



# Module 7: Menu Design and Pricing

## 📌 Step 1: Understanding Your Café's Theme & Target Audience

- Before designing your menu, answer these questions:

### What is your café's theme?

- ☕ Coffee-focused? (e.g., Starbucks, Third-Wave Cafés)
- 🍔 Fast food? (e.g., McDonald's, Burger King)
- 🥗 Healthy & organic? (e.g., Salad Bars, Vegan Cafés)



### Who are your customers?

- Young students & professionals → Budget-friendly items, combos
- Families → Variety of dishes, kids' meals, healthier options
- Premium customers → Gourmet menu, premium coffee & desserts



### 📌 Example Café Themes & Menus:

- ♦ Trendy Youth Café: Loaded Fries, Pizza, Cold Coffee, Burgers
- ♦ Healthy Café: Smoothies, Avocado Toast, Salads, Detox Drinks
- ♦ Premium Lounge Café: Cheesecake, Gourmet Coffee, Croissants



## 💡 Step 2: Creating a Profitable Café Menu

A good café menu should have:

- ✓ Signature Dishes – Unique items only available at your café
- ✓ Balanced Categories – Mix of drinks, snacks, meals, desserts
- ✓ Best-Seller Items – Popular choices based on market demand
- ✓ Profitable Add-ons – Extra toppings, flavored syrups, side dishes
- ✓ Combo Deals – "Burger + Fries + Drink" for better value



### 📘 Example Menu Structure

Category	Example Items
☕ Coffee & Beverages	Cappuccino, Cold Coffee, Iced Latte, Green Tea
🍔 Snacks & Quick Bites	Veg Sandwich, Paneer Burger, Cheese Fries
🥗 Healthy Options	Greek Salad, Avocado Toast, Protein Shake
🍩 Desserts & Sweets	Brownies, Cheesecake, Ice Cream
👉 Combo Offers	Pizza + Coke, Burger + Fries + Shake



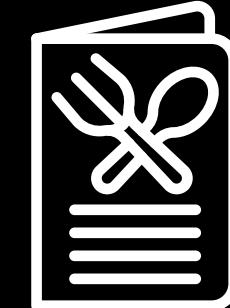
Tip: Use seasonal specials (e.g., Mango Shake in Summer) to attract repeat customers.

# Step 3: Pricing Your Menu Items Correctly

## Formula for Pricing:

 Food Cost Per Dish + Overheads + Profit Margin = Selling Price

- Step-by-Step Food Cost Calculation Example: Example: Cold Coffee



Ingredient	Qty	Cost (₹)
Milk	200 ml	10
Coffee Powder	5 g	5
Sugar	10 g	2
Ice Cubes	50 g	1
Disposable Cup	1	4
Total Cost		₹22

- ✓ Add 30-40% profit margin
- ✓ Selling Price = ₹70 - ₹80
- 💡 Pricing Strategy Tips:
  - ✓ Psychological Pricing – ₹99 instead of ₹100 (looks cheaper)
  - ✓ High-Profit Items on Top – First items get ordered the most
  - ✓ Bundle Offers – Burger + Fries at ₹129 (instead of ₹140 separately)



# Step 4: Menu Design & Layout Best Practices

## 📌 Menu Design Tips:

- ✓ Use attractive images – But only for best-selling items
- ✓ Highlight most profitable dishes – Use a different font color
- ✓ Avoid too many options – Max 25-30 items (Too many choices = Confusion)
- ✓ Easy-to-read fonts and minimal design – No overcrowding

## 📘 Example of a Well-Designed Menu Layout

- 📌 1st Page: Best Sellers (highlighted)
  - 📌 Middle Pages: Regular menu items (grouped by category)
  - 📌 Last Page: Desserts & Add-ons (for impulse buying)
- 💡 Pro Tip: Create two versions of your menu – Dine-In and Online Delivery Menu (Online menus should be shorter & optimized for fast orders).



# 💡 Step 5: Increasing Sales Through Smart Menu Engineering

## ✓ Strategic Placement of Items –

The first 2-3 items in each category get ordered the most

Use highlight boxes for high-profit items

List expensive items first so mid-range items seem cheaper

## ✓ Profitable Add-ons –

Extra Cheese: ₹30

Extra Whipped Cream: ₹20

Upgrade Regular Coffee to Large: ₹40

## ✓ Limited-Time Offers –

"Weekend Special – Buy 1 Get 1 on Mocktails!"

"Happy Hours: Flat 20% off between 4-6 PM!"

## ✓ Seasonal Specials –

"Summer Coolers: Mango Shake, Watermelon Cooler"

"Winter Specials: Hot Chocolate, Ginger Tea"



## 💡 Step 6: Digital Menu & Online Ordering



### 📘 How to Create a Digital Menu?

- ✓ Canva, Figma, or Photoshop for professional designs
  - ✓ Use QR Code Menus to save printing costs
- ✓ Upload Menu on Zomato, Swiggy, Instagram for more reach

### 🚀 Final Summary & Action Plan

- ✓ Choose a menu based on your café's theme (Fast food, healthy, premium)
- ✓ Price menu items smartly (Cost + Overheads + Profit)
  - ✓ Design an easy-to-read, attractive menu
- ✓ Use psychological pricing & combo offers to boost sales
- ✓ Promote menu online & use QR codes for digital orders



💡 **Pro Tip: Post Instagram Stories & WhatsApp Status with new menu items to drive online orders.**

 Café Menue : Hot & Cold Beverages

Item	Description	Price (₹)
Espresso	Strong black coffee	59
Cappuccino	Espresso with frothed milk	99
Masala Chai	Indian spiced tea	69
Green Tea	Fresh herbal green tea	79
Classic Cold Coffee	Chilled coffee with ice cream	119
Iced Latte	Espresso with milk & ice	129
Chocolate Shake	Rich chocolate milkshake	149
Strawberry Shake	Creamy strawberry milkshake	149
Vanilla Shake	Smooth vanilla milkshake	149
Mango Mastani	Thick mango shake with ice cream	179
Chocolate Mastani	Chocolate milkshake with ice cream	179
Blue Lagoon Mocktail	Refreshing blue curacao-based drink	169
Virgin Mojito	Lime & mint refreshing drink	169
Fruit Punch	Mixed fruit juice mocktail	169





# Burgers

Item	Description	Price (₹)
Classic Veg Burger	Crispy veggie patty with lettuce & cheese	129
Paneer Burger	Spiced paneer patty with special sauce	149
Cheese Burst Burger	Extra cheese-loaded burger	159
Aloo Tikki Burger	Indian-style spiced potato patty	119
Double Decker Burger	Double patty, double cheese	179
BBQ Mushroom Burger	Grilled mushrooms with BBQ sauce	169





# Fries & Nuggets

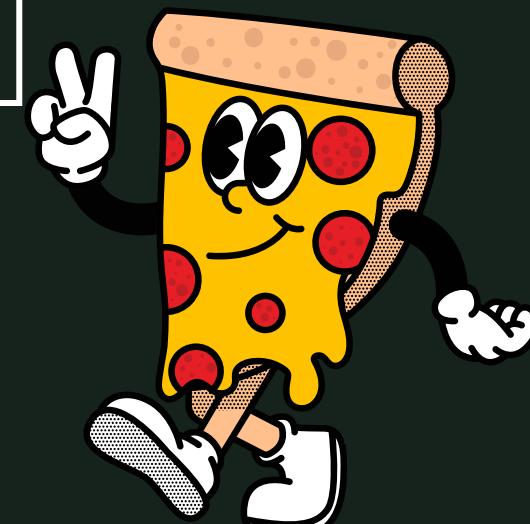
Item	Description	Price (₹)
Classic French Fries	Salted crispy fries	99
Cheese Fries	French fries with melted cheese	119
Peri-Peri Fries	Spicy flavored fries	119
Loaded Fries	Fries with cheese, mayo & veggies	149
Masala Fries	Tangy Indian-style fries	109
Nuggets (6 pcs)	Crispy golden nuggets	129
Cheese Nuggets	Nuggets stuffed with cheese	149





# Pizza

Item	Description	Price (₹)
Margherita Pizza	Classic cheese & tomato pizza	199
Veggie Delight Pizza	Bell peppers, olives & mushrooms	219
Paneer Tikka Pizza	Spiced paneer cubes & cheese	229
Cheese Burst Pizza	Extra cheese-stuffed crust	249
BBQ Mushroom Pizza	Grilled mushrooms & BBQ sauce	189
Tandoori Pizza	Indian-spiced veggies & paneer	199
veg cheese pizza	with tomato,capsicum and onion	179
corn cheese pizza	with all veggies and corn	199





# Pasta

Item	Description	Price (₹)
Classic White Sauce Pasta	Creamy white sauce with cheese	179
Spicy Red Sauce Pasta	Tangy tomato-based pasta	179
Mix Sauce Pasta	Combination of red & white sauce	199
Peri-Peri Pasta	Spicy peri-peri flavored pasta	189
Cheesy Alfredo Pasta	Extra cheesy white sauce pasta	209
Pesto Pasta	Basil pesto sauce pasta	219



 **Momos**

Item	Description	Price (₹)
Steamed Veg Momos	Classic dumplings with spicy chutney	149
Fried Momos	Crispy deep-fried momos	159
Tandoori Momos	Grilled spicy tandoori momos	169
Cheese Momos	Cheese-stuffed dumplings	179
Peri-Peri Momos	Spicy peri-peri flavored momos	189
Kurkure Momos	Extra crispy coated momos	199





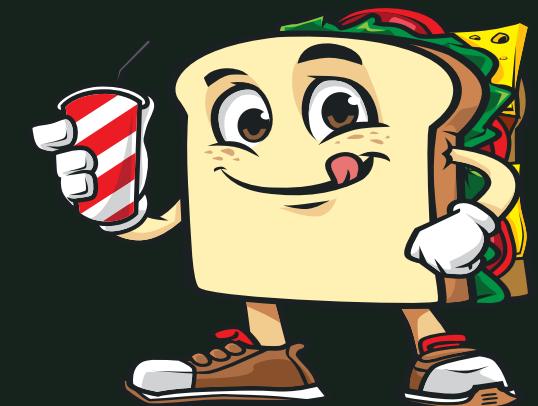
# Maggi

Item	Description	Price (₹)
Classic Masala Maggi	Simple & tasty masala Maggi	99
Cheese Maggi	Maggi with melted cheese	119
Butter Maggi	Maggi with extra butter	109
Tandoori Maggi	Smoky tandoori-style Maggi	129
Peri-Peri Maggi	Spicy Maggi with peri-peri seasoning	139
Vegetable Maggi	Loaded with mixed veggies	149



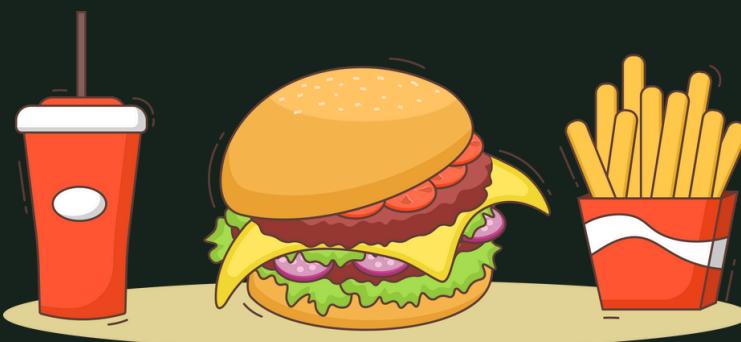
## Sandwiches

Item	Description	Price (₹)
Classic Veg Sandwich	Simple grilled sandwich	129
Cheese Corn Sandwich	Cheese & sweet corn-filled sandwich	139
Paneer Sandwich	Spiced paneer stuffing	149
Club Sandwich	Multi-layer sandwich with veggies	169
Peri-Peri Sandwich	Spicy peri-peri flavored sandwich	159
Chocolate Sandwich	Sweet chocolate-filled grilled sandwich	149



## ◆ Combo Offers

Combo	Includes	Price (₹)
Burger Combo	Any Burger + Fries + Coke	199
Pizza Combo	Any Pizza + Garlic Bread + Cold Coffee	349
Pasta Combo	Any Pasta + Garlic Bread + Mocktail	299
Momos Combo	Any Momos + Cold Coffee	249
Maggi Combo	Any Maggi + Nuggets + Tea	199
Sandwich Combo	Any Sandwich + Cold Coffee	229
Coffee & Dessert	Any Coffee + Brownie	199



## Special Offers & Promotions

-  Happy Hours: 4-6 PM (Flat 20% Off on All Beverages)
-  Weekend Special: Buy 1 Get 1 on Cold Coffee
-  Loyalty Program: Every 5th coffee FREE!

 Order Online & Contact Us

 Call: +91-XXXXXXXXXX

 Address: Your Café Location

 Order Online: [Website/Instagram Handle]



Tip: Customize this template with your café branding & print for display!