



Menu Engineering Reprice Sheet

Restaurant Profit Systems - Price smarter with mix & margin data

Goal

Find underpriced winners and low-margin drags. Reprice with confidence.

STEP 1 - Choose Time Window & Scope

Use a stable period (6-8 weeks or a full quarter).

Exclude catering, one-off promos, staff meals, and comps if possible.

Scope: decide dine-in only vs. all channels.

EXAMPLE: Last 8 weeks, dine-in only

STEP 2 - Pull Item Sales Mix from the POS

Export CSV with: Item name, Units sold, Net sales, and Discounts/Void columns if separate.

Keep each recipe/size as a separate line item.

STEP 3 - Standardize Each Item

For each line: Current Menu Price, Plate Cost, Units Sold in the window.

Get Plate Cost from your Food Cost Calculator worksheet.

EXAMPLE: Burger: Price \$12.95, Plate Cost \$4.30, Units 640

STEP 4 - Contribution Margin (CM)

CM = Menu Price - Plate Cost (per item).

This is the dollars left for labor, overhead, and profit.

EXAMPLE: CM = \$12.95 - \$4.30 = \$8.65

STEP 5 - Popularity (Menu Mix %)

Total Units = sum of Units Sold for all items.

Mix% = Item Units / Total Units x 100.

EXAMPLE: 640 / 8000 = 8.0% mix



Menu Engineering Reprice Sheet

Restaurant Profit Systems - Price smarter with mix & margin data

STEP 7 - Classify Each Item (Quadrants)

STAR: High Popularity and High CM -> protect quality; test +1 to +3 percent price.

PLOWHORSE: High Pop and Low CM -> raise price, shrink portion, or cost-engineer.

PUZZLE: Low Pop and High CM -> rebrand, reposition, or server training.

DOG: Low Pop and Low CM -> remove, bundle, or re-engineer drastically.

Pricing Tactics

- Round to .99 or .49 while protecting CM
- Bundle sides to move PUZZLES
- Add-on upsells (cheese, protein add)
- Test small price moves first (+2 to +3 percent)

Sanity Checks

- Do not break target food cost by category
- Confirm portion standards and waste control
- Check competitor price band
- Server script: call-outs for new items



Menu Engineering Worksheet

Restaurant Profit Systems - Fill for each item; decide new prices

Item Reprice Table

Classify items and pick an action. Keep notes on tests and portion changes.

Item	Current Price	Plate Cost	Units	Mix %	CM \$	Class	Action

NOTES / DECISIONS
