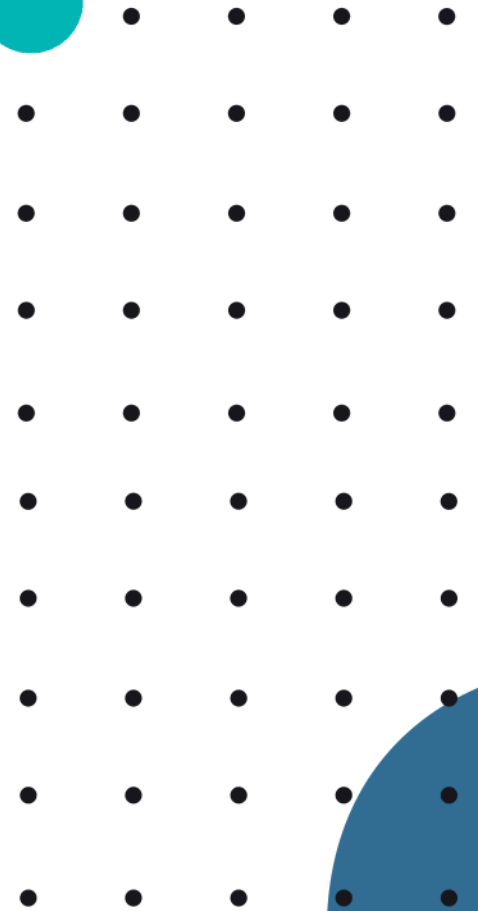


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MENU MANAGEMENT GUIDE BOOK



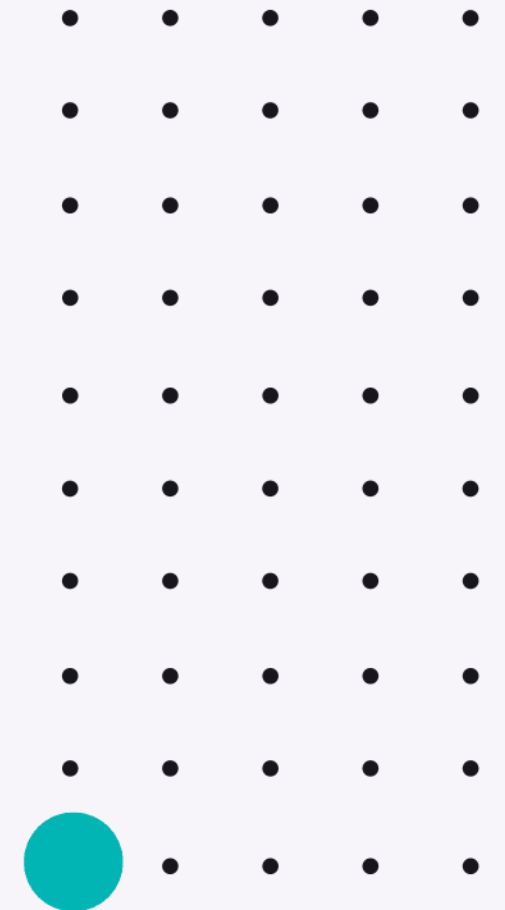
Menu Data Collection

How are you collecting price and menu selections?

Building out a new menu strategy is all about your data collection strategy. Depending on the organization structure, with corporate or franchise stores, the complexity can be far ranging.

However, with the amount of stakeholders you collect menu pricing from, there is still quite a bit of localization to every menu. Therefore, pricing and menu selections are bound to change.

Organizing this data from the beginning is essential to creating and executing a new menu successfully.



Menu Data Collection

Is the dreaded spreadsheet a necessary evil?

Spreadsheet collection

Collecting data through emailing spreadsheets is the most common form of menu price and item selection, especially in fast growing brands that are bootstrapping their way to the top.

PROS

- Inexpensive
- Accessible
- Attaches to email
- Easy to learn
- Allows for customization

CONS

- Can easily be shared outside the organization
- Version control is difficult to manage
- No controls for members filling it out (too much customization!)
- Can become clunky and slow as more data is collected
- Prone to spelling errors
- Menus are manually designed from spreadsheets

Menu Data Collection

Is there a better way?

Menu Management Software collection

Collecting data through menu management software that franchisees or store managers can access directly and price may be more appealing to brands once they have grown to a size that is difficult to manage in a spreadsheet.

PROS

- Very Scalable
- Brand controls are strong
- Database-driven with API access
- Custom Reporting
- Menu art files are rendered directly from data collected
- Removes burden from marketing for managing emails and frees up the team to do marketing

CONS

- Cost prohibitive for some brands
- Requires strong partnership with software vendor
- Setup period is required
- Menu rules must be predefined

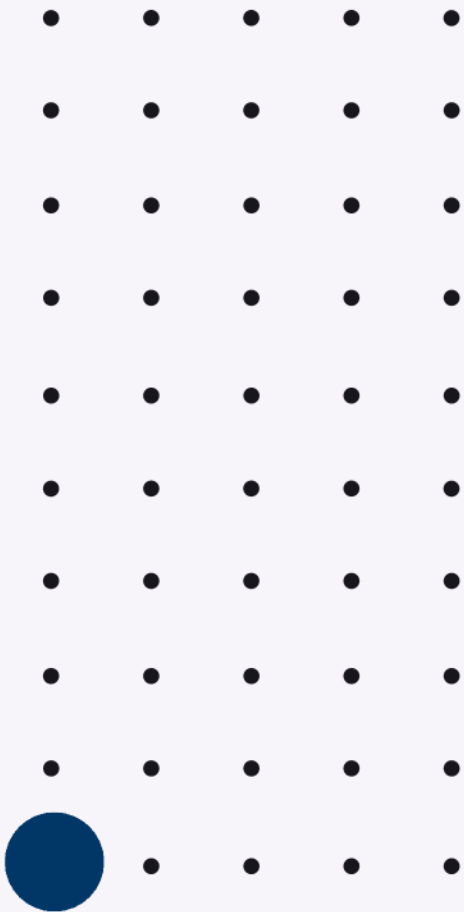
Menu File Versioning

...so you have the data, now what?

Versioning menu files can be one of the most tedious parts of the menu campaign lifecycle. However, many menu management software providers can version the art files directly from the database they collected in the menu data collection process.

This can save days from the menu production lifecycle and empower your brands to embrace more localization and versioning in their menus.

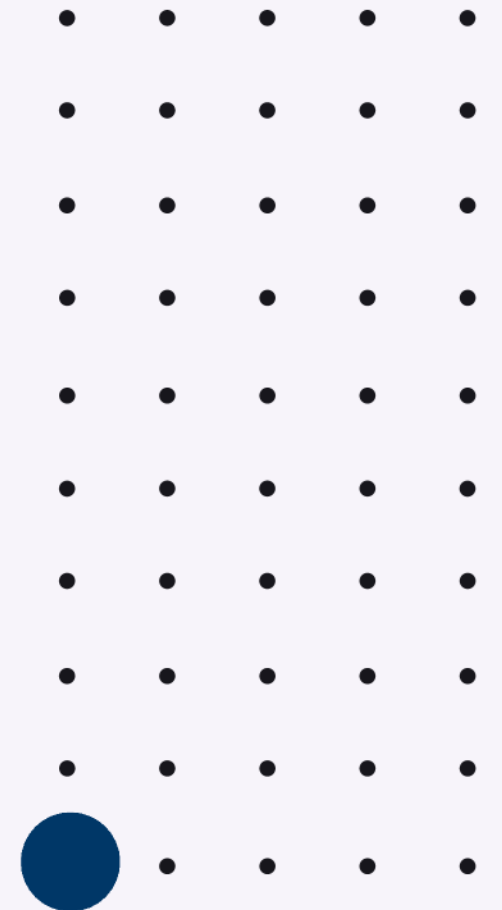
Store #1 Menu Data		
Item Name	Price	Section
Steak Fajitas	\$14.99 ▾	Entrees
Street Tacos	\$9.99 ▾	Entrees
Burrito Bowl	\$11.99 ▾	Entrees



Menu Versioning Done!

Where else does the menu need to be updated?

The menu often times needs to flow downstream to other channels, such as POS, online ordering, your website, internal finance teams, etc. The menu isn't the final stop of the data, as it needs to propagate elsewhere. Instead of copy and pasting or manual input, it is important to make sure your menu management team has access to a menu API or reporting capabilities required for downstream providers.



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