

### BrandIQ can help Restaurant companies:

- Maximize total **sales** and **profit** by menu category using the fewest menu items without losing guests
- Have **confidence** through projectable **data**
- Make **better decisions** through a **sophisticated analytical approach** that informs menu evolution decisions
- **Optimize** the menu mix to drive **guest frequency**

#### What do you need to do?

- ✓ Screen new potential menu items
- ✓ Confidently drop redundant menu items
- ✓ Reduce COGs without losing customers
- ✓ Item by item value management
- ✓ Fill in menu gaps
- ✓ Engineer menu mix to drive frequency & profits

