

# TOP 10

## MENUBOARD BEST PRACTICES

\*Based on King-Casey's decades of work with leading restaurant brands as well as the results of this survey with SeeLevel HX

### RESEARCH

Conduct attitude and usage research to determine how customers perceive and use your menu.

### ASSESS

Undertake a TURF analysis to assess which combination of products, services and pricing will allow you to appeal to the greatest number of customers.

### DEVELOP

Develop a menu strategy that prioritizes menu items based on their contribution to your business objectives.

### PRIORITIZE

Give prominence to your most profitable products in the "hot spots" of the menuboard – the places where customers tend to look first.

### ANALYZE

Conduct a space-to-sales analysis to determine the amount and prominence of space given to specific menu categories and items.

### RANK

Rank current and new products by sales, margin and operational complexity.

### CLARIFY

Clarity is king! Too much information can be a negative.

### LIMIT

Limit combos offerings to no more than 8-10 (see #6).

### TEST

Use quantitative research to virtually test alternative menuboard strategies to determine the best strategy.

Then test the "winning" strategy in actual stores.

### SUPPORT

Use "staged messaging" to support the menuboard and influence desirable sales.