

Mining the Menu For Opportunity

What Does The
Operator Really
Want?



Walk in Their Shoes

1. Sources of New Ideas

<u>SOURCE</u>	<u>PERCENT AGREEMENT</u>
Trade Magazines	81%
Suppliers/Vendors	72
Current Staff	66
Competition	58
Culinary Classes/Training	53
TV Shows	43
Other	19

Source: Nation's Restaurant News Chef Research



Walk in Their Shoes

2. Type of Support Most Desired

<u>SUPPORT</u>	<u>PERCENT WOULD LIKE</u>
Food Trend Info	64%
Consumer Trend Info	60
New Product Ideas	53
Nutritional Information	49
Competitive Intelligence	48
Ideas on How to Reposition Items	36
Promotion Funds	35
Recipes	34
Promotional Materials	27

Source: Nation's Restaurant News Chef Research



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3. Obstacles to Implementation

<u>OBSTACLE</u>	<u>PERCENT AGREEMENT</u>
Operational Problems	29%
Kitchen Training/Expertise	21
Food Costs	18
Source/Quantity of Supply	18
Other	8
Server Expertise	7

Source: Nation's Restaurant News Chef Research



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4. Areas for Manufacturer Improvement

<u>AREA</u>	<u>PERCENT AGREEMENT</u>
Knowledge of My Chain	60%
Knowledge of Restaurant Operations	51
Knowledge of Culinary Arts	45
Nutritional Knowledge	36
Long Term Relationship with My Account	29
Frequent Rotation of Sales Reps	18
No Improvement Needed	9

Source: Nation's Restaurant News Chef Research



Up Close & Personal: Dan Coudreaut

Director of Culinary Innovation, McDONALD'S

- “ Be sure what you present *fills a need for me* and not an internal initiative for the manufacturer.”
- “Taste what you send, *don't experiment on me*”
- “Don't over promise and under deliver.”
- “Remember it's all about the guests and return visits.”

Up Close and Personal: Mark Hampton

VP Culinary & Supply Chain, BAKERS SQUARE/VILLAGE INN

- “ Visit our website to gain a *basic understanding of our restaurants.*”
- “*Review the menu*”
- “*Visit and eat at our locations.*”

Up Close and Personal: Bruce Reinstein

Chief Operating Officer, FRESH CITY

- “*Know my concept* prior to meeting with me.”
- “*Analyze my menu* by category.”
- “Bring me things that are exciting, cutting edge, and trendy.”

Up Close and Personal: Michael LaDuke

Director, Product Development, RED LOBSTER

- Make what we're doing better: faster, easier, more flavorful
- Too much company history is a no-no
- *Know my brand*
 - *"No pork tenderloin"*

Up Close and Personal: Beverly Lynch

Director of Product Development, GOLDEN CORRAL

- Know your product availability and lead time
- Know my cost parameters (will share with suppliers)
- Want great food, not slides of facilities and marketing team
 - Benefit to guests, benefit on sales
- *Get into the restaurant and know our operations*
 - *You can't just Google us*
- *Cook for me and put it on my buffet!*

Way to Operator's Heart Is Through Menu

- Let's Mine the Menu for Opportunity!
 - Flavor Scan
 - Freshness Scan
 - Technique Scan

Flavor Scan: TGI Friday's Appetizer Menu

Key Takeaways

1. Overall: Mix of old/new, exotic/familiar
2. Contrasts = Opportunity: "Mild to Wild," Szechwan vs. marinara
3. Premium Touches: Jack Daniel's, Parmigiano, Japanese panko
4. Technique/Expertise: Sauteed onions, bacon-infused beans
5. Sensory Appeal: Snappy, cool, creamy, spicy in just one item
6. BOH Capabilities: Deep fry, grill, saute', steam, pan fry, toss

Freshness Scan: Panera Bread's Salad Menu

Key Takeaways

1. Hands-on from top to bottom
2. Copy Supports: Chilled, drizzled, homemade, fresh, vine-ripened
3. **Implied** Techniques: Applewood-smoked, citrus-herb marinated, drizzled
4. Quality Promise: Fuji apple, all-natural, our special Caesar dressing
5. Missing Links: Fried foods!

Technique Scan: Cheesecake Factory

Key Takeaways

1. Saute'
2. Crust
3. Deep Fry
4. Marinate
5. Bake
6. Grill
7. Mash
8. Char-Grill
9. Slow Roast
10. Glaze