Menu Profitability: Costing Tools & Tips to Maximize Your Menu

Presented by: Illinois Restaurant Association and Sysco, Chicago in conjunction with Cook County Board President Toni Preckwinkle and the Cook County Community Recovery Initiative including partners Illinois Business Immigration Coalition and National Partnership for New Americans.

July 9, 2020

Para escuchar en español, use el botón Interpretación.
Opening Remarks

Cook Country Board President
Toni Preckwinkle

Para escuchar en español, use el botón Interpretación.
Panelists

Becky Fleming  
Senior Manager, Business Resources  
Sysco

Dan Cook  
Director of Business Resources  
Sysco Chicago
Think About Your Menu

IN ONE WORD, HOW WOULD YOU SAY YOUR MENU IS CURRENTLY WORKING FOR YOU?

WHEN WAS THE LAST TIME YOU REVIEWED YOUR MENU & SALES ITEMS TO IDENTIFY YOUR MOST POPULAR & YOUR MOST PROFITABLE?
3 Simple Steps to Menu Success!

* **Recipe** for Success
* **Engineered** for Success
* **Designed** for Success
### Quesadilla Rey

**Recipe for success**

<table>
<thead>
<tr>
<th>INGREDIENT COST</th>
<th>% COST PER SERVING</th>
<th>PROFIT PER SERVING</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3.51 per serving</td>
<td>32.05%</td>
<td>$7.44</td>
</tr>
<tr>
<td>$3.51 per recipe</td>
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</table>

<table>
<thead>
<tr>
<th>SUGGESTED PRICE PER SERVING</th>
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</thead>
<tbody>
<tr>
<td>$10.95</td>
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</table>

<table>
<thead>
<tr>
<th>PREP TIME</th>
<th>COOK TIME</th>
<th>SERVINGS</th>
<th>USED ON</th>
</tr>
</thead>
<tbody>
<tr>
<td>-- min</td>
<td>-- min</td>
<td>1 per recipe</td>
<td>5 menus</td>
</tr>
</tbody>
</table>

**Ingredients**

**Directions**

**Last modified by syscostudio.test5 on Jan 16 2020 in Salad**

**Add a suggested menu description**

**Action**
Recipe for success

**Quesadilla Rey**

**INGREDIENTS**

<table>
<thead>
<tr>
<th>INGREDIENTS</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>WRAP TORTILLA FLOUR 12</td>
<td>1.00 units</td>
</tr>
<tr>
<td>CHEESE CHDR SHRP FTWR SHRD YEL</td>
<td>6.00 oz</td>
</tr>
<tr>
<td>CHICKEN BRST IFZ MARIN ZIPLOC</td>
<td>4.00 oz</td>
</tr>
<tr>
<td>TOMATO 2 LAYER FRESH 4X5</td>
<td>.50 ct</td>
</tr>
<tr>
<td>ONION WHITE JIMBO FISH</td>
<td>.50 oz</td>
</tr>
<tr>
<td>PEPPER JALAPENO FRESH</td>
<td>.50 oz</td>
</tr>
<tr>
<td>CILANTRO FRESH MICRO</td>
<td>1.00 g</td>
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</tbody>
</table>

**DIRECTIONS**

1. Prep ingredients
2. Place tortilla on the grill
3. Put shredded cheese on top of tortilla and fold tortilla over to cover the cheese
4. Add direction

**PREP** | **COOK** | **SERVINGS**
----------|----------|---------------
--        | --       | 1            
ENGINEERED FOR SUCCESS

Placing items on your menu based on profitability and popularity.

**Appetizers Star Chart**

- **PLOWHORSES**: Sell well, but don't do as well in profit margin. Can you make these items more profitable by increasing price or decreasing cost?
- **DOGS**: Don't produce for you at all. Do you need these items on your menu?
- **STARS**: Sell well and they bring the highest gross profit margin. Emphasize your Stars on your menu.
- **PUZZLES**: Don't sell as well as you'd like, but when they do, the profit margin is above average. Look for ways to sell more of these items.
### Table Tent Menu_022819: "What If" Profit Calculator

Dabble with various scenarios. What happens when you change an item’s price, or increase its sales? Find out!

Based on your last month of sales history, Jun 2020.

<table>
<thead>
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<tbody>
<tr>
<td></td>
<td>$11.2</td>
<td>$3.36</td>
<td>30%</td>
<td>$7.84</td>
<td>390</td>
<td>$3,318.5</td>
<td>$35,822.00</td>
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</table>

**Try a Scenario**

- Adjust prices to match suggested food cost %
  - 30%
  - **Adjust Prices**

- Increases prices by
  - 0%
  - Increase Prices

- Increase sales volume by
  - 0%
  - Increase Volume
Antipasto
- Antipasto Platter
- Bruschetta
- Calamari
- Caprese Salad
- Eggplant Parmesan
- Mozzarella Sticks
- Mixed Olives
- Shrimp Cocktail

Sandwiches
- BLT
- Club Sandwich
- Grilled Chicken Sandwich
- Grilled Cheese
- Ham and Cheese
- Turkey and Cheese

Bowls
- Chicken Alfredo
- Fajitas
- Pasta Carbonara
- Spaghetti Carbonara

Breads
- Artisanal Bread
- Baguette
- Bagel
- Ciabatta
- Focaccia
- French Bread
- Pretzel Rolls
- Sourdough Bread

Salads
- Caesar Salad
- Caprese Salad
- Greek Salad
- House Salad
- Greek Salad

Stuffed Mushrooms
- Stuffed Mushrooms

Eggs
- Poached Eggs
- Scrambled Eggs
- Sunny-Side Up Eggs
- Hard-Boiled Eggs

Sausages
- Breakfast Sausage
- Bratwurst
- Italian Sausage
- Sausage Links

Cheese
- American Cheese
- Cheddar Cheese
- Swiss Cheese
- Mozzarella Cheese
- Provolone Cheese
- Feta Cheese

Meats
- Beef
- Chicken
- Pork
- Turkey

Pasta
- Alfredo
- Carbonara
- Fettuccine
- Linguini
- Penne
- Pasta
- Spaghetti

Sides
- French Fries
- Garlic Fries
- Mashed Potatoes
- Coleslaw
- Macaroni and Cheese

Drinks
- Beer
- Wine
- Soft Drinks
- Water

Desserts
- Cheesecake
- Chocolate Cake
- Cookies
- Cupcakes
- Ice Cream
- Pie
- Pudding

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NUTBELLY PIZZERIA & DELI
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Designed for success

• Your Menu is your #1 Marketing Tool!
• Make a positive first impression with your guests
• Subtle changes and nuances in design can attract and engage customers
• Drive them to the profitable items!

PASTA SPECIALS
RICH FARMER
Rich Pasta
- Spaghetti
- Penne
- Ziti
- Linguini
- Fettuccine

SPAGHETTI B MEATBALLS
HOMEMADE MARINARA, FRESH HERBS, AND FRESH PASTA

HOUSE CHICKEN ALFREDO
Grilled Chicken with Alfredo sauce and mozzarella cheese

CHICKEN BRACIOLE ALFREDO
Sautéed chicken breast wrapped in prosciutto and stuffed with mozzarella cheese

MIXED SALADS
- Caesar Salad
- Greek Salad
- House Salad

STUFFED MUSHROOMS
- Stuffed Mushrooms

EGGS
- Poached Eggs
- Scrambled Eggs
- Sunny-Side Up Eggs
- Hard-Boiled Eggs

MEATボール
- Beef
- Chicken
- Pork
- Turkey

PASTA
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DRINKS
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DESSERTS
- Cheesecake
- Chocolate Cake
- Cookies
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- Ice Cream
- Pie
- Pudding

STOCK UP ON SYSCO ® Product with our Syco Success Tool!
with design elements!
RESTAURANT RESOURCES
Covid-19 Resource Center
Now more than ever, foodservice businesses must take extra precautions to keep customers and staff safe during the COVID-19 pandemic.

RESTAURANT RESOURCES
Snapback
Sysco is here to help you prepare to reopen for service as we navigate through the new landscape of foodservice business operations.

RESTAURANT RESOURCES
Pop Up Shop
Transform part of your restaurant dining area into a pop up shop where your customers can shop for essential pantry items, while getting their meals to-go.

RESTAURANT RESOURCES
Customer Testimonials
Customer Success Stories & Testimonials

WWW.SYSCOFOODIE.COM
Our Concierge Service available to all customers

For more information:
Dan Cook
Director of Business Resources, Sysco Chicago

Call: 847-699-5473
Email: Cook.Daniel@chi.sysco.com
Q&A

Thank you!