

PAUL FORCINITI

HOSPITALITY & RESTAURANT OPERATIONS ADVISORY

MENU DEVELOPMENT

SELECTED ADVISORY FOCUS

MENU DEVELOPMENT

MENU STRUCTURE DESIGNED FOR EXECUTION, MARGIN, AND GUEST CLARITY

A GOOD MENU IS NOT ENOUGH.
THE MENU HAS TO PERFORM OPERATIONALLY.
CREATIVITY MUST CONNECT TO COST, PREP, LABOR, AND EXECUTION.

THE OPERATIONAL PROBLEM

Menus often grow from creativity, trends, or ownership preference without enough operational logic. When the menu is not structured properly, it creates prep complexity, purchasing inconsistency, food cost pressure, service delays, unclear guest perception, and execution problems across the kitchen and dining room.

ADVISORY SCOPE

- + Menu architecture aligned with concept, guest experience, kitchen capacity, and profitability.
- + Recipe costing, margin review, menu mix logic, and food cost control priorities.
- + Dish development or refinement through operational feasibility, prep flow, and execution consistency.
- + Category structure, pricing logic, product utilization, and waste reduction opportunities.
- + Connection between menu strategy, purchasing, training, production, and service standards.

HOW THE WORK IS STRUCTURED

MENU DEVELOPMENT IS TREATED AS AN OPERATIONAL SYSTEM: CONCEPT, PRODUCT, COST, LABOR, WORKFLOW, SERVICE, AND

ASSESSMENT · STRATEGY · IMPLEMENTATION

WHAT THE ENGAGEMENT BUILDS

- + A menu that supports clarity, profitability, and execution under service pressure.
- + Stronger connection between culinary direction and operational reality.
- + Reduced complexity across purchasing, prep, production, and training.
- + A more disciplined foundation for menu performance and guest experience.

DELIVERABLES MAY INCLUDE

01

MENU FRAMEWORK

02

COST REVIEW

03

RECIPE STANDARDS

04

MENU STRATEGY

SYSTEMS. STRUCTURE. PERFORMANCE.