5 SYMPTOMS OF UNHEALTHY MENUS

#1 - THERE ARE NO FOOD PHOTOS

Lago
MEXICAN RESTAURANT

LUNCH SPECIALS

Available
Tuesday - Friday
11:00 A.M. - 3:00 P.M.

Speedy 6.59
One taco, one enchilada, rice or beans

Huevos Rancheros 7.59
Ranch style eggs topped with Mexican sauce, rice, beans, and tortillas

Huevos con Chorizo 7.99
Scrambled eggs with Mexican sausage, rice, beans and tortillas

Chimichanga 7.59
A flour tortilla with your choice of chunks of beef or chicken deep fried to a golden brown, topped with cheese sauce, lettuce, sour cream, guacamole, pico de gallo. Served with Mexican rice and beans

Quesadilla Azteca 8.99
Flour tortilla stuffed with grilled chicken and mushrooms. Servied with lettuce, tomatoes, avocado, whole beans and sour cream

Taquitos Mexicanos 7.59
Two rolled corn tortillas stuffed with shredded beef or chicken deep fried to a golden brown. Topped with lettuce, tomatoes, guacamole and sour cream. Served with rice and beans

Lago's Burrito 7.69
Beef or chicken burrito topped with mild salsa, cheese, lettuce, tomatoes and sour cream. Served with rice and beans

Lago's Lunch #1 ..... 6.99
Chile Relleno, taco, beans and guacamole

Lago's Lunch #2 ..... 6.99
One burrito, mexican rice and beans

Lago's Lunch #3 ..... 6.99
One bean burrito, cheese enchilada, and rice

Lago's Lunch #4 ..... 6.99
Tamale, enchilada, rice or beans

Fajitas 8.69
Tender strips of marinated chicken breast or beef skirt steak. Served with lettuce, guacamole, pico de gallo, sour cream, rice and beans.

Chicken Poblano 8.09
Poblano Pepper stuffed with grilled chicken and topped with pico de gallo, cilantro and cheese. Served with rice or beans and guacamole salad.

Burrito de Carnitas 8.69
Stuffed with shredded pork meat, cooked with onions, tomatoes, bell peppers, topped with mild sauce, heese dip, lettuce, tomatoes, guacamole, cheese and rice

NEW
Burrito del Mar 8.99
Grilled fish, shrimp, rice, black beans, lettuce, pico de gallo and special sauce

NEW
California Burrito 8.99
Grilled chicken or steak with melted cheese, rice, black beans, and veggies.

Enchilada 5.49
Soft corn tortilla stuffed with your choice of beef or shredded chicken, cheese and enchilada sauce. Served with rice and beans

Super Enchilada 7.49
Three enchiladas (beef, cheese, or chicken) Covered with lettuce, cheese, sour cream and tomatoes

Taco Salad 7.49
A crisp flour tortilla with melted cheese sauce, topped with chicken or beef, lettuce, tomatoes, cheese and sour cream

Taco Salad Fajita 7.99
A crisp flour tortilla with melted cheese sauce, topped with your choice of chicken or steak, sauted onions, bell pepper, tomatoes, covered with lettuce, cheese, sour cream and guacamole

Taco Salad Fajita Shrimp 9.49
Crispy flour tortilla filled with onions, tomatoes, bell pepper, marinated shrimp, lettuce, tomatoes, cheese, guacamole and sour cream

Taco Salad Fajita Vegetarian 7.49
Onions, tomatoes, bell peppers, mushrooms and broccoli covered with lettuce, sour cream, cheese and tomatoes

House Salad 6.75
Avacado, lettuce, spinach and pico de gallo with choice of meat
Grilled Chicken or Steak 2.25
Mahi Mahi or Shrimp 3.00

Chicken Tortilla Soup 5.99
Chicken broth with shredded chicken, rice, tortilla strips and cheese. Garnished with cilantro

Taco 4.99
A crispy tortilla stuffed with your choice of fillings plus lettuce and cheese. Served with rice and beans

Tamale 5.99
Tender pork wrapped in an authentic soft corn shell and topped with our seasonel ground beef and mild sauce. Served with rice and beans

Tostada 5.99
A flat crispy corn tortilla overed with beef, lettuce, cheese, tomatoes, and sour cream. Served with rice and beans

Changing the platter may affect the price listed
Add $.55 for 'To Go' orders

WITHOUT
FOOD PHOTOS

- MENUS ARE DRAB & LIFELESS
- LOWER AVG. CHECK TOTALS
- A MISSED OPPORTUNITY

DR MICHAEL'S PRESCRIPTION

- I.D. & PHOTOGRAPH THE HIGHEST PROFIT ITEMS
- FEATURE THOSE ITEMS ON MENU, SOCIAL MEDIA & WEBSITE

MENU SURGEON
MARKETING + CONSULTING

Lunch Specials

MONDAY - FRIDAY /// 11AM - 3PM

ESPECIALES DE ALMUERZO

SOUP & SALADS

CHICKEN TORTILLA SOUP
Chicken broth, shredded chicken, rice, tortilla strips, cheese, cilantro & a slice of avocado. CUP. 3.99 BOWL. 5.99

TACO SALAD
Ground beef or shredded chicken topped with melted cheese, lettuce, tomato, guacamole & sour cream. 7.49
- FAJITA-STYLE with grilled steak or chicken. 7.99
- WITH GRILLED SHRIMP 9.49
- VEGETARIAN with lots of extra veggies. 7.49

HOUSE SALAD
Avocado, lettuce, spinach & pico de gallo. 6.79
- ADD GRILLED CHICKEN OR STEAK 2.29
- ADD MAHI MAHI OR SHRIMP 2.99

HOUSE SALAD WITH GRILLED CHICKEN

EGG PLATES

RANCH-STYLE EGGS (huevos rancheros)
Fresh sunny-side up eggs topped with house-made salsa & served with rice, beans & tortillas. 7.59

SPICY SAUSAGE & EGGS
(huevos con chorizo)
Fresh scrambled eggs with spicy Mexican sausage, served with rice, beans & tortillas. 7.99

BURRITOS

LAGO'S BURRITO
Beef or chicken burrito topped with mild salsa, cheese, lettuce, tomato & sour cream. Served with rice & beans. 7.69

DEEP FRIED BURRITO (chimichanga)
Stuffed with choice of beef or chicken, then topped with cheese sauce, sour cream, pico de gallo, lettuce & guacamole. Served with rice & beans. 7.59 • SUB GRILLED SHRIMP 1.49

SEAFOOD (burrito del mar)
Grilled fish & shrimp wrapped in a large flour tortilla with rice, black beans, lettuce, pico de gallo & our special sauce. 8.99

SHREDDED PORK (burrito de carnitas)
Stuffed with shredded pork, onions, tomato & bell pepper, then topped with mild sauce, cheese, lettuce, tomato & guacamole. Served with rice. 8.69

CALIFORNIA-STYLE
Grilled chicken or steak in a large flour tortilla with melted cheese, rice, black beans & veggies. 8.99

CALIFORNIA-STYLE BURRITO

LUNCH COMBOS

LUNCH #1
(1) Chile Relleno, taco, beans & guacamole salad. 6.99

THE SPEEDY
(1) taco, (1) enchilada, rice or beans. 6.59

THE SPEEDY

LUNCH #2
(1) bean burrito, (1) cheese enchilada, & rice. 6.99

LUNCH #3
(1) Tamale, (1) enchilada, rice or beans. 6.99

LUNCH ENTREES

CHICKEN & MUSHROOM QUESADILLA
(quesadilla azteca) Large tortilla stuffed with grilled chicken & mushrooms. Served with lettuce, tomato, avocado & whole beans. 8.99

ROLLED & FRIED TAQUITOS (taquitos mexicanos)
Two rolled corn tortillas stuffed with shredded beef or chicken, then deep fried to a golden brown. Topped with lettuce, tomato, guacamole & sour cream. Served with rice & beans. 7.59

FAJITAS
Tender strips of marinated chicken breast or beef skirt steak. Served with lettuce, guacamole, pico de gallo, sour cream, rice & beans. 8.69
SUB GRILLED SHRIMP. 1.49

ENCHILADA TRIO
Three enchiladas (choice of beef, cheese, or chicken), covered with lettuce, tomato, cheese & sour cream. 7.49

PORK TAMALE
Tender pork wrapped in an authentic dry corn leaf, served cheese, mild sauce, rice & beans. 5.99

CHICKEN STUFFED PEPPER
(pollo poblano) Grilled poblano pepper stuffed with grilled chicken & topped with pico de gallo, cilantro & cheese. Served with rice, beans & guacamole salad. 8.09

STREET QUESADILLA
Large tortilla stuffed with grilled chicken (or steak), chorizo sausage, onion, pineapple & our special sauce. Service with salad. 9.99

Menu & food photos by LORAC Marketing (02/12/16)

Thoroughly cooking foods of animal origin such as beef, eggs, fish, lamb, pork, poultry, or shellfish reduces the risk of foodborne illness. Individuals with certain health conditions may be at higher risk if these foods are consumed raw or undercooked. Consult your physician or public health office for further information.

WITH

FOOD PHOTOS

- MENUS ARE BROUGHT TO LIFE
- AVG. CHECK TOTALS RISE
- OPPORTUNITIES ABOUND

PRESCRIPTION FILLED!

• A PHOTO SHOOT TRANSFORMED THIS MENU FROM A CONFUSING MESS, TO A POWERHOUSE MONEY-MAKER!

MENU SURGEON
MARKETING + CONSULTING

#2 - FOOD PRICES PLACED IN A LIST

Pasta

Old Fashioned Meatballs and Spaghetti 14.50
Angel Hair pasta topped with two large homemade meatballs and Giorlando's original family red gravy made from scratch the way Grandma G used to make it

Lasagna 14.75
Layered seasoned ground beef and our special cheese sauce topped with our original red gravy and freshly grated romano cheese

Chicken, Shrimp and Sausage Pasta 14.25
Marinated chicken, shrimp and Italian sausage sauteed in a tomato basil sauce, tossed with a penne pasta

Shrimp or Crawfish Ravioli Shrimp 14.50 / Crawfish 16.75
Ravioli stuffed with ricotta, romano and parmesan cheese lightly breaded and fried, served with a shrimp or crawfish sauce

Mama G's Eggplant 14.75
Lightly battered eggplant medallions on top of angel hair pasta topped with Mama G's favorite shrimp augratin sauce

Shrimp or Crawfish Fettucini Shrimp 14.25 / Crawfish 16.75
Shrimp or crawfish sauteed in an alfredo sauce and seasonings and tossed with fettucini pasta

Italian Sausage and Spaghetti 14.25
Angel hair pasta topped with two homemade sausage patties and our original red gravy

Cutlet and Spaghetti 14.50
Angel hair pasta topped with freshly tenderized round steaks, breaded then lightly fried, with our original red gravy

Chicken Alfredo 14.50
Marinated chicken breast blackened, grilled or fried, served with a side fettucini alfredo

Grilled Chicken Tomato Basil Pasta 14.50
Marinated grilled chicken served with a side tomato basil pasta

For an additional $1.75 you can add a mixed green and tomato side salad to your meal.

PRICES ARE IN A LIST

- WASTES A LOT OF SPACE
- INVITES CUSTOMERS TO SHOP BY PRICE INSTEAD OF HUNGER

DR MICHAEL'S PRESCRIPTION

- STAGGER THE PRICES AT THE END OF THE DESCRIPTION
- REMOVE THE **"BOLD"**

MENU SURGEON
MARKETING + CONSULTING

Pasta

FOR AN ADDITIONAL $1.75 YOU CAN ADD A MIXED GREEN AND TOMATO SIDE SALAD TO YOUR MEAL.

MAMA G's EGGPLANT

MAMA G's EGGPLANT
Lightly battered eggplant medallions on top of angel hair pasta topped with Mama G's favorite shrimp au gratin sauce. 14.79

OLD FASHIONED MEATBALLS AND SPAGHETTI
Angel Hair pasta topped with two large homemade meatballs and Giorlando's original family red gravy made from scratch the way Grandma G used to make it. 14.49

CHICKEN, SHRIMP AND SAUSAGE PASTA
Marinated chicken, shrimp and Italian sausage sauteed in a tomato basil sauce, tossed with a penne pasta. 14.29

LASAGNA
Layered seasoned ground beef & our special cheese sauce topped with our original red gravy & freshly grated romano cheese. 14.79

SHRIMP OR CRAWFISH RAVIOLI
Ravioli stuffed with ricotta, cream and parmesan cheese lightly breaded and fried, served with a shrimp or crawfish sauce.
with Crawfish. 16.79 **with Shrimp.** 14.49

SHRIMP OR CRAWFISH FETTUCCINI
Shrimp or crawfish sauteed in an Alfredo sauce and seasonings and tossed with fettuccine pasta.
Crawfish. 16.79 **Shrimp.** 14.29

GRILLED CHICKEN TOMATO BASIL PASTA
Marinated grilled chicken served with a side tomato basil pasta. 14.49

CHICKEN ALFREDO
Marinated chicken breast blackened, grilled or fried, & a side fettuccine Alfredo. 14.49

ITALIAN SAUSAGE AND SPAGHETTI
Angel hair pasta topped with homemade sausage patties & our red gravy. 14.29

BEEF CUTLET AND SPAGHETTI
Angel hair pasta topped with freshly tenderized round steaks, breaded then lightly fried, with our original red gravy. 14.49

GRILLED CHICKEN TOMATO BASIL PASTA

PRICES ARE **NOT** IN A LIST

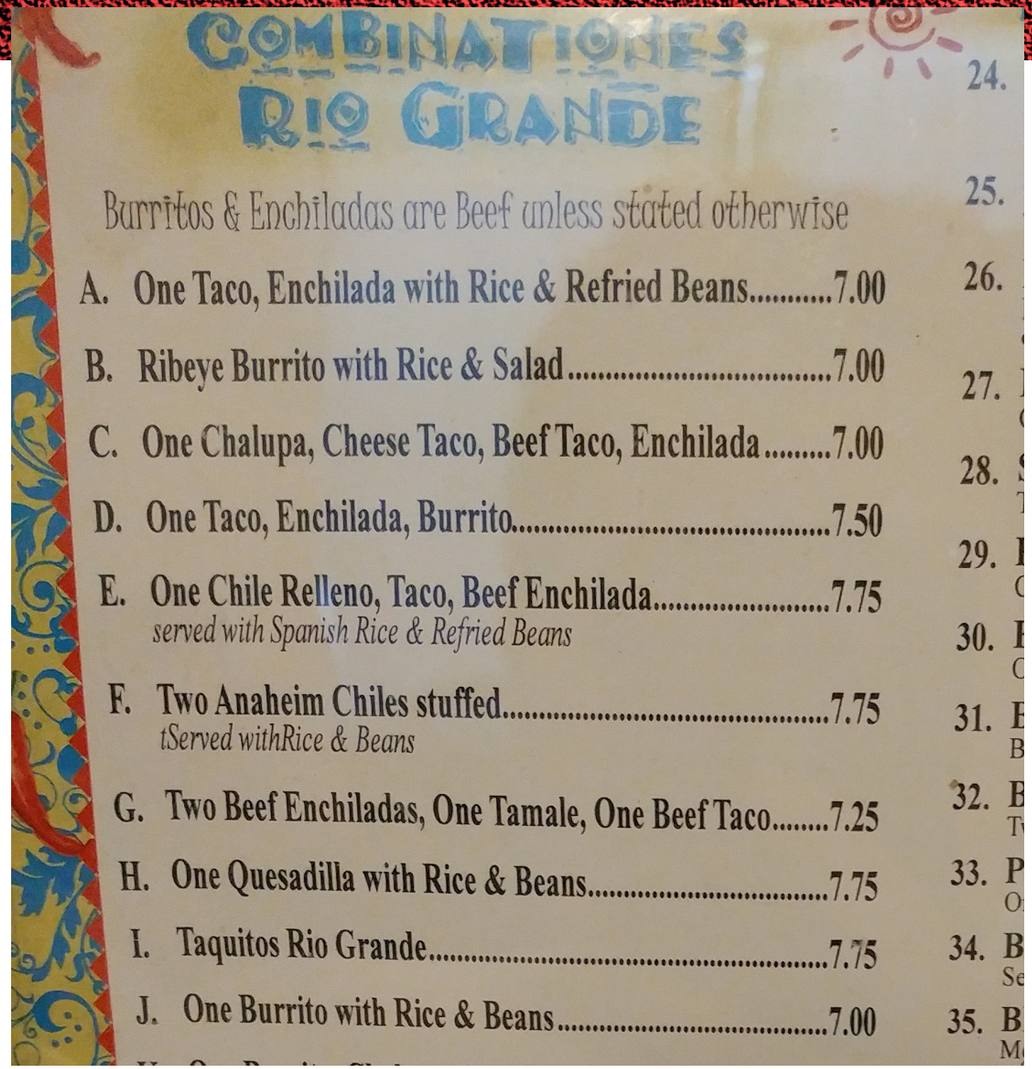
- CREATES A LOT OF SPACE FOR THINGS LIKE FOOD PHOTOS
- CUSTOMERS FOCUS ON WHAT SOUNDS GOOD, NOT THE PRICE

PRESCRIPTION FILLED!

- A SIMPLE CHANGE LIKE THIS CAN ELEVATE YOUR MENU FROM A SIMPLE LIST OF ITEMS TO AN EFFECTIVE SALES TOOL

MENU SURGEON
MARKETING + CONSULTING

#3 - PRICES THAT END IN FIVE OR ZERO



PRICES END IN

FIVE OR ZERO

- LEAVES MONEY ON THE TABLE
- IT'S HARDER TO CHANGE OR RAISE PRICES WITHOUT NOTICE

DR MICHAEL'S PRESCRIPTION

- ADD 4¢ TO PRICES THAT END IN "5" & REMOVE 1¢ FROM PRICES THAT END IN "0"
- OR GO TO WHOLE #S (8.99 = 9)

MENU SURGEON
MARKETING + CONSULTING

HOUSE COMBOS

Burritos and enchiladas are beef unless stated otherwise

(A) Taco & enchilada with rice & beans. 7.29

(B) Ribeye burrito with rice and salad 7.49

(C) One chalupa, cheese taco, beef taco, enchilada. 7.29

(D) One taco, enchilada, burrito. 7.79

(E) Chile relleno, Taco & beef enchilada with rice & beans. 7.99

(F) Two stuffed Anaheim Chiles with rice & beans. 7.99

(G) Two Beef Enchiladas, One Tamale, One Beef Taco. 7.49

(H) One Quesadilla with rice & beans. 7.79

(I) Taquitos Rio Grande. 7.99

(J) One burrito with rice & beans. 7.49

(K) Burrito, Chalupa, Beef Taco & Enchilada. 7.99

(L) Two Enchiladas with rice & beans. 7.99

PRICES **DO NOT** END IN FIVE OR ZERO

- ITEMS EARN MORE PROFIT
- IT'S EASIER TO CHANGE OR RAISE PRICES WITHOUT NOTICE

PRESCRIPTION FILLED!

- THE ABILITY TO BE ABLE TO RAPIDLY INCREASE PRICES IN A VOLATILE MARKET WITHOUT CUSTOMERS NOTICING

MENU SURGEON
MARKETING + CONSULTING

#4 - ITEMS NOT PLACED FOR MAX IMPACT

ITEMS **NOT** PLACED FOR MAX IMPACT

- ITEMS NOT ORGANIZED
- NOTHING HIGHLIGHTED
- WHERE DO YOU LOOK FIRST?

LUNCH SPECIALS

Available
Tuesday - Friday
11:00 A.M. - 3:00 P.M.

Speedy 6.59
One taco, one enchilada, rice or beans

Huevos Rancheros 7.59
Ranch style eggs topped with Mexican sauce, rice, beans, and tortillas

Huevos con Chorizo 7.99
Scrambled eggs with Mexican sausage, rice, beans and tortillas

Chimichanga 7.59
A flour tortilla with your choice of chunks of beef or chicken deep fried to a golden brown, topped with cheese sauce, lettuce, sour cream, guacamole, pico de gallo. Served with Mexican rice and beans

Quesadilla Azteca 8.99
Flour tortilla stuffed with grilled chicken and mushrooms. Servied with lettuce, tomatoes, avocado, whole beans and sour cream

Taquitos Mexicanos 7.59
Two rolled corn tortillas stuffed with shredded beef or chicken deep fried to a golden brown. Topped with lettuce, tomatoes, guacamole and sour cream. Served with rice and beans

Lago's Burrito 7.69
Beef or chicken burrito topped with mild salsa, cheese, lettuce, tomatoes and sour cream. Served with rice and beans

Lago's Lunch #1 ..... 6.99
Chile Relleno, taco, beans and guacamole

Lago's Lunch #2 ..... 6.99
One burrito, mexican rice and beans

Lago's Lunch #3 ..... 6.99
One bean burrito, cheese enchilada, and rice

Lago's Lunch #4 ..... 6.99
Tamale, enchilada, rice or beans

Fajitas 8.69
Tender strips of marinated chicken breast or beef skirt steak. Served with lettuce, guacamole, pico de gallo, sour cream, rice and beans.

Chicken Poblano 8.09
Poblano Pepper stuffed with grilled chicken and topped with pico de gallo, cilantro and cheese. Served with rice or beans and guacamole salad.

Burrito de Carnitas 8.69
Stuffed with shredded pork meat, cooked with onions, tomatoes, bell peppers, topped with mild sauce, heese dip, lettuce, tomatoes, guacamole, cheese and rice

NEW
Burrito del Mar 8.99
Grilled fish, shrimp, rice, black beans, lettuce, pico de gallo and special sauce

NEW
California Burrito 8.99
Grilled chicken or steak with melted cheese, rice, black beans, and veggies.

Enchilada 5.49
Soft corn tortilla stuffed with your choice of beef or shredded chicken, cheese and enchilada sauce. Served with rice and beans

Super Enchilada 7.49
Three enchiladas (beef, cheese, or chicken) Covered with lettuce, cheese, sour cream and tomatoes

Taco Salad 7.49
A crisp flour tortilla with melted cheese sauce, topped with chicken or beef, lettuce, tomatoes, cheese and sour cream

Taco Salad Fajita 7.99
A crisp flour tortilla with melted cheese sauce, topped with your choice of chicken or steak, sauted onions, bell pepper, tomatoes, covered with lettuce, cheese, sour cream and guacamole

Taco Salad Fajita Shrimp 9.49
Crispy flour tortilla filled with onions, tomatoes, bell pepper, marinated shrimp, lettuce, tomatoes, cheese, guacamole and sour cream

Taco Salad Fajita Vegetarian 7.49
Onions, tomatoes, bell peppers, mushrooms and broccoli covered with lettuce, sour cream, cheese and tomatoes

House Salad 6.75
Avacado, lettuce, spinach and pico de gallo with choice of meat
Grilled Chicken or Steak 2.25
Mahi Mahi or Shrimp 3.00

Chicken Tortilla Soup 5.99
Chicken broth with shredded chicken, rice, tortilla strips and cheese. Garnished with cilantro

Taco 4.99
A crispy tortilla stuffed with your choice of fillings plus lettuce and cheese. Served with rice and beans

Tamale 5.99
Tender pork wrapped in an authentic soft corn shell and topped with our seasonel ground beef and mild sauce. Served with rice and beans

Tostada 5.99
A flat crispy corn tortilla overed with beef, lettuce, cheese, tomatoes, and sour cream. Served with rice and beans

Changing the platter may affect the price listed
Add $.55 for 'To Go' orders

DR MICHAEL'S PRESCRIPTION

- GROUP ITEMS INTO CATEGORIES & HIGHLIGHT FEATURED OR SPECIAL ITEMS
- ADD COLOR OR PICS FOR "POP"

MENU SURGEON
MARKETING + CONSULTING

Lunch Specials

MONDAY - FRIDAY /// 11AM - 3PM

ESPECIALES DE ALMUERZO

SOUP & SALADS

CHICKEN TORTILLA SOUP
Chicken broth, shredded chicken, rice, tortilla strips, cheese, cilantro & a slice of avocado. CUP. 3.99 BOWL. 5.99

TACO SALAD
Ground beef or shredded chicken topped with melted cheese, lettuce, tomato, guacamole & sour cream. 7.49
- FAJITA-STYLE with grilled steak or chicken. 7.99
- WITH GRILLED SHRIMP 9.49
- VEGETARIAN with lots of extra veggies. 7.49

HOUSE SALAD
Avocado, lettuce, spinach & pico de gallo. 6.79
- ADD GRILLED CHICKEN OR STEAK 2.29
- ADD MAHI MAHI OR SHRIMP 2.99

HOUSE SALAD WITH GRILLED CHICKEN

EGG PLATES

RANCH-STYLE EGGS (huevos rancheros)
Fresh sunny-side up eggs topped with house-made salsa & served with rice, beans & tortillas. 7.59

SPICY SAUSAGE & EGGS
(huevos con chorizo)
Fresh scrambled eggs with spicy Mexican sausage, served with rice, beans & tortillas. 7.99

BURRITOS

LAGO'S BURRITO
Beef or chicken burrito topped with mild salsa, cheese, lettuce, tomato & sour cream. Served with rice & beans. 7.69

DEEP FRIED BURRITO (chimichanga)
Stuffed with choice of beef or chicken, then topped with cheese sauce, sour cream, pico de gallo, lettuce & guacamole. Served with rice & beans. 7.59 • SUB GRILLED SHRIMP 1.49

SEAFOOD (burrito del mar)
Grilled fish & shrimp wrapped in a large flour tortilla with rice, black beans, lettuce, pico de gallo & our special sauce. 8.99

SHREDDED PORK (burrito de carnitas)
Stuffed with shredded pork, onions, tomato & bell pepper, then topped with mild sauce, cheese, lettuce, tomato & guacamole. Served with rice. 8.69

CALIFORNIA-STYLE
Grilled chicken or steak in a large flour tortilla with melted cheese, rice, black beans & veggies. 8.99

CALIFORNIA-STYLE BURRITO

LUNCH COMBOS

LUNCH #1
(1) Chile Relleno, taco, beans & guacamole salad. 6.99

THE SPEEDY
(1) taco, (1) enchilada, rice or beans. 6.59

THE SPEEDY

LUNCH #2
(1) bean burrito, (1) cheese enchilada, & rice. 6.99

LUNCH #3
(1) Tamale, (1) enchilada, rice or beans. 6.99

LUNCH ENTREES

CHICKEN & MUSHROOM QUESADILLA
(quesadilla azteca) Large tortilla stuffed with grilled chicken & mushrooms. Served with lettuce, tomato, avocado & whole beans. 8.99

ROLLED & FRIED TAQUITOS (taquitos mexicanos)
Two rolled corn tortillas stuffed with shredded beef or chicken, then deep fried to a golden brown. Topped with lettuce, tomato, guacamole & sour cream. Served with rice & beans. 7.59

FAJITAS
Tender strips of marinated chicken breast or beef skirt steak. Served with lettuce, guacamole, pico de gallo, sour cream, rice & beans. 8.69
SUB GRILLED SHRIMP. 1.49

ENCHILADA TRIO
Three enchiladas (choice of beef, cheese, or chicken), covered with lettuce, tomato, cheese & sour cream. 7.49

PORK TAMALE
Tender pork wrapped in an authentic dry corn leaf, served cheese, mild sauce, rice & beans. 5.99

CHICKEN STUFFED PEPPER
(pollo poblano) Grilled poblano pepper stuffed with grilled chicken & topped with pico de gallo, cilantro & cheese. Served with rice, beans & guacamole salad. 8.09

STREET QUESADILLA
Large tortilla stuffed with grilled chicken (or steak), chorizo sausage, onion, pineapple & our special sauce. Service with salad. 9.99

Menu & food photos by LORAC Marketing (02/12/16)

Thoroughly cooking foods of animal origin such as beef, eggs, fish, lamb, pork, poultry, or shellfish reduces the risk of foodborne illness. Individuals with certain health conditions may be at higher risk if these foods are consumed raw or undercooked. Consult your physician or public health office for further information.

ITEMS PLACED FOR MAX IMPACT

- ITEMS CATEGORIZED
- PROFITABLE ITEMS HIGHLIGHTED
- FLOW LEADS EYE THRU PAGE

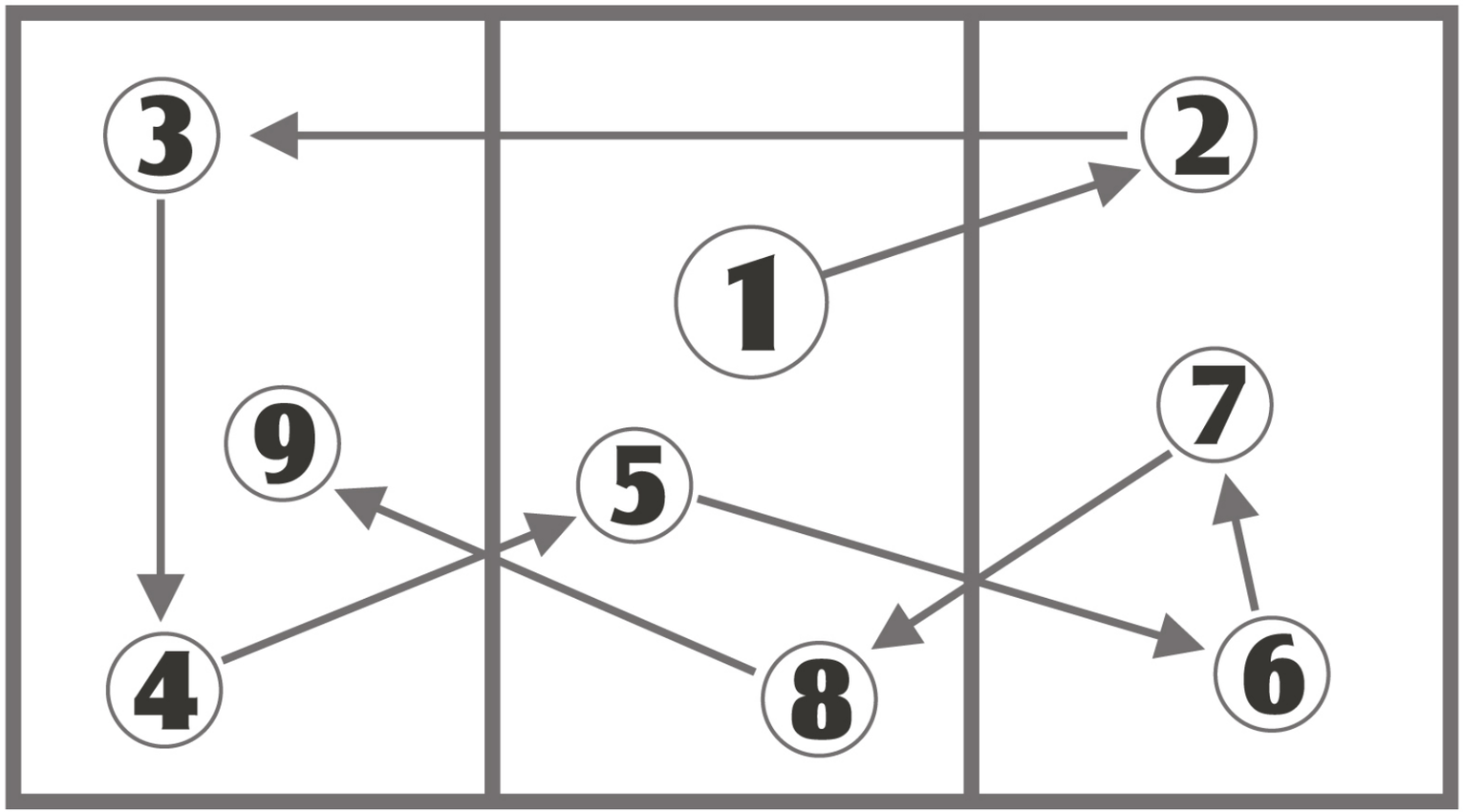
PRESCRIPTION FILLED!

- A CONFUSING LIST OF ITEMS HAS BEEN GROUPED INTO CATEGORIES & HIGH PROFIT ITEMS HAVE BEEN HIGHLIGHTED AND PHOTOGRAPHED

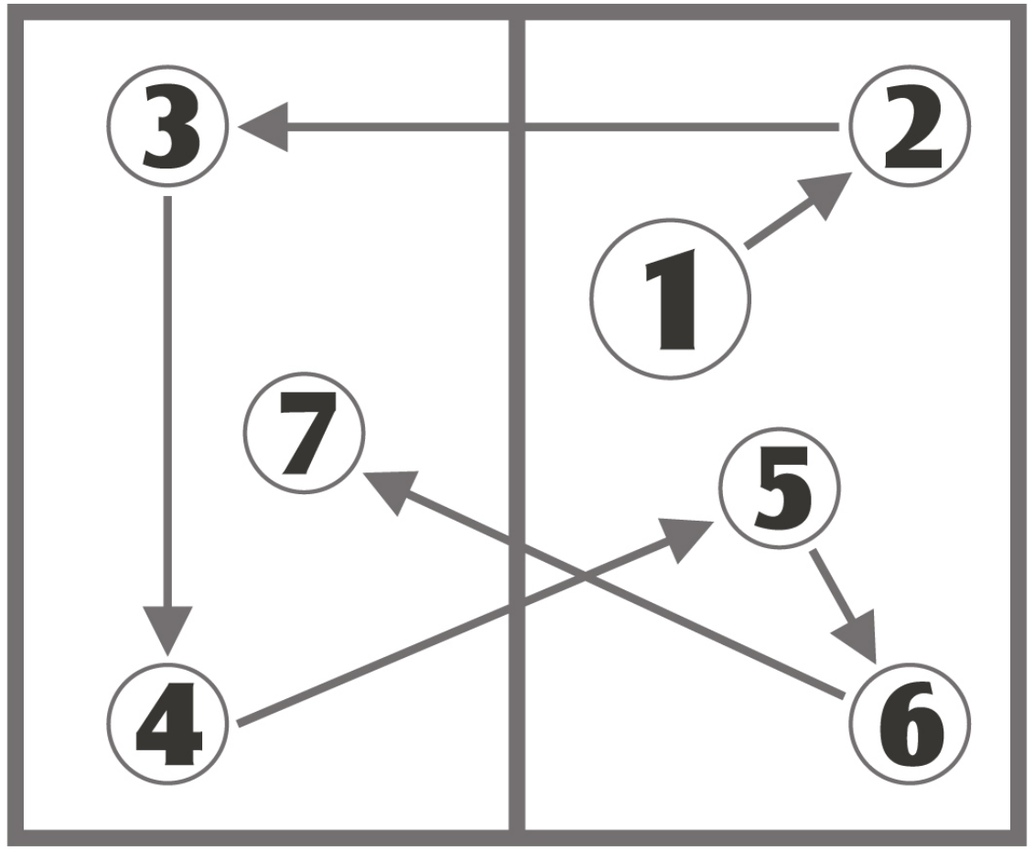
MENU SURGEON
MARKETING + CONSULTING

THE SCIENCE OF
EYE FLOW

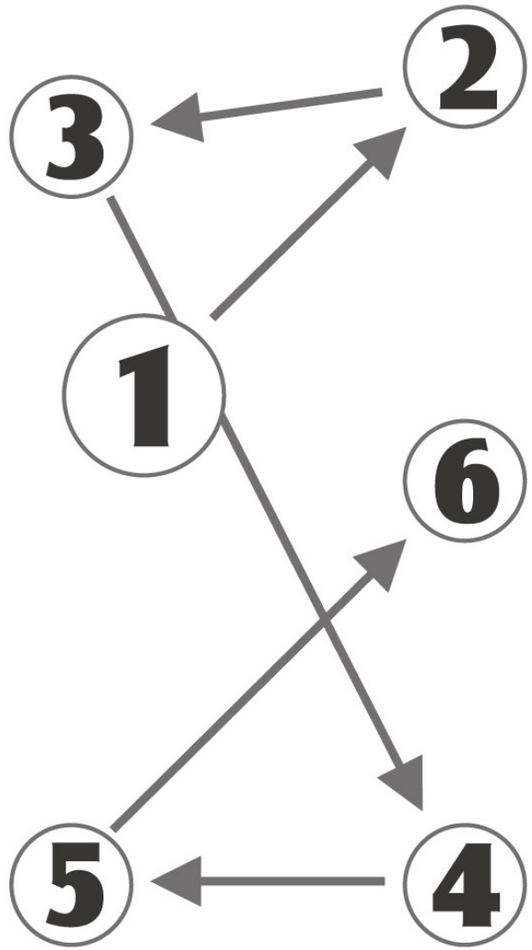
Eye-Movement for 3-Panel Layout



Eye-Movement for 2-Panel Layout



Eye-Movement for 1-Panel Layout

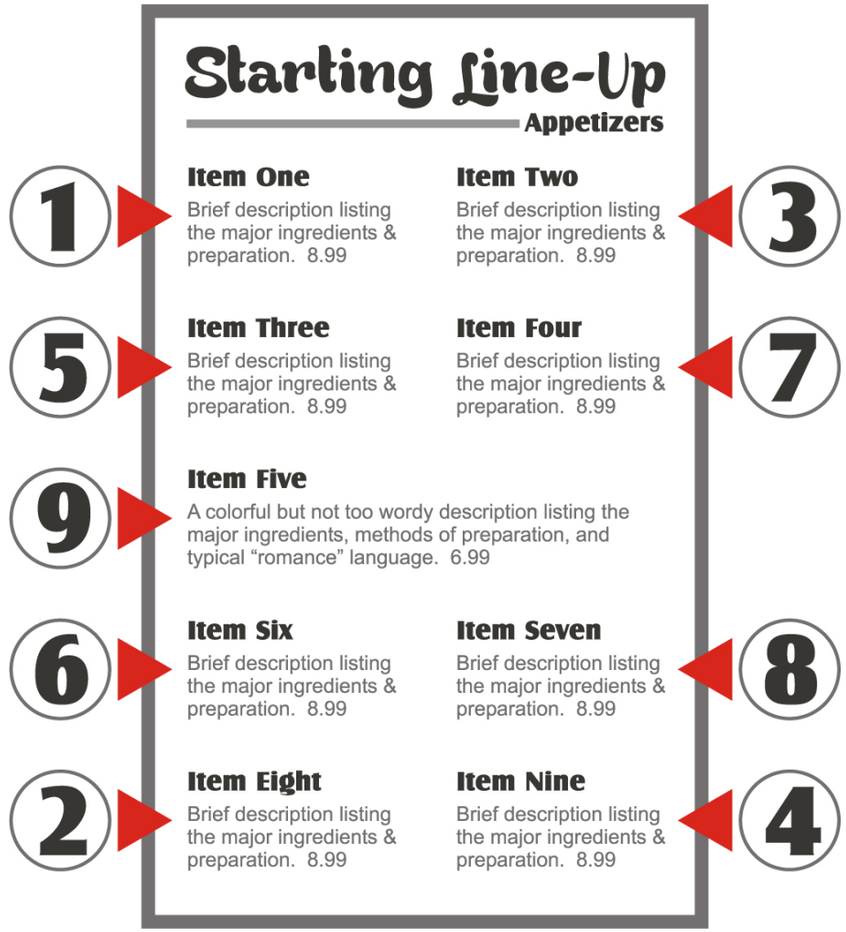


Eye-Movement within Menu Sections

1-Column Layout

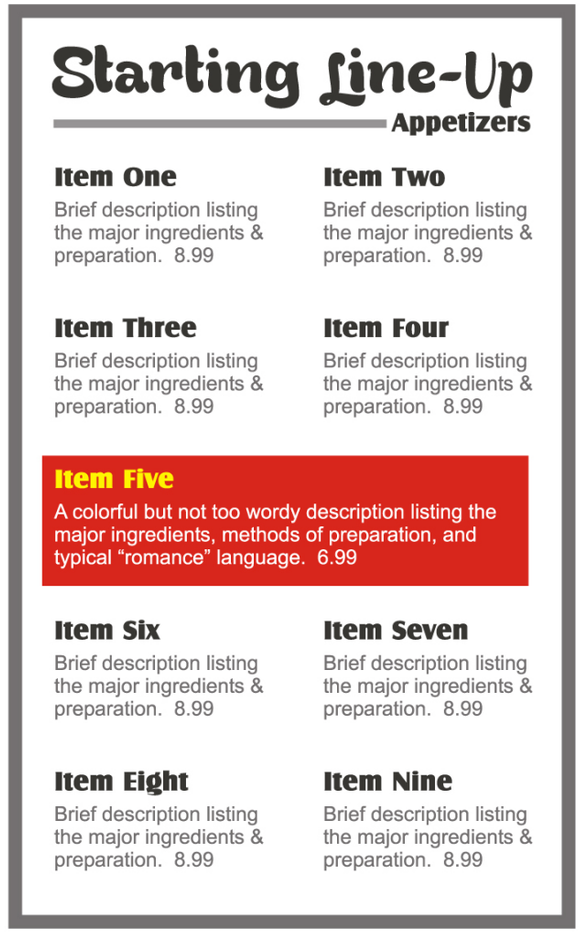
Eye-Movement within Menu Sections

2-Column Layout



Disrupting Eye-Movement within Menu Sections

2-Column Layout



#5 - INFORMATION OVERLOAD

SEAFOOD BASKET – $13.95
Piled High with
Fried Fish, Shrimp, Oyster or Combo with Fries & Toast

DINNERS

Your Choice of Any Two of the Following Sides: Soup of the Day, 4 Bean & Turkey, Chicken & Sausage Gumbo, House Salad, Cole Slaw, French Fries or Potato Salad
Substitute Seafood Gumbo, French Onion Soup or Steamed Veggies $1.95
Substitute Sweet Potato Fries ... $.95

Yellowfin Tuna $15.95
½ lb. Yellowfin Grilled, Blackened or Panned to Perfection

Stuffed Shrimp Platter $11.95
3 Butterflied Jumbo Shrimp with Well Seasoned Crabmeat Stuffing, Fried Golden Brown

Soft Shell Crab ..... (1) $12.95 ..... (2) $21.95
Jumbo Softshell Crab Fried to a Golden Brown

Catfish Filets $10.95
2 Seasoned Filets, Deep Fried, Blackened or Grilled

Open Face Roast Beef $10.95
Our Best Roast Beef Piled High with Gravy over Toast

Hamburger Steak $10.95
½ lb. Certified Angus Beef Ground Sirloin, Smothered with Onions, Mushrooms and Roast Beef Gravy

Southern Fried Steak Dinner $10.95
Served with Southern Style White or Roast Beef Gravy

Paneed Chicken $10.95
½ lb. Boneless Chicken Breast Lightly Paneed to a Golden Brown

Grilled or Fried Chicken Breast $10.95
½ lb. Boneless Chicken Breast Grilled or Fried to Golden Perfection

Chicken Parmesan Dinner $11.95
½ lb. Boneless Chicken Breast, Paneed, Zesty Marinara & Provolone Cheese

Certified Angus Beef Ribeye Steak $21.95
Hand Cut 12 oz. Certified Angus Beef Grilled To-Order

Certified Angus Beef Sirloin Steak $18.95
Center Cut 8 oz. Certified Angus Beef Grilled To-Order

Paneed Veal $10.95
Tender Veal Lightly Paneed in Italian Bread Crumbs

Veal Parmesan $11.95
Tender Veal Lightly Paneed in Italian Bread Crumbs and Covered with Zesty Marinara & Melted Provolone Cheese

Seafood Platter $27.95
Slidell's Largest Piled High with Fresh Oysters, Shrimp, Catfish, Softshell Crab, & Hush Puppies, Fried to a Golden Brown

KIDS MEALS - *"12 & Under"*

¼ Lb. Sirloin Burger $4.95
Fried Catfish $4.95
Fried Shrimp $4.95
Chicken Fingers $4.95
Grilled Cheese $3.95
Hot Dog $4.95
Above Served with French Fries, Potato Salad or House Salad

PO BOY FAVORITES

Roast Beef $8.95
Fried Catfish $8.95
Fried Shrimp $9.95
Fried Oyster $10.95
*Soft Shell Crab $11.95
*Fried Crawfish $9.95
*½ & ½ Seafood Combo $11.95
Shrimp, Oyster or Fish
*Veal Parmesan $8.95
*Veal Cutlet $7.95
*Grilled or Fried Chicken $7.95
*Southern Fried Steak $7.95
Hamburger $7.95
Ham & Cheese $7.95
Ham $7.25
Turkey Breast $7.95
Corned Beef $7.95
Italian Sausage $7.95
Smoked Sausage $7.95
Hot Sausage $7.95
Chicken Salad $6.95
Tuna Salad $6.95
½ lb. All Beef Hot Dog $7.95

**No ½ PoBoys These Items • ½ Po Boys or Bun –$1.00*
ANY PO BOY DRESSED - .50 - Lettuce, Tomato, Mayo

DELI

Club $8.95
Ham, Turkey, Swiss Cheese & Smoked Applewood Bacon
Turkey Breast (Grilled or Cold) $6.25
Ham & Cheese (Grilled or Cold) $6.25
B.L.T. $6.25
Tuna Salad $6.25
Chicken Salad $6.25
New Orleans Traditional Corned Beef $6.95
Add Avocado $1.95
Choice of: Toasted White, Wheat, Rye, Sesame Seed or Whole Wheat Bun

INFORMATION OVERLOAD

- TOO MANY ITEMS ON ONE PAGE
- NO ORGANIZATION
- DIFFICULT TO READ QUICKLY

DR MICHAEL'S PRESCRIPTION

- GROUP SIMILAR ITEMS TOGETHER
- BREAK UP THE TEXT FOR EASIER READING
- REMOVE UNPROFITABLE ITEMS

MENU SURGEON
MARKETING + CONSULTING

Uptown Entrees

SOUTHERN FRIED STEAK DINNER
Steak, breaded, golden fried and served with your choice of country white or roast beef gravy. 12.99

SOUTHSIDE RIBEYE
Our aged and hand-cut 12oz. Certified Angus Beef® Ribeye is incredibly tender & grilled to your specifications. 21.99

SOUTHSIDE SIRLOIN
Our 8oz. center-cut Certified Angus Beef® Sirloin is aged 21 days for maximum tenderness and flavor. 18.99

HAMBURGER STEAK
Our 1/2 lb. Certified Angus Beef® Ground Sirloin is grilled to perfection, then smothered in onion, mushrooms & our savory roast beef gravy. 12.99

OPEN FACE ROAST BEEF
Large portion of sliced roast beef piled high and covered in our savory roast beef gravy over Texas toast. 13.99

DINNERS SERVED WITH 2 SIDES

- COLESLAW
- POTATO SALAD
- HOUSE SALAD
- SOUP OF THE DAY
- HUSH PUPPIES (4)
- MAC & CHEESE
  - **Add** roast beef debris / chili / or bacon & sour cream .99¢ ea.
- FRENCH FRIES
- SWEET POTATO FRIES add .99
- 4 BEAN & TURKEY SOUP
- STEAMED VEGGIES add 1.99
- CUP OF GUMBO
  - **Chicken & Sausage**
  - **Seafood** add 1.99
- FRENCH ONION SOUP add 1.99

rare	medium rare	medium	medium well	well
cool red center	warm red center	hot pink center	slight pink center	no color, dry *(like jerky but warmer)*

Seafood Platter

SEAFOOD PLATTER
This is Slidell's LARGEST! Piled high with fresh oysters, Gulf shrimp, catfish fillets, soft shell crab & hush puppies all battered and fried 'til they're golden brown. 27.99

SEAFOOD BASKETS
Fried fish, shrimp, oysters, or any combination of all three, with buttered toast and fries. 15.99 **add a 2nd side.** 1.99

YELLOWFIN TUNA
1/2 lb. Yellowfin Tuna steak either grilled, blackened or paneed to perfection. 15.99

STUFFED SHRIMP PLATTER
Three jumbo Gulf shrimp filled with our seasoned crabmeat stuffing, then fried 'til golden. 13.99

SOFT SHELL CRAB
Our delicious, fresh, jumbo soft shell crab fried 'til golden. (1) 16.99 (2) 24.99

CATFISH FILLETS
Two large catfish fillets, served either deep fried, grilled or blackened. 13.99

Southside Ribeye

PANEED VEAL
Veal tossed in Italian bread crumbs and lightly paneed to perfection. 12.99

VEAL PARMESAN
Our paneed veal, slathered with zesty marinara sauce and melted Provolone cheese over buttered toast. 13.99

CHICKEN BREAST DINNER
Grilled, fried, blackened or paneed 1/2 lb. boneless chicken breast. 11.99

CHICKEN PARMESAN
Our paneed chicken breast, slathered with zesty marinara and melted Provolone cheese over buttered toast. 12.99

Thoroughly cooking foods of animal origin such as beef, eggs, fish, lamb, pork, poultry, or shellfish reduces the risk of foodborne illness. Individuals with certain health conditions may be at higher risk if these foods are consumed raw or undercooked. Consult your physician or public health office for further information.

Veal Parmesan

NO INFORMATION OVERLOAD

- LESS ITEMS PER PAGE
- BETTER ORGANIZATION
- EASIER TO READ QUICKLY

PRESCRIPTION FILLED!

- MENU SECTIONS HAVE BEEN GIVEN THEIR OWN PAGES (MORE REAL ESTATE) & LOGICAL GROUPINGS WITHIN SECTIONS MAKES FINDING ITEMS FASTER

MENU SURGEON
MARKETING + CONSULTING

ALL OF THESE SUGGESTIONS COME FROM

FRANCHISE & CHAIN RESTAURANTS

Applebee's

Denny's

RED ROBIN GOURMET BURGERS & BREWS

The Cheesecake Factory

ZEA ROTISSERIE • GRILL

Olive Garden ITALIAN KITCHEN

Ruby Tuesday

P.F. CHANG'S CHINA BISTRO

PLEASE CONTACT ME WITH QUESTIONS OR TO SCHEDULE A FREE CONSULTATION.

CHIEF MENU SURGEON

MICHAEL BELL

(m) **985.788.9251**

(w) MenuSurgeon.com

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