2410 The Seven Ps of Menu Design

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

Most operators think about their menu in terms of one P: Price. Some think about two: Price and Product. The operators who build menus that actually work think about seven.

Product — what you serve, how it's made, and whether it represents your concept at its highest level. Every item on the menu is a statement about who you are. Items that don't reinforce that statement are diluting it.

Price — not just the number, but the signal. Price communicates value, positions your brand, and trains your Guests in what to expect from you. Price is never just math.

Presentation — how the dish looks on the plate and how it reads on the page. A dish that is described poorly sells poorly. A dish that is described well — with language that creates appetite, curiosity, or occasion — sells itself.

Placement — where the item lives on the menu. Menu real estate follows the same rules as physical real estate. The Golden Triangle — center panel, top right, top left — gets the most eye traffic. High-margin signature items belong there. Dogs belong nowhere.

People — who is presenting the menu and how. The server who knows the menu cold, who has tasted everything, who can tell the story behind two or three dishes with genuine enthusiasm — that person is your most powerful menu engineering tool. No menu design decision outperforms a cast that sells from knowledge and care.

Physical Environment — everything surrounding the menu. Lighting, music, table condition, the energy of the room. Guests don't evaluate the menu in isolation. They evaluate it inside the experience. A menu presented in a room that feels right sells better than the same menu in a room that doesn't.

Process — how the menu is built, reviewed, and updated. A menu that was engineered once and never revisited is not a managed asset. It is a static document slowly becoming a liability. The menu development cycle is a process, not a project.

Every menu decision touches all seven. Operators who optimize for one while ignoring the others are leaving money at every other P.