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Optimise your menu design

Identify dishes and promotions
to drive sales

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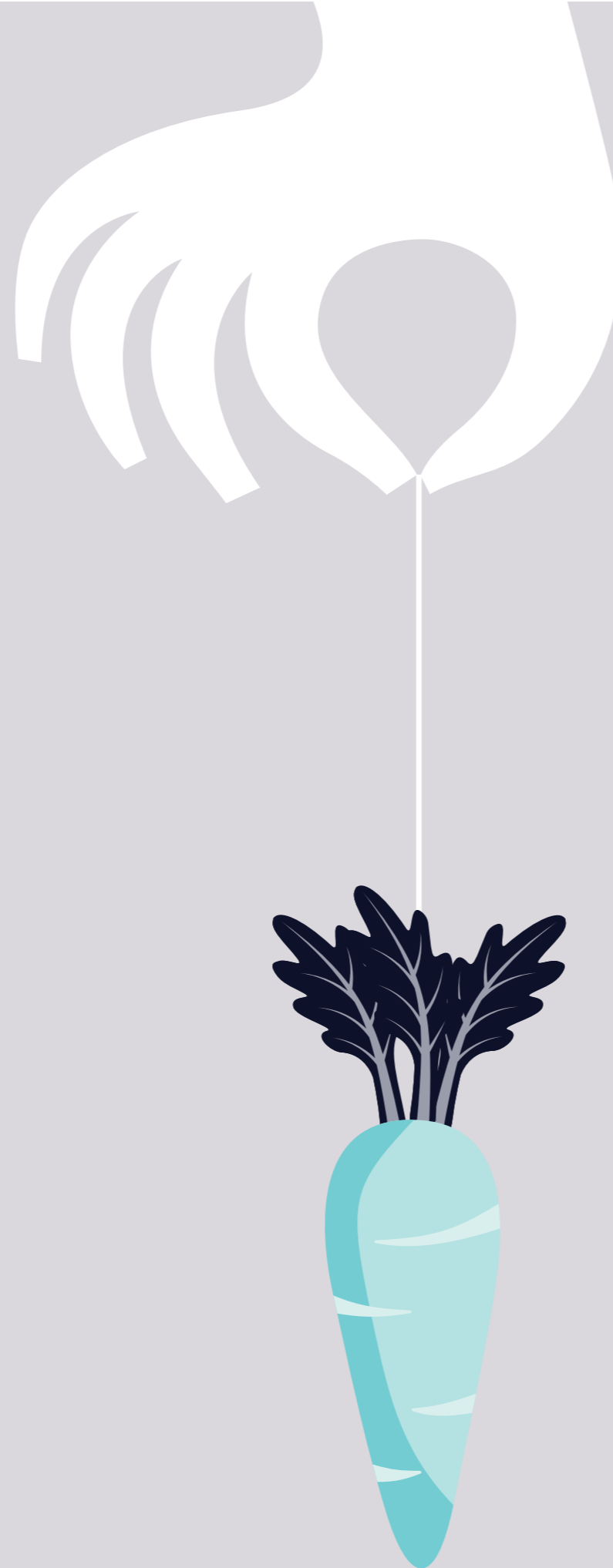
Use your menu for a competitive advantage

What's the secret to a good menu? Certainly, it needs to promote your brand in a vibrant way, attract audiences and be priced correctly. But it also needs to be profitable, adaptable and easy to access – online and offline.

With Syrve, you can ensure your menu keeps pace with evolving customer tastes and the shifting prices of ingredients. We'll bring insightful data to your fingertips, so you'll be able to understand the cost drawbacks and advantages of every menu change.

As a result, you can optimise your menu and keep your target audience wanting more.

In this guide, we'll analyse **four** challenges facing restaurants and explore practical ways to optimise your menu.

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1: Identify popular items

Developing a winning menu is fundamental to the success of any restaurant. Diners will keep coming back for dishes that meet and exceed expectations – and represent good value. Syrve is your ally in understanding your customers better and fine-tuning your menu to perfection.

Common challenges for restaurants

Issues with menu design and identifying popular items can lead to missed sales opportunities, customer dissatisfaction and poor dining experience. But Syrve has the tools to help.

Clear signs of problems with menu design

Do these issues sound familiar?

- **Lack of customer insight:**
  You have difficulty in understanding customer preferences and identifying the most popular dishes, leading to an ineffective menu mix and lost revenue.

- **Stagnant offerings:**
  There's an absence of real-time data analytics to determine which dishes are generating the most revenue and which ones are underperforming.

- **Lack of certainty:**
  You're not always sure how best to update your menu, which could result in missed opportunities in satisfying customer demand and increasing sales.

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How to identify popular items

Syrve's advanced tools empower you to make data-driven decisions and improve the performance of your menu.

Real-time performance metrics for better decisions

If some dishes are clear favourites, while others are rarely selected, you know it's time update your menu. Having the right data is essential, so you can make insightful changes with confidence.

You can get real-time performance metrics with Syrve. As a result, you'll see which dishes are consistent top-performers. This capability allows you to stay ahead of changing customer preferences, ensuring your menu remains fresh, relevant and aligned with evolving tastes.

Seasonal trends and adapting to change

Who wants hearty soups in summer or icy smoothies in winter? Sometimes, seasonal menu choices are obvious. But restaurants need to understand how customers are voting with their wallets.

Syrve's technology enables you to analyse seasonal trends and customer preferences over time. You can identify patterns in menu item popularity during different seasons, holidays, or special occasions. This data-driven approach empowers you to proactively adjust your offerings, capitalising on changing demands to maximise sales.

Perfect your menu pricing

Restaurants need to know how price changes will change margins, sales and profitability.

You can enhance your pricing strategy with Syrve's optimisation capabilities. Identify the correlation between popularity and profitability for each menu item. This insight allows you to make informed decisions about pricing adjustments, ensuring that popular items drive your profitability.

Understand the impact of promotions

Every restaurant needs to know if special offers and other deals hit home with customers.

You can evaluate the impact of promotions on the popularity of specific menu items with Syrve's analysis tools. Understand how discounts, bundles or limited-time offers influence customer choices. This capability empowers you to design promotions that attract attention and drive sales.

The bottom line

Effective menu design is at the core of any restaurant's success. Syrve's intuitive technology helps you to create a menu that resonates with customers and maximises revenue.

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2: Create a profitable menu

In the competitive world of restaurants, crafting a menu that not only tantalises taste buds but also maximises profitability is an art. At Syrve, creating the right menu mix can be a science too – in ways that deliver sustainable revenue. We understand the intricacies of menu design and our advanced tools enable you to create the perfect recipe for success.

Common challenges in menu design

Many of today's discerning diners will insist on viewing menus online or checking the signs before ordering food. They'll instantly notice poorly-priced items and unappealing dishes. They'll be looking for your spin on tempting recipes at a realistic price.

Clear signs your menu needs attention

Do these issues sound familiar?

- **Pricing blind-spots:**
  You have difficulty in gauging the cost implications, setting competitive selling prices, and identifying customer favourites, resulting in missed revenue opportunities and an ineffective menu.

- **Static menus:**
  A lack of real-time data analytics is preventing you from discerning high-performing and underperforming dishes.

- **Rigid culinary offerings:**
  There are challenges in adapting recipes to accommodate variations or regional preferences, limiting your ability to seize diverse sales opportunities and reflect evolving customer tastes.

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How to create a profitable menu

Syrve's advanced tools empower you to make data-driven decisions, turning your menu into a revenue generator that keeps your business on the front foot.

Menu engineering: Strategic pricing

Crafting a profitable menu should start with strategic pricing that represents the 'true costs' to your business – plus a healthy margin.

Syrve utilises data analytics to factor in ingredient costs, labour expenses and the popularity of each item. This dynamic approach allows you to determine the optimal menu mix, fine-tuning your offerings constantly to strike the perfect balance between quality and profit.

Recipe variations: Maximising flexibility

In the ever-evolving restaurant landscape, flexibility is key. Some locations may have supply issues or appeal to different audiences.

Syrve's recipe management allows for variations where appropriate, especially if some of your locations face supply challenges – or cater to varying local tastes. This flexibility maximises sales opportunities while ensuring your menu remains agile and adaptable to diverse customer preferences.

Staying ahead of demand

Crafting a profitable menu is a dynamic process that involves continuous adaptation and responsiveness to reflect changing customer trends.

Syrve empowers you to stay ahead of the curve, making data-driven decisions to elevate the dining experience and create loyalty.

You can gain insights into customer preferences, order history, and feedback. By harnessing this information, you can make informed decisions about which items resonate most with your audience, allowing you to prioritise and promote high-demand dishes. This customer-centric approach ensures that your menu aligns with the tastes and expectations of your clientele, maximising satisfaction and profitability.

The bottom line

Crafting a profitable menu is a skilled balancing act. Syrve's Online Analytic Programming technology ensures your menu resonates with customers and delivers profitability.

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3: Improve promotions

Running successful promotions alongside your menu can create a buzz, attract new customers, and drive profitability.

Common challenges in designing promotions

Promotion design using your menu presents challenges that can directly impact your business. From missed sales opportunities to an unengaged customer base, a variety of factors can make the difference between failure and success. Fortunately, Syrve has tools that can help.

Clear signs your promotion strategy needs attention

Do these issues sound familiar?

- **Hit-and-miss campaigns:**
  You struggle to design and distribute promotions across your locations, so you're unsure of their success.

- **Rigid promotion pricing:**
  Without real-time data analytics and pricing tools, it's challenging to adapt prices and availability throughout the day with preset rules. This limits your ability to increase sales.

- **Gaps in staff engagement:**
  It's difficult getting staff to always remember to offer promotions during order-taking, resulting in missed chances to elevate sales.

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How to improve promotions

Syrve's advanced tools empower you to make data-driven decisions, turning your promotions into revenue-generating opportunities.

Deliver your promotions across multiple outlets

Crafting effective promotions must begin with strategic design and seamless distribution.

Syrve's promotion management capabilities allow you to effortlessly create and distribute promotions to all your locations. You can design enticing offers and prompt staff automatically to offer them to customers during order-taking, ensuring maximum visibility and engagement.

Get staff engaged – automatically

Restaurants can struggle to get every staff member up to speed with new offers. It takes time and effort – and you may miss some team members who are on different shifts.

Syrve streamlines the process, automating staff prompts to offer promotions during order-taking. This ensures every opportunity is seized to enhance the customer experience and maximise sales.

Personalised promotions for tailor-made engagement

What if your promotions could hit the 'sweet spot' with every group of customers?

Syrve empowers you to tailor promotions to individual customer preferences and order history. You can create personalised promotions that resonate with specific customer segments, driving up sales and loyalty.

Flexible menu pricing

In the fast-paced restaurant industry, adaptability is key. If locations experience quiet days of the week, then being able to change prices on-demand can be a powerful tool in your armoury.

Syrve's menu pricing features enable you to effortlessly adjust meal and combo item pricing in just a few clicks. Additionally, you can automatically change prices and availability based on rules you set, allowing offers to take effect during specific timeframes. This flexibility ensures your pricing strategy aligns with different sales opportunities throughout the day, boosting revenue.

The bottom line

Improving your promotion strategy is not just about boosting sales; it's about creating dynamic, engaging offers that resonate with your customers. Syrve's intuitive technology ensures your promotions capture attention, driving customer satisfaction and greater profitability.

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4: Attract more customers

Attracting a steady stream of new customers is vital for sustained business growth. An engaging menu experience can become a powerful tool for turning one-time visitors into loyal patrons, contributing significantly to your establishment's sustained success.

Common challenges in attracting customers

Back in the day, restaurants relied on signs, paper menus and printed flyers to connect with customers. Today's digital-savvy audiences will be looking for your menu on their channel of choice. If it's not there, then customers will go elsewhere — because the competition is only a click away.

Clear signs your menu needs attention

Do these issues sound familiar?

- **Limited ordering options:**
  You're struggling to provide customers with the convenience of buying through various channels, including via QR codes, apps, kiosks, aggregators, or drive-thru options.

- **Problems making menu changes:**
  When your menu changes, it's tricky to roll out updates for different sales channels. You don't want customers requesting the dishes you've dropped or expecting yesterday's prices.

- **Customised prices:**
  Each channel comes with its own overheads, so it's important to price items accordingly. And you may want your menu to vary per channel. You need a keen awareness of the profit margin for each dish.

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How to attract more customers

Syrve's advanced tools empower you to make data-driven decisions, transforming your menu into a customer magnet.

Multi-source ordering

Customers want choice and convenience – on their terms.

You can enhance your customer reach by allowing orders through any channel – online, via app, in-store, kiosk, aggregators, drive-thru, and more. Syrve's multi-source ordering capabilities provide a convenient and diverse ordering experience, expanding your customer base and boosting sales.

External digital menus

Restaurants need to be able to adapt and update their menus on every channel easily.

You can promote your menu effortlessly with Syrve's external digital menu features. Make your menu instantly accessible via QR codes, share it on your app or website, and collaborate with online app partners and aggregators. This not attracts new customers and fosters loyalty by providing a seamless and visually appealing menu experience.

Protecting your margins on every channel

Managers need to understand the 'true cost' of each dish to your business – plus a healthy margin – when setting prices for different channels, which may have their own overheads.

Syrve utilises data analytics to factor in ingredient costs, labour expenses and the popularity of each item. This dynamic approach allows you to determine the optimal menu mix, fine-tuning your offerings constantly to strike the perfect balance between quality and profit. You can then adjust your offering and prices for each channel.

The bottom line

Attracting customers goes beyond the taste of your dishes; it's about creating a seamless and visually engaging experience. Syrve's intuitive technology ensures your menu resonates with potential customers, driving initial interest and repeated patronage.
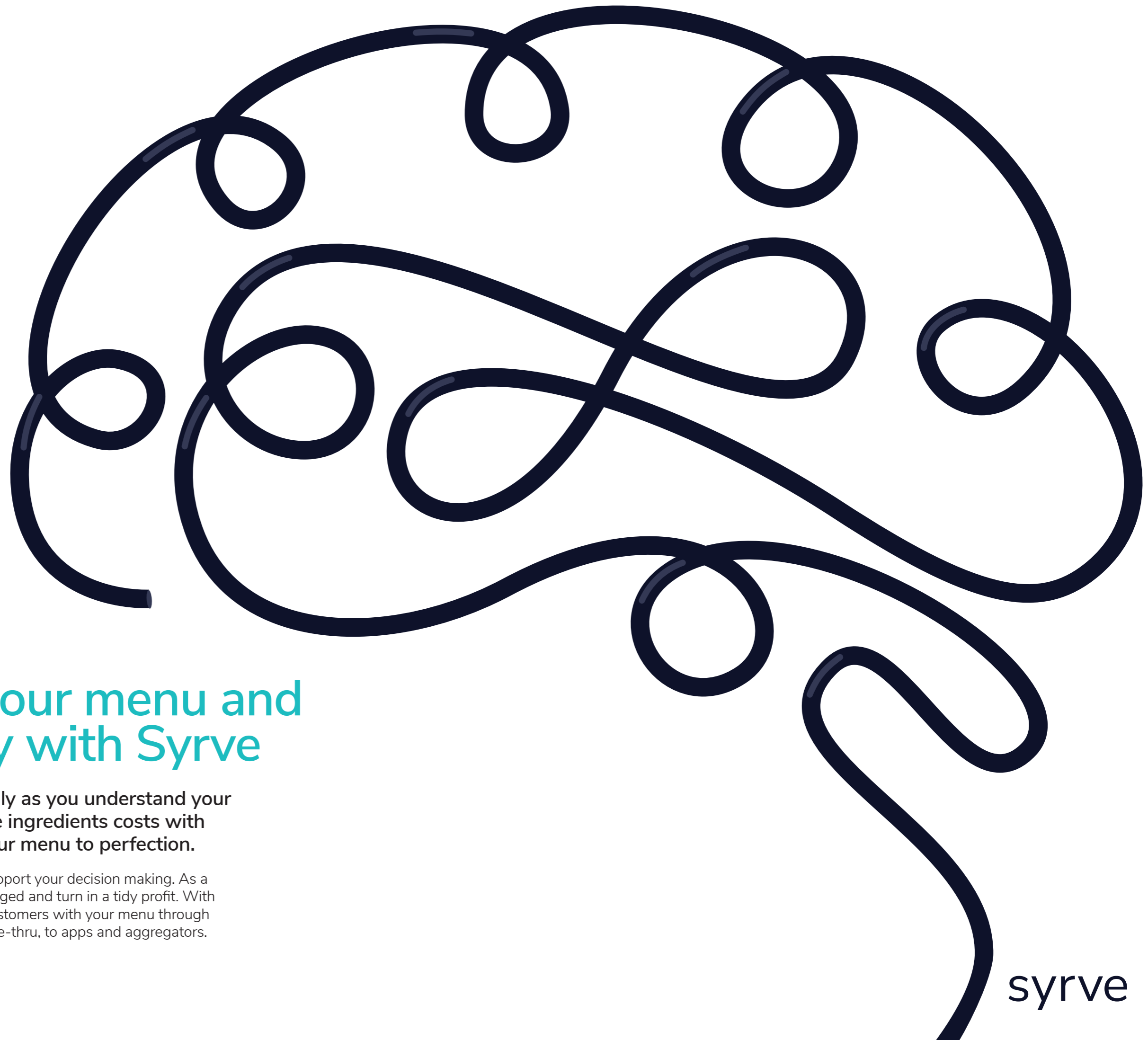
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Optimise your menu and profitability with Syrve

Syrve can be a powerful ally as you understand your customers better, calculate ingredients costs with precision and fine-tune your menu to perfection.

We provide the data and tools to support your decision making. As a result, you can keep customers engaged and turn in a tidy profit. With our help, it's easier to attract new customers with your menu through any channel – from in-store and drive-thru, to apps and aggregators.
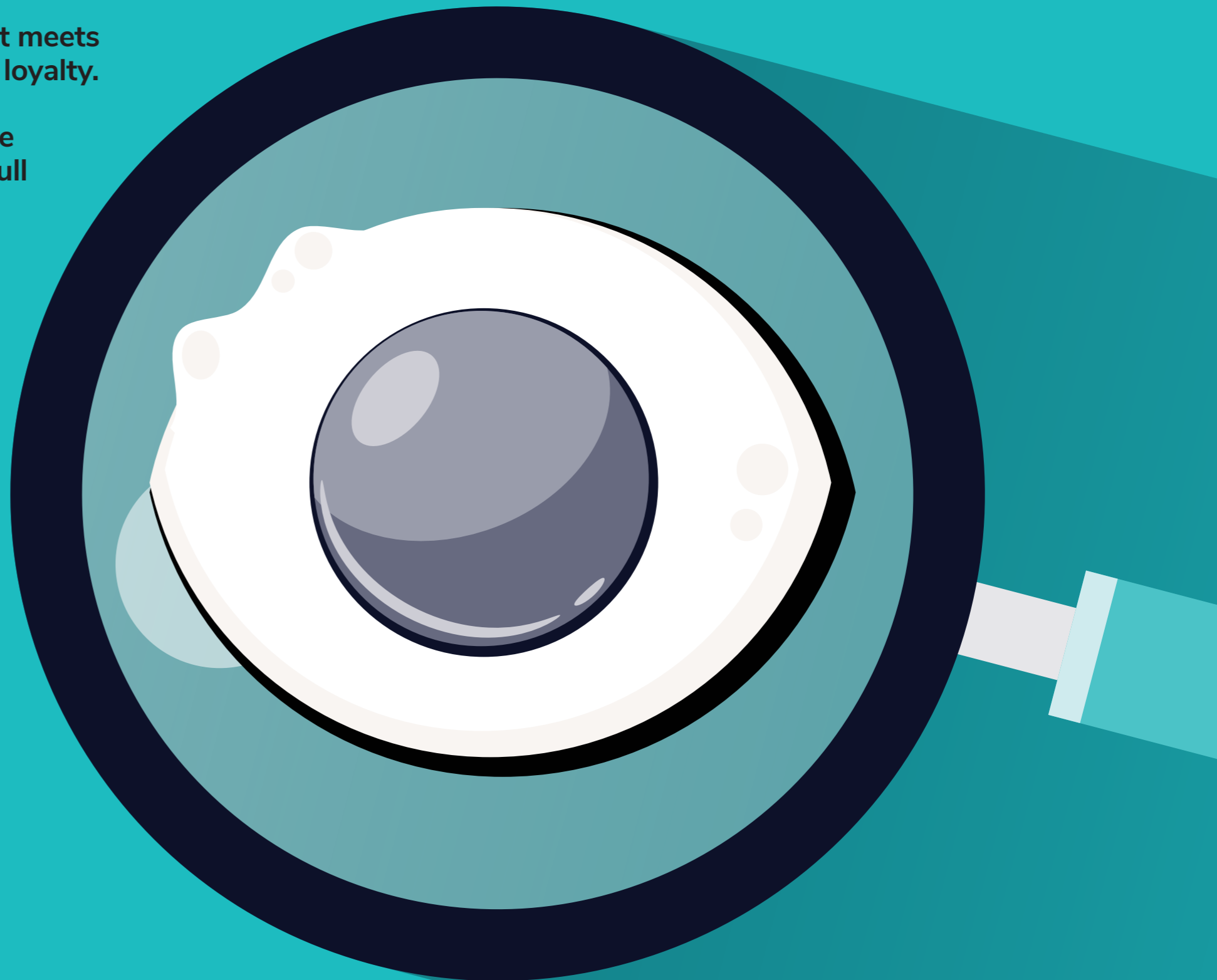
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Discover more

Let's help you to create a profitable menu that meets the expectations of customers and wins their loyalty.

The ability to optimise menu design is just one advantage of our solution, which covers the full extent of restaurant operations.

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