

The best restaurant menus are planned & deliberate. It's about more than just words and photos. Master these 9 secrets and you'll have a menu dressed to impress all of your guests.

Your menu is the only communication with your guests that 100% of them will se but you have less than 2 minutes to say all you need to say... so focus your words here.

Limit Options

The best restaurant menus account for the theory of "paradox of choice" - the more options we have, the more anxiety we feel.

What's the golden number?

Seven options per food category, at max, belong on your menu (7 appetizers, 7 entrees, 7 desserts.).

Ditch The Dollar Signs

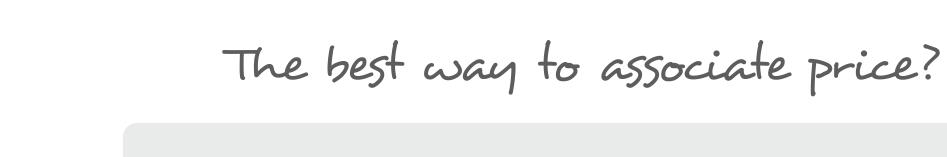
The Center for Hospitality Research found that people spend significantly more at restaurants where

menus do not include dollar signs \$\$. It's not that you want to mislead your guests, but you certainly don't

want to throw dollar signs in the air like you just don't care. Getting rid of dollar signs removes the "pain point" of the cost of a

menu item.

Instead of \$15.00 for that pasta dish, you're better off listing it as 15.00, or even just 15.



DON'T add dotted lines from the item to the price. Instead, "nest" the price discretely after the description in a way that guests glide right over it.

Adding it to a column like often done with dotted lines draws attention to it regardless of the dollar sign.

White spaces

When a menu is jam packed with a ton of lengthy descriptions, your guests' guests are drawn to the white spaces. This is a good thing for you.

Items with the largest profit margins deserve their own space based on this psychology.

Color The Imagination 7

The colors on your menu have an impact on what your guests order.

Have you ever wondered why so many restaurant menus utilize red and yellow? Red stimulates appetite and yellow draws our attention.

The Golden Triangle 9

If you drew a heat map on any restaurant menu you would find similar eye movements

Guests move from the middle of the page to the top right corner and end on the top left (like a triangle.)

With that in mind, these areas, your triangle tips, need to have the dishes with the highest profit margin.

-Don't (Over) Use Photos

One photo next to a menu item increases sales by 30%.

With that in mind, there is no reason **NOT** to use photos for as many menu items as Lesign & space allows, as long as you are being thoughtful about it.

Too much of a good thing can have the adverse effect so be sure to use this secret with the other 8.

A good rule of thumb? One photo per page.

Tell A Story

The one thing that resonates with everyone is a good story.

Perhaps you're playing on nostalgia (mom's spaghetti) or your romancing your guests' senses with a description of the preparation of the garlic chicken.

Here's the bottom line: Longer menu descriptions sell more food - 30% more food. The more you describe it to a guest, the less they have to think about it

Use this to your advantage:

Most menus have a similar layout for descriptions. Make your menu items with the highest profit margin or repeat guest count stand out with longer descriptions to capture attention faster.

10 Wandering Eyes

Use of white space brings us right to where your guests eyes wander. Supermarkets and retail stores are great at putting their most profitable items at eye level, and the same can be done with your restaurant

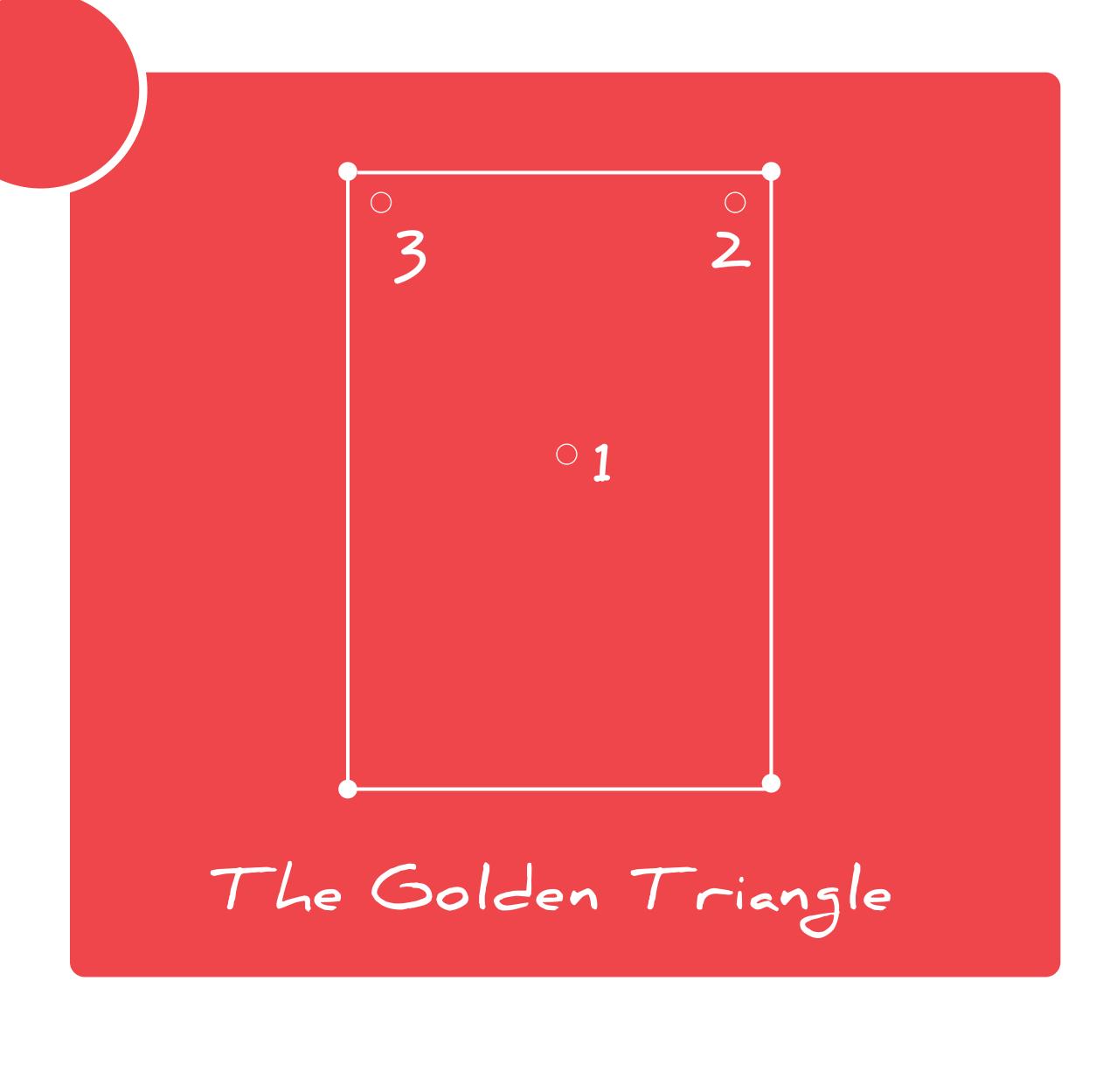
Where are your guests' eyes wandering? The upper right corner.

8 Decoy Dishes

Did you know guests subconsciously order the top 2 menu items more than any other item?

Perspective is everything.

If guests are paying attention to the top, one trick is to include a real expensive menu item there so that everything else feels reasonable. That 75\$ steak seems more reasonable when the first item you saw was a \$300 lobster dinner.



Don't Make These Mistakes...

"This menu is as big as this table." Your menu size should take

"I can't read the text."

small, too light or a page that doesn't

display the text best. You don't want your guests feeling like they need to use the camera on their iPhones to magnify the menu.



"Did you see how much that steak costs?" When you overemphasize price and make it the

those awesome descriptions that make their mouths water.

DO YOU KNOW IF YOUR MENU BRINGS GUESTS BACK?

Swipely is the only virtual management assistant serving real-time guidance to help you exceed guest expectations.

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