

Department: All stores

Last Updated: 1/24/2020

Subject: Menu Change Protocol

HID #: 028

Purpose: To successfully debut menu changes or updates, and plan print requests. Menu changes cost money. Whether it be print/design costs, labor, product, etc... by having a set protocol for changing menus we not only save money and become more efficient, but we ensure expectations are met each & every time. By minimizing print requests and anticipating needs we allow everyone to work more efficiently.

Responsibility: Everyone plays an important role; however, the GM and Chef/Bar Manager are responsible for coordinating the pieces of a successful change and managing print inventories.

PLAN AHEAD

- Plan menu changes based on seasonality of ingredients, budgets, sales, costs, forecasted business levels & the staff's ability to successfully execute the dish.
- Review facts – which items will be removed
 - Analyze PMIX reports
 - Consider guest/staff feedback
 - Consider brand value of dish, does it achieve more than a good margin?
- Test potential menu items
 - Run as specials; collect feedback and consider how well the dish sold
- Submit creative request as soon as a new menu is on the horizon, marketing team will need the date the new menu is going live, not the new content.
- Menu engineering
 - Prepare recipes
 - Cost items
 - Consider physical presentation
 - Consider menu description on the MENU. What will best communicate this dish to our guests
 - Work with DOT to prepare plating guides and menu descriptions [descriptions due to staff one week in advance of all changes]
 - Outline portions and presentation
- Menu formatting assistance
 - For small formatting assistance (this does not apply to menu redesigns) contact Mktg Project Manager. Please allow 2 business days for edits to be made.
- Checking quantity of paper needed for new menus, requesting at least 2 full weeks before needed
 - Send all paper requests to Mktg Project Manager
- Setting aside time to get menu updates added to Wordpress.
 - It is the GMs responsibility to ensure that the menus on the website always match what is live in-house
- Catering/Sales menus
 - Create a list of what is changing and submit it to your executive chef and sales manager 2 weeks in advance.

3 WEEKS BEFORE CHANGE

- Set the date & communicate to the staff & marketing team

- Consider prep time, product delivery and execution
- Consider where the change falls on the period. Will you have time to recover the costs before the close of the period?
- Consider labor costs
- Submit creative request with the date the new menu is going live
- Delegate tasks
 - a. Menu descriptions – must be distributed to the staff at least one week in advance. Please follow description template provided
 - b. Submit printing requests to Mktg Project Manager by noon on Tuesday for Wednesday printing
 - c. Toast updates
 - d. Staff accountability; attendance at tasting, quizzes, etc..
 - e. Website update – update text and .pdf menu day of change

1 WEEK IN ADVANCE

- Descriptions distributed to the staff
- Use pre-shift to set expectations for the tasting
 - Each staff member is expected to know what's on the menu and a basic understanding of each dish BEFORE the tasting
 - The tasting is a time to take a mental snapshot of the presentation, To TASTE the dishes & to consider the sales approach. The tasting should NOT be the first they've heard of any particular dish

The Tasting

- This is a mandatory meeting
- All feedback is welcome
- A great opportunity for an all-staff meeting; inspire your team & unify your message

Debut

- Don't forget to update the website
- All staff are expected collect feedback by asking direct questions to our guests
- Assess what items are commonly left uneaten
- Chef and GM to discuss feedback and assess necessary adjustments

Staff Expectations

- Know each component of each dish
- Know the 4 major ingredients of each component. What best describes the flavor?
- Sales technique; Confident, enthusiastic, knowledgeable & customized
- Understanding of where the most common allergies are found on the menu and how to manipulate each dish to accommodate a guest with those allergies

Private Event Menus

- Some events may require custom menus.
- GMs are responsible for creating these menus. Use the template provided to you in Dropbox (Private Events & Catering > Private Event menu).

Menu Editing & Printing

- Request editing assistance (when needed) from the Mktg Project Manager by noon on Friday before the desired Tuesday print request day
 - This allows the Mktg Project Manager 48 business hours (M-F, 9am to 5pm) to help with any formatting

- Request print jobs with plenty of notice
 - All printing gets done on Wednesdays. You must have ALL printing requests (menus, posters, check presenters, coupons, cards, etc..) into Mktg Project Manager by NOON on Tuesday for Wednesday printing. Be prepared and consider the quantities you'll need for the weekend and for the week until next Wednesday arrives.
 - **When submitting your order to Mktg Project Manager for print, you must include:**
 - Attached PDF files of all menus
 - Quantities of menus needed
 - List of any edits that were made in-house
 - Make sure to Cc your Director in all emails
 - If your print request is not received by noon on Tuesday, we cannot guarantee your print request will be completed for the week.
- Process:
 - If BRF Office does NOT do menu printing for your store (JXLD, JXG, JXFC, JCOS, JXKC, LOLA, POSTLAF). GM or FOH manager is responsible for printing and editing online.
 - If BRF Office DOES menu printing for your store (CENTRO, JXB, POSTLONG, POSTROSE, POSTBLDR, WET, ZOLO) see above.
 - Every store is responsible for making menu updates online via Wordpress on the launch day. See Wordpress 101 doc for assistance.

Dropbox Maintenance: Menus [PDF and InDesign files] should always be saved to Dropbox.

- There are two folders where menus can be found:
 - Print Folder [Dropbox > Current Menus > Print]
 - This folder should only contain the most current, live-in-store, menus. If a menu is in this folder that means it is ready for print and no edits are needed.
 - There should only ever be ONE version for each day part in this folder.
 - Menu in Revisions [Dropbox > Current Menus > Menu in Revisions]
 - This folder contains menus that are undergoing revisions and not-yet-live.
 - When making edits to menus, be sure to duplicate the file [right click > duplicate] and move the outdated version to the 'old' folder [this is a subfolder within your print folder]. This allows us to keep records of all menu changes.
 - Once all edits have been made make sure to move the menu over to the print folder and move any duplicate/old menus (in the 'print' folder) to the 'old' folder.
- Fonts:
 - The marketing team has added all necessary fonts to Dropbox in Current Menus > Fonts. Please make sure you install all of the font in this folder and alert the Mktg Project Manager if you're missing a font.