

126 Expert Ideas for your Restaurant Business Plan (+10 Bonus Tips)

Vanessa Cullen of Forward Thinking Design has some [great insights to share on healthy food offerings](#):

“Wholefoods plant-based clean eating is in and here to stay, even with non-vegan or non-vegetarian consumers who are just seeking lighter, healthier and/or more sophisticated meals. Leading futurists forecast this as the top trend in the immediate and foreseeable future of food and it is being embraced by both the best chefs globally and small start-up ‘fast’ food companies popping up ahead of the curve.”

Vanessa also shared a few examples of healthy dishes:

- A vegan veggie burger or falafel wrap with option for gluten free bread
- Bringing in a vegan cheese option which allows you to easily convert many pizza and Mexican style mains
- A tofu or lentil veg stir fry, hot pot, casserole or curry, etc.
- Raw vegan desserts and non-dairy based ice creams can easily be bought in from a growing range of suppliers

Having more options like these will add variety to your menu and appeal to a wider array of customers.

29. Trim down your menu

Track the sales of every item in your menu and remove those that aren't selling as much as the others. You can also use one item for different dishes to cross-utilise them to avoid and reduce food spoilage while keeping food cost under control.

30. Keep a balanced menu

Analyze each item on your menu to be able to figure out your major food costs and how you can make small cuts back. Make sure it has a balance of both low and high cost items. Make adjustments to meet food cost targets. As much as possible, avoid high food cost items on slow months.

Here's some tips from HowCast on [how to design a menu](#).



31. Control portion size

Small things that may not seem like a big deal at first can actually make a huge difference in meeting targeted food costs. Portion size is one of these small things.