2470 Product The Menu That Was Never Questioned

Product Fieldbook · https://kb.jeffreysummers.com/docs/2470-product-the-menu-that-was-never-questioned/

The Demand

Before your next shift, pick the menu item, price point, or concept element you have described as "always sells," "works," or "is what we are" without checking lately, and schedule the proactive audit — not the crisis audit — that tests whether it is true or just unchallenged. Watch one full service as a Guest observation session without intervening. Ask your produce or protein vendor what their other restaurant clients are doing that you are not. Name what [Activity Crowding] has let calcify in your building, and put the next scheduled audit on the calendar before you leave today.

The Work

Name the menu item that "always sells" — when did you last verify the Guest orders it because they love it, not because it is the only familiar thing on the menu:

Name the price point that "works" — when did you last test whether it means profitable or just unchallenged:

Name the concept element that "is what we are" — when did you last ask whether the market still needs it:

Rate how much of your product decision-making is scheduled audit versus crisis-triggered audit, 1-5, where 5 is fully scheduled:

Date of your last Guest observation session where you watched without intervening:

Date of your next one, put on the calendar now:

The vendor conversation you will have this week that asks what their other clients are doing that you are not:

What [Activity Crowding] has let drift in your Product fundamental while you were always executing service: