

PURPOSEFUL MENU

EVOLUTION

Toolbox Session

SESSION OVERVIEW

- Introduction
- Review purposeful menu evolution
 - Utilization of flavor to support the brand promise
- Discuss the challenge ahead of us
 - Decker's brand and menu evolution
- Work in teams to develop a strategy
 - Your table is your team
- Present team solutions / discuss
- Recap

PURPOSEFUL MENU EVOLUTION

- Key concepts
 - Avoiding ‘jumping the shark’
 - Shared Goals
 - Respect for “Filters”
 - Applying Culinary Logic:
 - Brand’s History
 - Brand’s Present
 - Brand’s Future

AVOID JUMPING THE SHARK



SHARED GOALS

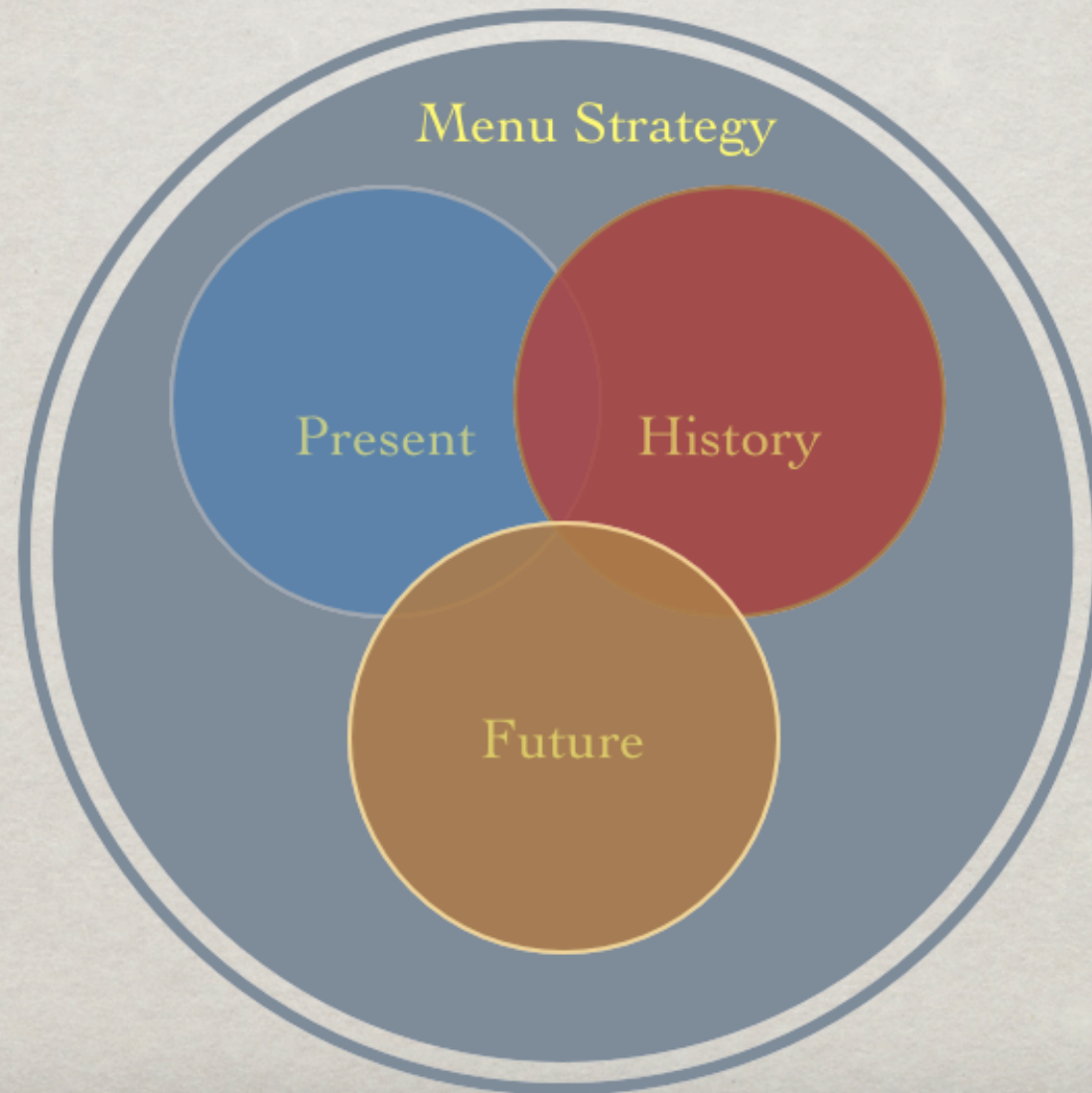
- Creating innovative menu offerings that:
 - Represent the brand clearly
 - Deliver on the brand promise to guests
 - Drive sales

RESPECT FOR FILTERS



- Operational constraints
- Financial constraints
- Customer expectations
- Brand fit

APPLIED CULINARY LOGIC



GROUP CHALLENGE

- Decker's, started in 1997, has built a reputation for the freshest, highest quality sandwiches, salads, burgers and baked fries in central Florida, currently owning and operating 5 units in the Tampa area
- The owners of the company are concerned about the environment and committed to making their restaurants as eco-friendly as possible, striving for sustainability in as many facets of the operation as possible, including the menu
- They have identified that "Green" is the big opportunity, but not simply in word...in deed as well. The menu, they feel is the key driver of differentiation, and the question they are asking is "how is the menu positioned to support the expansion"?
- The company is planning growth in Atlanta, Charlotte, New Orleans and Washington, DC and has challenged the "corporate chef" to use flavor innovation to evolve the menu so that it will deliver the same freshness and quality, but now with a local, sustainable or "green" brand positioning
- The sustainability strategy has to be represented throughout the operation...how would this come to life on the menu?
- They have never been the low price leader...guest loyalty is driven by respect for the quality of ingredients and preparation
- The simplicity of their operations has enabled them to execute a small number of menu categories, extremely well, and get credit from the guest

GROUP CHALLENGE

Decker's

Fresh Food Fast

GRILLED

Decker's ORIGINAL BURGER	3.75
Naturally-Raised Beef	
CHEESEBURGER	4.50
With Organic American Cheese	
GRILLED CHICKEN	4.50
Naturally-Raised in Northern California	
REAL VEGGIEBURGER	3.75
House made with mushrooms and walnuts	
ADDITIONAL TOPPINGS:	
Olive Oil Roasted Onions	.50
Organic American Cheese	.75
Avocado	.75
Extra Patty	1.25

COMBOS

Decker's ORIGINAL COMBO	6.75
Amanda's Original Burger, Baked Fries, and a Freshly Made Soda	
SUPER VEGGIE COMBO	6.95
Veggieburger, Side Garden Salad, and Baked Fries	
SEASONAL SALAD COMBO	8.95
Seasonal Salad, Baked Fries, and a Freshly Made Soda	

GREENED

NAPA SALAD	4.95
Grapes, celery, avocado, almonds & goat cheese with a cranberry poppyseed vinaigrette	
PICNIC SALAD	5.95
Grilled naturally-raised chicken, naturally-raised ham, provolone cheese, roasted red onions, artichokes & cherry tomatoes with a white balsamic vinaigrette	
GRILLED CITRUS CHICKEN SALAD	5.95
Grilled naturally-raised chicken, radicchio, red onion, jicama, orange & white beans with a citrus vinaigrette	
SUMMER SEASONAL SALAD	6.95
Organic peaches, blue cheese, Belgian endive & almonds with a white balsamic vinaigrette	
GARDEN SALAD (Small/Large)	2.75/4.25
Cherry tomatoes, red onion, roasted almonds, sliced cucumber & carrots with a low-fat organic buttermilk dressing	

BAKED

BAKED FRIES	
Regular	1.50
Sweet Potato	1.75
WARM CALIFORNIA ALMONDS	2.50
Honey Roasted or Salted	
WARM COOKIES	.75 each, or 3 for 2.00
Chocolate Chip or Sugar	

Decker's FRESH RAW ORGANIC APPLE "FRIES"	1.50
With a Honey-Yogurt Dipping Sauce	

STIRRED

Decker's FRESHLY MADE SODAS:	1.75
Cola	Diet Cola
Raspberry	Raspberry Lite
Just Squeezed Lemon-Lime	Ginger Ale
FRESH BREWED ICED TEA	1.50
LOW-FAT MILK	1.95
Chocolate, Strawberry or Plain	

GROUP CHALLENGE

PURPOSEFUL MENU EVOLUTION

The Fundamental Concepts

- 1) Avoid Jumping the Shark
 - Provide the experience that made you successful
 - Linking the past and present to your brand's future
- 2) Shared Goals
- 3) Respect Brand Filters
- 4) Applying Culinary Logic to your Brand:
 - History
 - Present
 - Future

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How can we use culinary logic and flavor innovation to drive growth in the Decker's brand?

Overview of Menu Strategy:

Explain how you plan to incorporate flavor to deliver the brand promise of sustainability, respecting the past, supporting the present and delivering the future.

Menu Item Proposal:

Please develop 3 menu items with full build descriptions, explaining exactly how you would utilize flavor to support your menu strategy outlined above

1.

2.

3.

RECAP

- ✓ Support the past, present and future of the brand
- ✓ Respect the shared goals within the organization
- ✓ Respect the applied culinary logic
- ✓ Utilize flavor as a foundation to deliver innovation and growth



DOWNLOAD MATERIALS FROM:

www.theculinaryedge.com