

Introduction to Menu engineering

Objectives :-

1. To be get familiar with Menu Engineering
2. To understand the definition of menu engineering.
3. To understand and remember objectives behind it.

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Definition:

Menu engineering is the study of the profitability and popularity of menu items and how these two factors influence the placement of these items on a menu. The goal is simple: to increase profitability per guest.

The concept of menu engineering is based on work performed in 1970 by the Boston Consulting Group to help businesses segment their products in a way that facilitates analysis and decision making. The idea was brought to the restaurant industry roughly a decade later by Professor “Coach” Donald Smith of Michigan State University.

While menu engineering is most often mentioned in the context of traditional paper restaurant menus, the concepts are equally applicable to menus posted online, drink

menus, specials written on table tents, and items written on menu boards. Simply put, if you sell items that have varying levels of profitability and popularity, menu engineering may help you increase your profits.

Objectives:

1. To measure the profitability of menu items listed in menu.
2. To categorize the menu items on saleability of menu items.
3. Find out the reasons behind the status of the menu.
4. To devise the strategies for changing the status to better.
5. To improve the sales and profitability of all menu items.
6. To improve the overall profitability of the entire menu.

References :-

1. **Food and Beverage Service-** 2nd Edition in Oxford Higher Education by [R. Singaravelavan](#).
2. **Food and Beverage Service-** A Training Manual by [Sudhir Andrews](#).
3. **Food and Beverage Service-** 9th edition by [Dennis Lilicrap](#).
4. **www.ihmnotessite.net**
5. **www.slideshare.net**

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School of Hospitality

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**Thank
You**

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