

MENU PSYCHOLOGY

Strategic Item Placement Guide - Appetizers

APPETIZERS

Premium Charcuterie Board 38

Imported cheeses, cured meats, house-made preserves, artisan crackers

Signature Calamari 16

Lightly fried, tossed with cherry peppers, served with lemon aioli

Classic Buffalo Wings 12

Traditional wings tossed in house buffalo sauce, celery, ranch

POSITION #1 - THE ANCHOR (\$38)

Purpose: Decoy pricing - makes other items seem reasonable

Psychology: First price seen influences all subsequent judgments

Result: Few customers order this, but it makes the \$16 item seem like great value

Strategy: Use premium ingredients/presentation to justify high price

POSITION #2 - THE TARGET (\$16)

Purpose: Your most profitable appetizer goes here

Psychology: After seeing \$38, customers feel \$16 is reasonable and satisfying

Result: 60-70% of customers choose this position - highest sales volume

Strategy: Power words like "Signature" increase perceived value

POSITION #3 - THE COMPETITOR (\$12)

Purpose: Budget-conscious option, second most profitable item

Psychology: Customers who want to save money choose this, feel smart

Result: 20-30% order this - still profitable but lower margin

Strategy: Use familiar names like "Classic" to signal value