# Case Study: Menu Engineering at a Mediterranean Restaurant

This expanded case study evaluates menu performance and operational strategy at a family-owned Mediterranean restaurant in suburban Phoenix.

With five years in operation and using Toast POS, the restaurant faces two persistent issues: soft weekday sales and an overwhelming number of entrees (13+), which limits table turnover and customer decision clarity.

Sales Volume by Item (Weekday vs Weekend):
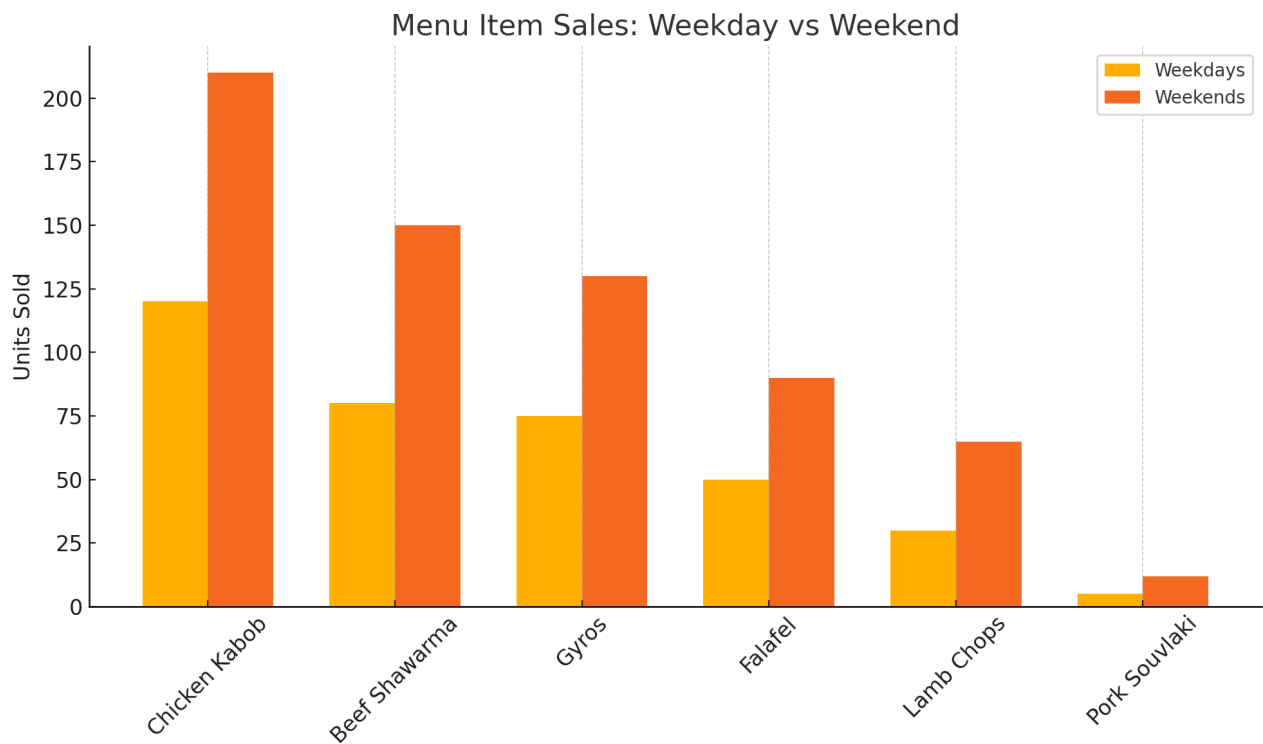
Sales analysis shows that 3 items (Chicken Kabob, Beef Shawarma, and Gyros) account for over 65% of volume, especially on weekends. On weekdays, overall volume drops, and low-volume items drag down kitchen efficiency.

By comparing item-level weekday vs weekend sales, we can clearly see which items are "menu clutter" - popular enough to keep but not profitable or consistent enough to scale around.

Estimated Profit per Menu Item:

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Estimated Profit per Item

Estimated food cost analysis reveals that while Lamb Chops deliver the highest profit per plate, they are not high-volume movers. Chicken Kabob and Beef Shawarma both offer excellent margin and volume balance, making them ideal for bundled offerings or spotlight promotions.

Low-selling items with tight margins could be rotated seasonally or offered as part of limited-run tasting menus.

Recommendations:

- Reduce menu options by 25-30%, starting with least-ordered and lowest-margin items

- Introduce a rotating "Seasonal Trio" menu using proteins with the highest margin

- Create weekday-specific specials (e.g., "Kabob Night" on Tuesdays) to stimulate off-peak traffic

- Implement Toast POS tags to track promo items and test new combinations

- Use staff scheduling adjustments based on expected daypart demand (i.e., lighter shifts Mon-Wed)