



Think Culinary posted about [menu tips](#) on Instagram.

[iChef's Kristy and Matthew Krueger](#) also shares the following [ideas when designing a menu](#):

- Create something that will excite your guests, involve your regulars, it gives them some ownership.
- [Use the specials board](#) as your menu design drawing board

Another great tip for your restaurant business plan from Murray Wright of [MurrayWright.com](#) is to make sure your menus can be read and understood.

With in-house printing, we can squeeze a lot on a A4 paper - but in the evening with lights low, and the more mature customer having forgotten their reading glasses, (or not wanting to show they need them) things get hard. Make sure the typeface is big enough. With descriptions, be careful of technical terms - if people don't understand, they won't ask and just order the steak or schnitzel. Ask yourself why the term is needed - is it to genuinely inform the customer or make myself feel good?

25. Positioning items on a menu

Be smart when positioning items on your menu.

Murray Wright and Associates shares that people tend to remember the first and last items more easily when they read a list. So make sure to put the dishes you want to sell the most (highest \$ margin) first and last on the lists.

Here are [tips and tricks for making the most of your restaurant menu](#) by BuzztimeBusiness.



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