2460 Product Menu Innovation for Every Market

Product Fieldbook · https://kb.jeffreysummers.com/docs/2460-product-menu-innovation-for-every-market/

The Demand

Before your next planning meeting, name your innovation cadence honestly — seasonal menu changes if your geography gives you four seasons, or a Limited Time Offer calendar if it does not — and check whether one currently exists on paper or only in intention. Confirm your base menu is running at standard first, because no LTO survives broken execution. Then commit to the next specific window: the dates, the one or two items, and the identity-rooted reason it belongs on your menu and not someone else's.

The Work

Does your geography give you four distinct seasons — Yes or No:

If yes, date of your next seasonal menu transition:

If no, date of your next Limited Time Offer window:

Rate your base menu's execution consistency right now, 1-5, where 5 means it never wavers from standard:

If below a 4, name the standard that must hold before any LTO or seasonal launch is worth running:

The next LTO or seasonal item you will run:

The identity-rooted reason it belongs on your menu specifically — not a trend, not leftover product:

How the Guest who catches it will feel like an insider, and how the Guest who misses it will know they missed something:

The date you will commit to launching it, and to ending it: