

How to Create a Coffee Shop Menu:

A STEP BY STEP CHECKLIST.

ACTIONS:

1. Conduct Competitor Research:

- Research your competitor's menus and pricing
- Identify gaps/similarities to figure out what your Unique Selling Point (USP) is

2. Conduct Customer Research:

- Talk to your target customers to figure out their wants, needs, and spending habits

3. Develop Your Menu:

- Make a list of the menu items you'd like to offer
- Decide which customizations you'd like to offer and which dietary restrictions you'll cater to
- Ensure your menu has items that can be paired well together
- Review whether your menu is easy for staff to manage, from prep to service

4. Test Your Recipes:

- Practice making every one of your menu items
- Develop and test each recipe until it's perfected

5. Fine-tune Your Ingredient Inventory & Portion Sizes:

- Review your ingredients to see which can be used in multiple recipes and which might lead to waste
- Finalise portion sizes for each menu item

6. Price Each Menu Item:

- Use the food cost formula to ensure your food cost percentage is within the desired range
- Set a price for each menu item (*make sure to consider your costs, target customer's price bracket, your competitor's pricing, and your margins*)

7. Write Menu Descriptions:

- Ask yourself: "How can I entice a guest to place an order?"
- Use adjectives and sensory language to appeal to your guest's senses
- Include all key ingredients and allergens

8. Design Your Menu:

- Organize your menu into categories, e.g., "Hot Drinks", "Cold Drinks" etc.
- Highlight your best-selling menu items with icons, labels, or a "Customer Favorite" note
- Include upsell suggestions under menu items, e.g., "Add a flavor shot for \$1" under your coffees
- Use online tools like Canva or hire an agency to design a professional menu

9. Implement Your Menu:

- Print your coffee shop menu and get it in front of your guests
- Upload your coffee shop menu to high-traffic websites like Google and Yelp
- Take and upload photos to your mobile app or any third-party platforms you're using like UberEats, DoorDash, etc.

10. Optimize Your Menu:

- Track the performance of menu items and use guest feedback to keep improving your menu
- Commit to consistent menu updates, especially seasonal ones

YOUR TARGET CUSTOMER:

WHAT'S YOUR USP?

ALLERGENS & RESTRICTIONS:

- Dairy
- Gluten
- Nuts
- Soy
- Eggs
- Vegan
- Vegetarian

NOTES:
