

# FOODPOWER

## THE SECRET INGREDIENT FOR STAYING POPULAR & PROFITABLE

FoodPower is a restaurant consulting firm that coaches industry leaders to leverage strengths, create concepts, refine menus & identify opportunities to increase revenue & capitalize on the changes in today's dining out patterns.

### MASTERING THE MENU

[FoodPower](#) is all about adding popularity and profitability to restaurants. This month, we feature creating menus with the psychology, marketing and strategy to create crave-ability, WOW the guests, and even go viral.

Menu engineering is morphing and moving fast as times and generational differences dictate. What was farm-to-table is now garden-to-fork, and we've got "food with integrity." Men and women look for different things on the menu. Some guests want small, healthy portions, hence, the proliferation of sides, like kale and farro, along with the gotta haves like mac & cheese. And *bigger* has never been more attention getting. Take a look!



### BIGGER IS BETTER

Executive Chef Michael Rossi at [The Ranch Restaurant & Saloon](#) in Anaheim features a \$99 Cowboy Ribeye, a 58 oz. Bone-in chop that can be split between two guests.

On the menu, the Cowboy Ribeye copy is centered clearly at the bottom with the following quote:

**"The bone-in cowboy rib-eye is quite possibly the best steak in all of Orange County" Brad Johnson, OC Register**

Since we all know that Mr. Johnson is a man with the reputation of "authenti-taste," we take his word on this grandiose piece of meat. What works here is the "WOW" and many will want to share this great steak while others will reflect on the Petite Filet and the NY Steak, both \$38, which now seems quite reasonable.

Feel free to contact us at [pamarshall@foodpower.com](mailto:pamarshall@foodpower.com) or at 949.646.3206. You can also find us on [Facebook](#) and follow us on [Twitter](#)!

To the power of food!  
Phyllis Ann

connect with us

Established in 1982, Orange County-based FoodPower is a restaurant consulting firm that coaches industry leaders to leverage their strengths. By working hand-in-hand with restaurant management and staff, FoodPower can help create concepts, refine menus, and identify opportunities to increase food sales and capitalize on the changes in today's dining out patterns to strengthen brands.

**FoodPower**  
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