

Menu Development Toolkit

DESSERTS - *SAMPLE

Category	Items	Retail Price	% Cost	\$ Cost	Margin	# of Items Sold	MM% (Menu Mix)
Desserts						3,199	
	Cherries Jubilee Cake	\$ 3.95	33.2%	\$ 1.31	\$ 2.64	532	7.71%
	Strawberry Cheesecake	\$ 4.45	34.6%	\$ 1.54	\$ 2.91	1,103	15.99%
	Apple Crunch Pie	\$ 3.45	22.6%	\$ 0.78	\$ 2.67	235	3.41%
	Apple Crunch Pie Ala Mode	\$ 3.95	26.6%	\$ 1.05	\$ 2.90	722	10.47%
	Fudge Brownie Delight	\$ 3.95	30.4%	\$ 1.20	\$ 2.75	2,485	36.02%
	Special Dessert	\$ 4.50	44.0%	\$ 1.98	\$ 2.52	1,821	26.40%
	AVERAGE	\$ 4.04	31.89%	\$ 1.31	\$ 2.73	1,150	16.67%

* Actual Spreadsheet will be provided on CD