

Standard Operating Procedure (SOP)

Menu Presentation and Specials Communication

This SOP defines the process for **menu presentation and specials communication** to ensure clear, attractive, and consistent information delivery to customers. It covers guidelines on designing and updating menu layouts, highlighting daily or seasonal specials, communicating menu changes effectively to staff, and maintaining visual appeal both in physical menus and digital platforms. Proper implementation enhances customer experience, promotes featured dishes, and supports operational efficiency in food service establishments.

1. Purpose

To ensure consistency and professionalism in the way menus and specials are presented and communicated, creating a positive impression and encouraging customer engagement with featured items.

2. Scope

This SOP applies to all front-of-house staff, managers, and design/marketing personnel responsible for menu presentation and updates in both physical and digital formats.

3. Responsibilities

- **Manager:** Approves menu content/layout, oversees regular updates, and communicates changes to relevant staff.
- **Front-of-House Staff:** Presents menus to guests, communicates specials, and ensures menus are clean and up to date.
- **Design/Marketing:** Designs layouts, updates digital platforms, and ensures branding consistency.

4. Procedure

1. Menu Design and Layout:

- Use clear fonts, readable sizes, and logical categories (starters, mains, etc.).
- Maintain consistency in colors, language, and branding.
- Include images sparingly to avoid clutter and enhance featured items only.

2. Highlighting Specials:

- Use callouts, boxes, or contrasting colors for daily/seasonal specials.
- Update specials on all platforms (printed menus, table tents, digital boards, website, ordering apps) before each shift or as scheduled.
- Ensure accuracy of pricing, descriptions, and availability.

3. Menu Update Process:

- Review menu quarterly or when new items/seasons are introduced.
- Consult with kitchen and marketing before making changes.
- Obtain management approval before finalizing the revised menu.
- Replace all outdated menus immediately and archive old versions.

4. Staff Communication:

- Brief serving staff before each shift on specials and menu changes.
- Provide written or digital reference sheets for quick staff access.
- Encourage staff to recommend highlighted specials to guests.

5. Visual Appeal and Maintenance:

- Inspect physical menus daily for cleanliness and damage; replace if necessary.
- Ensure all digital presentations are error-free and up to date.

5. Documentation

- Menu change logs with dates and description of changes.
- Records of staff briefings and communications.
- Archived menu versions for compliance and reference.

6. Review and Improvement

- Obtain and review customer feedback on menu clarity and specials promotion.
- Schedule quarterly SOP reviews to refine presentation and communication strategies.
- Incorporate suggestions from both staff and customers where feasible.

7. Related Documents

- Brand Guidelines
- Staff Training Manuals
- Marketing and Promotions Plan

8. Approval & Revision History

Version	Date	Approved By	Remarks
1.0	2024-06-30	General Manager	Initial release