MASTERING THE MENU

FoodPower is all about adding popularity and profitability to restaurants. This month, we feature creating menus with the psychology, marketing and strategy to create crave-ability, WOW the guests, and even go viral.

Menu engineering is morphing and moving fast as times and generational differences dictate. What was farm-to-table is now garden-to-fork, and we’ve got “food with integrity.” Men and women look for different things on the menu. Some guests want small, healthy portions, hence, the proliferation of sides, like kale and farro, along with the gotta-haves like mac & cheese. And bigger has never been more attention getting. Take a look!

BIGGER IS BETTER

Executive Chef Michael Rossi at The Ranch Restaurant & Saloon in Anaheim features a $99 Cowboy Ribeye, a 58 oz. bone-in chop that can be split between two guests.

On the menu, the Cowboy Ribeye copy is centered clear at the bottom with the following quote:

"The bone-in cowboy rib-eye is quite possibly the best steak in all of Orange County" Brad Johnson, OC Register

Since we all know that Mr. Johnson is a man with the reputation of “authenti-taste,” we take his word on this grandiose piece of meat. What works here is the “WOW” and many will want to share this great steak while others will reflect on the Petite Fillet and the NY Steak, both $38, which now seems quite reasonable.

Feel free to contact us at pamarshall@foodpower.com or at 949.646.3206. You can also find us on Facebook and follow us on Twitter!

To the power of food!
Phyllis Ann