**FOOD MENU DESIGN BRIEF REQUEST FORM & SOP**

**PROJECT DESIGN DETAILS**

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| PROJECT NAME |  |
| PROPERTY |  |
| SIZE (PIXELS = WEB) OR (INCHES = PRINT) |  |
| ORIENTATION (PORTRAIT OR LANDSCAPE) |  |
| DATE NEEDED |  |

**MENU SUBMITTAL SOP**

**STEP 1: OBTAIN APPROVALS**

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| **FOOD MENUS: REQUIRED APPROVALS** *(INCLUDING SPECIAL HOLIDAY MENUS, RESTAURANT WEEK MENUS, ETC.)*   1. **Menu Brief Preparation:**    * Property GM, Director of F&B, Executive Chef, Chef de Cuisine, or Head Chefs must ensure that menu briefs are thoroughly reviewed before submission.    * The brief should be checked for **grammar, spelling, allergens, and an associated cost** based on a **PMIX analysis and menu engineering**.    * Pricing should be **informed and included in the initial submission**, rather than added after approval.    * **Completed menu submission must be received no less than 14 days before the proposed change.** 2. **Initial Review:**    * The Property GM, Director of F&B, Executive Chef, Chef de Cuisine, or Head Chefs send the menu brief to the **RSH Culinary Director & RSH Regional Director of Operations** for a preliminary review and discussion. 3. **Final Approval Process:**    * The RSH Culinary Director will forward the reviewed brief to the **RSH VP of Operations** (CC Isabella Sandoval) for **final edits and approval**. 4. **Menu Design Kickoff & Distribution:**    * Once final edits are made and the menu is approved, the **VP of Operations will upload the document into the RSH Culinary Teams folder**.    * **For Owned & Operated properties or those with contracted RSH Brand & Marketing oversight:**      + VP of Operations will upload into **ClickUp** and assign it to the **Marketing team** for menu design updates, then route it to the **Regional Director of Operations and Culinary Director**.    * **For other properties:**      + VP of Operations will upload into **ClickUp** and assign it to the **Regional Director of Operations and Culinary Director** for distribution to the **Property GM/Chef team**. |

**STEP 2: DESIGN DEVELOPMENT**

EXISTING MENU EDITS: 1-2 business days once project is received via ClickUp by VP of Operations

NEW MENU DEVELOPMENT: 5 business days once project is received via ClickUp by VP of Operations

**MENU**

*Please drop the menu content below on page 2.*