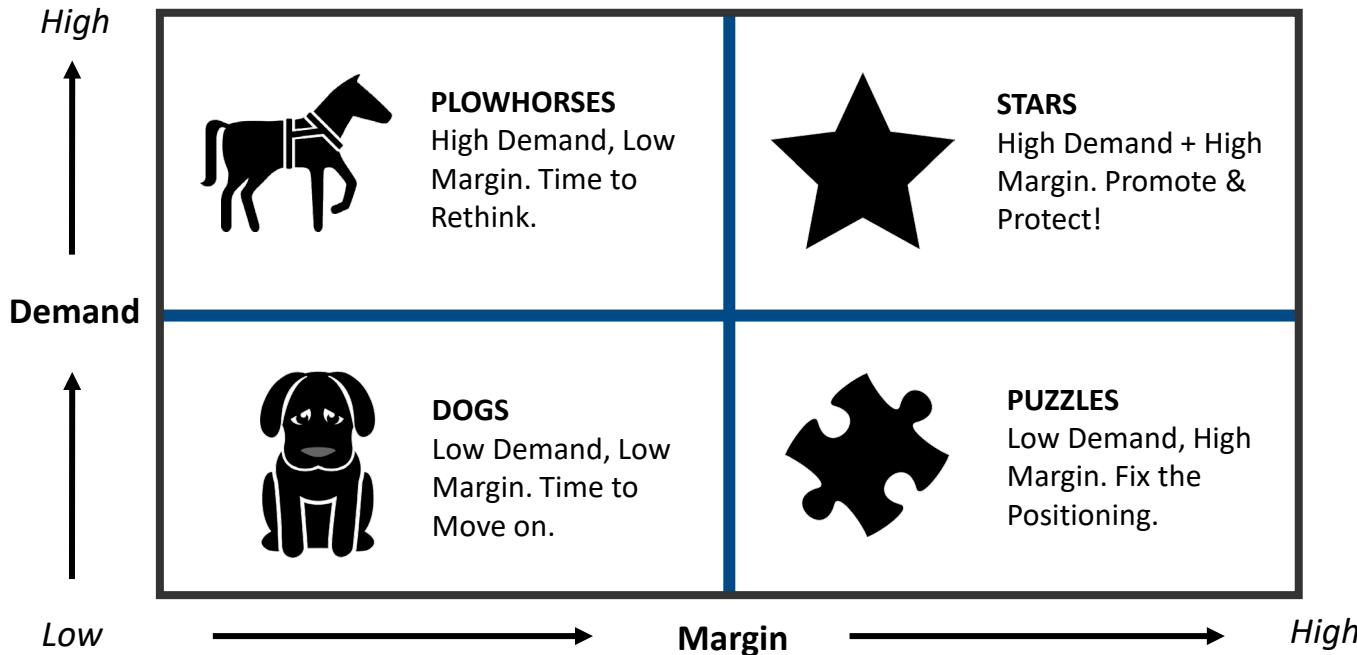


# THE MENU MAXIMIZER

Turn Your Menu Into a Revenue-Driving Machine!

## Are You Optimizing Profit From Your Menu?

Don't rely on guesswork, gut instinct, or outdated food cost targets to manage your menus. The Menu Maximizer provides next level menu management by classifying every item on your menu based on margin and demand leading to **GREATER PROFITS**.



## Expected Results

- +20% lift** in sales & profitability.
- No added** food or labor costs.
- Item level profit & demand **insights**.
- Smart** pricing, menu mix & placement strategies.
- Menu **redesign** guidance to boost high margin items.
- Category level** performance & trend tracking.
- Clear action plan** to maximize revenue – not just cut food cost.

## Easy as 1, 2, 3

Menu + Product Cost + Product Movement = **Menu Maximizer Impact!**

Dining Location: XYZ Deli		MENU ENGINEERING REPORT										Period: Apr-25							
Category	MenuItem	Week 1 Movement	Week 2 Movement	Week 3 Movement	Week 4 Movement	Week 5 Movement	To-Do Movement	Selling Price	Item Product Cost	Total Product Sales	Net Profit	Client Commissions	Product Con't Margin	Total Com'g Margin	% of Sales	% of Contribution	% of New Ltr	Net Profit Classification	
2mato Slices	2x4 Cheese Slice	298	1730	1666	1830	734	6258	\$1.99	\$0.60	30.2%	\$12,453.42	\$0.00	\$747.21	\$1.27	\$7,951.41	43.8%	41.3%	Plowhorse	
2mato Slices	Pepperoni Slice	259	1031	1171	1168	474	4103	\$2.59	\$0.58	22.4%	\$10,626.77	\$0.00	\$637.61	\$1.05	\$7,609.42	37.3%	39.5%	Star	
2mato Slices	Margherita Slice	0	98	60	70	2	230	\$2.59	\$0.71	27.4%	\$595.70	\$0.00	\$35.74	\$1.72	\$356.66	2.1%	1.9%	Puzzle	
2mato Slices	The Works Slice	0	33	48	21	16	118	\$2.89	\$0.67	23.2%	\$341.02	\$0.00	\$20.46	\$2.05	\$241.50	1.2%	1.3%	Puzzle	
2mato Slices	Sausage Slice	1	30	25	41	40	137	\$2.59	\$0.63	24.3%	\$354.83	\$0.00	\$21.29	\$1.80	\$247.23	1.2%	1.3%	Puzzle	
2mato Slices	Meatball Slice	0	3	0	6	1	10	\$2.59	\$0.63	24.3%	\$25.90	\$0.00	\$1.55	\$1.80	\$10.05	0.1%	0.1%	Puzzle	
2mato Slices	White on White Slice	75	29	233	276	165	781	\$2.59	\$0.76	29.3%	\$2,022.79	\$0.00	\$121.37	\$1.67	\$1,307.86	7.1%	6.8%	Puzzle	
2mato Slices	Mushroom Slice	0	56	5	58	0	52	\$2.59	\$0.69	26.1%	\$1,022.79	\$0.00	\$61.04	\$1.75	\$123.00	0.7%	0.7%	Puzzle	
2mato Slices	4x4 Beef Slice	87	20	31	38	48	489	\$2.89	\$0.59	22.1%	\$1,182.01	\$0.00	\$70.92	\$2.08	\$843.33	4.2%	4.4%	Puzzle	
2mato Slices	Sausage & Honey Slice	15	47	68	67	13	230	\$2.69	\$0.59	20.4%	\$984.70	\$0.00	\$59.88	\$2.13	\$489.12	2.3%	2.5%	Puzzle	
Total 2mato Slices (10)		735	3261	3307	3561	1496	12550	\$2.30	\$0.61	26.4%	\$28,458.00	\$0.00	\$1,707.53	\$1.56	\$15,240.42				
Current Potential Food Cost		26.39%																	
Popularity Rate		7.00%																	
Average Contribution		\$1.56																	
Category Sales %		10.18%																	
Category Contribution %		11.52%																	
Bakery/Desserts		Large Cupcakes	2	12	4	9	0	27	\$2.99	\$1.30	43.5%	\$80.73	\$0.00	\$4.84	\$1.51	\$40.79	2.5%	1.9%	Puzzle
Bakery/Desserts		Jumbo Cookie	68	355	374	365	64	1246	\$1.99	\$0.44	22.1%	\$2,479.54	\$0.00	\$148.77	\$1.43	\$1,782.53	77.0%	82.1%	Plowhorse
Bakery/Desserts		Cheesecake Slice	7	20	19	14	12	72	\$3.99	\$2.32	58.1%	\$287.28	\$0.00	\$17.24	\$1.43	\$103.00	8.9%	4.7%	Dog
Bakery/Desserts		Whopie Pies	10	58	29	25	4	124	\$2.99	\$0.64	28.1%	\$370.70	\$0.00	\$22.25	\$1.97	\$244.35	11.5%	11.3%	Puzzle
Total Bakery/Desserts (4)		107	443	426	413	80	1469	\$2.19	\$0.58	26.6%	\$3,218.31	\$0.00	\$193.10	\$1.48	\$2,170.67				
Current Potential Food Cost		26.55%																	
Popularity Rate		7.00%																	
Average Contribution		\$1.48																	
Category Sales %		11.55%																	
Category Contribution %		1.30%																	

Let us analyze your menu & show you how to boost revenue—without adding any costs.



Jared Levin | Jared.Levin@JLConsultingDe.com  
302.528.0532 | www.JLConsultingDe.com

Book a FREE consult: <https://calendly.com/jared-levin-jlconsultingde>

**JL** Consulting