

10 Items Every Restaurant Loses Money On

Identify potential profit drains on your menu

- **Egg Dishes**

Omelets and other egg dishes have low ingredient costs but can be labor intensive; poor portion control erodes profits.

- **Guacamole**

Avocado prices fluctuate dramatically, and restaurant guacamole can cost 6-8 servings around \$50¢-179¢-190¢.

- **Shellfish Appetizers**

Shrimp cocktails and other shellfish starters are often priced high but have high food costs¢-179¢-236¢-247¢.

- **Daily Specials**

Specials using specialty ingredients can have high costs; ensure your pricing accounts for higher CoGS¢-179¢-140¢-144¢.

- **Desserts**

Desserts require pastry labor; markups range 200-300 %¢-179¢-158¢-160¢, but over-complicated recipes hurt margins.

- **Custom Salads**

Build-your-own salads may require stocking many perishable items, increasing waste if not managed.

- **Complex Appetizers**

Multi-component appetizers can drive labor costs; streamline recipes to improve margins.

- **Imported Beverages**

Imported beers and wines can have high wholesale costs; markup expectations may not cover costs¢-179¢-65¢-77¢.

- **Large Format Meat**

Steaks and prime cuts have high cost and volatile pricing; monitor market rates regularly.

- **Free Bread & Chips**

Complimentary items like bread baskets and chips cost more than you think; consider charging or limiting portions.