

# The 5-Minute Menu Margin Check

Seven questions that tell you whether a dish is making you money — or quietly bleeding it

## How to use this

Pick **one dish** — ideally your best-seller, the one you'd swear is profitable. Answer all seven below honestly. Then count your **"No / Not sure"** answers and read the score. Run it again for every top dish on your menu.

THE SEVEN CHECKS · TICK THE ONES YOU CAN ANSWER YES WITH CONFIDENCE

01

### Do you know its exact food cost % — to one decimal?

Not "around 30." An actual number. If you're guessing, you can't manage it.

02

### Have you re-costed it since your last supplier price increase?

Prices moved. If the recipe's numbers didn't move with them, your cost is fiction.

03

### Is every sauce, stock, and sub-recipe costed on its own?

Un-costed sub-recipes hide 30–40% of a plate's true cost. It's where the leak usually lives.

04

### Is the portion weighed to a written spec — not plated by eye?

"By eye" drifts heavier over a busy service. Drift you can't see, you can't fix.

05

### Is its food cost % under 30%?

Over 35% on a main and the dish is working against your target every time it sells.

06

### Has its menu price moved in the last 12 months?

If costs rose and the price held, your margin shrank — quietly, on every cover.

07

### Do you know its gross profit in dollars — not just percent?

A 25% dish at \$9 profit beats a 22% dish at \$6. Percent alone will lie to you.

Count your **"No / Not sure"** answers for this dish:

0–1

### Tight ship

You actually know this plate. Run the same seven on your other top sellers — the surprises usually hide there.

2–3

### Margin is leaking

There's profit walking out on this dish — and it's recoverable in an afternoon once you have the real numbers in front of you.

4+

### Flying blind

This could be your worst-margin dish and you'd have no way of knowing. Cost it properly before you change anything else.

**Now do it for all of them.** The Recipe Costing System (**\$97**) costs every dish and sub-recipe automatically — change one supplier price, every plate updates. Or skip the spreadsheet entirely: the **Menu Profitability Audit** has me cost your top 20 dishes, rank them by margin, and hand you the exact list of what to fix first.

Stop Guessing. **Start Profiting.**