

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