

CREATING THE PERFECT MENU

REMOVE CHOICE OVERLOAD

Too many options for customers is overwhelming.



CHAMPION ONE DRINK

Highlighting one will increase sales and focus your resources



USE THE 'MESSENGER EFFECT'

The bartender's recommendation counts

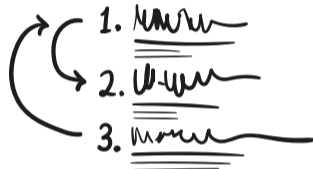


CREATE A SOCIAL NORM

Indicating a drink is the city or bar's favorite can increase volume

CONSIDER THE EFFECTS OF LIST ORDER

Drink order and position on a menu impacts perception.



RANDOMIZE ORDER

Ordering by price results in guests being more cautious in drink selection



ANCHOR WITH A HIGH NUMBER

Positioning expensive items front and center will acclimatize customers to spending more

DESIGN & MESSAGING

People are more likely to order from experience and familiarity.



DESCRIPTIONS

Too abstract can alienate potential customers



BRAND NAMES

Guests gravitate towards recognizable and trusted brand names



ADJECTIVES

Using geographic, nostalgic or sensory descriptors can familiarize cocktails



IMAGERY

Accurately showing the drink and glassware removes barriers to purchase



RARITY

A 'limited edition' tag is a great way to showcase chosen drinks

THE PAIN OF PAYING

Parting with cash is tough. Smart menu design can alleviate customer concerns.

\$9 → 9

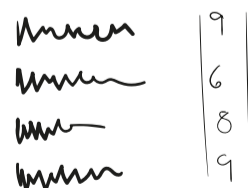
REMOVING CURRENCY SYMBOLS

Less focus on money and payment increases customer spend

8.95 → 9

ROUNDING OUT

Psychologically, less digits result in less concern over pricing



FORGET ABOUT COLUMNS

Don't make price comparison the default, disrupt the layout



PROFITABILITY FORMULA

Selling price - Cost of Ingredients = Gross Profit Per Drink

e.g. Pampero Daiquiri \$10 - 2.60 = 7.40
baise spirit (2.00) lime juice (0.50) sugar syrup (0.10) GP = \$7.40 (USD)

DRINKIQ.com DRINK RESPONSIBLY

..... DIAGEO
BAR ACADEMY
.....