

# Restaurant Menu Design and Engineering Training Course

21 – 25 June 2027
Amsterdam

AGILE LEADERS
Training Center

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## Overview

Restaurant Menu Design and Engineering Training Course is a one-week intermediate course for restaurant owners, food and beverage managers, executive chefs, menu developers, and hospitality entrepreneurs, who leave with a Menu Design and Performance Portfolio. The course treats the menu as a commercial communication system, linking restaurant menu planning, menu engineering analysis, pricing logic, visual hierarchy, guest choice, nutrition and allergen communication, digital menu testing, and continuous menu optimization. Agile Leaders Training Center presents restaurant menu design and engineering practice.

## Who Should Attend

- People responsible for restaurant concepts and menu direction
- Teams responsible for food and beverage performance and guest experience
- People responsible for recipe specifications and menu feasibility
- Analysts responsible for item sales, popularity, and contribution evidence
- People responsible for menu content, layout, and digital ordering interfaces

The course assumes participants can interpret item sales, prices, and recipe information at work; it leaves out culinary technique instruction, full restaurant investment appraisal, and advanced accounting.

## Departments and Industries

The course supports menu decisions across hospitality, food service, and visitor-facing operations.

- Restaurant and café operations
- Hotel food and beverage departments
- Contract catering and institutional dining
- Leisure, entertainment, and visitor attractions
- Food-service consulting and concept development
- Digital ordering and delivery operations

## Learning Objectives

By the end of this course, participants will be able to:

- Build a menu concept and item architecture.
- Analyze popularity and contribution evidence.
- Apply pricing and item-positioning logic.
- Evaluate layout, descriptions, and choice cues.
- Use nutrition and allergen communication controls.
- Build a menu testing and optimization plan.

## Course Agenda

### Day 1: Frame the Menu Concept

- Restaurant Concept and Guest Promise Canvas
- Menu Role and Service-Mode Alignment Map
- Guest Segment and Occasion Matrix
- Item Architecture and Category Tree
- Operational Feasibility Screening Checklist

### Day 2: Engineer Menu Performance

- Item Sales-Mix Analysis Worksheet
- Contribution Margin Calculation Method
- Popularity-Profitability Classification Matrix
- Menu Item Decision Rule Set
- Waste-Sensitive Item Portfolio Review

### Day 3: Set Prices and Choice Structure

- Price Architecture and Reference-Point Map
- Item Placement and Visual Hierarchy Grid
- Menu Description Evidence Checklist
- Choice Load and Category Balance Review
- Bundle and Modifier Design Logic

### Day 4: Govern Menu Communication

- Nutrition Information Source Register
- Allergen Communication Control Map
- Physical and Digital Menu Consistency Check
- Variable Item Disclosure Decision Tree
- Menu Test and Performance Dashboard

## Day 5: Practice Menu Engineering

- Exercise: Audit a Restaurant Concept and Item Tree
- Exercise: Classify Items by Popularity and Contribution
- Exercise: Redesign Price, Placement, and Description Cues
- Exercise: Test Nutrition and Allergen Communication
- Capstone Exercise: Complete the Menu Design and Performance Portfolio

## Practical Exercises

The course uses suggested activities based on full-service restaurants, cafés, hotel dining, and digital ordering.

- Suggested activity: map a guest occasion to a menu category and item architecture.
- Suggested activity: classify item evidence and define a retain, revise, promote, or remove decision.
- Suggested activity: compare two layouts using visual hierarchy and choice-load criteria.
- Suggested activity: assemble a test dashboard for physical and digital menu changes.

## FAQs

### Who suits restaurant menu design and engineering training?

Restaurant menu design and engineering training suits people who shape menus, operations, item evidence, guest communication, or digital ordering and can interpret basic sales, price, and recipe information.

### How does menu engineering differ from food cost control?

Menu engineering combines item popularity and contribution evidence with positioning, layout, descriptions, and choice design, while food cost control focuses more narrowly on ingredient, portion, purchasing, and variance controls.

### What evidence supports restaurant menu engineering analysis?

Restaurant menu engineering analysis uses item sales, contribution, category share, modifiers, waste signals, guest feedback, service constraints, and digital ordering behavior, with the quality and limits of each source stated.

### How should a restaurant test menu design changes?

A restaurant should test menu design changes with a defined hypothesis, baseline, comparison period, operational controls, guest-response measures, and decision rule rather than changing several variables without traceability.

## How does menu design support nutrition and allergen communication?

Menu design supports nutrition and allergen communication by connecting verified item data to consistent wording, placement, symbols, digital displays, and staff escalation paths.

## Conclusion

Participants take back a Menu Design and Performance Portfolio connecting concept, item architecture, popularity and contribution evidence, pricing, layout, communication controls, and testing. The portfolio makes menu decisions and assumptions traceable. It supports coordinated improvement across restaurant operations, culinary teams, marketing, and digital ordering channels.