

# 12 WAYS TO IMPROVE YOUR MENU EXPERIENCE

You could have the best food around, but if customers don't order it, your restaurant is doomed. It's so important to make sure your menu is the best it can be. Taking a few simple steps to plan, organize, and design your menu can make a huge difference to your restaurant's experience.

## 1. Organize It Logically

Don't make your customers perform a scavenger hunt when they just want to eat. Make it easy for them to find what they want by organizing in a way that makes sense—appetizers first, desserts last, etc.

## 2. Give Popular Dishes Best Placement

Don't hide your star items. Put them where they're easy to find! Customers eyes are most often drawn to the upper right hand corner or the center of the page, so consider placing your biggest sellers in these locations.

## 3. Create Something Unique

Restaurants with a huge sandwich or crazy pizza ingredients immediately provide customers with a talking point with their friends. It also makes selling a smaller version much easier.

## 4. Keep It Simple and Short

You might think your double entendres are funny, but they'll probably just annoy your customers. It's okay to show some personality, but keep the focus on your food, not your words. Limit the amount of items on your menu. Only list dishes that are popular with your crowd. You can't be everything to everyone. Don't be a jack of all trades.



## 5. Update When Needed

Food prices and availability change—so should your menu! Feel free to remove something that's become too costly or to add in a few seasonal vegetables.

## 6. Consider Visuals

Never use generic clip-art; this is distracting and doesn't add much for your customers. If you decide to include photos of your food, be sure to choose photos that make your dishes look appetizing and not discolored or messy. Food photography is tricky, so you should consider hiring a photographer.

## 7. Proofread!

What's more unappetizing than a typo? You definitely don't want your customers to notice your mistakes instead of your food. You also don't want an accidental wrong price.

## 8. Use Legible Fonts

Never, ever use a font that's hard to read! If your customers can't read your menu, they won't order anything off of it.

## 9. Don't Laminate

Lamination devalues the look of your menu. If you change your menu often, consider using menu covers or pockets. Otherwise, for a similar cost as laminating all your menus you could print a bunch more to replace damaged menus.

## 10. Use Multiple Menus If Necessary

You don't have to cram everything, from breakfast to drinks to dessert, onto the same menu. Separate menus for different times of day or different courses can reduce distractions for your customers.

## 11. Mark Special Diet Items

Do you offer vegetarian or vegan meals? What about gluten-free? Your customers with dietary restrictions will greatly appreciate being able to easily find meals they can eat.

## 12. Don't Be Afraid To Change Your Prices

If ingredient prices have changed, don't think you have to keep your menu prices the same just to keep customers happy. Chances are good that they won't even notice a change, as long as it's a small one!

Creating a great restaurant menu doesn't have to be hard—just keep your customers in mind. By creating a menu that's engaging and easy-to-read while also reflecting your restaurant's brand, you'll put your restaurant on the right track!

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