

*dinetec*

# IN ACTION

opportunity

## **Increase sales & upsell opportunities**

A national casual dining company was looking to launch new creative for their Drink & Dessert menu. The goal was to introduce a fresh look, increase sales and upsell opportunities.

strategy

## **Leverage tools & technology to create predictive menu results**

- Mapped current menu & overlaid item performance data to establish baseline
- Mapped propose creative design options
- Selected design that drove most attention to upsell & high margin items
- Overlaid projected sales data on new design & compared to baseline
- Adjustments made to further optimize item placement

results

The new Drink & Dessert menu was launched and experienced an average of **eight percent** over previous menu initiatives.

