



A Taste of What's Cooking at US Foods

# MPP Online

# Importing Point-of-Sale Data



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## Introduction

Welcome to the menu profit builder pro online training. This short tutorial will walk you through the key steps in importing and using Point-of-Sale (POS) Data for enhanced menu analysis in Menu ProfitBuilder Pro Online

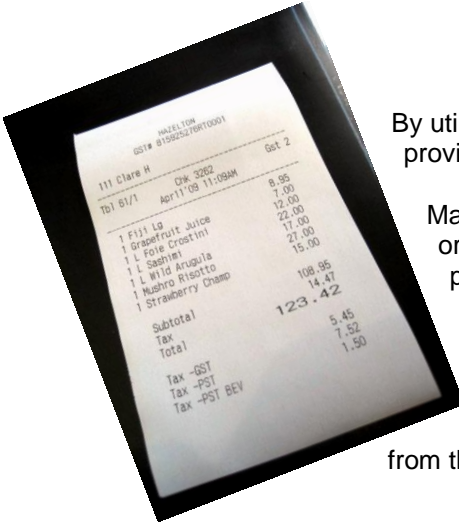


## Before you begin....

It is recommended that prior to using POS data in MPP, you have viewed and understand the following videos and documentation;

- [MPP Online - Recipe and Menu Item Pre-Work – YouTube Video](#)
  - [MPP Online - Creating Simple Recipes – YouTube Video](#)
  - [MPP Online - Creating Complex Recipes – YouTube Video](#)
  - [MPP Online - Creating Simple Menu Items – YouTube Video](#)
  - [MPP Online - Creating Complex Menu Items – YouTube Video](#)
1. **USFood.com MPP-Pre-Work.pdf** defines all steps that should be taken prior to entering recipes or menu items.
  2. **USFood.com MPP Simple Recipes.pdf**, **USFood.com MPP Complex Recipes.pdf**, **USFood.com Simple Menu items.pdf** and **USFood.com Complex Menu items.pdf**. These documents explain all of the fields, screens and terminology used in the recipe section of MPP.

## Importing Point-of-Sale Data in Menu Profitbuilder Pro Online



By utilizing sales data from a point-of-sale system (POS), Menu Profitbuilder Pro can provide enhanced reporting and analysis tools.

Many users utilize a POS system to enter, communicate and track their patron's orders. Virtually all POS systems are able to generate sales data for a given time period by menu item. This data can typically be exported to a spreadsheet, and in turn entered into a template that will allow importing this data to MPP. MPP also allows manual entry of sales data by POS number.

In order to successfully enter and analyze the POS sales data, it is critically important that the menu items in MPP contain the corresponding item number from the POS system.

### POS Pre-Work

Before importing data from any POS system, the user should review each menu item to ensure that the required data is included for each. The Menu Item List Report is the best way to review these details (see below) For MPP to accurately analyze POS sales data, each menu item requires the following information;

1. A unique POS number assigned for each menu item. This number **must** match the number assigned for this item in the POS system.
2. Matching selling price. The MPP Menu Item price must match the price charged by the POS system for the item.

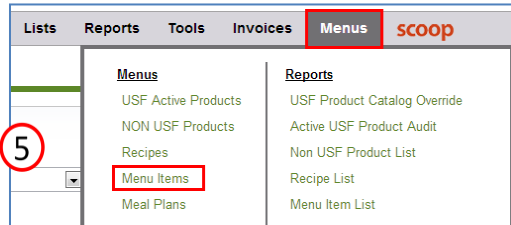
US FOODS Menu Item List Report				Division:	CHICAGO (2099)			
				Customer:	TEST CUSTOMER ONLINE			
ID	Menu Item Name	Menu Item Category	Description	POS#	Menu Item Price	Food Cost	Food Cost %	Gross Profit \$
282754	Apple Tart	Desserts	Our Famous Rustic Apple Tart	100	\$ 7.95	\$ 2.66	33.51 %	\$ 5.29
336995	Apple Tart w cheese	Desserts	Our Famous Rustic Apple Tart	101	\$ 7.95	\$ 2.66	33.51 %	\$ 5.29
260734	Apple Tart w/Vanilla Ice Cream and Salt Caramel	Desserts	Our Famous Rustic Apple Tart	102	\$ 7.95	\$ 2.61	32.86 %	\$ 5.34
243621	Bacon Cheeseburger Plate	Burgers	Our famous cheeseburger served w/seasoned fries	103	\$ 15.99	\$ 5.15	32.20 %	\$ 10.84
369324	Cheese Platter	Appetizer		104	\$ 4.99	\$ 2.24	44.89 %	\$ 2.75
242612	Cheesy Bread	Appetizer			\$ 4.99	\$ 2.24	44.89 %	\$ 2.75

- Notice the top three items on this list. They are all variations of the same dessert; a plain apple tart, an apple tart with cheese, and the same tart with ice cream and caramel. Notice that each item has a unique POS number, and a different selling price. This is the preferred method of configuration to enable one-to-one comparison of items between sales data and MPP.
- Notice too that there are menu items missing corresponding POS numbers. These numbers must be entered before importing the sales data.

**Division:** CHICAGO (2099)  
**Customer:** TEST CUSTOMER MPP ONLINE

ID	Menu Item Name	Menu Item Category	Description	POS#	Menu Item Price	Food Cost	Food Cost %	Gross Profit \$
391660	Apple Tart	Desserts	Our Famous Rustic Apple Tart	100	\$ 7.95	\$ 2.62	32.96 %	\$ 5.33
391661	Apple Tart w cheese	Desserts	Our Famous Rustic Apple Tart with melted cheddar	101	\$ 8.25	\$ 2.62	31.76 %	\$ 5.63
391662	Apple Tart w/Vanilla Ice Cream and Salt Caramel	Desserts	Our Famous Rustic Apple Tart topped with vanilla bean ice cream and salted caramel	102	\$ 8.75	\$ 2.57	29.36 %	\$ 6.18
391663	Bacon Cheeseburger Plate	Burgers	Our famous cheeseburger served w/seasoned fries	103	\$ 15.99	\$ 5.16	32.27 %	\$ 10.83
391664	Cheese Platter	Appetizer			\$ 4.99	\$ 1.49	29.92 %	\$ 3.50
391665	Cheesy Bread	Appetizer			\$ 4.99	\$ 1.49	29.92 %	\$ 3.50

- To make changes to pricing, or to add the missing POS number, go to the Menu Item Detail screen by clicking the Menu Items option under the Menus tab of the usfood.com website home page.



- Locate the menu item in question, and click on the menu item name to open the detail.

<input type="checkbox"/>	MPPODEM	Y	N	243621	Bacon Cheeseburger Plate	Burgers	Our famous cheeseburger served w/seasoned fries	998	\$15.99	\$5.15	32.20%	\$10.84	Options	X
<input type="checkbox"/>	MPPODEM	Y	N	369324	Cheese Platter	Appetizer			\$4.99	\$1.72	34.47%	\$3.27	Options	X
<input type="checkbox"/>	MPPODEM	Y	N	242612	Cheesy Bread	Appetizer			\$4.99	\$2.24	44.89%	\$2.75	Options	X

- Locate the menu item in question, and click on the menu item name to open the detail.

**Menu Item Detail >> Cheese Platter**

Step 1 - Menu Item Information  
 Menu Item Name: Cheese Platter  
 Menu Item Description:  
 Share Menu item:  Lock Menu item:

Step 2 - Menu Category, POS #, Price  
 Menu Item Category: Appetizer

Step 3 - Save Menu Item & Enter Ingredients  
 Hide Steps in the Ingredient list

Optional - Upload Image  
 Choose File: No file chosen  
 Upload

Calculated Values  
 Food Cost: 1.72  
 Food Cost %: 34.47

8. Use the POS Number and Menu Item Price fields to add, update or correct data.

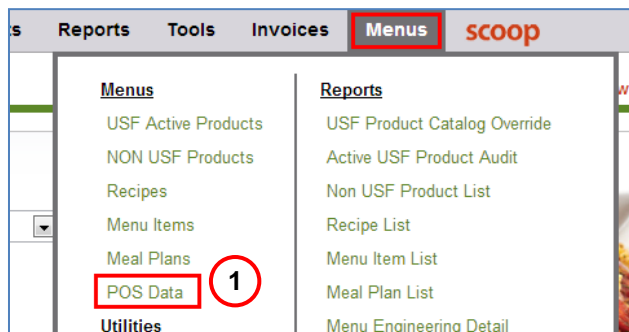
## Importing Point-of-Sale Data from the POS Sales Report

Most modern POS systems are capable of exporting a sales report to Microsoft Excel. This Excel report displays key sales and revenue metrics. Below is an example of such a report. **Yours will likely look different;**

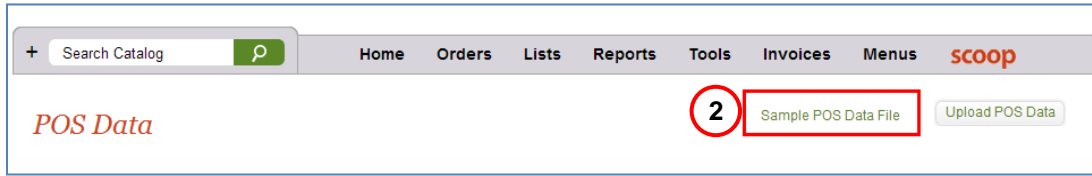
AnyPOS Inc.									
Restaurant:	MPP Test Customer	Report Date Range:	8/1/2012 - 8/31/2012	Report Date:	9/10/2012				
Menu Item ID	Item Description	Group ID	Group Description	Sales Quantity	Sales Period Start	Sales Period End	Sell Price	Extended Revenue	Tax
100	Apple Tart	35	Dessert	87	8/1/2012	8/31/2012	\$7.95	\$691.65	\$51.87
101	Apple Tart w/Cheese	35	Dessert	124	8/1/2012	8/31/2012	\$8.25	\$1,023.00	\$76.73
102	Apple Tart w/Vanilla	35	Dessert	67	8/1/2012	8/31/2012	\$8.75	\$586.25	\$43.97
103	Bacon Cheeseburger	20	Sandwiches	112	8/1/2012	8/31/2012	\$15.99	\$1,790.88	\$134.32
104	Cheese Platter	10	Appetizers	134	8/1/2012	8/31/2012	\$4.99	\$668.66	\$50.15
105	Cheesy Bread	10	Appetizers	175	8/1/2012	8/31/2012	\$4.99	\$873.25	\$65.49
106	Mozzerella Sticks	10	Appetizers	94	8/1/2012	8/31/2012	\$7.99	\$751.06	\$56.33
107	House Salad	15	Salads/Soups	227	8/1/2012	8/31/2012	\$6.99	\$1,586.73	\$119.00
108	Chef Salad	15	Salads/Soups	194	8/1/2012	8/31/2012	\$8.99	\$1,744.06	\$130.80
109	Cobb Salad	15	Salads/Soups	176	8/1/2012	8/31/2012	\$9.99	\$1,758.24	\$131.87
110	Steak Salad	15	Salads/Soups	141	8/1/2012	8/31/2012	\$11.99	\$1,690.59	\$126.79
111	Soup du Jour	15	Salads/Soups	102	8/1/2012	8/31/2012	\$5.99	\$610.98	\$45.82
112	Clam Chowder	15	Salads/Soups	117	8/1/2012	8/31/2012	\$6.99	\$817.83	\$61.34

The highlighted columns (a – f) represent the data needed for upload. You will copy and paste this data into the MPP POS import spreadsheet. **YOU WILL NOT COPY THE HEADERS ABOVE THE DATA. Use the following steps to upload.**

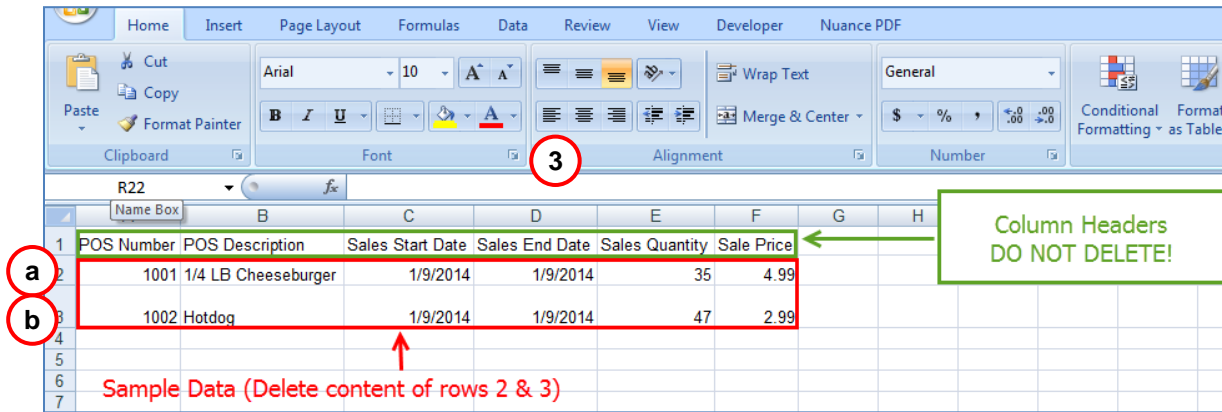
1. On the usfood.com home page, click the menus tab, then select POS Data from the options.



- The POS Data screen will appear. Click the link for “Sample POS Data File.”

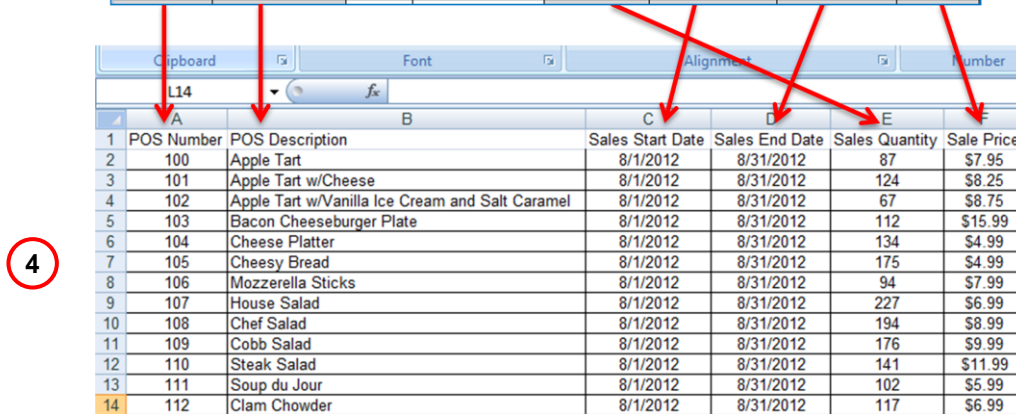


- The Sample POS Data spreadsheet will download. Open this file.

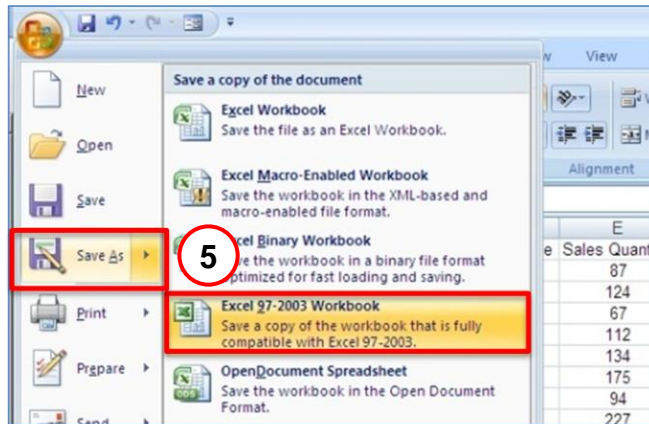


- The column headers in row 1 must NOT be deleted or pasted over. These headers are required for the MPP upload.
  - The data displayed in rows 2 and 3 are sample data to show the format required for the data. Delete this sample data
- Copy the appropriate data from the sales report (exclude the headers) and paste it below the headers in the MPP template. REMEMBER: the order of the columns, and the column headers may be different on the POS sales report than on the MPP template. **Copy and Paste carefully!**

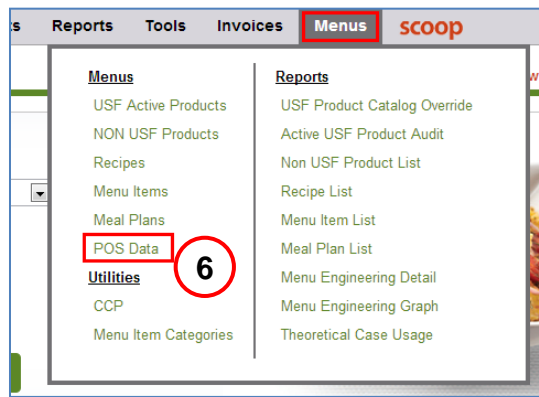
AnyPOS Inc.							
Restaurant: MPP Test Customer			Report Date Range: 8/1/2012 - 8/31/2012			Report Date:	
Menu Item ID	Item Description	Group ID	Group Description	Sales Quantity	Sales Period Start	Sales Period End	Sell Price
100	Apple Tart	35	Dessert	87	8/1/2012	8/31/2012	\$7.95
101	Apple Tart w/Cheese	35	Dessert	124	8/1/2012	8/31/2012	\$8.25
102	Apple Tart w/Vanilla	35	Dessert	67	8/1/2012	8/31/2012	\$8.75
103	Bacon Cheeseburger	20	Sandwiches	112	8/1/2012	8/31/2012	\$15.99
104	Cheese Platter	10	Appetizers	134	8/1/2012	8/31/2012	\$4.99
105	Cheesy Bread	10	Appetizers	175	8/1/2012	8/31/2012	\$4.99
106	Mozzerella Sticks	10	Appetizers	94	8/1/2012	8/31/2012	\$7.99
107	House Salad	15	Salads/Soups	227	8/1/2012	8/31/2012	\$6.99
108	Chef Salad	15	Salads/Soups	194	8/1/2012	8/31/2012	\$8.99
109	Cobb Salad	15	Salads/Soups	176	8/1/2012	8/31/2012	\$9.99
110	Steak Salad	15	Salads/Soups	141	8/1/2012	8/31/2012	\$11.99
111	Soup du Jour	15	Salads/Soups	102	8/1/2012	8/31/2012	\$5.99
112	Clam Chowder	15	Salads/Soups	117	8/1/2012	8/31/2012	\$6.99



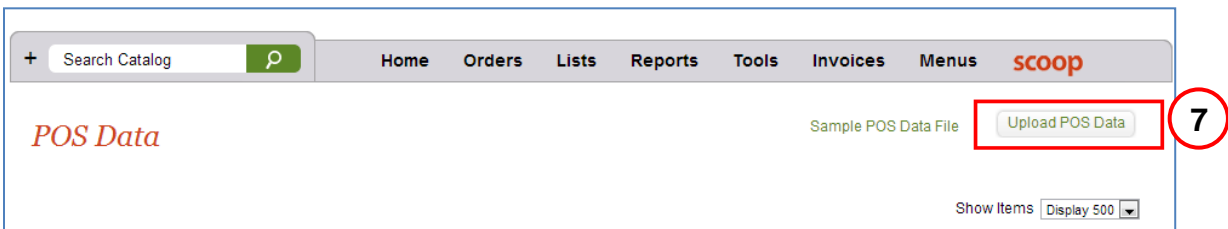
- Rename and save the populated MPP POS Template file to your documents folder, or other location on your computer. Click on 'Save As' to save the file. **NOTE: You MUST save as an Excel 97-2003 workbook. This saves the file with an 'xls' extension. MPP will only accept the "xls" format. Do NOT save using the newer "xlsx" format.**



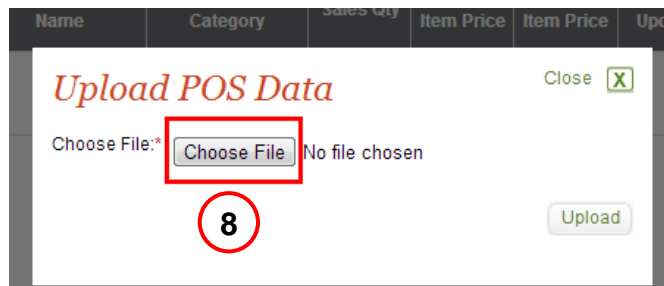
- Next, open the POS Data section of the Menus screen.



- On the POS Data Screen, click the 'Upload POS Data' button

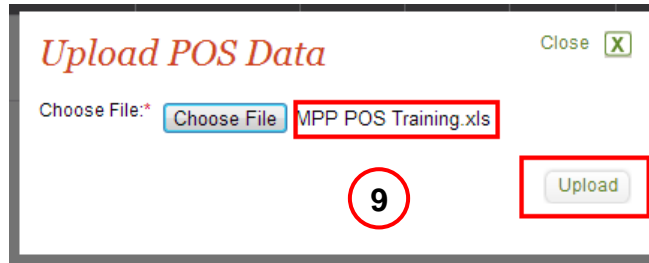


- Next, click the "Choose File" button to select the template file you just saved.





- Once the file has been selected, click the 'Upload' button.



- Once the upload is complete, MPP will display all of the uploaded items. The 'Error Check' column displays exceptions where the POS and MPP price for an item do not match (see POS number 104, Cheese Platter), or the POS number does not exist the MPP program (See POS number 105, Cheesy Bread). These exceptions can be corrected in the POS detail on the bottom portion of the screen. Note that the "Sales Quantity" fields will allow for manual adjustment of the uploaded numbers.

**POS Data** Sample POS Data File

**10**

Show Items

Theoretical Case Usage - POS Menu Engineering Detail Add POS Data

POS#▲	POS Description	MPP Menu Item Name	Menu Item Category	Sales Qty	POS Menu Item Price	MPP Menu Item Price	Date Updated	Gross Profit \$	Error Check
100	Apple Tart	Apple Tart	Desserts	<input type="text" value="87"/>	\$7.95	\$7.95	1/10/2014	\$5.29	X
101	Apple Tart w/Cheese	Apple Tart w cheese	Desserts	<input type="text" value="124"/>	\$8.25	\$8.25	1/10/2014	\$5.59	X
102	Apple Tart w/Vanilla Ice Cream and Salt Caramel	Apple Tart w/Vanilla Ice Cream and Salt Caramel	Desserts	<input type="text" value="67"/>	\$8.75	\$8.75	1/10/2014	\$6.14	X
103	Bacon Cheeseburger Plate	Bacon Cheeseburger Plate	Burgers	<input type="text" value="112"/>	\$15.99	\$15.99	1/10/2014	\$10.83	X
104	Cheese Platter	Cheese Platter	Appetizer	<input type="text" value="134"/>	\$5.25	\$4.99	1/10/2014	\$3.27	X
105	Cheesy Bread			<input type="text" value="175"/>	\$4.99	\$0.00	1/10/2014	\$0.00	X

POS#: \*  Sales Quantity: \*

POS Description:  POS Menu Item Price: \*

Sales Start Date: \*  Sales End Date: \*

MPP Menu Item Name: **Apple Tart** MPP Menu Item Price: **\$7.95**

Menu Item Category: **Desserts** Date Updated: **1/10/2014**

Gross Profit \$: **\$5.29**

Make corrections here.

**\*\* IMPORTANT \*\***

Menu Profitbuilder Pro does not store historical POS sales data. Each time POS sales data for a particular menu item is imported, the data currently in the system for that item will be overwritten.

For this reason, we suggest saving a copy of the Theoretical Case Usage Report, and the Menu Engineering Report (described on the following slides). This will allow you to compare usage from one period to another, and collect data over an extended period. Many users find it helpful to import data once each month.

Before importing POS sales, we recommend that the user delete the previous import. To delete this data, use the “Delete All” button on the POS Data screen. This will ensure the integrity of data for each upload.

POS Data

Sample POS Data File Upload POS Data

Show Items Display 500

Delete All

Theoretical Case Usage - POS Menu Engineering Detail Add POS Data

POS#▲	POS Description	MPP Menu Item Name	Menu Item Category	Sales Qty	POS Menu Item Price	MPP Menu Item Price	Date Updated	Gross Profit \$	Error Check
100	Apple Tart	Apple Tart	Desserts	87	\$7.95	\$7.95	1/10/2014	\$5.32	X

**POS Enhanced Reports in MPPO**

**Menu Engineering Detail Report**

US FOODS Menu Engineering Detail Report

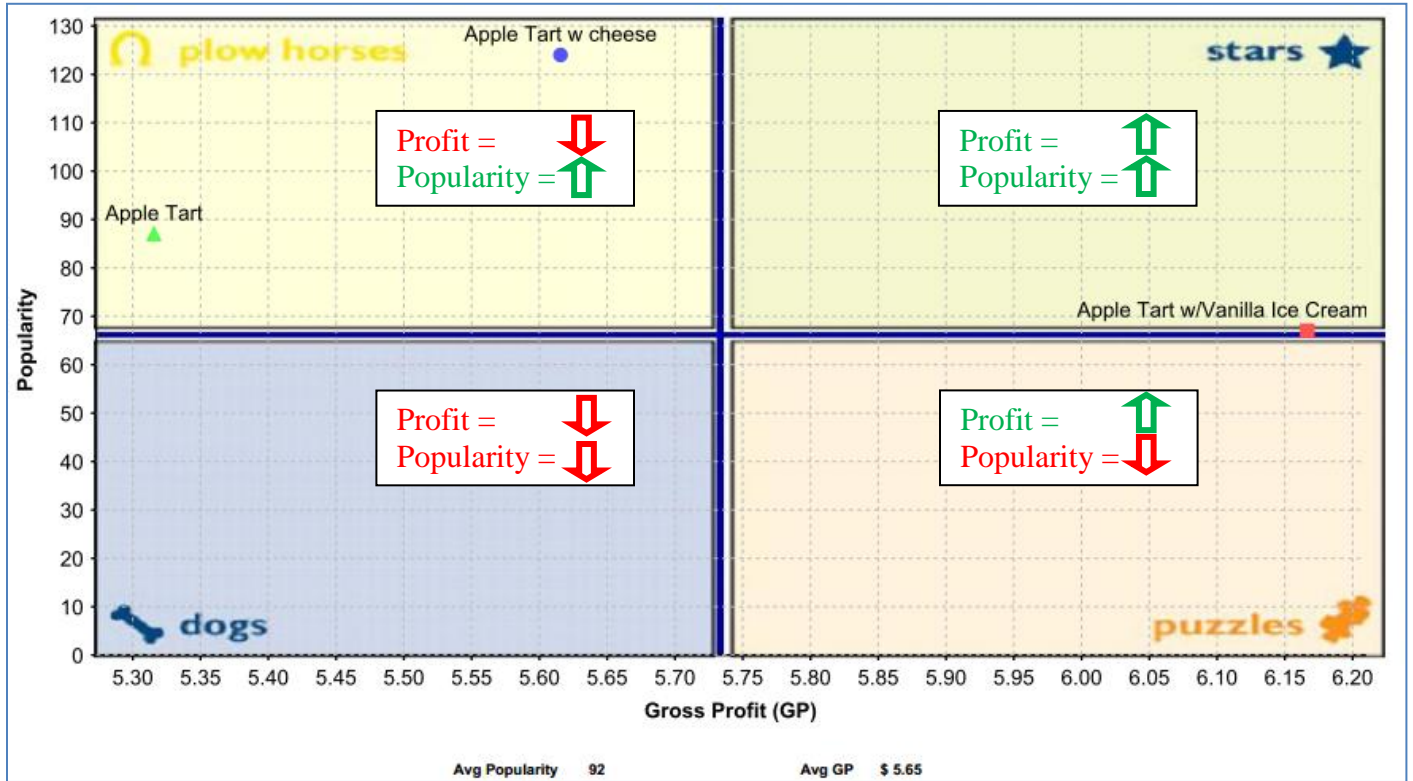
Division: CHICAGO (2099)  
Customer: TEST CUSTOMER MPP ONLINE

Menu Item Name	Menu Item #	Cost	Price	# Sold	Total Sales	Total Food Cost \$	Food Cost %	GP \$ Per Item	Total GP \$	GP %
Bacon Cheeseburger Plate	391663	\$ 4.99	\$ 15.99	112	\$ 1,790.88	\$ 558.40	31.18 %	\$ 11.00	\$ 1,232.48	68.82 %
House Salad	388977	\$ 1.77	\$ 6.99	227	\$ 1,586.73	\$ 401.79	25.32 %	\$ 5.22	\$ 1,184.94	74.68 %
Chef Salad	388983	\$ 3.25	\$ 8.99	194	\$ 1,744.06	\$ 630.50	36.15 %	\$ 9.74	\$ 1,113.56	63.85 %
Steak Salad	388982	\$ 2.62	\$ 9.99	141	\$ 1,408.59	\$ 369.42	26.23 %	\$ 7.37	\$ 1,039.17	73.77 %
Cobb Salad	388984	\$ 4.10	\$ 9.99	176	\$ 1,758.24	\$ 721.60	41.04 %	\$ 5.89	\$ 1,036.64	58.96 %
Apple Tart w cheese	391661	\$ 2.63	\$ 8.25	124	\$ 1,023.00	\$ 326.67	31.93 %	\$ 5.62	\$ 696.33	68.07 %
Clam Chowder	388986	\$ 1.63	\$ 6.99	117	\$ 817.83	\$ 190.71	23.32 %	\$ 5.36	\$ 627.12	76.68 %
Cheesy Bread	391665	\$ 1.72	\$ 4.99	175	\$ 873.25	\$ 300.86	34.45 %	\$ 3.27	\$ 572.39	65.55 %
Mozzarella Sticks	388981	\$ 2.48	\$ 7.99	94	\$ 751.06	\$ 233.12	31.04 %	\$ 9.51	\$ 517.94	68.96 %
Soup du Jour	388985	\$ 0.96	\$ 5.99	102	\$ 610.98	\$ 97.92	16.03 %	\$ 5.03	\$ 513.06	83.97 %
Apple Tart	391660	\$ 2.63	\$ 7.95	87	\$ 691.65	\$ 229.19	33.14 %	\$ 5.32	\$ 462.46	66.86 %
Cheese Platter	391664	\$ 1.72	\$ 4.99	134	\$ 668.66	\$ 230.37	34.45 %	\$ 3.27	\$ 438.29	65.55 %
Apple Tart w/Vanilla Ice Cream and Salt Caramel	391662	\$ 2.58	\$ 8.75	67	\$ 586.25	\$ 173.09	29.53 %	\$ 6.17	\$ 413.16	70.47 %
<b>Total:</b>					\$ 14,311.18	\$ 4,463.64	31.19 %		\$ 9,847.54	68.81 %

The **Menu Engineering Detail Report** utilizes the POS sales data to provide an in-depth analysis of menu items, and provides critical information on profitability. This includes an item-by-item breakdown of the food cost, food cost percentage, gross profit dollars, and gross profit percentage as it relates to total cost and profit for a given time frame.

The report also provides the color-coded comparison of food cost and gross profit against the pre-determined thresholds.

**Menu Engineering Graph**



The **Menu Engineering Graph** uses the POS sales data for a given period to plot their menu items based on popularity and profit. The graph is divided into four quadrants; **Dogs** (low profit, low popularity), **Puzzles** (high profit, low popularity), **Plow Horses** (high popularity, low profit), and **Stars** (high profit, high popularity).

This graphic representation displays how menu items within a specific category are performing in relation to each other. This allows the user to adjust the menu items (product, price, placement and promotion), or completely redesign the menu presentation.



**Theoretical Case Usage Report**



**Theoretical Case Usage Report**  
From POS Data

**Division:** CHICAGO (2099)  
**Customer:** TEST CUSTOMER MPP ONLINE

**Theoretical Food Cost: \$ 4,462.48**  
**Total Sales: \$ 14,311.18**  
**Theoretical Cost %: 31.18 %**

Product Number	Product Name	Product Brand	Product Type	Pack Size	Net Weight of Case	Price Unit	Case Usage	Cost of A Case	Theoretical Food Cost	Date Updated
6326573	LETTUCE, ROMAINE FILLET PILLOW PACK FRESH REF	CROSS VALLEY FARMS	US Foods	10 LB	10	CS	31.23	\$ 26.60	\$ 830.59	01/10/2014
4320	fresh basil	packer	Non US Foods		1	CS	19.31	\$ 9.98	\$ 192.74	01/10/2014
6773501	TART, APPLE RUSTIC 4" SS BAKED TRAY FROZEN	CHEF'S LINE	US Foods	24/6.3 OZ	9.45	CS	11.58	\$ 49.47	\$ 573.03	01/10/2014
5909197	BREAD, BAGUETTE FRENCH 12.6 OZ UNSLICED PARBAKED FROZEN ARTISAN STONE BAKED	HILLTOP HEARTH ARTISAN	US Foods	18/12.6 OZ	14.18	CS	8.17	\$ 34.64	\$ 283.07	01/10/2014
3330008	DRESSING, VINAIGRETTE BALSAMIC TFF PLASTIC JAR SHELF STABLE	MONARCH-D/MONARCH	US Foods	4/1 GA	34.9	CS	6.65	\$ 56.78	\$ 377.72	01/10/2014
5327457	TURKEY, BREAST SKINLESS NATURAL SHAPE COOKED OVEN	PATUXENT FARMS	US Foods	2/9-10 LBA	19	LB	4.87	\$ 61.18	\$ 297.85	01/10/2014
1782242	BEEF, PATTY CHOPPED CHUCK & SHORT RIB CHOICE ANGUS 2:1 ROUND RAW LAFRIEDA R	CHEF'S LINE	US Foods	24/8 OZ	12	CS	4.67	\$ 62.35	\$ 290.97	01/10/2014
3535432	CHEESE, CHEDDAR EXTRA-SHARP BAR YELLOW REF	GLENVIEW FARMS	US Foods	10 LB	10	CS	4.62	\$ 35.38	\$ 163.63	01/10/2014
2332062	CARROT, SHRED 1/16" FRESH REF	CROSS VALLEY FARMS	US Foods	2/5 LB	10	CS	4.26	\$ 18.09	\$ 77.00	01/10/2014
8332728	APPETIZER, CHEESE MOZZARELLA BATTERED BEER STICK FROZEN	PRESENTATIONS/MOLLY'S KITCHEN	US Foods	6/2 LB	12	CS	3.92	\$ 59.64	\$ 233.59	01/10/2014
3497641	BACON, PORK 14-18 COUNT LAID OUT APPLEWOOD SMOKED RAW REF 3-DIAMOND	PATUXENT FARMS	US Foods	2/10 LB	20	CS	2.97	\$ 90.14	\$ 267.88	01/10/2014
6758940	ICE CREAM, VANILLA BEAN ALL NATURAL 15% BUTTERFAT TUB	CHEF'S LINE	US Foods	3 GA	17	CS	2.90	\$ 32.93	\$ 95.36	01/10/2014
4633087	SOUP, CLAM CHOWDER BOSTON RTU POUCH FROZEN NEW ENGLAND	CLASSIC TUREEN	US Foods	4/8 LB	32	CS	2.74	\$ 69.64	\$ 190.97	01/10/2014
1330257	BACON, PORK COOKED 150 COUNT LAID OUT APPLEWOOD SMOKED REF 3-DIAMOND	PATUXENT FARMS	US Foods	2/150 EA	2.81	CS	2.49	\$ 47.66	\$ 118.73	01/10/2014

The **Theoretical Case Usage Report** allows the user to analyze theoretical product usage based upon sales for a given period. The data shows the case quantity for each item that should have been used to produce the quantity sold.

This report is useful for a number of purposes. First, it can provide theoretical case usage to compare with actual case usage from inventory. Second, it can be a helpful tool in forecasting product needed for similar timeframes and sales volume.