

ADDING VALUE

RESTAURANTS



Food is extremely visual, so make sure you arrange items on your plate in a beautiful way to increase the value of the dish.

Upgrading your plates from plain white and round can give the customer perception of higher standards and allow menu prices to rise.

When displaying food, think of innovative ways to add height. Increase the amount of plates and bowls used and make the display more pleasing on the eye.

If you are using accreditations such as British Red Tractor or free range for example - make it clear on the menu.

Keep an eye on market pricing - you can get good deals on different vegetables in season.

Use your website and social media platforms to build your brand personality.

Use your space well. If you have a mezzanine floor, create 'special offer evenings' to add a sense of differentiation.

Increase table covers using flexible seating.