

TIPS for Making Menu's

- ❖ A restaurant menu is more than just a list of food with prices; it is a reflection of your restaurant style and concept.
- ❖ There are three main parts of designing a restaurant menu: Description, Layout and Pricing.
- ❖ A good rule of thumb when writing the descriptions of your menu items is to keep it short and simple.
- ❖ A description should be vivid and enticing- enough to make a guest's mouth water.
- ❖ Restaurant menu layouts and colors, whether formal, casual or playful, should match your restaurant concept, location or theme. Your menu font and color scheme should reflect your restaurant theme.
- ❖ Colors, fonts and borders are all integral parts of an effective menu design. Beware of choosing a font that is hard to read or too small
 - **Example:** A French bistro may have a classic script font or simple plain font, while a sports bar or other casual restaurant might have a less formal or playful font.
- ❖ Take a look at a menu from most any restaurant and you will see that it is arranged sequentially:
 - Appetizers, soups & salad, main entrees, desserts and beverages
 - It is important to have sections clearly identified, by either bold headings, boxes or borders
- ❖ Avoid adding too many pictures or busy backgrounds; this can make the menu hard to read.