

Menu Card Design & Layout Guide

Food Service, Restaurants & Cloud Kitchens

Document type: Plan / SOP / strategy / guide · Generated 15 Oct 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a menu-card design and layout plan — structure, categories, item placement/psychology, descriptions, photography and channel-specific menus (dine-in vs delivery app). Use it to design or revamp the menu card. For which items to push use Menu Engineering.

Purpose of this tool & output

Design a menu that sells

How the output is used

Use the guide to design a menu card and layout that sells.

Important cautions

Menu design and app-listing optimisation measurably shift what sells — highlight high-margin signatures and optimise the delivery-app listing (photos, tags, descriptions) like a storefront. Keep it clean; too many choices reduce sales. Test changes against sales data.

Companion documents

- Menu Engineering & Optimization
- Recipe & Dish Costing Tool
- Menu Pricing Strategy
- Recipe Standardization & SOP
- Portion Control & Food Cost Discipline
- Seasonal & Special Menu Planner

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.