MAKE THE MENU *work* HARDER

2025

Menu engineering and profitable item growth

REPORT 02

EXECUTIVE SUMMARY

Sell more of the items people like - and keep the margin.

01

Put beverages beside every main meal.

Beverages sold 14k units and kept 75.4% of sales after food cost - the best category margin.

02

Make the family package easier to choose.

Paket Keluarga Nusantara produced 245M in sales and the most contribution per order. Show it clearly for groups.

03

Test, measure, then simplify.

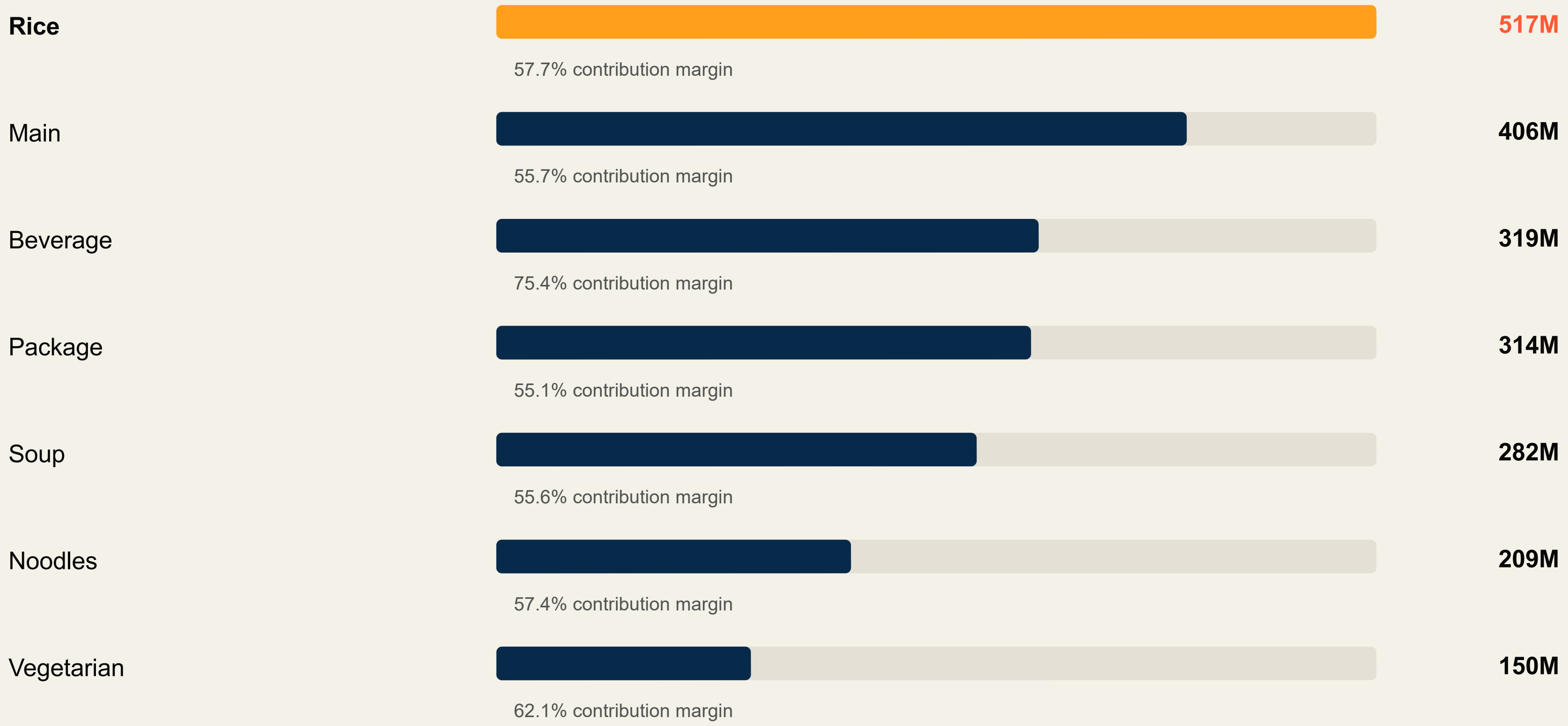
Use branch-level item sales, prep time, and margin together. Promote winners and repair slow items before removing them.

Beverages keep the strongest food margin

WHAT IT MEANS

Rice brings the most sales, while beverages keep more of each rupiah after food cost. Pairing a drink with popular meals can raise profit without a large discount.

Revenue by menu category

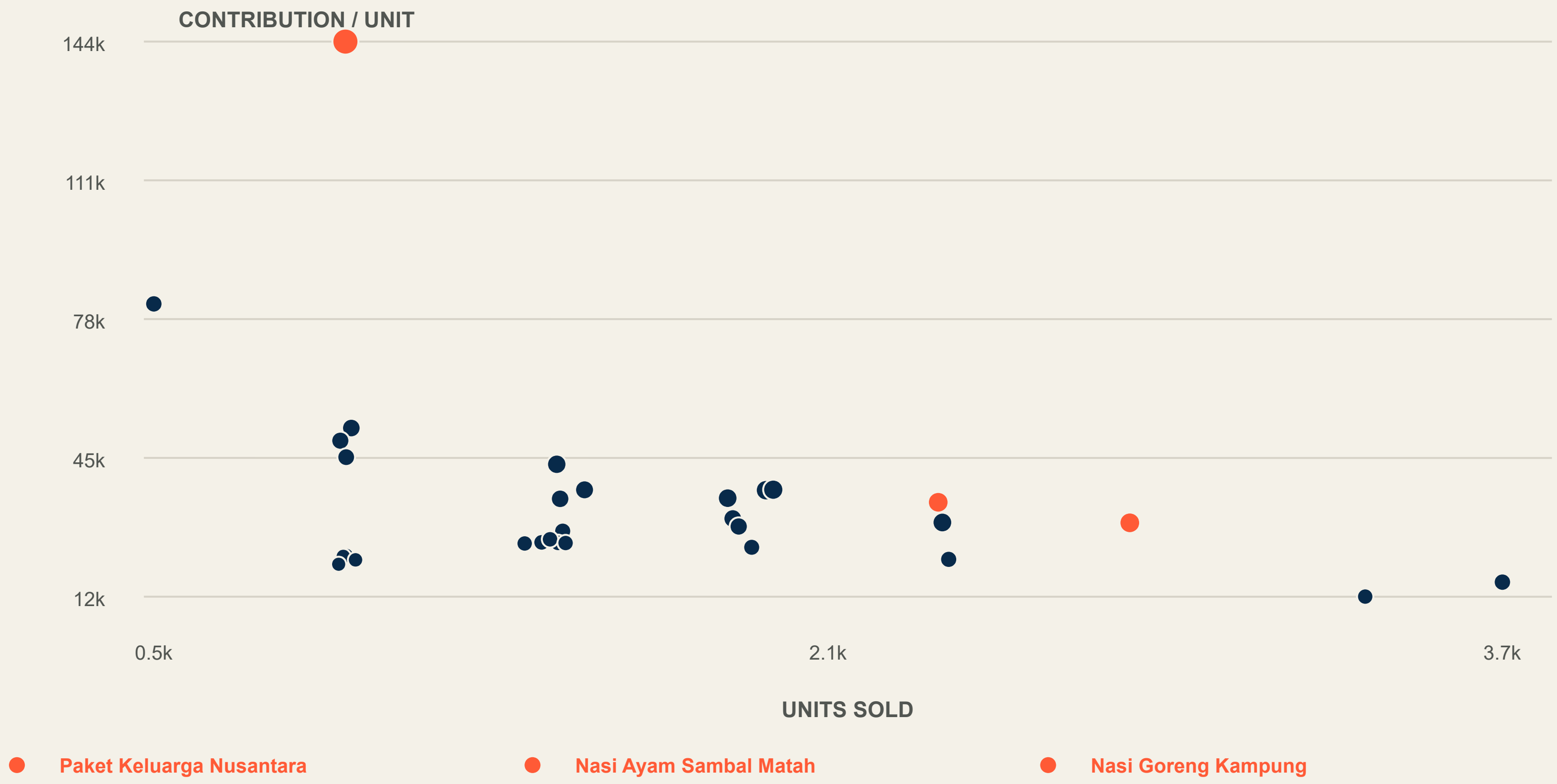


Popularity and profit must be read together

WHAT IT MEANS

Items near the upper-right sell often and earn more per unit. Keep them visible. Items low on both measures need a recipe, price, or menu-placement review.

Menu items: units sold vs contribution per unit

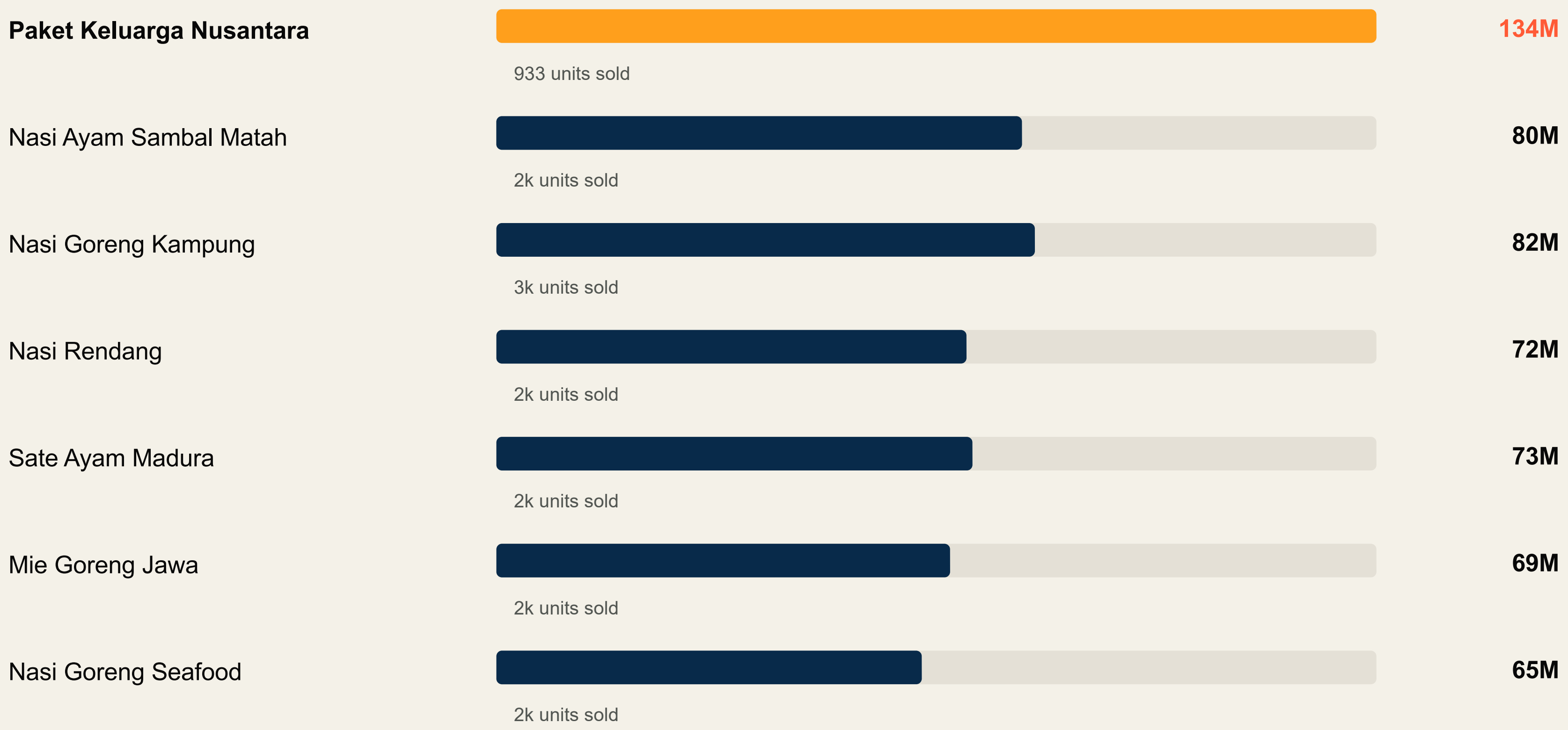


The top eight items carry much of the menu

WHAT IT MEANS

The leading items already have customer demand. Small improvements in menu placement, photos, and add-on prompts are safer than trying to create demand for weak items.

Contribution by item



Every branch has room to copy its best category

WHAT IT MEANS

The heatmap compares the same five categories in every branch. Use each branch's strongest category as the local benchmark, then copy the winning placement and service script.

Revenue by branch and category

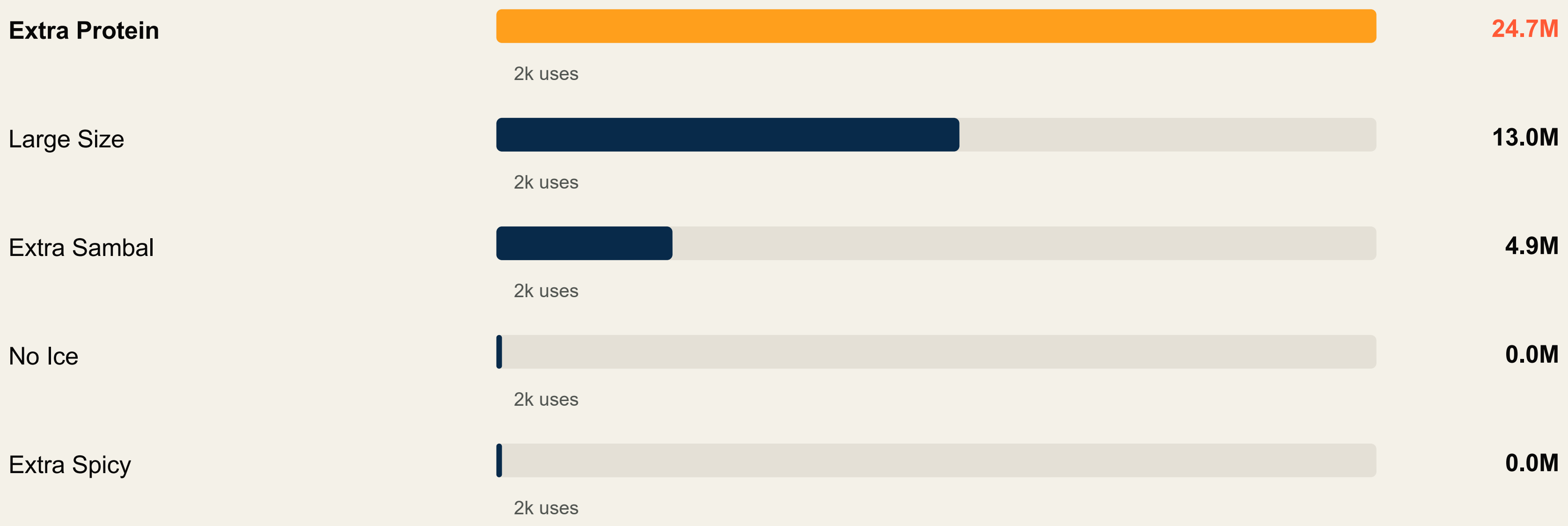
	RICE	MAIN	BEVERAGE
Jakarta	111M	82M	65M
Bandung	100M	83M	63M
Surabaya	102M	77M	64M
Yogyakarta	104M	84M	62M
Denpasar	101M	80M	64M

Extra protein is the clearest paid add-on

WHAT IT MEANS

Extra Protein generated the most modifier revenue. Make it a simple cashier and app prompt. Keep free preferences such as No Ice as service options, not revenue targets.

Modifier revenue



Three small tests

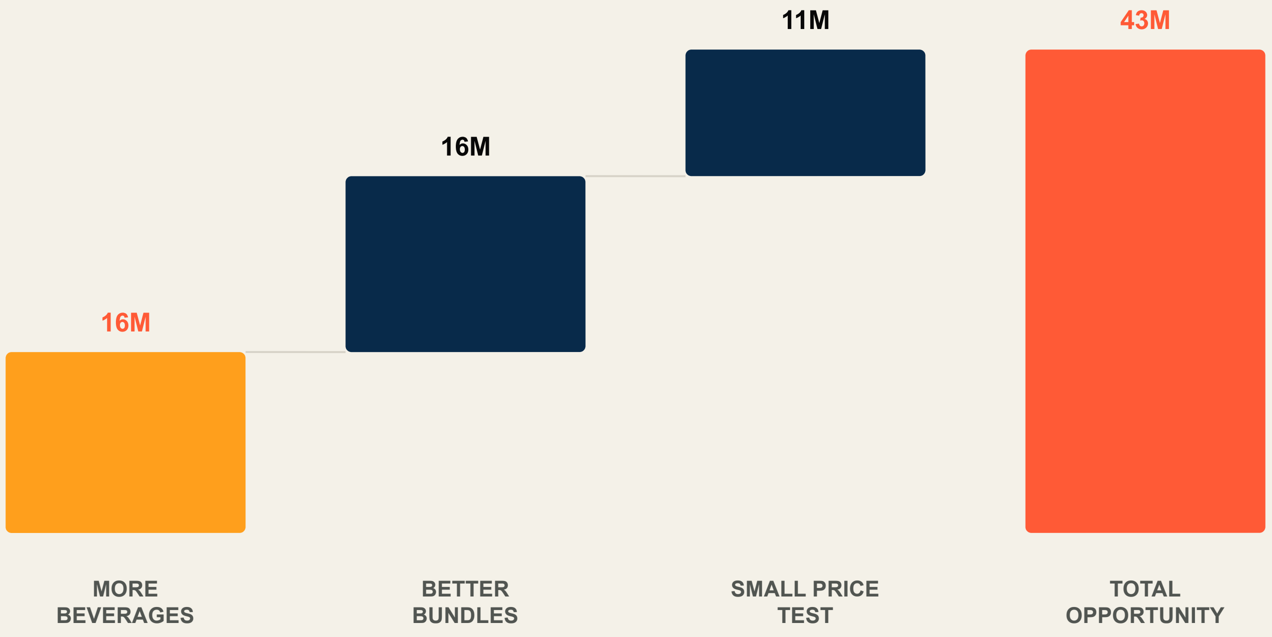
could add about

43M

SCENARIO

This is a scenario, not a forecast. It assumes a 5% beverage lift, a 2% lift on the top five items from better bundles, and a 1% price test on eight popular items.

Illustrative annual revenue opportunity



Scenario only - not a forecast

DO THESE THREE THINGS FIRST

Simple actions, clear owners, and one number to watch.

01

Add a drink prompt

Put one recommended beverage beside each top meal on the menu, POS, and delivery app.

OWNER	WATCH
Marketing + Ops	**Drink attach rate**

02

Test two bundles

Run one family bundle and one lunch bundle in two branches for four weeks.

OWNER	WATCH
Menu team	**Bundle sales and margin**

03

Repair weak items

Review the lowest-demand items for price, recipe, prep time, and placement.

OWNER	WATCH
Chef + Finance	**Contribution per item**

THE BOTTOM LINE

Grow by making the current winners easier to buy.

The menu already has strong products. The fastest practical move is to pair high-margin drinks with popular meals, make group packages clearer, and use short tests before changing prices.

75.4%
Beverage contribution margin

245M
Sales from the top package

43M
Illustrative revenue opportunity

Use the first 30 days to confirm the data, then scale only what improves the chosen KPI.