2395 The Focused Menu

Product Fieldbook · https://kb.jeffreysummers.com/docs/2395-the-focused-menu-2/

The Demand

Before your next menu revision, run the Why Audit on every item: why does this item exist, what does it say about what we believe, and if our best Guest ordered it ten years from now, would we be proud to still serve it? Any item that fails even one question goes on the cut list before you open a single spreadsheet. Most menus carry 20 to 30 percent inertia items — find yours.

The Work

List three menu items you suspect are on inertia, not by design:

Item 1 — the Why Audit:

Why does it exist:

Would you be proud to still serve it in ten years:

Keep or cut:

Item 2 — the Why Audit:

Why does it exist:

Would you be proud to still serve it in ten years:

Keep or cut:

Item 3 — the Why Audit:

Why does it exist:

Would you be proud to still serve it in ten years:

Keep or cut:

Description craft:

Pick one item currently written as an inventory list (ingredients and price) — rewrite it as a craft narrative with origin, technique, and specificity:

Cost substitution vs identity substitution:

Name one ingredient currently under cost pressure — will your substitution decision be driven by price or by what the Guest actually came for:

The one item you will cut this month because it survived on inertia, not on why: