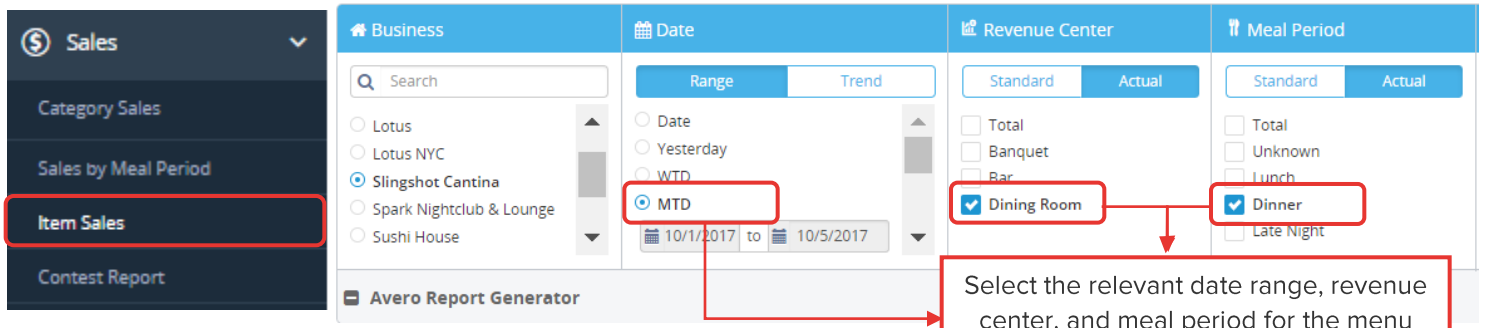


MENU ENGINEERING IN AVERO

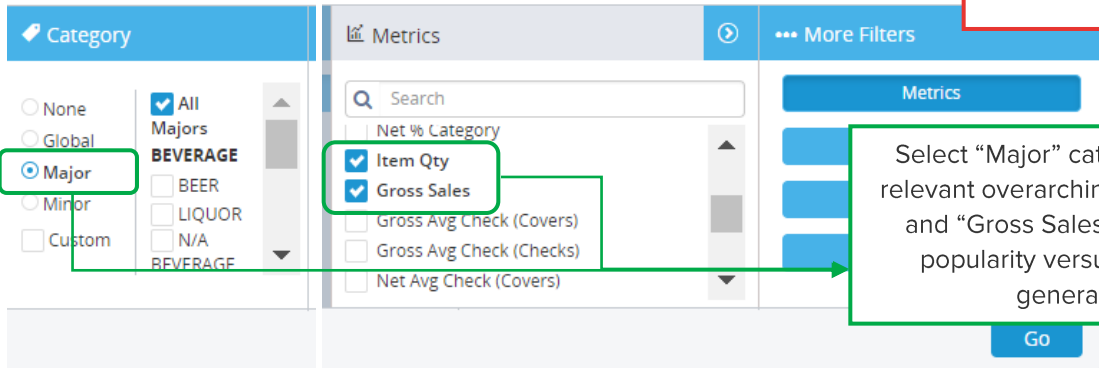
In Avero, use an Item Sales Report to evaluate your product mix, understand the popularity of menu items over time, and identify how signature items fit into the overall P-Mix. These findings can be used in menu engineering to increase profits and efficiencies by immediately tracking the impact of strategic menu changes in Avero.

Step 1: Identifying P-Mix Report



Business: Slingshot Cantina
 Date: MTD (10/1/2017 to 10/5/2017)
 Revenue Center: Dining Room
 Meal Period: Dinner

Select the relevant date range, revenue center, and meal period for the menu and product mix of interest.



Category: Major
 Metrics: Item Qty, Gross Sales

Select "Major" categories to group items into their relevant overarching categories. Use "Item Quantity" and "Gross Sales" as metrics to understand item popularity versus how much revenue they are generating for the restaurant.

Sales by Employee | Context | Slingshot Cantina — Item Sal... | 10/1/2017 - 10/5/2017

Item Name	Item Number	Qty Sold	Gross Sales
Entree	--	1,036	\$24,727.80
CHIPOTLE CHICKEN TACOS	5506	154	\$1,617.00
MAHI-MAHI TACOS	5505	114	\$1,368.00
PORK TACOS	5511	87	\$1,044.00
	5520	84	\$1,554.00
	5516	79	\$1,817.00
	5507	71	\$674.50
RED CHILE & KKN ENCHILADA	5501	68	\$680.00
GRILLED SHRIMP TACOS	16007	53	\$821.50
ENCHALIDAS	31	49	\$906.50

Easily sort by quantity sold to understand which menu items are most popular, and analyze whether signature items are also among top-selling items.

Step 2: Optimize P-Mix through Menu Engineering

To analyze the success of an item, you can view an item's popularity compared to the gross sales it generates. If you want a more accurate measure of profitability, most POS systems allow Plate Costs to be entered for each item. Once these costs are input into the POS, cost-related metrics will be available for analysis in Avero as well. Contact your POS vendor to learn more about how and where to input costs.

