

# ANATOMY OF A MENU DESCRIPTION

Encourage guests to try new items and foster trust at the same time by highlighting some of these key details about your offerings.

## KNOW YOUR AUDIENCE

No one knows your guests like you do. Embrace specificity in a way that makes sense for your operation and ensure you are defining lesser-known items directly on menus.



**Commercial**  
(restaurants, cafés, chains, etc.):  
Leverage more granular menu descriptions to make items appear more premium.



**Non-Commercial**  
(campuses, hotels, offices, etc.):  
Underscore elements of a dish's appeal on the menu to compete with commercially advertised chains.



**Not sure where you fit?**  
**Tell us** about your operation and we'll tailor your content accordingly.

## FLAVOR

Consumers are more likely to visit and return to an operation if it offers new and distinctive flavors. This is especially true among younger consumers.<sup>1</sup>

### More Menu Examples



black garlic, miso, pomelo, ponzu, "umami bomb"



hot honey, lavender, cardamom, "sweet & spicy"

## REGION

Highlighting locally sourced ingredients appeals to community- and sustainability-minded guests, while calling out specific regions known for quality ingredients can signal authenticity.

### More Menu Examples



Greenbluff Orchard pears, battered with Hop House IPA, Senegalese-style egg rolls, Chilean seabass



Iowa eggs, Columbian coffee, Oaxacan mole

## PREP

Preparation callouts are growing on menus,<sup>2</sup> especially those that signal a layer of attention beyond standard service.

### More Menu Examples



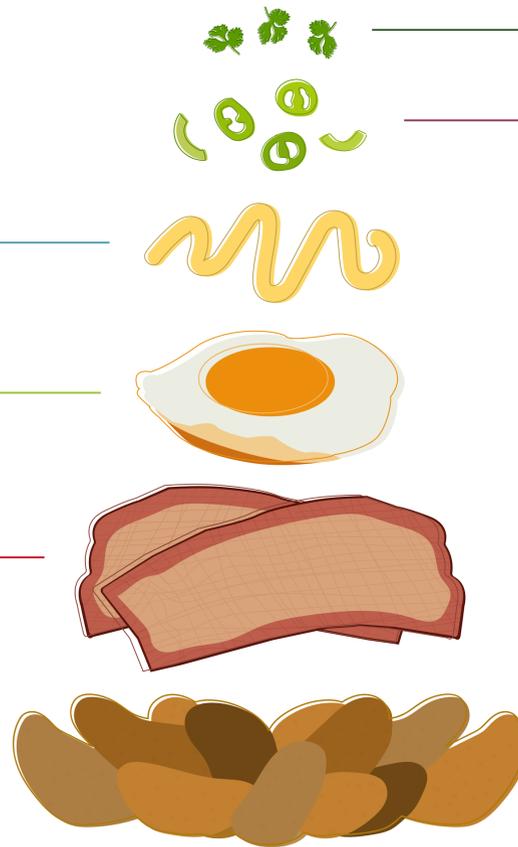
glazed, flash-fried, pickled, brined, julienned, infused



filled, layered, roasted, toasted, shaken, drizzled

## SMOKEHOUSE HOT HASH

*Cherry-smoked brisket on a bed of crispy smashed fingerling potatoes topped with a Bellow Farms sunny-side egg, drizzled with hot honey aioli and topped with sliced Hatch chiles and fresh cilantro.*



natural seasonal locally sourced vegetarian option gluten free

## HEALTH

By calling out specific health and lifestyle benefits, you can appeal to more guests.<sup>3</sup> Consider using icons to indicate which options feature (or can be made to feature) the desired benefit.

### More Menu Examples



seasonal, organic, paleo, keto, energy-boosting, immune-supporting



fresh, plant-based, gluten-free, sugar-free, natural

## QUALITY

More upscale ingredients and dishes found momentum on menus in 2023. Consumers today go out less often but are willing to splurge on a premium experience when they do.<sup>1</sup>

### More Menu Examples



truffle, blue crab, caviar, radicchio



brown butter, matcha, pistachio

## TYPE

Getting specific with specialty ingredients and portion sizes gives guests a sense of intention and offers a better idea of what to expect.

### More Menu Examples



6-oz top sirloin vs. 8-oz ribeye, oyster vs. button mushrooms, Barolo vs. Cabernet red wine vinegar



Granny Smith vs. Fuji apples, cheddar vs. provolone, strawberry vs. raspberry jam

For more menuing ideas, visit [SmuckerAwayFromHome.com](https://SmuckerAwayFromHome.com) or speak with your representative.

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<sup>1</sup>Technomic Ignite Consumer Food Trends February 2024.

<sup>2</sup>Technomic State of the Menu 2024, February 2024.

<sup>3</sup>Technomic LTO Thought Starters November 2023.