RestaurantMargin

The Menu Test Handbook



Design and read small restaurant menu tests with clear limits

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How to use this handbook

Read once for the sequence, then return with a real decision that is small enough to reverse. Do not begin by copying the Lantern Table thresholds. A meaningful change depends on your costs, capacity, guest promise and tolerance for uncertainty. The fictional limits make a worked decision possible; they are not industry benchmarks.

For a first pass, write one sentence describing the change and one sentence describing the decision you would make if it worked. Then complete the charter on page 51. If you cannot identify the comparison or explain how the main outcome is counted, the plan needs more work before the menu does.

During service, collect the minimum record that supports your questions. A manager should not have to choose between helping guests and filling a complicated research form. Separate information captured automatically from a short deviation note. Check one completed record while the service is still fresh enough to resolve a missing count.

Afterward, calculate the planned measures before opening a blank slide and writing a success story. Read the six cases in order: sales headline, whole-menu economics, service mix, availability, operational load and stopping. Complete the exercises before the answer key. Use the prompts only as a second pair of eyes on an already defined plan. The responsible person still owns the decision.