

MENU DESIGN

Colors, fonts, images and locations of items on the menu can influence how your customers order and how high your sales will be.

TAKE-OUT MENU

- Get business-building help from pizza industry experts
- Work one-on-one with a designer to create and boost your brand
- Stand out from the competition with a fully customized design
- Boost check averages with proven menu layout tactics
- Create unique offers to attract your target customer groups
- Gain access to a proprietary food photo library with over 2,000 images

IN-HOUSE MENU

- Maintain consistent branding by having an in-house menu that reflects the same look and feel as your take-out menu
- Choose from a variety of styles, sizes and materials for either book insertion or as stand-alone pieces

Scan to see samples of menu designs



FREE EYE-TRACKING ANALYSIS

With our eye-tracking software, you can validate menu designs and direct mail pieces by measuring the focus and movement of a reader's eye, identifying which visual elements grab attention first. This helps our design team determine if items and messaging are ideally worded and placed, increasing online orders and check averages.

Within the first 3-5 seconds, 82% of customers focused on the photo of the pepperoni pizza first, followed by "Build Your Own Pizza" (69%), then "Wraps" (56%).

A well-designed menu can increase check averages 10% or more.

(Pared, December 2019)

"I'VE BEEN USING SOLUTIONS @ WORK FOR OVER 8 YEARS. THEY HELPED ME KEEP MY BRAND CONSISTENT ACROSS THE BOARD, DESIGNING MY MENUS, LOGO, SIGNAGE & MORE. IT HAS HELPED ME MAINTAIN A PROFESSIONAL APPEARANCE AND STAY AHEAD OF THE COMPETITION."

Sal Cusumano
My Angelo's Pizza
100-Percenter since 2013