Redro

15 Menu Design Tips to Boost Sales & Drive Profits

● 2023 ●

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Excellent restaurant menu designs can enhance a dining experience, help customers make satisfying choices and stimulate appetite. Your menu is the only communication with your guests that 100 percent of them will see.

However, a menu is more than just a list of the dishes a restaurant has available; it's an advertising tool capable of communicating a restaurant's identity and driving profit – if it's well designed.

Here are fifteen tips to help make sure that your online menu is helping you achieve your goals.

Take Care of Mobile

Did you know that 80 per cent of consumers think it's important to see a menu before they dine at a restaurant, and that 70 per cent want to be able to read the menu on a mobile device? Menus are the number one thing that consumers want to find when they search for restaurants online.

While some users may well be viewing your menu from their office or home using a desktop of sorts, most will be seeing your menu from a mobile device. They could be on the street nearby choosing which restaurant to try out, in a cab on their way to you planning what they are going to eat or sitting at home trying to decide where to go out tonight. You MUST make sure that your menu is optimised for mobiles and that it's super user-friendly and looks great.
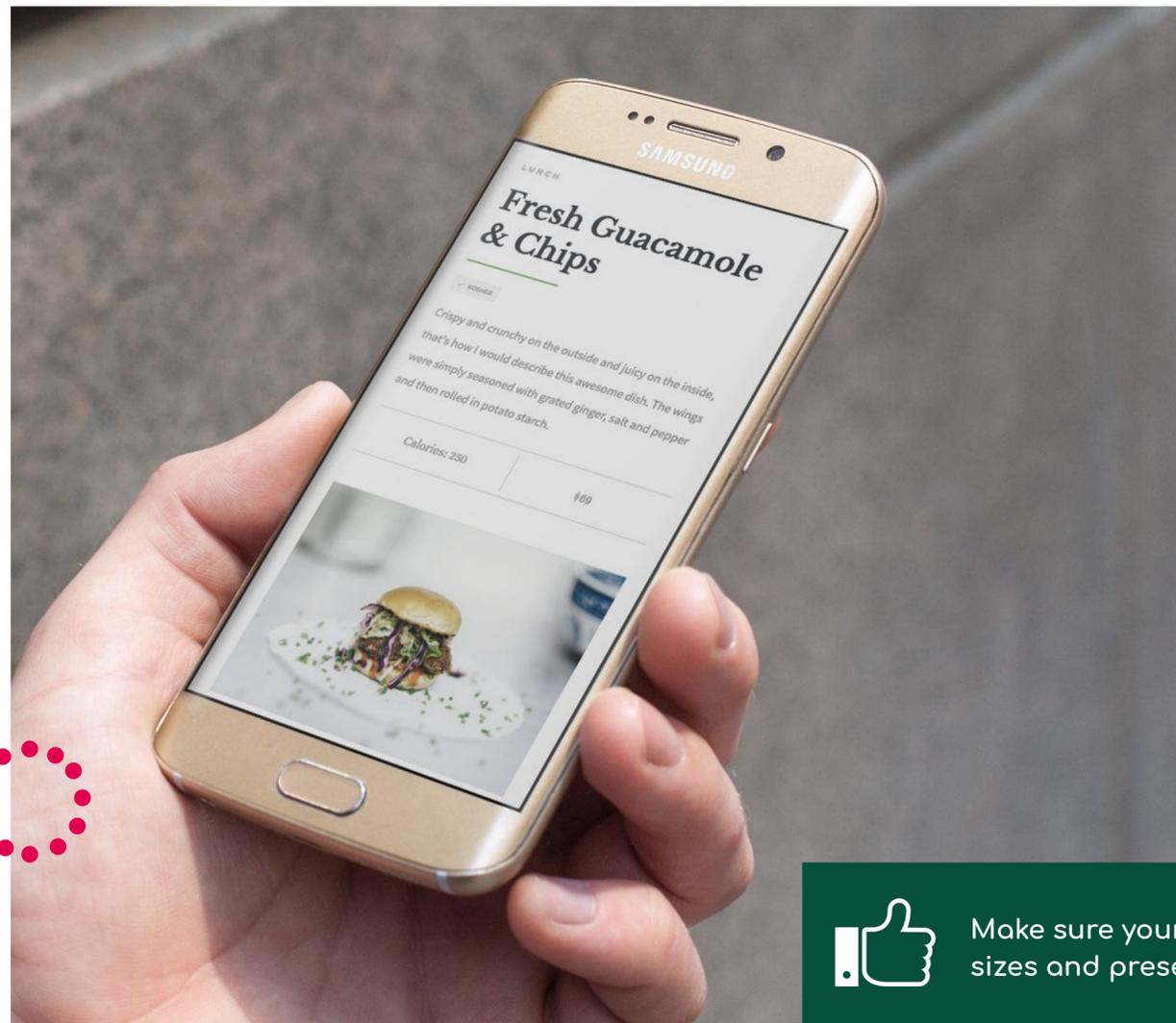
Avoid forcing users to have to pinch and zoom and pan an online PDF or image for example.

Make sure your menu is responsive to different screen sizes and presents your menu as legibly as possible.
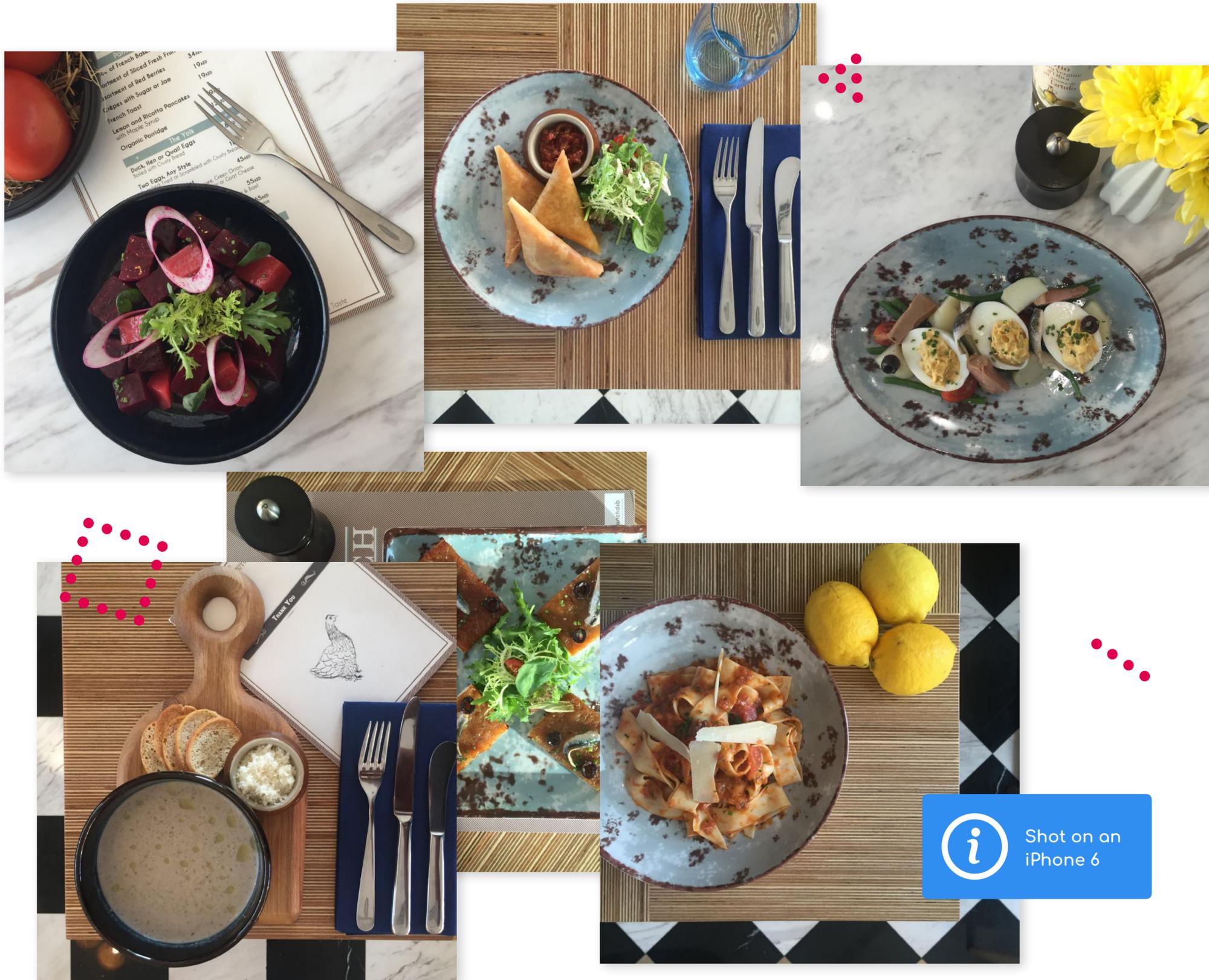
Photos Go a Long Way

According to <u>research done by 3M Corporation and Zabisco</u>, 90 per cent of information transmitted to the brain is visual, and visuals are processed 60,000 times faster in the brain than text. Cue that with the fact that <u>"We eat first with our eyes"</u> and you've got a strong case for including images on your menu.

Granted, having images on a printed menu is somewhat taboo. The perception is that it can make you look cheap. Online, however, it's a different story. Here people expect to see images and research has shown that <u>including a nice-looking picture alongside a food item increases sales by 30 per cent</u>. Pictures also make it much easier for children and foreigners who may not read the language of the menu well enough to order.

Make sure however that the photo is an accurate representation of what they're going to get. The last thing you want to do is mislead your customers or they won't be coming back. And don't worry; you don't have to get all fancy with expensive equipment. The images should be well composed, well lit and look tasty but most smartphones these days take great shots. Just look at all the awesome food photos on Instagram! #foodporn

Shot on an iPhone 6

Write Descriptive Copy

Descriptive or interesting copy will help restaurant-goers better understand their orders, save time for wait staff and maybe even provide a little entertainment. The trick is to write engaging and straightforward copy that describes each menu item but is still short and to the point.

The tone of all copy should match that of the establishment. If you have a lighthearted business, be fun with the words, but a more upscale restaurant should stick to a more formal style.

When writing copy, also think about the kinds of questions patrons might ask. Include information about potential allergies to common foods such as nuts, or note foods that are incredibly spicy.

Entice eaters with menu item names: Would you rather eat a cheeseburger or a ¼-pound char-grilled Angus cheeseburger?

Create a 'Special' Element

It is likely that your menu will contain some form of notes or standard information. This includes notations about dietary concerns – vegan, gluten-free and so on – or can denote the amount of spiciness or flavour of a specific dish.
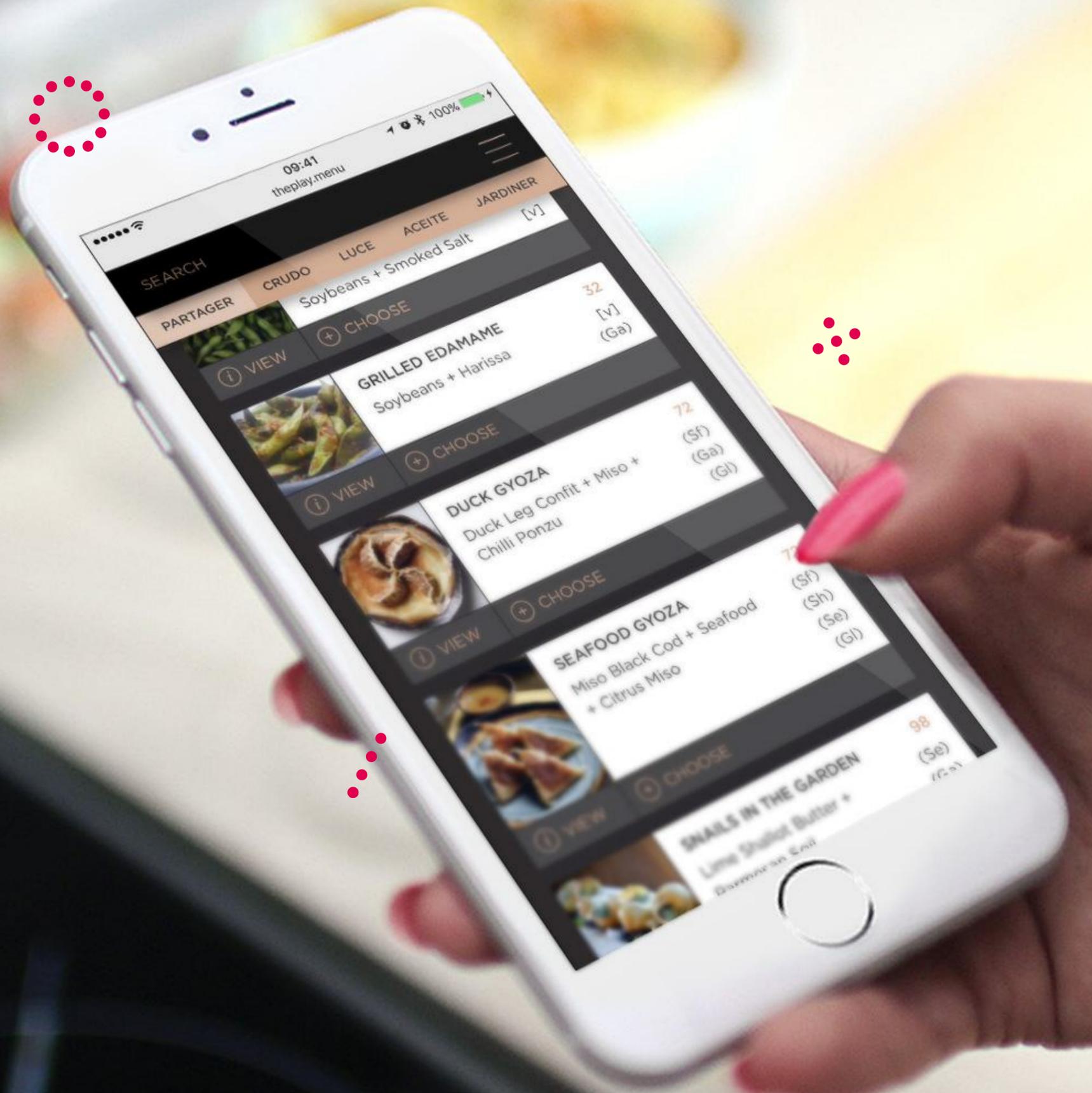
You can save space on the menu and make scanning easy by creating a set of special elements to denote these items.

You could design an icon stack that has a universal feel and works at small sizes. Mimic the overall style of the menu design regarding colour, weight and placement of the special elements. And think outside of menu clichés; you don't have to use an outline of a pepper to note a spicy item.

Custom icons are acceptable as long as you indicate what they mean but simple abbreviations are also very effective.

Simple abbreviations with tool tips saves space and aids with scanning.

Spaghetti Con Frutti Di Mare   160

Seafood spaghetti with mussels, shrim Gluten gole and a creamy sauce

S G

SAVE   VIEW

Strategic Pricing

Ideally, you want your customers to choose what they're going to eat according to what sounds and looks good, not what's cheapest. Your menu should always focus on what you've to offer and not how much something costs. So promoting things like dollar menus or less expensive items is usually not a tactic that ends up working to a restaurant's advantage.

The point is, you don't want to make customers overly aware of how much they're spending. Here are some tips on how to do this.

- Studies have shown that customers are more likely to spend more when currency signs are omitted, so don't include the $ symbol or whatever currency your restaurant uses.

- Opt for subtle colours and typography for pricing. For example, if menu text is black, consider a grey price so that it has less visual importance.

- You could also try using nontraditional pricing. Consider using price points that include one decimal instead of two for cents or fils (10.5, instead of $10.50).

- Don't rank items on the menu in price from high to low or low to high. Mix them up.

Typography Style

Typography is the driver for every menu. The typeface and style you choose will set the tone for your restaurant. It should be one of the first elements you decide on. Effective typography will communicate your restaurant's brand and result in a legible menu.

The selection of a typeface may depend on many practical factors, such as the amount of text needed to comfortably fit on the page, or legibility on small screens. You may want to use more than one typeface, for example, to distinguish the names and descriptions of menu items; it may help to guide customers through the menu. But don't go

overboard. The more typefaces you have, the more bandwidth your user needs to download them. As always, keep it simple, less is more.

Think about the atmosphere of your establishment and the style of typography that fits it.

Old English or blackletter	Old style serif	Modern serif	Transitional serif
Traditional, old-style, elaborate	Traditional, classic, formal	Authority, impact	Modern, plain, standard
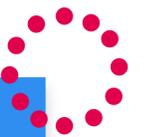
| Square or slab serif	Sans serif	Script	NOVELTY
Bold, strong, impactful	Modern, boldness varies by the thickness of the stroke	Classic, fancy, important	Varying mood depending on letterform, custom feel

Choose Appropriate Colours

Different colours have different psychological effects on a viewer so your colour scheme will help to set the mood of a restaurant as well as draw attention to certain food items.

To make good use of colour, choose those that have been shown in studies to have specific psychological effects. Yellow is said to grab a viewer's attention. Some reviews have indicated that red makes a diner hungry...and hungry is good. Blue is a very soothing colour, so often it's used to create a calming effect.

As a general rule, bold and bright colours are the preferred option, but colour selection can depend on the type of restaurant and target audience. You'll also want to be aware of how the colours on your menu interact with each other and ensure that they don't clash. Another consideration is how your menu colours interact with the colours in your dining space. For example, you wouldn't want to use a lot of bright colours on your menu if your interior uses a lot of earthy colours like brown and dark green.
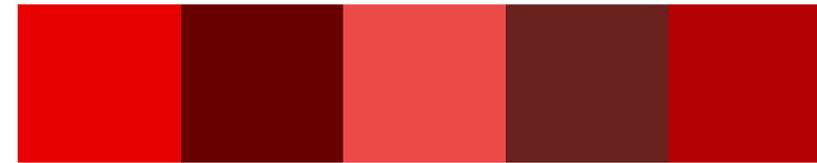
Have you ever wondered why so many restaurant menus utilise red and yellow? Red stimulates appetite and yellow draws our attention.

Blue icons or images can be helpful in selling seafood. Green can be helpful in selling vegetables.

Use a Little Psychology

Studies have shown that diners exhibit some common behaviours when they're looking at menus.
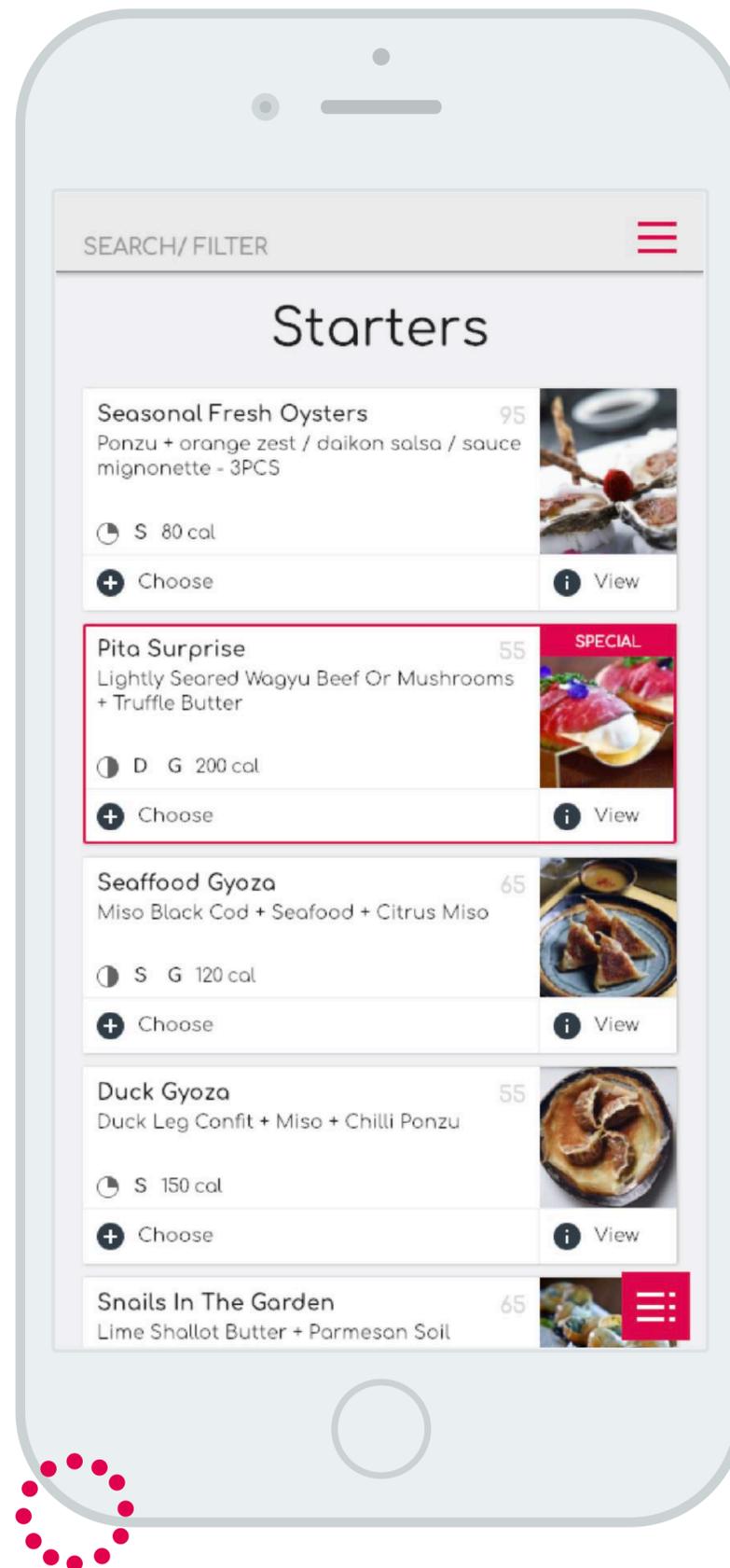
If you place your most expensive, top-quality entree at the top, they'll glance at that, and then scroll down to whatever you've listed right beneath that entree, perhaps to something they might more easily afford.

This is an excellent place to put a menu item that you want to push, maybe one that will make you a little more money, i.e. has good margins. It's more or less what your customers will see first.

This technique is often referred to as anchoring. You show the expensive item first making the next item look more affordable.

Create Logical Sections

Make it easy for customers to scan for dishes by arranging items sequentially and in logical groups, starting with the appetisers, ending with desserts.

SEARCH/ FILTER ☰

Starters

Seasonal Fresh Oysters 95
Ponzu + orange zest / daikon salsa / sauce mignonette - 3PCS

◐ S 80 cal
⊕ Choose ⓘ View

Pita Surprise 55 SPECIAL
Lightly Seared Wagyu Beef Or Mushrooms + Truffle Butter

◐ D G 200 cal
⊕ Choose ⓘ View

Seafood Gyoza 65
Miso Black Cod + Seafood + Citrus Miso

◐ S G 120 cal
⊕ Choose ⓘ View

Duck Gyoza 55
Duck Leg Confit + Miso + Chilli Ponzu

◐ S 150 cal
⊕ Choose ⓘ View

Snails In The Garden 65
Lime Shallot Butter + Parmesan Soil

Consider Using Boxes

Boxes draw attention to a menu item or group of items and are often used by a restaurant to promote dishes with the highest profit margins.

Highlight Best Sellers

Some restaurateurs wrongfully assume that they should forego promoting their best selling items and, instead, highlight some dishes that aren't doing that well. You should be doing the complete opposite. Promoting your most popular dishes is the best way to keep people coming to your restaurant.

When you have a dish that is selling well, there must be a reason behind it. The reason is usually pretty simple – it's a delicious dish! People will be coming back for their favourite dishes, and eventually, they'll want to try something else from your menu as well.

That's why you should always make the most popular dishes stand out. If you're going to be boxing some items on the menu, box the highest grossing, most popular items.

Get Social

Digital menus are a great tool to help you increase your restaurant's online exposure via social media channels.

Make it easy for people to share your menu on the web, especially individual dishes. This will increase your general visibility and reach online.

You can have fun with it too. For example, why not encourage your guests to take pictures of your dishes and share them on Instagram. Make sure to include instructions to link back to your restaurant along with a couple of hashtags of your choice.

You could run a competition where the best picture will get used on the menu thereby filling your menu with user-generated content and creating avid fans and promotors in the process!

Search & Filter

With printed menus, one must scan the entire list of dishes to find what they're looking for. With digital menus, however, this isn't necessary. Here you have the opportunity to enable users to search for items making it super quick for them to find something to their liking.

In the same vane, you can also use predefined filters to hide and show things. For example, a vegetarian will not want to see anything with meat. So with one click, they can hide all the dishes that they aren't interested in, thereby enabling them to focus purely on the dishes relevant to them.

Make use of the technology available to you online. Provide ways for users to search and filter your menu so that you can satisfy their needs without fuss.
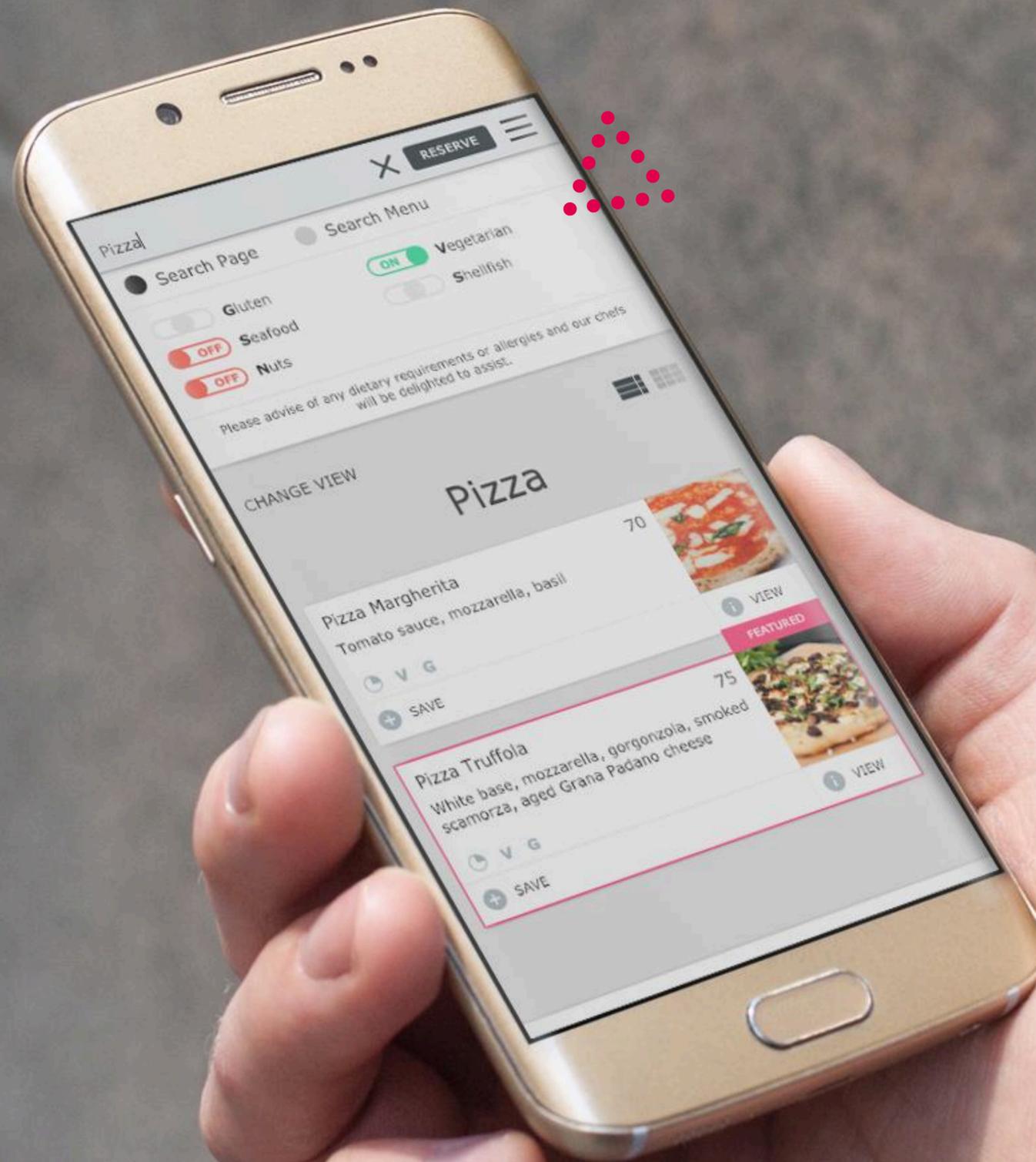
Search Engine Optimisation (SEO)

Besides helping your customers choose where and what to eat, your online menu is also an excellent opportunity to boost your search engine rankings.

Remember the statistics mentioned at the start of this document? You need to make sure that your menu is easy to find online. Again, don't just put an image of your printed menu on your website. Search engines can't read text within an image. However, if you have your menu spelt out in good old HTML, search engines the likes of Google will index your menu enabling it to present it, or specific dishes, in search results.

People in your area are searching, are you making it easy for them to find you?

Embrace Being Agile

The beauty of online menus is that they are super easy to change (unlike printed menus, which once printed, are set in stone). If you spot a spelling mistake, no problem, go online and correct it. Need to remove something that is out of stock? Easy!

You can update your online menu at any time with no additional cost 👍

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Thank you

Staying abreast of technology can be challenging in this fast-moving digital age.

Redro has been built to help restaurants tap into the opportunities provided by the new up-and-coming tech-savvy customer who expects to have everything at their finger tips. With a click and a swipe, they buy products, order taxis, arrange dates and much more.

The time is now to enable them also to browse your menu and plan their order from the device in their pocket whenever they want.

A Gastronomic Youthquake is upon us, a movement of community and culture, of being able to blend customer moments, technology, and great food into a seamless experience. Are you ready to boost your restaurant revenue while increasing online exposure and customer engagement?

Get a Quote

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Entrees

Search & Filter

MAINE LOBSTER THERMIDO   285
700-800g fresh lobster, cooked with shallots, mushroom, mustard & baked with Gruyère cheese. Served with chilli broccolini & green salad
C
+ Choose   View

SILVER FERN NEW ZEALAND FILLET   231
A-Grade Grass-Fed Beef 200g
+ Choose   View

GIANT PRAWNS   235
Succulent giant Gulf prawns, marinated & grilled with garlic, chilli, thyme & lemon. Served with coriander rice & garlic & chive butter
C
+ Choose   View

BEEF BOEREWORS   75
Grilled pure Angus boerewors with South African spices, served with polenta chips, Chakalaka sauce & micro herbs

MY ORDER

Powered by blue beetle