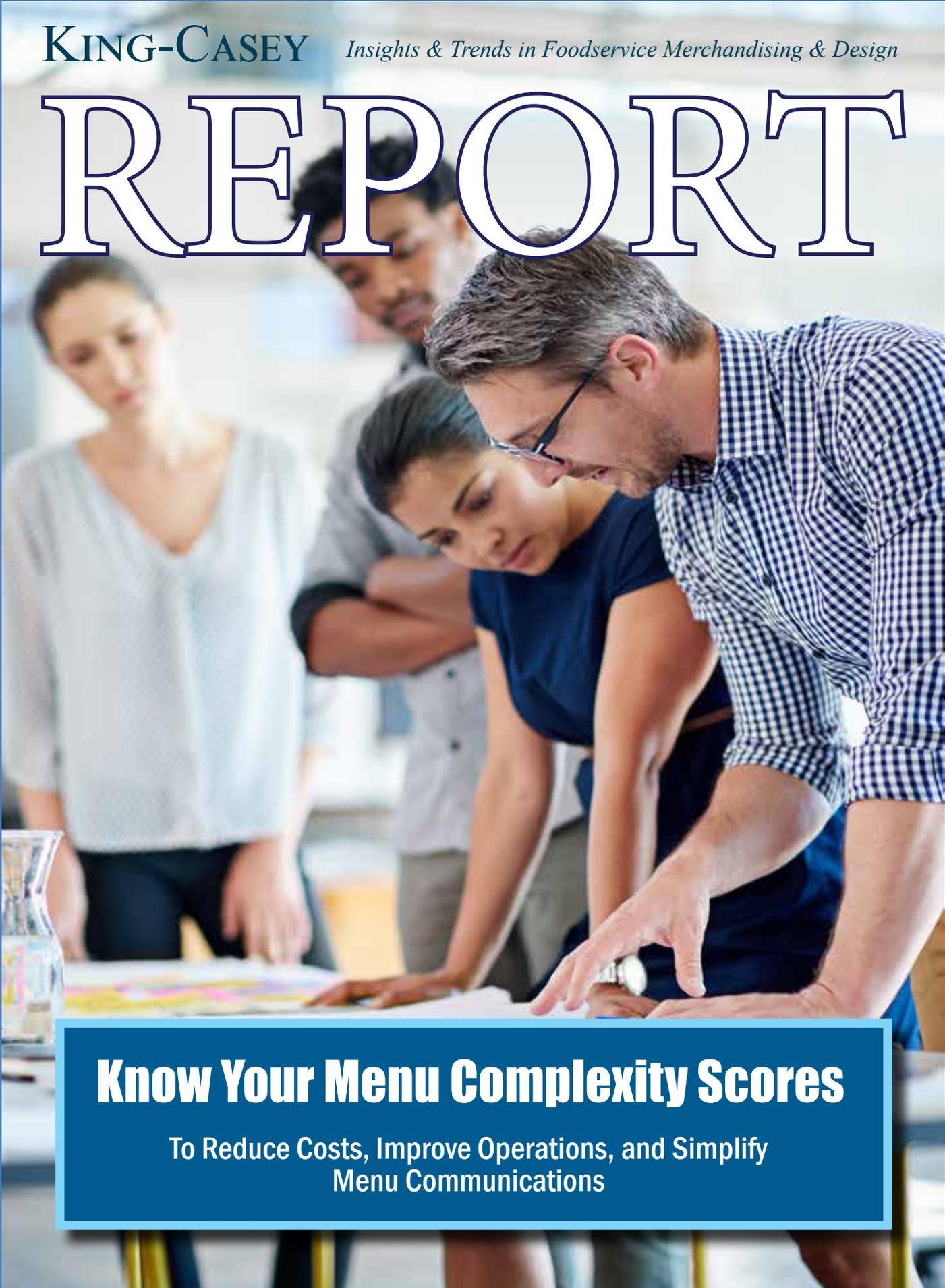


KING-CASEY

Insights & Trends in Foodservice Merchandising & Design

REPORT



Know Your Menu Complexity Scores

To Reduce Costs, Improve Operations, and Simplify
Menu Communications

KNOW YOUR MENU COMPLEXITY SCORES

Why You Should Know Your Complexity Scores

Understanding menu complexity scores is important for any restaurant owner as it helps establish a rating for each menu item based on its complexity. The rating is based on seven key factors that play an important role in the profitability of your business. It's essential to know your menu complexity scores as it can have a significant impact on your restaurant's bottom line. Low-scoring menu items are less complex, while high-scoring ones are more complex.

The seven key factors that determine the complexity score of a menu item include assembly average, cook average, cook assembly rating, total number of prep recipes used, number of unique prep recipes used, the number of unique SKU's, and the number of stations needed to produce the item.

Once the rating numbers for each factor are added up, an overall complexity score for that individual menu item is formed. This exercise is conducted for every item on your menu, and once the complexity scores have been determined, you can use them to your advantage.

Benefits of Having Menu Complexity Scores

By having menu complexity information at your fingertips, you can be sure that you're always making the most strategic decisions possible to increase your profitability and bottom line. There are multiple benefits, including the following:

Leveraging High Selling Low Complexity Items

These menu items are your star performers and should be given a high priority on all your menu communications (i.e., mobile app, website, menuboard and P2P zone messaging). After all, they are already one of your best sellers and they are among your least complex for operations.

Down Playing Low Selling and High Complexity Items

These menu items should be given a lower profile with customers. Also, explore opportunities to improve the complexity scores. For example, are there more efficient preparation techniques, or would upgraded cooking equipment help? If the improvement of complexity scores is not feasible, these menu items become candidates for elimination from your menu.

Optimizing Staffing

Complexity scores give you the ability to better manage staff and make sure that you're not overstaffing or understaffing the kitchen. Keep in mind, labor efficiencies can have an immediate impact on your bottom line.

Reducing Cost-of-Goods

By better understanding ingredient usage you can avoid waste and reduce costs.

Enhancing Operational Efficiency

Awareness of operational complexity scores will lower costs by streamlining operations related to assembly times, cooking times, recipe complexity, ingredient uniqueness, number of assembly steps, stations used, etc.

Making Continuous Improvements

Complexity scores help identify key improvement opportunities, ensuring that customers consistently receive high-quality meals every time they come to your store. Efficiency improvements will also speed throughput, allowing you to process more customers, faster. This results in higher sales and greater customer satisfaction and loyalty, which translates into customer frequency to help you stay competitive in the marketplace.

COMPLEXITY SCORE EXAMPLE

| Menu Item | Cook Average | Assembly Average | Cooks Assembly Rating | Unique Prep Recipes | Total Prep Recipes | Unique SKU's | Number of Stations | Total Complexity Score |
|-----------------------|--------------|------------------|-----------------------|---------------------|--------------------|--------------|--------------------|------------------------|
| Grilled Cheese | 3 | 0 | 2 | 0 | 0 | 0 | 2 | 7 |
| Garden Salad | 0 | 0 | 3 | 1 | 4 | 0 | 1 | 9 |
| French Fries | 2 | 0 | 2 | 0 | 0 | 1 | 1 | 6 |
| Chocolate Shake | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 3 |
| Chicken Tenders | 6 | 1 | 5 | 0 | 0 | 1 | 1 | 14 |
| Cheeseburger | 3 | 0 | 2 | 0 | 3 | 0 | 4 | 12 |
| Double Cheeseburger | 3 | 0 | 2 | 0 | 3 | 0 | 4 | 12 |
| Caesar Salad | 0 | 1 | 3 | 2 | 2 | 2 | 1 | 11 |
| Tenderloin Sandwich | 3 | 0 | 5 | 2 | 5 | 1 | 4 | 20 |
| Club Sandwich | 3 | 0 | 4 | 0 | 6 | 0 | 4 | 17 |
| Bacon Burger | 3 | 1 | 4 | 0 | 4 | 0 | 4 | 16 |
| Garlic & Chive Burger | 3 | 0 | 6 | 2 | 5 | 3 | 4 | 23 |
| Super BBQ Salad | 4 | 1 | 6 | 5 | 8 | 4 | 3 | 31 |

Key to Color Coding

Low Complexity (0-9)

Average Complexity (10-15)

High Complexity (16-20)

Very High Complexity (21+)

Knowing Your Menu Complexity Scores will not only help your business today but help your business going forward as you focus on a menu having lower complexity scores that assure more efficient operations and greater profitability.

KING-CASEY IS THE FIRM THAT THE WORLD'S LEADING RESTAURANT AND FOODSERVICE BRANDS COME TO WHEN THEY WANT RESULTS

King-Casey provides practical, analytics-driven insights and research-validated solutions for restaurant and foodservice brands. We are renowned as the leader in providing comprehensive, turn-key Menu Optimization Services that increase sales, profitability and the customer experience.

Collectively, our services provide advanced solutions that enable our clients to unlock the full potential of their menu, and achieve significant, measurable business results. No other firm provides such comprehensive menu optimization analytics and solutions.

Our Suite of Services Include

- Consumer insights
- Attitude and usage research
- TURF research and analysis (optimal item assortment)
- Menu performance analysis
- Menu operations analysis
- Menu reengineering
- Pricing and Revenue Management
- Menu strategy
- Menu communications and design (web, mobile app, kiosks, menuboards)
- Menu design testing and roll-out
- Total store communications (path-to-purchase)

The Benefits Are Immediate and Meaningful

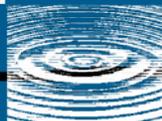
- Increased sales and profitability
- Improved customer experience
- Totally integrated solutions
- No loss or dilution of insights and data due to their transfer from one consulting resource to the next
- Cost and timing savings resulting from combining the full suite of services under one umbrella

Want to Know More?

Please call Tom Cook, Principal, King-Casey at (203) 571-1776. Or email Tom at: tcook@king-casey.com. Take the first step in optimizing your menu and increasing your business performance.



KING-CASEY



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