2420 The Menu That Makes The Guest Work

Product Fieldbook · https://kb.jeffreysummers.com/docs/2420-the-menu-that-makes-the-guest-work-2/

The Demand

Count your entrees tomorrow. If the number forces a Guest into "I don't know, what do you recommend" more often than genuine preference, you have transferred your curation burden onto the Guest. Pick the threshold you believe your menu can hold and cut toward it this week — not by what the kitchen can execute, but by what a Guest can actually process.

The Work

Current entree count:

Why items are on the menu:

Name one item that's there because the kitchen can execute it, one because a vendor relationship requires it, and one because a regular asked for it once:

The overwhelm signal:

How often does a Guest say "I don't know, what do you recommend" at your tables — rate frequency (1-5):

Is that deference, or is it the menu asking more of the Guest than they can process:

Addition or subtraction:

Have you added an item in the last year without removing one — yes or no:

The specific items you will cut this week so the menu makes fewer decisions for the Guest to make: