



Qualifying a Menu

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How to Qualify a Menu

- Look at the Dinner menu only.
- Entrée's or Dinners section only.
- If **no** "Entrée" or "Dinners" Section, then what would be considered to be "Entrees" or "Dinners".
- Last resort pull out a calculator to determine which core program is the right fit.



Restaurants with an average entrée price \$5 or less qualify for a \$5 core certificate.

Restaurants with an average entrée price between \$5 and \$8.99 (or fewer than 3 entrees more than \$9) are required to have \$10 core denomination

Restaurants with an average entrée price >\$9 are required to have the \$15 core denomination

Restaurants with an average entrée price > \$12 are required to have the \$25 core denomination

NOTE: The \$10 certificate core program may NOT participate in the \$25 certificate, but should have a \$5 certificate added and may add one higher denomination if they offer catering (\$50 or \$75).

Food Cost Chart Breakdown

Food Cost Model									
Certificate	Min. Spend	30%	Profit	32%	Profit	35%	Profit	40%	Profit
\$10	\$15	\$4.50	\$0.50	\$4.80	\$4.50	\$5.25	(-\$0.25)	\$6.00	(-\$1.00)
\$15	\$22.50	\$6.75	\$0.75	\$7.20	\$6.75	\$7.88	(-\$0.37)	\$9.00	(-\$1.50)
\$25	\$37.50	\$11.25	\$1.25	\$12.00	\$11.25	\$13.13	(-\$0.62)	\$15.00	(-\$2.50)

At 40% Food and Drink Cost:

If 50 tables all came in and spent right at (\$22.50) would be an investment of (\$75). Is it worth \$75 to bring in 50 potentially new tables/orders into your restaurant?