



## The Bestseller's List

### How to write a best-selling menu

Writing a menu these days is a juggling act, as diners demand information — but too much and they turn off.

Arlene Spiegel, a restaurant consultant in New York City, believes restaurants should highlight ingredients that have a halo effect, such as local products, or if they require special preparation. This, she says, “will elevate the menu item as well as highlight the food philosophy of the chef.”

The menu is one of the most important elements in a restaurant,” says Spiegel. “It is the only item every guest touches and reads. The style, font, descriptions, and number of offerings should engage the guest into your culinary philosophy and your overall brand.”

### The Dietary Dilemma

Allergies and food preferences are no longer isolated events, and restaurants have to cater to them. At Rossopomodoro in New York, dairy-free and gluten-free dishes are called out with “df” or “gf” next to them, with an explanation at the bottom of the page.

“If a restaurant offers gluten-free and vegan items, it may be noted with an asterisk at the bottom of the menu, i.e. ‘Ask your server about our gluten-free and vegan options,’” says Spiegel. “It is not necessary to identify by symbols or words every item that has a dietary claim, unless there is a huge demand.”