

01. TOUCHPOINT AUDIT | **INSIGHTS, ANALYSIS, & RECOMMENDATIONS - MENU**



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MENU

Role and importance of this touchpoint...

A menu is a key touchpoint in a restaurant's customer journey, guiding guests in their decision-making and showcasing the restaurant's offerings and brand. It sets the tone for the dining experience, influences sales through strategic item placement, and facilitates engagement between staff and customers. Ultimately, a well-designed menu enhances satisfaction and reinforces the restaurant's identity.

Improvement recommendations...

- Strategically reorganize content structure, including category grouping, hierarchy, flow, and language to make it easy to navigate, understand, and order.
- Focus on the food by featuring your delicious dishes with compelling photography that entices through flavor and texture cues, bright lighting, high-contrast, and slightly saturated images.
- Introduce cross-selling and up-selling, specifically through wine pairings, combos, and specials.
- Revamp menu copy to concisely explain the food and wine with flavor-led tasting notes.
- Drive repeat visits and off-premise ordering by featuring 'takeout' and 'delivery' so guests know they can enjoy Little Italy at home and drive repeat business - incentivize their first order with a discount through a QR code.