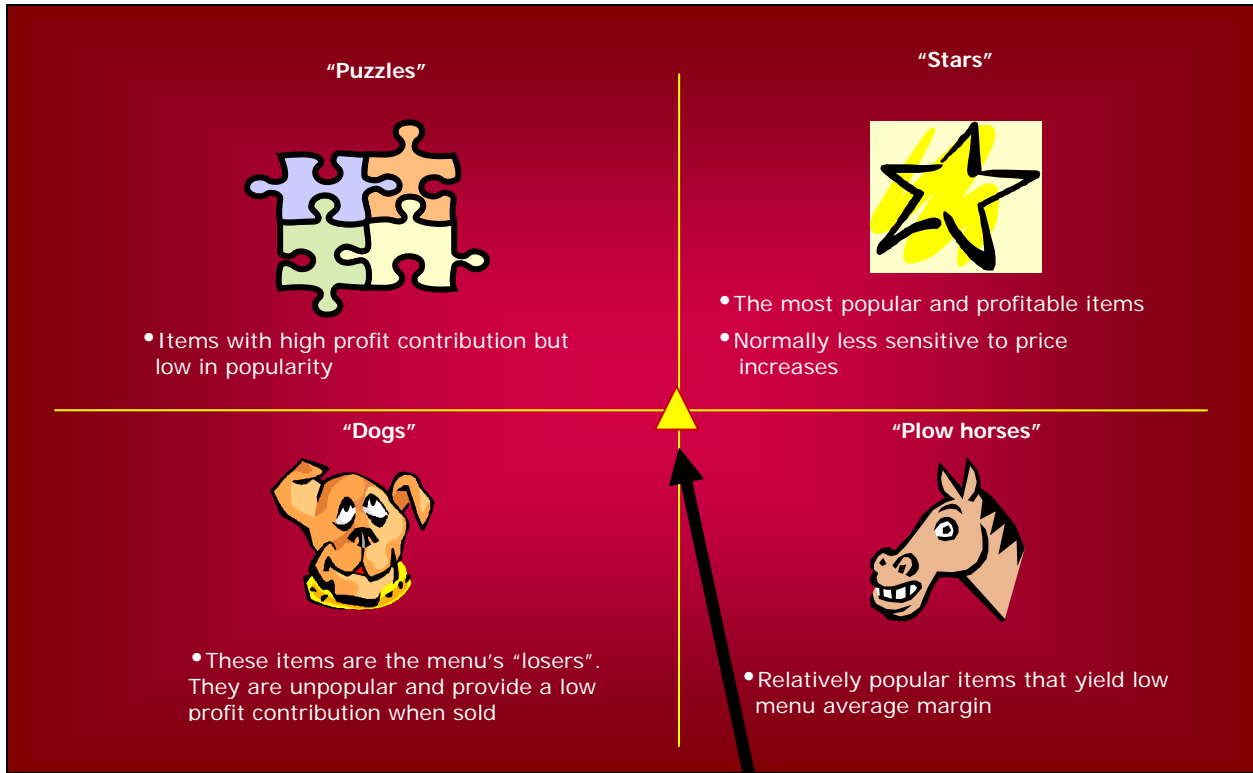


Menu Development Toolkit

METHODOLOGY

The Matrix



Intersection is the point where the calculated menu mix percentage (X axis) and average dollar profit contribution meet (Y axis)