

RESTAURANT

MENU ENGINEERING

WORKSHEET



Turn your menu into a profit engine.

Use this worksheet to optimize your menu using proven engineering principles that drive more revenue from the items you already offer.

1. Quick Menu Snapshot: Where Are You Now?



Answer the questions below to assess your current menu strategy.

QUESTION	NO	YES	1 = Not at all, 5 = Absolutely				
Do you know your top 10 best-selling items by profit?	<input type="radio"/>	<input type="radio"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Do you know your top 10 by popularity , regardless of profit?	<input type="radio"/>	<input type="radio"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Are your high-margin items promoted or called out visually?	<input type="radio"/>	<input type="radio"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Is your menu too large or hard to navigate?	<input type="radio"/>	<input type="radio"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Are you using data from POS, loyalty, or online ordering to inform your menu decisions?	<input type="radio"/>	<input type="radio"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>

Total # of Menu Items: %

Average Menu Item Profit Margin: %

2. Classify Your Items: Menu Engineering Grid



Use this table to categorize key items into four performance buckets.

ITEM NAME	PROFIT (High/Low)	POPULARITY (High/Low)	CATEGORY	NOTES/IDEAS

CATEGORY KEY:

Performers = High Profit, High Popularity

Hidden Gems = High Profit, Low Popularity

Spark Plugs = Low Profit, High Popularity

Underperformers = Low Profit, Low Popularity



Tip: Use POS or Paytronix-powered insights to generate this automatically.

3. Strategic Actions by Category



Use this guide to decide what to do with each type of menu item.

A – PRIORITY PROFIT DRIVERS (Performers & Hidden Gems)	B – MEDIUM-TOUCH ADJUSTMENTS (Sparkplugs)	C – LOW-IMPACT OR REMOVE (Underperformers)
<input type="radio"/> Promote visually on menus and mobile apps	<input type="radio"/> Reduce portion cost or upsell with add-ons	<input type="radio"/> Remove or archive in digital-only format
<input type="radio"/> Bundle with drinks or sides for higher ticket	<input type="radio"/> Adjust pricing or ingredients	<input type="radio"/> Run final promotion to phase out
<input type="radio"/> Train staff to upsell	<input type="radio"/> Explore new prep or presentation	<input type="radio"/> Eliminate if not essential to brand
<input type="radio"/> Feature in loyalty campaigns and online ordering	<input type="radio"/> Rename or reposition in menu layout	<input type="radio"/> Substitute with more profitable alternative
<input type="radio"/> Use in social media or limited-time offers	<input type="radio"/> Track loyalty performance to guide edits	<input type="radio"/> Consolidate ingredients with other dishes



Add owners and due dates as needed for execution tracking.

4. Menu Makeover Tracker



Choose 3–5 strategic changes to make this month.

CHANGE	TYPE (Add, Remove, Highlight, Reprice)	OWNER	LAUNCH DATE	RESULT TARGET

OPTIONAL ACTION:

“Which single dish might be costing you the most margin right now?”

6. Need a Menu Built to Sell?



Want a menu that adapts to your guests, promotes your top items, and boosts profit automatically?

DISCOVER HOW OUR SUITE OF TOOLS HELPS YOU:



Use Order Experience Builder

to feature high-margin items in every ordering channel.



Boost Visibility of Best Items

across mobile, contactless, and digital menus.



Deliver Contactless Experiences

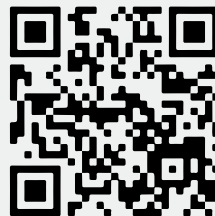
that are smart, guest-friendly and adapt in real time.



Tie In Menu Data

to upsells, loyalty, and repeat guest behavior for long-term profit growth.

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617-649-3300, ext: 3