



Quisine Analytics

Lunch Menu Revitalization Plan: A Trend-Driven Strategy to Reignite Midday Demand

1. Executive Summary

Urban lunch engagement at Quisine Analytics has declined, reflecting in falling average spending, slower meal velocity, and lower digital activity. This plan addresses the issue through a revitalized lunch menu built on food trend insights, sales analytics, and operational efficiency. The proposed changes aim to improve profitability, align the menu with evolving tastes, and reignite customer excitement both in-store and online.

2. Problem Indicators and Data Highlights

Recent performance data highlights specific midday challenges:

- Average spend per customer has dropped below \$47
- Lunchtime sales velocity declined from 22 to 15 meals/hour
- Social media engagement reduced:
 - 12% fewer check-ins
 - 7% drop in relevant hashtag mentions
- Culinary Trend Adaptability Index is low at 0.6, signaling a lag in trend alignment

3. Industry Trends & Strategic Implications

Global urban lunch trends (2024–2025) reflect key customer preferences:

Trend	Insight
Health-forward options	High demand for bowls, wraps, and low-carb/high-protein alternatives
Global fusion	Popularity of Korean, Middle Eastern, and Latin American flavor mashups
Plant-based convenience	Not just for vegetarians—plant-based meals are now mainstream at lunch
Affordable indulgence	Consumers still want flavorful, Instagram-worthy meals—even on a budget
Speed and value	70% of lunch buyers prioritize time and combos that feel like good value

Implication

To recover engagement and performance, Quisine must offer globally inspired, health-conscious, flavor-forward meals that are quick to prepare visually appealing and at a smart price point.

4. Trend-Driven Menu Strategy

Revitalizing Quisine Analytics’ lunch menu requires more than new ingredients. It needs to reflect how, what, and why modern urban professionals eat lunch. Based on 2024–2025 foodservice trends, here are four strategic pillars:

A. Global-Inspired, Health-Conscious Fusion

Today’s lunch crowd seeks diverse flavors and lighter options that don’t compromise satisfaction. According to **Yelp’s 2024 trend report** and Technomic, global-fusion bowls and wraps are among the top midday movers.

Key Approaches:

- Blend popular cuisines like Korean, Mediterranean, Latin American, and Southeast Asian
- Highlight plant-based proteins (e.g., chickpeas, tofu, lentils) even in non-vegetarian dishes



- Offer spice-forward sauces like gochujang, chimichurri, harissa, and tamarind chutney
- Focus on gut-friendly additions like fermented toppings (kimchi, pickled onions)

Example Dishes:

- Gochujang-glazed tofu grain bowl with cucumber slaw
- Chicken shawarma lettuce wrap with garlic labneh
- Quinoa tabbouleh & chickpea falafel wrap

B. Seasonal & Limited-Time Offerings (LTOs)

Seasonal menus boost interest, urgency, and shareability. According to the **National Restaurant Association**, limited-time offers (LTOs) see 20–30% higher trial rates than regular items.

Key Tactics:

- Feature three rotating items per quarter (one bowl, one sandwich/wrap, one salad)
- Tie into regional or national events (e.g., “Maple Month” in October, “Spicy Summer Series”)
- Use seasonal vegetables, fruits, and dressings to reduce sourcing costs and align with freshness expectations

Examples by Season:

- **Spring:** Herb-roasted chicken wrap with green dressing
- **Summer:** Chili-lime tofu salad with watermelon salsa
- **Fall:** Maple lentil bowl with sweet potato and sage vinaigrette
- **Winter:** Moroccan chickpea stew with warm naan strips

C. Smart Sizing & Value Engineering

Customers are still price-conscious but willing to pay for perceived value. Bundling and smart portion upgrades can increase ticket size without raising base prices.

Execution Ideas:

- Introduce “**Power Lunch Combo**” that pair an entrée with:
 - A specialty drink (e.g., kombucha, matcha, infused water)
 - A healthy side (e.g., roasted veggie cup, hummus dip)
 - A mini dessert (e.g., date ball, chocolate spoon)
 - Example: Shawarma Wrap + Fruit Cup + Cold Brew – \$14.99
- Offer **\$3 smart upselling**:
 - “Add cold brew for \$3”
 - “Upgrade to fruit side +\$2.50”
- Position these as wellness combos or lunch energy boosters, not just deals

D. Operational Speed & Scalability

The goal is not just trend alignment, but sustained throughput during peak lunch windows. To achieve 20–25 meals/hour per location, kitchen workflow must support modular prep and fast execution.

Guidelines:

- Cross-utilize ingredients (e.g., the same grilled chicken goes in wraps, bowls, and sliders)
- Cap prep time at 6 minutes per item (target 4 minutes for base, 2 for finishing)
- Label ingredients in grab-and-go cold stations, pre-portion for speed
- Invest in combi ovens or hot-hold units to keep proteins warm for mid-shift assembly



5. Implementation Recommendations

A. Pilot Program

- A/B test two new items in 3 locations for 2 weeks
- Locations: Launch pilot at 3 high-volume, urban Quisine outlets
- Menu Scope: Test 4 core dishes + 2 upsell items + 1 rotating seasonal feature
- Timeline: 2-week test period, aligned with digital marketing push
- Customer Feedback: QR-based 30-second micro-surveys tied to digital receipts

B. Data Tracking Metrics

- Use POS and feedback data to compare revenue, time to serve, and customer satisfaction
- Sales velocity per item
- Average order value and upselling conversion rate
- Prep time consistency (target: ≤6 minutes)
- Feedback sentiment (taste, portion, overall satisfaction)

C. Operational Prep Plan

- Modular ingredient setup with cross-dish usage
- Pre-labeled cold/hot stations for each dish element
- Staff training on new dish assembly and portioning
- Weekly review of prep time, inventory variance, and customer notes

D. Marketing Tie-In

- Social campaign: “#PowerLunchWithUs” contest for best lunch post
- Pair with targeted promotions during pilot (e.g., “Tag your lunch, win a free dessert”)
- Influencer tastings: Partner with 2–3 local food influencers
- Targeted push notifications: Location-based offers between 11am–1pm
- In-app feedback rewards: 10% off next order for submitting a review

6. Anticipated Business Impact

KPI	Before	Target After Implementation
Avg. Customer Spend	<\$47	≥ \$48.50 via bundling and perceived value
Sales Velocity (Meals/Hour)	15	20–25 meals/hour via speed-focused item design
Social Engagement	-12%	Net gain of +10% check-ins and hashtag participation
Trend Adaptability Index	0.6	≥ 0.8 through seasonal innovation and data-guided rotation
Upsell Conversion Rate	(Not tracked)	≥ 30% of orders include one smart upsell item
Customer Satisfaction Score	(Baseline TBD)	Target ≥ 85% based on in-app and survey feedback

7. Conclusion

Quisine Analytics’ current lunch performance signals a clear need for reinvention. This plan goes beyond refreshing a menu, it restructures the lunchtime experience to match today’s urban preferences: fast, flavorful, digitally adopted, and health-forward. With globally inspired recipes, modular prep strategies, and integrated digital engagement, the proposed menu revitalization is designed to restore lunch-hour profitability and elevate Quisine’s reputation as a trend-savvy, customer-responsive brand.

By piloting smart changes, tracking metrics, and scaling based on real results, Quisine can transform its midday slump into a strategic growth lever.