



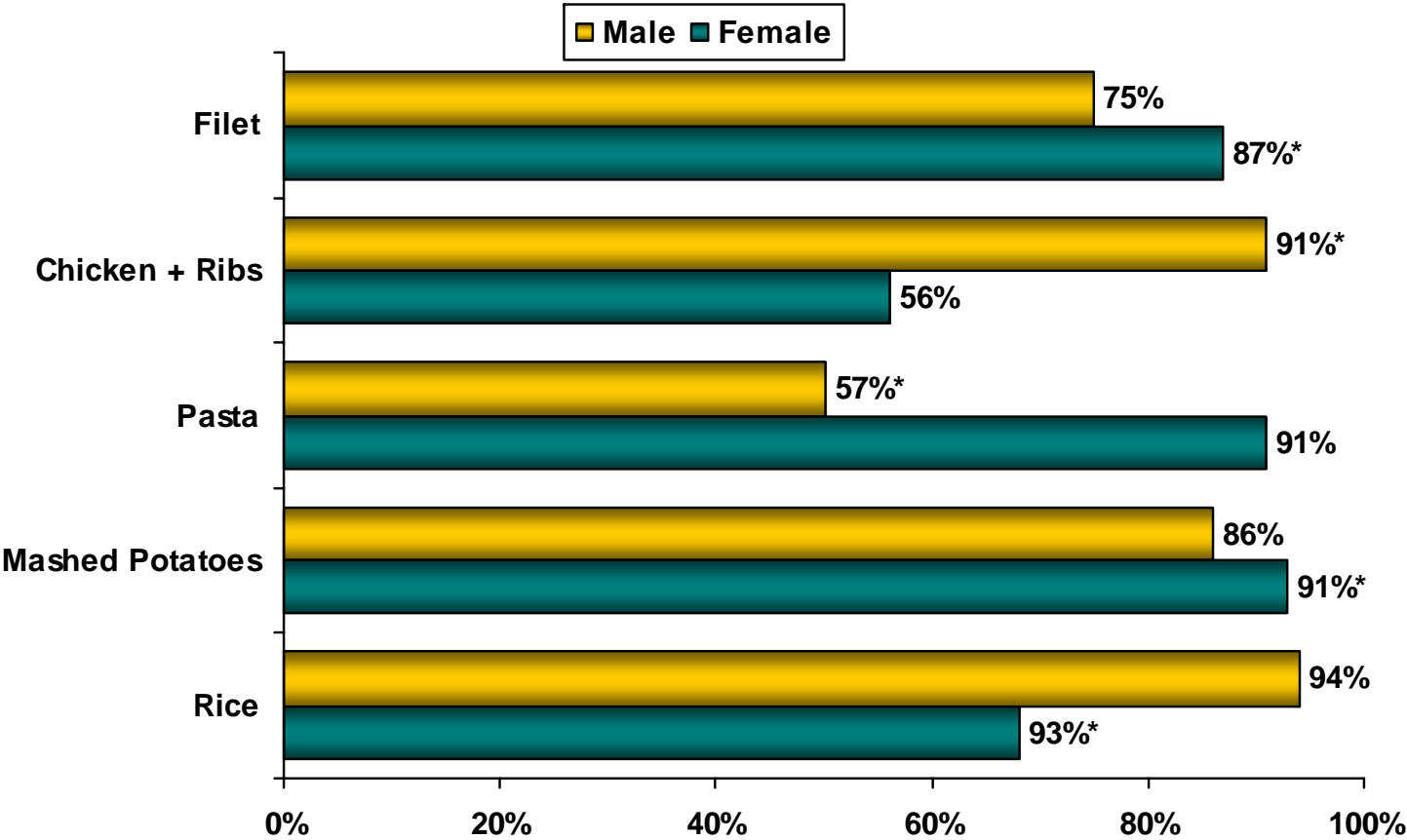
# Improve Menu Performance

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- Who buys which products? How do different groups rate the same products?
- Which products need to be improved?
- Which products need to be dropped?

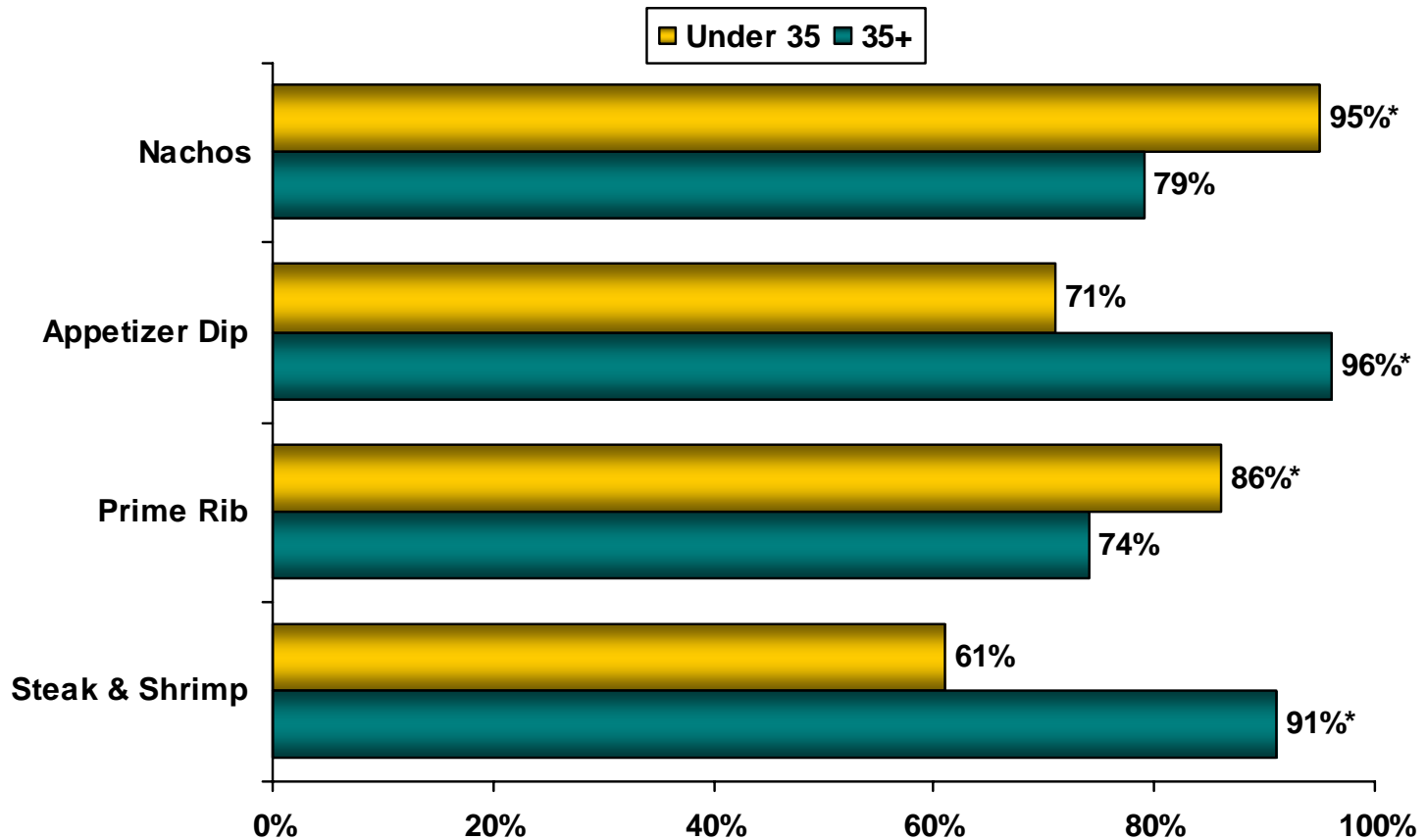
Men and women not only order different products – they rate quality differently on some key items

### Food taste and Quality



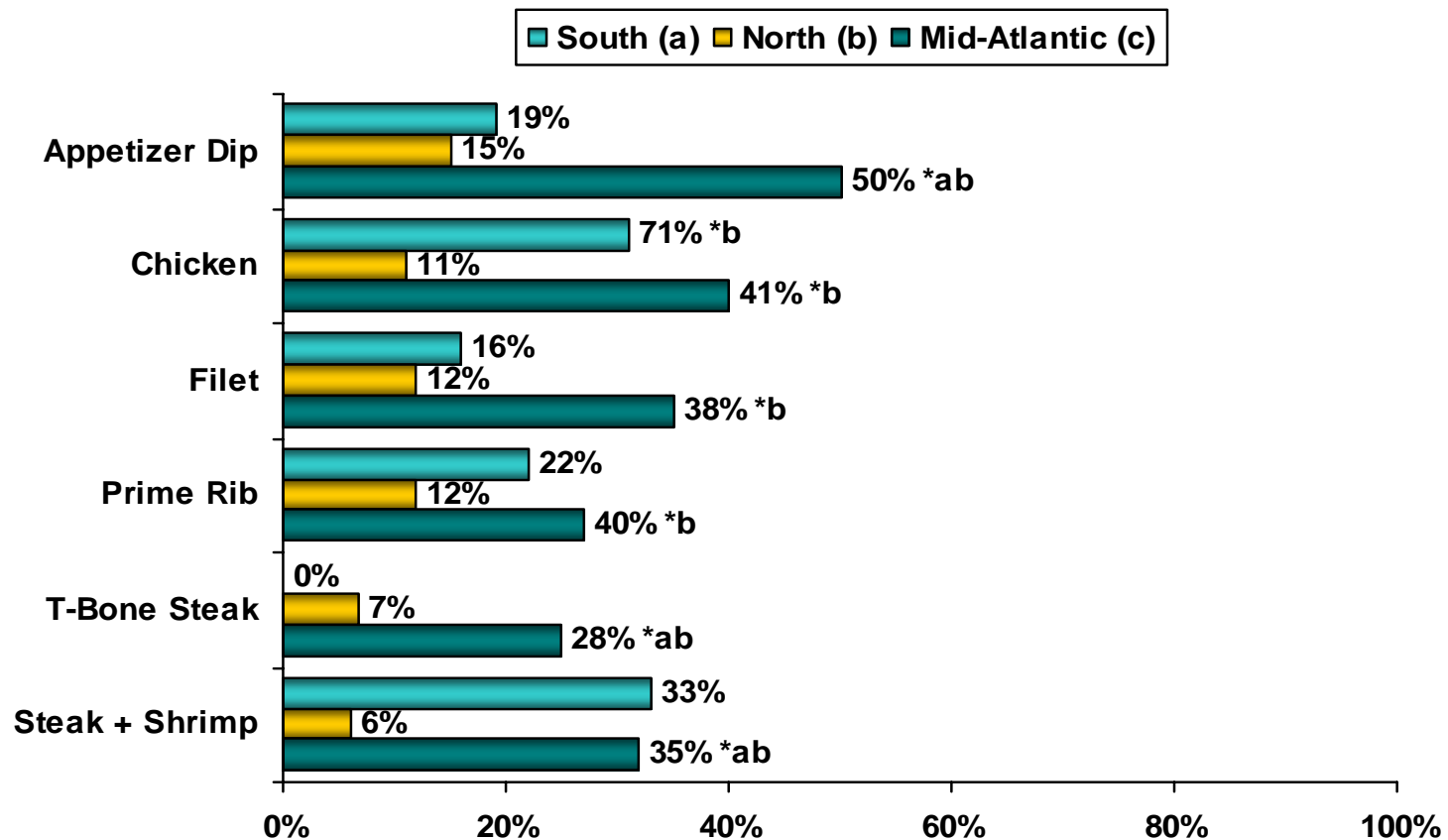
# Different age groups order and rate products differently


## Food taste and Quality



Regional differences exist on products ordered and how they are rated as well.

## Product Quality Excellent





## Your menu offer is obviously key to winning more guests.

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1. Our menu audit will help you manage the menu you have to improve the weak items and delete the dogs.
2. You will also learn more about who uses specific menu items and differences in product ratings that can't be know by menu mix.
3. The variability of food ratings at your restaurants will surprise you. Even the same restaurant will have different ratings at different times of the year. Ratings differences between restaurants will be significant. Even the company overall performance on menu items will vary throughout the year.