

Best Practices for Menu Simplification



With the foodservice landscape as competitive as ever, restaurateurs are faced with a challenge: to offer a variety of crowd-pleasing items while keeping costs low and efficiency high.

Here are some best practices for simplifying the menu, keeping labor low and minimizing waste—all while keeping the menu as exciting and craveable as ever.

MVPS OF RESTAURANT SNACKING

These trending snack offerings balance comfort and convenience:³



Bread appetizers have grown 7% in menu penetration

TIP: Get creative with pretzels: offer pretzel buns, filled pretzel bites and even pretzel fries.



Chocolate chip cookies have grown 8% in menu penetration, followed by other cookie flavors at 6% growth.

TIP: Pre-made cookie dough offers fresh-baked flavor without the time commitment.



Churros have grown a whopping 16% in menu penetration.

TIP: Try filled churros or churro bites—or stick with the traditional shape and serve with ice cream or a signature chocolate drizzle.

¹Technomic's State of the Menu 2021 report

²Technomic's 2020 Snacking Occasion Consumer Trend Report

³Technomic's 2021 Snacking Occasion Category Menu Insights

Menu cleansing

Streamlining menus is a trend across LSR and FSR operators alike, and this trend will continue throughout 2021.¹

Why trim it down? Benefits of menu optimization include:

- Lower food costs
- Decreased labor
- Easier training
- Efficient storage
- Less waste

The purpose of menu cleansing, however, is not to limit options for consumers; operators are seeking ways to keep preparation simple for the back-of-house without sacrificing variety on the menu.

RECOMMENDED STRATEGIES:¹

- Utilizing ingredients with multiple applications
- Adapting products to various meal parts and dayparts
- Crafting offerings suited to every ordering option: dine-in, drive-thru, takeout and delivery

Comfort food sales soar

Menuing comfort foods adds an advantage. Most of the menu items that have seen year-over-year growth are classic comfort foods, including:¹

Bite-sized snacks, Baked goods, Finger foods, Shareable appetizers

Snackable offerings that are appealing for both between-meal and on-the-go occasions can amp up craveability.

Keep labor low, efficiency high

Make sure changes to the menu won't overcomplicate back-of-house operations. Here's how multitasking ingredients can help:

- Simplified operations decrease prep time
- Easy recipes decrease labor
- Versatile products decrease food waste
- Time-saving products enable quick customization

KEEP IT FLEXIBLE WITH SNACK FOODS

As consumers continue to depart from strict three-meals-a-day routines, **they find themselves reaching for quality snacks more often.**² This offers a prime opportunity to craft menu items suitable for multiple dayparts.



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