SPECIALIST TRACK: MARKETING FOR CATERERS, BARS AND FOOD TRUCKS

Your marketing menu

Lesson: Menus as marketing · about 15 minutes

Rebuild your menu so it sells, stays profitable and states its price honestly.

Your business (name, service, main city):

1. List the three to five sample menus you will publish, with the one-line introduction for each.

2. Rewrite three dish descriptions so they lead with the main ingredient and add one specific detail.

3. Build a popularity and contribution grid for your mains or packages, and note what you will feature, reprice, rewrite or move to an upgrade.

4. Write your all-in per-person price statement, listing exactly what is included and which extras are optional.

5. **Write your dietary key and allergy statement in plain language.**

Check: can you now

- Structure sample menus by event type so that clients can choose quickly and confidently
- Use a simple popularity and margin grid to decide which dishes to feature, reprice or drop
- Present per-person prices and dietary information clearly, accurately and in line with all-in pricing

One change you will make this week