

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 County
Board President
Toni Preckwinkle



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ILLINOIS



RESTAURANT
ASSOCIATION

IllinoisRestaurants.org

Cook County **Community
Recovery
Initiative**



Rapid relief loans, technical assistance and outreach
for small businesses and gig workers.

CookCountyIl.gov/Recovery



Para escuchar en español, use el botón Interpretación.



Panelists



Becky Fleming
*Senior Manager,
Business Resources*

Sysco



Dan Cook
*Director of
Business Resources*

Sysco Chicago

RESTAURANT REIMAGINED

SYSKO TOOLS & RESOURCES



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?





MENU MIX



PROFITABILITY



PORTABILITY



POPULARITY



PREPARATION



3 Simple Steps to Menu Success!

- * **Recipe** for Success
- * **Engineered** for Success
- * **Designed** for Success



Ingredients Directions

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

Quesadilla Rey ✎

Add a suggested menu description

ACTIONS ▾

SUGGESTED PRICE
PER SERVING

\$10.95

INGREDIENT COST

\$3.51 per serving
\$3.51 per recipe

% COST
PER SERVING

32.05%

PROFIT
PER SERVING

\$7.44

PREP TIME

-- min

COOK TIME

-- min

SERVINGS

1 per recipe

USED ON

5 menus

SEARCH INGREDIENTS

or, Add a New Custom Ingredient



My Recipes » Quesadilla Rey



Quesadilla Rey

PREP --- min | COOK --- min | SERVINGS 1

INGREDIENTS

WRAP TORTILLA FLOUR 12	1.00 units
CHEESE CHDR SHRP FTNR SHRD YEL	6.00 oz
CHICKEN BRST IFZ MARN ZIPLOC	4.00 oz
TOMATO 2 LAYER FRESH 4X5	.50 ct
ONION WHITE JMBO FRSH	.50 oz
PEPPER JALAPENO FRESH	.50 oz
CILANTRO FRESH MICRO	1.00 g

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

ACTIONS ▾

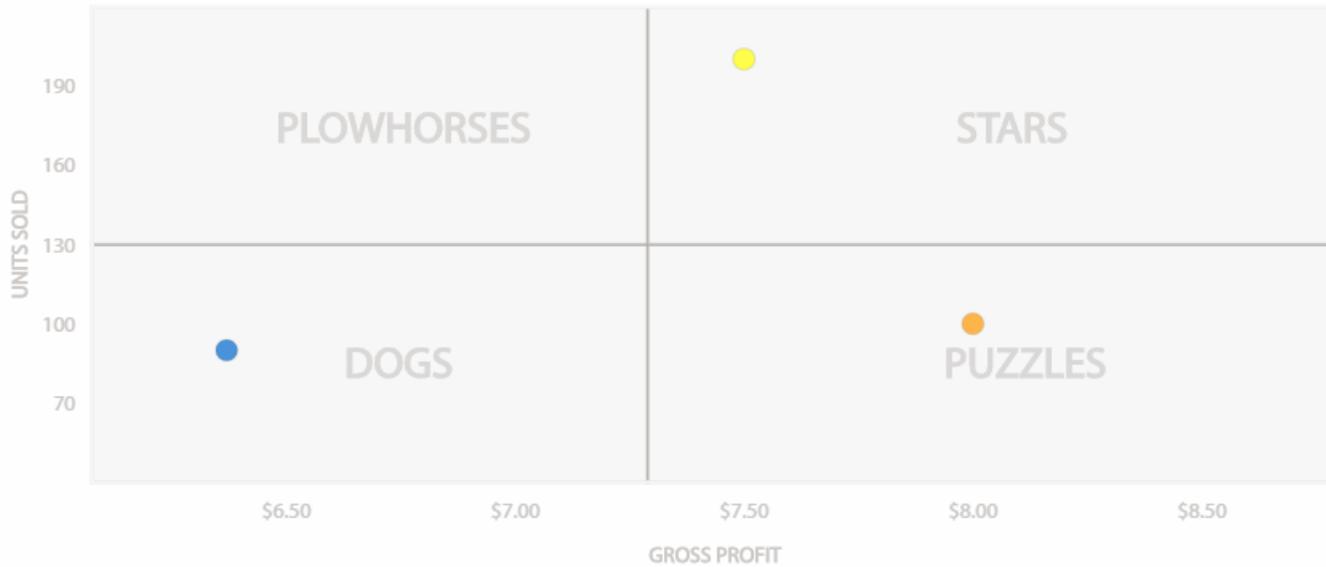
- Duplicate
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PROFIT PER SERVING \$7.44

USED ON 5 menus



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.

	AVG MENU PRICE	AVG FOOD COST \$	AVG FOOD COST %	AVG ITEM PROFIT	MONTHLY UNITS SOLD	MONTHLY PROFIT	ANNUAL PROFIT
	\$31.39 +3.2	\$4.42 —	25% -10%	\$26.97 +3.2	540 —	\$17,568.5 +445.2	\$210,822.00 +5,342.4
Appetizers (3)	\$11.2 +0.55	\$3.36 —	30% -1%	\$7.84 +0.55	390 —	\$3,318.5 +445.2	\$39,822.00 +5,342.4
ITEM	MENU PRICE	FOOD COST \$	FOOD COST %	ITEM PROFIT	MONTHLY UNITS SOLD	MONTHLY PROFIT	ANNUAL PROFIT
salad 2	\$6.67 -3.33	\$2.00 —	30% +10%	\$4.67 -3.33	100 —	\$467.00 -333.00	\$5,604.00 -3,996.00
salad 4	\$15.00 +3.00	\$4.5 —	30% -8%	\$10.5 +3.00	200 —	\$2,100.00 +600.00	\$25,200.00 +7,200.00
Salad 1	\$11.93 +1.98	\$3.58 —	31% -6%	\$8.35 +1.98	90 —	\$751.5 +178.2	\$9,018.00 +2,138.4

Clear Changes

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





805 684-3354

SALADS

ANTIPIASTO

Diced Genoa salami, black forest ham, feta cheese, smoked gouda, a mix of marinated roasted red peppers, kalamata olives, green olives & homemade garlic crostini. Topped with parmesan cheese. - 9.5

MEDITERRANEAN

Romaine, spinach, sun-dried tomatoes, feta cheese, black olives, fresh basil with balsamic vinaigrette. Topped with parmesan cheese. - 9

NUTBELLY

Romaine lettuce, tomatoes, red onions, black olives, & toasted pumpkin seeds. Topped with fresh herb mix & parmesan cheese. - 8.5

WARM SPINACH SALAD

Tossed with homemade warm caramelized onion vinaigrette. Topped with sesame seeds, goat cheese & balsamic portobella mushrooms. - 9.5

COLO SPINACH SALAD

Tossed with Italian dressing topped with caramelized walnuts, roma tomatoes, cranberries, goat cheese & balsamic portobella mushrooms. - 9.5

CAESAR

Romaine lettuce tossed with Caesar Dressing, homemade croutons and topped with parmesan. - 7

HOMEMADE DRESSINGS

Ranch, Italian, Caesar, Bleu Cheese, Fig Balsamic Vinaigrette.

SALAD ADDITIONS

Grilled Chicken 3.50 • Avocado 1.50 • Sweet Caramelized Walnuts 1.00

PASTA SPECIALS

Dinner Only

RICH FARMER

Fettuccini, Spinach, Tomatoes, Zucchini, and Garlic sautéed with white wine, butter and olive oil. Topped with fresh Parmesan & Basil. - 15

SOPHIA

Fettuccini, Creamy Pesto, Portobella Mushrooms, Crimini Mushrooms, Goat Cheese & Fresh Basil. - 15

NUTBELLY

Fettuccini, Sun-dried Tomato Pesto, Zucchini, Onions, Lemon, Fresh Parmesan & Basil. - 15

SPAGHETTI & MEATBALLS

Homemade Meatballs, Fresh Marinara, and Parmesan. - 14

HOUSE CHICKEN ALFREDO

Served with Spinach, mushrooms and garlic - 15

CHICKEN BROCCOLI ALFREDO

Just like it sounds - 15

KID'S PASTA

Tossed with butter, topped with parmesan cheese. - 5

Add grilled chicken to any pasta dish - 3.50

Add homemade meatballs - 3 each

STARTERS

GARLIC CHIPS

Our fresh pizza dough baked with olive, fresh garlic & cheese, topped with fresh cilantro. - 7

BUFFALO CHIPS

Our fresh pizza dough baked with a hot sauce base, smoked gouda & mozzarella, chicken, tomato & cilantro. - 8

HUMMUS

Homemade garlic crostini with homemade miso hummus! - 7

TOMATO BRUSCHETTA

Served on homemade crostini, drizzled with balsamic glaze. - 8.5

PESTO CHIPS

Our fresh pizza dough baked with olive oil, pesto & cheese, topped with fresh basil. - 7

SANDWICHES

Carpenter Style... Build your own!

Served for lunch until 4 PM

BREADS

Daily Fresh Baked Bread Parmesan Oregano, Garlic, Pesto Fresh Wheat, French White

MEATS

Roast Beef, Genoa Salami Roasted Turkey, Black Forest Ham

CHEESE

Cheddar, Swiss, Monterey Jack, Provolone, Ricotta Smoked Gouda (1.50 extra), Goat Cheese (1.50 extra), Feta (1.50 extra)

THE FIXINGS'

Mayo, Lettuce, Tomato, Onions, Pepperoncini, Pickles

DRIZZLES

Herbed Vinaigrette, Roasted Red Pepper Sauce, Balsamic Fig

SPREADS - MUSTARDS

Dijon, Spicy Brown, Yellow Mustard, Sweet & Spicy, Pesto Mayo, Mayo

MEATBALL

Meatballs with provolone and fresh marinara sauce on your choice of our homemade bread. - 11.50

ITALIAN CUT

Provolone, salami, ham, lettuce, tomato and Italian drizzle on your choice of our homemade bread. - 11.50

WRAPS

TURKEY

Bacon, avocado, tomato, ranch, pesto mayo & lettuce. - 11.5

BUFFALO CHICKEN

Avocado, lettuce, tomato and ranch. - 11.5

EXTRAS

Applewood Smoked Bacon 2.00 • Extra Meat 2.00 • Hummus 1.50 • Avocado 1.50 • Cheese 1.00

TURN ANY SANDWICH INTO A WRAP!



PIZZA - CLASSIC PIES

CLASSIC CHEESE

Homemade tomato sauce & mozzarella!

HAWAIIAN

Black forest ham & pineapple.

MARGARITA

Tomatoes & fresh garlic. Topped with fresh basil.

COMBO

Pepperoni, mushrooms, Italian sausage, bell peppers, red onions & black olives.

PIZZA - GOURMET PIES

NUTBELLY

Nutbelly's famous sun dried tomato pesto, zucchini, artichoke hearts, red onions, sunflower seeds and parmesan cheese.

RINDON SPECIAL

Spinach, mushrooms, roasted red peppers, caramelized onions, applewood smokedbacon and roasted chicken, on a parmesan white cream sauce.

PURPLE LOVE

Garlic roasted eggplant, goat cheese and garlic on a savory meat marinara sauce topped with fresh basil.

HADLE

Black forest ham, pineapple & red onions drizzled with roasted red pepper sauce and fresh cilantro.

805 BBQ

Red onions & chicken on our homemade sweet and spicy BBQ sauce, topped with fresh cilantro.

VEGETARIANA

Spinach, mushrooms, red onions, tomatoes, black olives & artichoke hearts, topped with fresh herbs.

GREEK

Spinach, feta cheese, garlic, black olives & sun dried tomatoes.

BESTO PESTO

Pesto sauce, tomatoes & fresh garlic, topped with fresh basil.

CARNIVORE

Pepperoni, Italian sausage, applewood smoked bacon & homemade meatballs

NO SUBSTITUTIONS PLEASE. 1/2 & 1/2 ON 16" ONLY

BEER

DRAFT BEER - \$3.00 PINT

Island Brewing Company "Blonde 4.8%
Island Brewing Company "Avocado Honey Ale 4.8%
Bear Republic "Racer 5 IPA 7.5%
Figueras Mountain "Davy Brown Ale 6.0%
Figueras Mountain "Hoppy Piggy IPA 6.5%
Lost Coast Brewing Company "Great White 4.9%
Firestone "805 Honey Blonde 4.7%
Pizza Pizz "Chronicle Amber Ale 4.9%

BOTTLED BEER & CIDER

IMPORTS - \$3.00

Stella Artois
Corona
Dulles
Pal (non-alcoholic)
DOMESTICS - \$2.75
Budweiser
Bud Light
Coors Light
Bard's Gluten Free Beer 5.00
Anthem "Cherry Cider 5.00 12oz
Wandering Angus "Wanderlust Cider 9.00 16.9 oz

WINE LIST

ALMA ROSA, PINDY GRIS, SANTA BARBARA COUNTY

A great contrast between dry and refreshing, that hint of cool ocean air, flowers and minerals, snappy and clean. Food-wise it'll be happy with almost anything. - Glass 9 Bottle 27

ALAMOS, CHARDONNAY, MENDOZA, ARGENTINA

This Chardonnay shows a straw-yellow color with light shades of green. The nose offers ripe tropical fruit aromas with citrus and floral notes. The mouth feel is full and rich, with concentrated ripe pear and fig mingled with vanilla and sweet spice oak flavors. Glass 7 Bottle 21

BRANDER, SAUVIGNON BLANC, SANTA YNEZ VALLEY

The taste and mouth feel are of both mild spice and ruby grapefruit with a long lingering finish. Crisp and dry with floral aromas. This wine has true varietal expressions! - Split 15

AU BON CLIMAT, CHARDONNAY, SANTA BARBARA COUNTY

Reglete with flavors of ripe tropical fruits, creamy hazelnut and vanilla oak Split 15

CANELLA, PROSECCO, ITALY GLASS 8

BUILD YOUR OWN!

REAL CARPENTERS ... BUILD THEIR OWN!

BASIC CLASSIC CHEESE ...

1.25 per topping (small) | 2.00 per topping (large) *1.00 extra

PIZZAS

SAUCES

Marinara
Meat Marinara
Sun-dried Tomato Pesto
Cream Sauce
Pesto

CHEESES

Mozzarella
Ricotta
Smoked Gouda
Feta
Goat Cheese
Daiya Vegan Cheese**

MEATS

Pepperoni
Genoa Salami
Black Forest Ham
Fresh Baked Italian Sausage
Homemade Meatball
Applewood Smoked Bacon
Roasted Chicken
Anchovies

VEGGIES

Tomatoes
Spinach
Mushrooms
Red Onions
Caramelized Onions
Bell Peppers
Pineapple
Roasted Red Bell Peppers
Black Olives
Zucchini
Artichoke Hearts
Fresh Jalapeño
Capers
Fresh Garlic
Sun-dried Tomatoes
Sunflower Seeds
Pumpkin Seeds

CALZONES

BUILD YOUR OWN!

Mozzarella, Ricotta and Marinara. Choose any Pizza Toppings. Same price as 10" Pizza.

ALSO AVAILABLE

14" Gluten Free Pizza Crust (same price as 16" pizzas) Daiya Vegan Cheese** (2 on small, 3 on large)

CONSCIENCE, SYRAH, SANTA BARBARA COUNTY

A touch of Zinfandel. Petite Syrah and Grenache help showcase a beautifully balanced wine with rich berry flavors, chocolate tannins and a light smokiness. Glass 9 Bottle 27

PARKER STATION, PINDY NOIR, CALIFORNIA

On the nose, aromas of cherry, strawberry, earth forest floor, cinnamon and vanilla can be detected. This Pindy Noir has a lively acidity and combines flavors of bright cherry, cranberry, and strawberry and vanilla on the palate. Glass 9 Bottle 24

J. LOHR, CABERNET SAUVIGNON, PASO ROBLES

A particularly dense vintage, this wine is red-purple in color with a bright hue. Aromas of black currant, plum and black cherries are lifted by a bouquet of vanilla, toasted pastry and from a year of barrel aging! Split 15

PEACHY CANYON, ZINFANDEL "INCREDIBLE RED", PASO ROBLES

Hints of chocolate, coffee, sweet oak and mild spices make up the aromatic notes along with different berry fruits. This wine is well balanced making it an excellent wine to enjoy by itself or to pair with an assortment of different foods! Bottle 20

Bring your
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SYSCO FOODIE



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



Sysco Marketing Services

Our Concierge Service available to all customers

For more information:

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Director of Business Resources, Sysco Chicago

Call: 847-699-5473

Email:

Cook.Daniel@chi.sysco.com



#foodservicestrong

Sysco Marketing Services is here to help you reimagine your business with the steps for a successful **Snap-Back!**

As you move forward with reopening or expanding your services, it's important that you strategize your snap-back plan. This includes current safety and social standards, the power of an online and social media presence, and the creativity and resilience of your team!

Our team of associates is available to assist you.

- Understand your local, state, and federal guidelines
- Communicate with your customers
- Streamline your business – smarter, faster, better!
- Rethink your business and expand your services
- Reconfigure your space and implement social distancing measures
- Connect with our service partners to setup a website, online ordering, and delivery services
- Gain access to helpful tools, such as Sysco | Studio

Let's partner to create your menus and marketing.

- Limited menus for dine-in, carryout, and delivery
- Pop Up Shop menus and marketing
- Banners and signage to promote your safety and sanitation protocol
- Customer promotions and social media messaging

For our concierge service, call 1-800-380-6348 or email info@syscomenuservices.com



Q&A

Thank you!

