

Dunbar Associates



*Cost effective solutions for  
hotels, restaurants, caterers,  
onsite feeders and clubs*

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## The Menu Map

- Old worn out Treasure Map?
- Complicated Road Atlas?
- Foldout Map with lots of insets?
- Does your menu layout work?



**We can help you unravel your unique menu puzzle!**

## THE MENU MAP

This service includes a review of your vital information:

- Layout of your current menu, number of entrees, featured items, photos and illustrations.
- Center of the plate portion sizes, protein prep yields, and the cost of complimentary items.
- Customer preference, check average, popular menu items, and popular price points.

Our goal is to help you **understand how your customers decide what to order** when they are in your restaurant.

We work closely with you to maximize profit through menu merchandizing:

- Pricing your menu items to reflect the current economic conditions.
- Accurate recipe costing of center-of-the-plate entrees and complimentary items.
- Improve forecasting of covers and entrees.

Dunbar Associates has worked with restaurant professionals since 1990. We've helped operators increase profits with tighter cost control and improved menu design. We can help you solve your unique menu pricing puzzle.

The current economy has placed a huge emphasis on the menu. Restaurants are struggling with lower check averages, a drop in mid-week covers, huge discounts by competitors and volatile food costs. This is the perfect time to make your menu more profitable.

**Call or email us today for more information:**

**(800) 949-3295**

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**Please visit our website:**

**[www.joedunbar.com](http://www.joedunbar.com)**