



MIC DESIGN
STUDIO

ENGINEERING

the experience matters

Matthew Clark

ENGINEER YOUR MENU

BOOST
YOUR
SALES

Menu engineering is the deliberate and strategic design of menus to encourage the consumer to purchase the most profitable drinks to help you make more from your menu.

The drinks list is the most important tool to any outlet, and can be used to encourage the consumer to buy what the outlet wants them to buy. Usually the most profitable offer. Our designers are experienced in the techniques used to engineer menus and assist customer decisions. The concept is built around 4 drivers.

Note: Engineering doesn't just apply to wine lists, try it on your drinks list as well.

Tip: Don't highlight too much, it will reduce the effectiveness. i.e. Only show bottle shots of select products.

189%

increase in wine sales when using an MC Design Studio engineered wine list

Source: Matthew Clark market research



01 Psychology

The first item in any section should be the most expensive. This is called a decoy. This assists the other items in the menu to all look reasonably priced and the consumer will be more open to ordering.

- Use shorter evocative descriptions to draw the customer to the product.
- Highlight wines by the glass and your most profitable products.
- Break the headers down into styles so the customer has an easier decision to make.



02 Marketing and strategy

Promoting the items that the outlet want to push, such as the more profitable selection or seasonal item, easing the customers decision and directing to certain drinks and foods. **Tip:** Don't be generic.

- Use bespoke personal messages "Our Chef recommends this with our steak."
- Match key items with your food to give the customer a more comfortable choice.
- Lead with Champagne and Prosecco don't hide your most profitable drinks at the back.



03 Graphic design

The design of the menu is crucial to giving the right impression, using the right colours to the format is important so that the design compliments the style of the outlet. **Tip:** Send a photo if you think it will help.

- Ensure that all menus from the outlet look visually the same and look part of a set.
- Include social media channels so that the outlet can keep in contact with the consumer.
- Use extra space to shout about events, i.e. 'Fizz Fridays' and any other forms of income.



04 Price

This is the last thing the customer should see. Never highlight the price, use the other techniques to draw the attention elsewhere. This applies to all drinks not just wines. **Tip:** Remove the £ sign from your prices.

- Highlight wines by the glass using a glass symbol to draw the eye to product name and not the price.
- Advertise the wines you want to push using promotions and offers.
- Highlight your most profitable products to draw the customer to them.