# 2410 The Seven Ps of Menu Design

Product Fieldbook · https://kb.jeffreysummers.com/docs/2410-the-seven-ps-of-menu-design-2/

## The Demand

Before your next menu review, score your operation on all seven P's — Product, Price, Presentation, Placement, People, Physical Environment, and Process — not just the two most operators default to. Name the P you have never once consciously optimized, and pick one concrete action against it this week.

## The Work

Rate your current menu on each P (1-5):

**Product:**

Does every item reinforce a statement about who you are, or is something diluting it:

**Price:**

Is price a signal you set deliberately, or a number derived mostly from cost:

**Presentation:**

Do your descriptions create appetite and curiosity, or read as an inventory list:

**Placement:**

Are your highest-margin items in the Golden Triangle, or are they buried:

**People:**

Can your cast tell the story behind two or three dishes with genuine enthusiasm, or are they reciting:

**Physical Environment:**

Does the room's lighting, music, and energy support the menu, or work against it:

**Process:**

When was your menu last reviewed and revised — is it a managed asset or a static document:

The lowest-scoring P above, and the one specific action you will take against it this week: