

Menu Engineering & Optimization

Food Service, Restaurants & Cloud Kitchens

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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-engineering analysis — classifying dishes by popularity and margin (stars/plowhorses/puzzles/dogs) and redesigning the menu to push profit. Use it to optimise an existing menu. For pricing use the Menu Pricing tool.

Purpose of this tool & output

Design a menu that maximises profit

How the output is used

Use the tool to design a menu that maximises profit by margin and popularity.

Who should vet it

A chef/F&B consultant, to confirm the menu mix and costs.

Important cautions

Menu engineering lifts profit by pushing high-margin popular dishes and fixing or cutting the rest — but validate with real sales and food-cost data. An over-long menu raises food cost, waste and prep complexity; simplify to your stars.

Companion documents

- Recipe & Dish Costing Tool
- Menu Pricing Strategy
- Recipe Standardization & SOP
- Portion Control & Food Cost Discipline
- Menu Card Design & Layout Guide
- 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.