

KING-CASEY *Insights & Trends in Restaurant Merchandising & Design*

REPORT



Menu Optimization

Strategies that Deliver

Quick Wins & High ROI

The Need and Rationale To Optimize Your Menu

Due to ever increasing labor, cost-of-goods, and delivery costs, menu optimization has never been more important to restaurant and foodservice operators. The reason being, effective menu optimization results in cost savings and margin improvements that can improve your bottom line.

The “quick wins” and high ROI menu optimization strategies outlined in this issue of the King-Casey Report are applicable to restaurants in all segments, as well as convenience stores which focus on foodservice.

For additional information, or to discuss an optimization initiative for your brand, please contact Tom Cook, Principal of King-Casey. Call 203.571.1776, or email tcook@king-casey.com



Drive-Thru Assessment

Estimated timeline: 4 weeks

Customer Experience Assessment

We review key customer touchpoints as related to the drive-thru customer experience, review way-finding, customer communications, packaging, pick-up zone, to identify opportunities for improvement.

Actionable Report

We develop actionable recommendations with reference imagery that present innovative and creative solutions for creating a faster, more memorable and brand-proprietary drive-thru experience.



Digital Menu Reengineering

Estimated timeline: 6 weeks

Step 1: Digital Menu Assessment

Review current menu strategy; prioritize categories and products and establish how each will grow sales and profits in accord with the brand's business plan. Determine strengths and weaknesses of current digital menu (mobile, menuboard, and web) based on quantitative research among your customers. Assess digital menu's effectiveness in supporting brand's the menu strategy. Evaluate customer interface, ease-of-use and navigation. Identify opportunities and establish strategies for improvement.

Step 2: Digital Menu Architecture (visualizing the solution)

Reorganize the digital menu based on the assessment findings. Develop an optimized digital menu layout, architecture and customer interface using black-and-white schematics.



Menu Simplification

Estimated timeline: 6 weeks

TURF Analysis

Employs online consumer research and a mathematical procedure for streamlining the menu. Through TURF, we are able to determine the shortest list of menu items needed to satisfy the vast majority of your off-premise customers.

Menu Operations Analysis

Analyze menu item operations data and complexity ratings to identify the contributing or detracting drivers of profitability.



Operations Assessment

Estimated timeline: 6 weeks

Facility Assessment

Determine if your current layout, foodservice equipment and work flow are in sync for maximum efficiency. Review order menu contents, order placement options, POS revenue data, peak demand periods, product mix, type of sales, food handling, packaging, cooking methods, holding, order hand-off, and order accuracy.

Technology Assessment

Review of your current use of technology from POS order placement, to order culinary phase, to hand-off. Determine how effectively you interface all departments, profit and loss, food and labor flash reports, inventory management, loyalty systems and marketing.

The Leading Brands Come to King-Casey When They Want Results

King-Casey, founded in 1953, provides practical, analytics-driven insights and research-validated solutions for restaurant and retail foodservice brands. We are a leader in providing comprehensive, turn-key Menu Optimization Services that increase sales and profitability.

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

Our Suite of Services Include

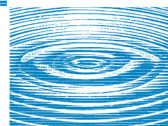
- Consumer insights analytics
- Attitude and usage research
- TURF analysis
- PMIX analysis
- Menu operations analysis
- Menu reengineering
- Menu strategy
- Menu performance analytics
- Menu communications analytics
- Path-to-purchase communications analytics
- Total store communications

The Benefits Are Immediate and Meaningful

- Increased sales and profitability
- Improved customer experience
- Totally integrated solutions
- No dilution of insights and data due to transfer from one resource to another
- Cost + time savings resulting from combining the full suite of services under one umbrella



KING·CASEY

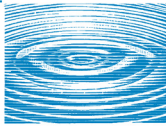


25 Sylvan Road South, Suite H, Westport, Connecticut 06880 USA Tel: +1.203.571.1776

www.king-casey.com



KING·CASEY



25 Sylvan Road South, Suite H, Westport, Connecticut 06880 USA Tel: +1.203.571.1776

www.king-casey.com