

MENU ENGINEERING WORKBOOK

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Date Prepared:

Apr 20, 2018

Period Covered:

Jan-Mar 2018

A	B	C	D	E	F	G	H	L	P	R	S
Menu Item Name ITEM	Number Sold	Popularity %	Item Food Cost	Item Sell Price	Item Profit (E-D)	Total Cost (D*B)	Total Revenue (E*B)	Total Profit (H-G)	Profit Category	Popularity Category	Menu Item Class
Item # 1	1000	6.5%	\$1.25	\$4.50	\$3.25	\$1,250.00	\$4,500.00	\$3,250.00	Low	High	Workhorse
Item # 2	500	3.3%	\$1.50	\$6.00	\$4.50	\$750.00	\$3,000.00	\$2,250.00	High	Low	Challenge
Item # 3	250	1.6%	\$2.00	\$5.00	\$3.00	\$500.00	\$1,250.00	\$750.00	Low	Low	Dog
Item # 4	1700	11.1%	\$2.50	\$6.75	\$4.25	\$4,250.00	\$11,475.00	\$7,225.00	High	High	Star
Item # 5	600	3.9%	\$3.25	\$7.00	\$3.75	\$1,950.00	\$4,200.00	\$2,250.00	Low	High	Workhorse
Item # 6	1250	8.2%	\$4.00	\$5.00	\$1.00	\$5,000.00	\$6,250.00	\$1,250.00	Low	High	Workhorse
Item # 7	900	5.9%	\$2.00	\$6.50	\$4.50	\$1,800.00	\$5,850.00	\$4,050.00	High	High	Star
Item # 8	1375	9.0%	\$1.50	\$5.00	\$3.50	\$2,062.50	\$6,875.00	\$4,812.50	Low	High	Workhorse
Item # 9	600	3.9%	\$1.60	\$6.00	\$4.40	\$960.00	\$3,600.00	\$2,640.00	High	High	Star
Item # 10	1100	7.2%	\$0.95	\$5.00	\$4.05	\$1,045.00	\$5,500.00	\$4,455.00	High	High	Star
Item # 11	250	1.6%	\$2.00	\$4.50	\$2.50	\$500.00	\$1,125.00	\$625.00	Low	Low	Dog
Item # 12	350	2.3%	\$1.60	\$5.00	\$3.40	\$560.00	\$1,750.00	\$1,190.00	Low	Low	Dog
Item # 13	750	4.9%	\$1.10	\$4.00	\$2.90	\$825.00	\$3,000.00	\$2,175.00	Low	High	Workhorse
Item # 14	900	5.9%	\$2.25	\$7.00	\$4.75	\$2,025.00	\$6,300.00	\$4,275.00	High	High	Star
Item # 15	1400	9.1%	\$1.95	\$6.50	\$4.55	\$2,730.00	\$9,100.00	\$6,370.00	High	High	Star
Item # 16	250	1.6%	\$1.95	\$6.75	\$4.80	\$487.50	\$1,687.50	\$1,200.00	High	Low	Challenge
Item # 17	1200	7.8%	\$2.30	\$7.50	\$5.20	\$2,760.00	\$9,000.00	\$6,240.00	High	High	Star
Item #18	950	6.2%	\$2.00	\$6.50	\$4.50	\$1,900.00	\$6,175.00	\$4,275.00	High	High	Star

	N	
Total	15325	100.0%

I	J	M
\$31,355.00	\$90,637.50	\$59,282.50

K = I / J
34.6%
Food Cost %

O = M / N
\$3.87
Ave Item Profit

Q = (100% / Items) * (70%)
3.9%
Menu Popularity Factor

