

MENU ENGINEERING REPORT

Dining Location:

Sample Location

July 2025

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| Category | Menu Item | Movement | | | | Product Cost | | | Sales | | | Margin | | | Retail Classification | No Change | Raise Price | Lower Price | Promote | Bundle | Relocate | Remove |
|------------------------------------|--------------------------|------------|------------|------------|------------|--------------|---------------|-------------------|----------------|---------------------|----------------------|--------------------|------------|-------------------|-----------------------|-----------|-------------|-------------|---------|--------|----------|--------|
| | | Week 1 | Week 2 | Week 3 | Week 4 | Total | Selling Price | Item Product Cost | Product Cost % | Total Product Sales | Product Cont. Margin | Total Cont. Margin | % of Sales | % of Contribution | % of Menu Mix | | | | | | | |
| Grill Extras | Add Mushrooms | 2 | 3 | 7 | 1 | 13 | \$0.99 | \$0.30 | 30.3% | \$12.87 | \$0.69 | \$8.97 | 0.4% | 0.4% | 0.4% | Puzzle | | | | | | |
| Grill Extras | Extra Sauce | 203 | 205 | 198 | 152 | 758 | \$0.79 | \$0.30 | 38.0% | \$598.82 | \$0.49 | \$371.42 | 19.0% | 18.2% | 21.5% | Plowhorse | | | | | | |
| Grill Extras | Extra Sour Cream | 13 | 14 | 13 | 8 | 48 | \$0.79 | \$0.20 | 25.3% | \$37.92 | \$0.59 | \$28.32 | 1.2% | 1.4% | 1.4% | Puzzle | | | | | | |
| Grill Extras | Add American Cheese | 285 | 343 | 347 | 229 | 1204 | \$0.79 | \$0.25 | 31.6% | \$951.16 | \$0.54 | \$650.16 | 30.1% | 31.8% | 34.1% | Plowhorse | | | | | | |
| Grill Extras | Add Cheddar | 115 | 119 | 91 | 67 | 392 | \$0.79 | \$0.25 | 31.6% | \$309.68 | \$0.54 | \$211.68 | 9.8% | 10.4% | 11.1% | Plowhorse | | | | | | |
| Grill Extras | Extra Bacon | 50 | 55 | 54 | 34 | 193 | \$0.99 | \$0.40 | 40.4% | \$191.07 | \$0.59 | \$113.87 | 6.0% | 5.6% | 5.5% | Puzzle | | | | | | |
| Grill Extras | Add Pepperjack | 61 | 76 | 76 | 35 | 248 | \$0.79 | \$0.25 | 31.6% | \$195.92 | \$0.54 | \$133.92 | 6.2% | 6.6% | 7.0% | Plowhorse | | | | | | |
| Grill Extras | Add Provolone | 23 | 26 | 28 | 31 | 108 | \$0.79 | \$0.25 | 31.6% | \$85.32 | \$0.54 | \$58.32 | 2.7% | 2.9% | 3.1% | Dog | | | | | | |
| Grill Extras | Add Swiss | 14 | 15 | 20 | 16 | 65 | \$0.79 | \$0.25 | 31.6% | \$51.35 | \$0.54 | \$35.10 | 1.6% | 1.7% | 1.8% | Dog | | | | | | |
| Grill Extras | Add Chili | 38 | 47 | 30 | 27 | 142 | \$0.99 | \$0.40 | 40.4% | \$140.58 | \$0.59 | \$83.78 | 4.4% | 4.1% | 4.0% | Puzzle | | | | | | |
| Grill Extras | Add Coleslaw | 15 | 19 | 21 | 19 | 74 | \$0.99 | \$0.30 | 30.3% | \$73.26 | \$0.69 | \$51.06 | 2.3% | 2.5% | 2.1% | Puzzle | | | | | | |
| Grill Extras | Extra Burger Patty | 75 | 61 | 69 | 81 | 286 | \$1.79 | \$0.75 | 41.9% | \$511.94 | \$1.04 | \$297.44 | 16.2% | 14.6% | 8.1% | Star | | | | | | |
| Total Grill Extras (12) | | 894 | 983 | 954 | 700 | 3531 | \$0.89 | \$0.32 | 35.3% | \$3,159.89 | \$0.58 | \$2,044.04 | | | | | | | | | | |
| Current Potential Food Cost: | 35.31% | | | | | | | | | | | | | | | | | | | | | |
| Popularity Rate: | 5.83% | | | | | | | | | | | | | | | | | | | | | |
| Average Contribution: | \$0.58 | | | | | | | | | | | | | | | | | | | | | |
| Category Sales %: | 0.95% | | | | | | | | | | | | | | | | | | | | | |
| Category Contribution %: | 1.02% | | | | | | | | | | | | | | | | | | | | | |
| Grill Sandwiches | Blackened Chicken | 26 | 39 | 37 | 25 | 127 | \$4.99 | \$2.03 | 40.7% | \$633.73 | \$2.96 | \$375.92 | 3.9% | 4.0% | 3.6% | Puzzle | | | | | | |
| Grill Sandwiches | Buffalo Chicken | 125 | 105 | 120 | 84 | 434 | \$4.79 | \$0.95 | 19.8% | \$2,078.86 | \$3.84 | \$1,666.56 | 12.9% | 17.9% | 12.3% | Star | | | | | | |
| Grill Sandwiches | Grilled Chicken | 101 | 110 | 121 | 131 | 463 | \$4.79 | \$1.59 | 33.2% | \$2,217.77 | \$3.20 | \$1,481.60 | 13.7% | 15.9% | 13.2% | Star | | | | | | |
| Grill Sandwiches | Chicken Club | 16 | 26 | 30 | 15 | 87 | \$4.79 | \$2.26 | 47.2% | \$416.73 | \$2.53 | \$220.11 | 2.6% | 2.4% | 2.5% | Dog | | | | | | |
| Grill Sandwiches | Savory Chicken | 45 | 65 | 78 | 35 | 223 | \$3.99 | \$1.84 | 46.1% | \$889.77 | \$2.15 | \$479.45 | 5.5% | 5.2% | 6.3% | Plowhorse | | | | | | |
| Grill Sandwiches | Chicken Tenders - 3 | 120 | 139 | 100 | 92 | 451 | \$3.99 | \$2.27 | 56.9% | \$1,799.49 | \$1.72 | \$775.72 | 11.1% | 8.3% | 12.8% | Plowhorse | | | | | | |
| Grill Sandwiches | Hawaiian Chicken | 25 | 25 | 31 | 27 | 108 | \$4.49 | \$1.97 | 43.9% | \$484.92 | \$2.52 | \$272.16 | 3.0% | 2.9% | 3.1% | Dog | | | | | | |
| Grill Sandwiches | Chicken Tenders - 5 | 32 | 38 | 45 | 15 | 130 | \$4.99 | \$2.84 | 56.9% | \$648.70 | \$2.15 | \$279.50 | 4.0% | 3.0% | 3.7% | Dog | | | | | | |
| Grill Sandwiches | BBQ Chicken | 77 | 74 | 77 | 48 | 276 | \$4.99 | \$2.55 | 51.1% | \$1,377.24 | \$2.44 | \$673.44 | 8.5% | 7.2% | 7.8% | Plowhorse | | | | | | |
| Grill Sandwiches | 2/3# Backyard Burger | 12 | 15 | 13 | 9 | 49 | \$5.09 | \$2.55 | 50.1% | \$249.41 | \$2.54 | \$124.46 | 1.5% | 1.3% | 1.4% | Dog | | | | | | |
| Grill Sandwiches | Black and Bleu Burger | 49 | 31 | 25 | 57 | 162 | \$4.99 | \$2.05 | 41.1% | \$808.38 | \$2.94 | \$476.28 | 5.0% | 5.1% | 4.6% | Star | | | | | | |
| Grill Sandwiches | Bacon Cheddar Burger | 90 | 87 | 75 | 70 | 322 | \$4.59 | \$2.10 | 45.8% | \$1,477.98 | \$2.49 | \$801.78 | 9.2% | 8.6% | 9.2% | Plowhorse | | | | | | |
| Grill Sandwiches | BBQ Bacon Burger | 35 | 38 | 33 | 22 | 128 | \$4.59 | \$2.03 | 44.2% | \$587.52 | \$2.56 | \$327.68 | 3.6% | 3.5% | 3.6% | Dog | | | | | | |
| Grill Sandwiches | Veggie Burger | 17 | 29 | 31 | 10 | 87 | \$3.99 | \$2.05 | 51.4% | \$347.13 | \$1.94 | \$168.78 | 2.1% | 1.8% | 2.5% | Dog | | | | | | |
| Grill Sandwiches | Mushroom Swiss Burger | 31 | 37 | 33 | 18 | 119 | \$4.49 | \$2.24 | 49.9% | \$534.31 | \$2.25 | \$267.75 | 3.3% | 2.9% | 3.4% | Dog | | | | | | |
| Grill Sandwiches | Backyard Burger | 74 | 89 | 97 | 69 | 329 | \$4.49 | \$1.95 | 43.4% | \$1,477.21 | \$2.54 | \$835.66 | 9.1% | 9.0% | 9.3% | Plowhorse | | | | | | |
| Grill Sandwiches | Chili Cheese Burger | 9 | 7 | 5 | 3 | 24 | \$4.99 | \$2.15 | 43.1% | \$119.76 | \$2.84 | \$68.16 | 0.7% | 0.7% | 0.7% | Puzzle | | | | | | |
| Total Grill Sandwiches (17) | | 884 | 954 | 951 | 730 | 3519 | \$4.59 | \$1.95 | 42.4% | \$16,148.91 | \$2.64 | \$9,295.01 | | | | | | | | | | |
| Current Potential Food Cost: | 42.44% | | | | | | | | | | | | | | | | | | | | | |
| Popularity Rate: | 4.12% | | | | | | | | | | | | | | | | | | | | | |
| Average Contribution: | \$2.64 | | | | | | | | | | | | | | | | | | | | | |
| Category Sales %: | 4.88% | | | | | | | | | | | | | | | | | | | | | |
| Category Contribution %: | 4.64% | | | | | | | | | | | | | | | | | | | | | |
| Grill Sides | Traditional Baked Potato | 33 | 42 | 46 | 29 | 150 | \$2.49 | \$0.80 | 32.1% | \$373.50 | \$1.69 | \$253.50 | 6.1% | 7.8% | 4.8% | Star | | | | | | |
| Grill Sides | Chili Cheese Potato | 23 | 22 | 27 | 24 | 96 | \$2.99 | \$1.10 | 36.8% | \$287.04 | \$1.89 | \$181.44 | 4.7% | 5.6% | 3.1% | Puzzle | | | | | | |
| Grill Sides | Coleslaw | 13 | 15 | 18 | 3 | 49 | \$1.59 | \$0.70 | 44.0% | \$77.91 | \$0.89 | \$43.61 | 1.3% | 1.3% | 1.6% | Dog | | | | | | |
| Grill Sides | Miz Gratzzi Chili Fries | 39 | 42 | 53 | 37 | 171 | \$2.19 | \$0.95 | 43.4% | \$374.49 | \$1.24 | \$212.04 | 6.2% | 6.5% | 5.4% | Star | | | | | | |

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