2445 Product Signature Items

Product Fieldbook · https://kb.jeffreysummers.com/docs/2445-product-signature-items/

The Demand

Before your next menu review, separate your popular items from your signature ones — the dish, experience, or ritual that is unmistakably yours and that no competitor can copy without copying you. If you cannot name one, that is today's decision: pick the item with the most potential to become unmistakable and commit to the intentional work of making it so. Name the story it will carry before you touch the recipe again.

The Work

List your three most popular menu items:

Popular item 1:

Popular item 2:

Popular item 3:

Of those three, the one that is truly signature — unmistakably yours, rooted in who you are — versus merely popular:

If none qualify as signature, name the one with the clearest potential to become it:

The story behind it — the reason rooted in who you are — in one sentence:

What you will change this week to make that reason unmistakable to the Guest ordering it: