

3 Menu design and layout



With guests spending an average of less than two minutes looking at a menu, how we lay it out and how we group menu elements plays a big role in helping them decide what to order.

A well-designed menu can have a significant impact during those few critical minutes, both for the customer and for your profit.

- ▶ **Lay out the breakfast menu in a way that helps guests (and staff) understand how breakfast now works**, what they can order, and how it will be served to them. Include instructions on how this will be achieved.
- ▶ **Don't leave the guest to guess what is available:** spell out that the usual cold buffet items, from juices and cereals, to fruit, yoghurts, pastries and breads, are all still available to order.
- ▶ **Suggest ways of ordering that work for you and for the guest:** e.g. for a large party; 'would you like us to bring you a selection of pastries?' To avoid waste, check if there is anything they don't want included?
- ▶ **Position on the menu is everything.** Well executed menu design and item placement can help maximise your profits, depending on where you place the easiest-to-prepare breakfast item or the breakfast item with the highest profit.
- ▶ **Customers first look at the middle and to the right of a menu**, so place whatever dish you want to sell most of in this area, i.e. middle right.
- ▶ If you have, for example, six items on your menu, **place the main offering in the middle**, put the highest profit item at the top and the second highest item at the bottom of this section.
- ▶ **Use boxes, borders or bold text to draw attention to high profit items.**
- ▶ **Use the same font for both the description and the price.**



Check out our supporting materials to this module including sample menu design templates; one is an example of an à la carte breakfast menu and one is an example of an all-inclusive breakfast menu.

Tips for menu design and layout

- ▶ Carefully choose fonts; both style and size
- ▶ Check for misspellings
- ▶ Avoid technical jargon
- ▶ Avoid descriptions that are flowery or too long
- ▶ Avoid itemising individual dishes e.g. 3 sausages
- ▶ Don't overdo disclaimers
- ▶ Reference your suppliers
- ▶ If using organic products, say so

Making breakfast a real sense of occasion

How about laying out your breakfast menu like a dinner menu? With sections such as

To start	Mains	Sides/additional options	Beverages
----------	-------	--------------------------	-----------

As well as creating a sense of occasion, this format provides a natural order of service for guests and for waiting staff.

Short, simple, clearly laid out menus help:

- ▶ Customers understand the offering & order more quickly
- ▶ Reduce stock holding levels
- ▶ Simplify kitchen operations.