

ME NU

DESIGN TIPS

TIP 1

Limit menus to a single page, if possible. More than that can be overwhelming for guests without adding significant value. 10

TIP 2

Keep menu categories simple and straightforward: organize by appetizers or starters, entrees or mains, desserts, and sides. 20

TIP 3

Be upfront with pricing. Make sure costs are easy to find and read, including prices for add-ons or a la carte options. Also, consider pricing your dinner dishes in full dollar amounts for simplicity. 30

TIP 4

Highlight specials or your top-profit dishes with boxes, dividers, and eye-catching colors to make sure they stand out. 40

TIP 5

Use descriptive language. Customers will be pulled in by dish descriptions that highlight the flavors and textures of each menu selection. 50
