



Off the Shelf Menus

Description	Craft Skill level needed	GP	Average main course price	Minimum number of covers	Bulls-eye segment	Additional info
Gastro Made Simple Menu						
This menu looks and feels like a top end gastro pub type menu; however the specs that are provided in many cases have two options - the bought in version or the homemade version	Medium to High	63%	£12	40	Great Pub Great Food, A bit of style	1 day on site training provided
British Heritage Menu						
This is a 'celebration menu' and celebrates classic old school British favourites	Low to Medium	(Up to...) 76%	£9	30	Mainstream pub with food	
Value Food Mid-Week Offer Menu						
This is a traditional pub menu at a value price point. Offers steaks, ribs, dogs and burgers. Mid-week offer includes 2 for £15 plus free drink and leaflets to market the offers	Low	62%	£6.50	30	Mainstream pub with food	
Gastro Made Simple Menu						
This is a specialist menu designed to compete with aggressive high street casual dining restaurants	Medium	64%	£7.50	30	A bit of style (On the high street)	Will require specialist equipment
Gourmet Hollywood Burgers Menu						
This is a specialist menu designed to premium-ise a stale pub food offer. Target market is 18-35. Dining play movies game with menu.	Low	62%	£7	20	Mainstream pub with food	Will require specialist equipment