

FIGHTING BACK AGAINST INFLATION CHECKLIST

PROFITABLE PRICING STRATEGIES

No amount of sales volume can make up for the hit your profit margins have taken, so start with a hard look at your menu prices.

- Update pricing on key menu items. Focus on:
 - o High volume items from the past three months
 - Use your POS Sales Mix to make data-based decisions and take the emotion out of it
 - o Menu items impacted most heavily by inflation

Did you know US Foods® offers a free menu costing tool so you can feel confident in your pricing strategy? Ask your US Foods sales representative about Menu Profit Pro™ today!

STRATEGIC PRODUCT SELECTION

Inflation has impacted some categories more significantly than others. Building a menu around items that are more inflation resistant will provide much needed stability to your profits.

- Review your inventory list and identify items that have increased in cost significantly
- Identify product swaps
 - o Different species
 - o Different pack size
 - o Domestically sourced
- Identify products to remove
 - o Items most heavily impacted by inflation
- Identify products that are more inflation resistant to utilize for:
 - o Brand new menu items
 - o Modifications and twists on your signature dishes

Stay up to date on weekly produce, meat, dairy and seafood market trends that affect the foodservice industry with the US Foods Farmer's Report, available at usfoods.com/farmersreport



DRIVING PROFIT WITH DESIGN

Consumers are very easily influenced by visual cues. Redesigning your menu with psychology in mind may be the key to a profitable menu mix!

- ❑ Add callout boxes, distinctive fonts, and bold colors to draw your customers eyes to your more profitable and less volatile menu items
- ❑ "Hide" those items that you can't remove, but want to deter people from ordering
- ❑ Create value with new and unique bundling opportunities
- ❑ Communicate your changes
 - o Internally
 - Train your staff on the changes you've made, and get their buy-in by educating them on why you needed to make those changes
 - Discuss with your staff how to address your customers' questions and complaints about the changes
 - o Externally
 - Take to social media and hype up your new items to draw even more attention to them
 - If you anticipate pushback on the removal of an item, make a few "If you liked _____, then you're going to love _____" posts to direct your customers towards a new favorite
 - Add a website pop-up promoting a new menu to build excitement

US Foods® customers have exclusive access to US Foods Menu, a best-in-class design and print service that delivers profitable menus nationwide. Ask your US Foods sales representative how to start your next menu design project!

SCAN THE QR CODE BELOW FOR MORE RESOURCES TO FIGHT INFLATION.

