

Menu Planning Template

Business Name: _____

Effective Date: _____

Prepared By: _____

ITEM #	MENU ITEM NAME	DESCRIPTION / KEY INGREDIENTS	SELLING PRICE	FOOD COST	FOOD COST %	PROFIT MARGIN
1			\$	\$	%	\$
2			\$	\$	%	\$
3			\$	\$	%	\$
4			\$	\$	%	\$
5			\$	\$	%	\$
6			\$	\$	%	\$
7			\$	\$	%	\$
8			\$	\$	%	\$
9			\$	\$	%	\$
10			\$	\$	%	\$
11			\$	\$	%	\$
12			\$	\$	%	\$
13			\$	\$	%	\$
14			\$	\$	%	\$
15			\$	\$	%	\$

MENU SUMMARY

Total Menu Items: _____

Average Selling Price: _____

\$

Average Food Cost %: _____

%

Target Food Cost % (28–35%): _____

%

MENU ENGINEERING TIPS

- **Keep it focused:** Food trucks thrive with a concise menu of 8–12 items. A smaller menu reduces waste, speeds service, and simplifies inventory.
- **Target food cost of 28–35%:** Calculate food cost % as $(\text{Food Cost} \div \text{Selling Price}) \times 100$. Items above 35% may need price adjustments or ingredient substitutions.
- **Star / Dog analysis:** "Stars" are high-profit, high-popularity items — promote them prominently. "Dogs" are low-profit, low-popularity — consider removing or reworking them.
- **Anchor pricing:** Place a higher-priced item near the top to make other items feel more affordable by comparison.
- **Limit choices per category:** Offering 3–5 options per section prevents decision fatigue and keeps your line moving quickly.
- **Seasonal rotation:** Rotate 2–3 items seasonally to keep regulars engaged and use ingredients at peak freshness and value.
- **Cross-utilize ingredients:** Design your menu so core ingredients appear in multiple dishes, reducing waste and simplifying purchasing.