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Menu Pricing Strategy

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-pricing strategy — pricing method (food-cost/margin, value, competitive), price points and psychology, channel pricing (dine-in vs delivery) and combos. Use it to price a menu. For per-dish cost use the Recipe Costing tool.

Purpose of this tool & output

Price the menu for profit and value

How the output is used

Use the strategy to price the menu for profit and value against food cost and market.

Who should vet it

An F&B consultant, to confirm pricing against food cost and market.

Important cautions

Price delivery to absorb aggregator commission (~18-30%) and packaging or you lose money on every order — but do not look overpriced. Balance category margins (beverages/sides help). Validate against your food cost and local competition.

Companion documents

- Menu Engineering & Optimization
- Recipe & Dish Costing Tool
- 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.