foodpanda

Menu Management Best Practices

Hong Kong - July 2020

This document has been prepared on July 2020. foodpanda technology is continuously evolving to ensure seamless vendor and customer experience. All elements in this document are subject to change.

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Menu Management Best Practices

Introduction &
Factors for a successful menu

Introduction

Why is it important to have a proper online menu?

1. **Drive more revenue**
   An attractive menu attracts more customer awareness and attention

2. **Enhance customer experience**
   A clear and easy-to-understand menu helps manage customer expectations so there are no surprises upon food delivery

3. **Ensure smooth operations**
   A consistent and effort-free menu helps alleviate any operations stress in handling customer issues

What factors contribute to a successful foodpanda menu?

1. Number of Categories and Items
2. Photos
3. Pricing
4. Descriptions
5. Translations
6. Combos

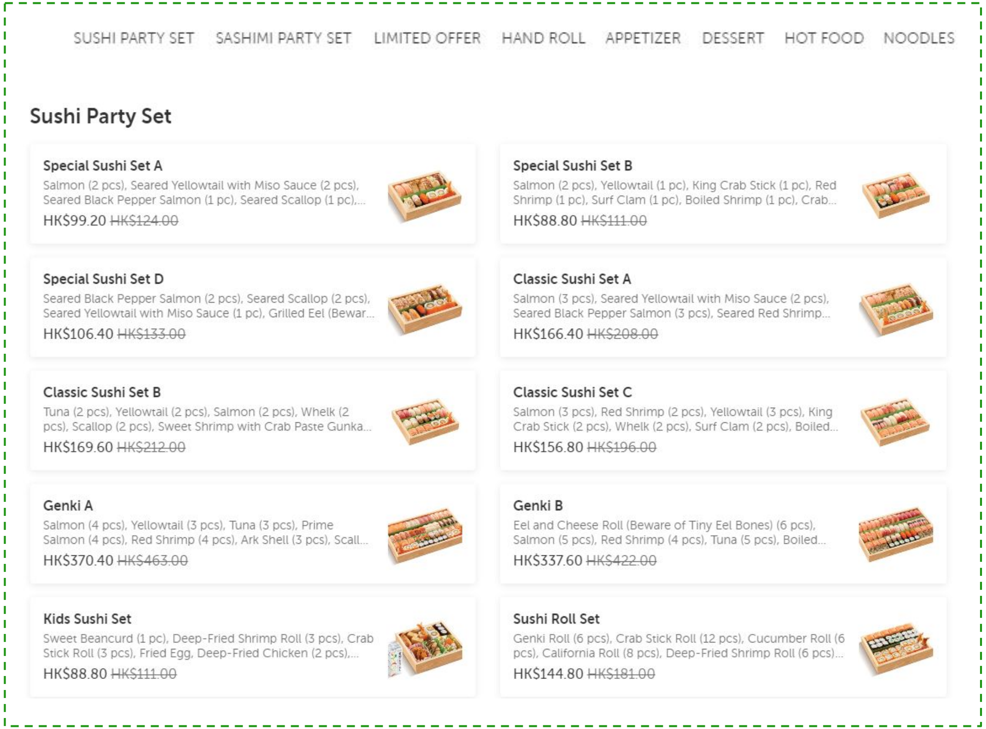
1

Number of Categories and Items

*What to **DO** to help your customers make an easy decision*

- ✓ We recommend to stay within 3-10 categories
- ✓ Keep each category simple, offering your best selling items
- ✓ A general formula for a successful menu is:

7 categories x **7 menu items each**



Sushi Party Set

Special Sushi Set A
Salmon (2 pcs), Seared Yellowtail with Miso Sauce (2 pcs), Seared Black Pepper Salmon (1 pc), Seared Scallop (1 pc),...
HK$99.20 ~~HK$124.00~~

Special Sushi Set B
Salmon (2 pcs), Yellowtail (1 pc), King Crab Stick (1 pc), Red Shrimp (1 pc), Surf Clam (1 pc), Boiled Shrimp (1 pc), Crab...
HK$88.80 ~~HK$111.00~~

Special Sushi Set D
Seared Black Pepper Salmon (2 pcs), Seared Scallop (2 pcs), Seared Yellowtail with Miso Sauce (1 pc), Grilled Eel (Bewar...
HK$106.40 ~~HK$133.00~~

Classic Sushi Set A
Salmon (3 pcs), Seared Yellowtail with Miso Sauce (2 pcs), Seared Black Pepper Salmon (3 pcs), Seared Red Shrimp...
HK$166.40 ~~HK$208.00~~

Classic Sushi Set B
Tuna (2 pcs), Yellowtail (2 pcs), Salmon (2 pcs), Whelk (2 pcs), Scallop (2 pcs), Sweet Shrimp with Crab Paste Gunka...
HK$169.60 ~~HK$212.00~~

Classic Sushi Set C
Salmon (3 pcs), Red Shrimp (2 pcs), Yellowtail (3 pcs), King Crab Stick (2 pcs), Whelk (2 pcs), Surf Clam (2 pcs), Boiled...
HK$156.80 ~~HK$196.00~~

Genki A
Salmon (4 pcs), Yellowtail (3 pcs), Tuna (3 pcs), Prime Salmon (4 pcs), Red Shrimp (4 pcs), Ark Shell (3 pcs), Scall...
HK$370.40 ~~HK$463.00~~

Genki B
Eel and Cheese Roll (Beware of Tiny Eel Bones) (6 pcs), Salmon (5 pcs), Red Shrimp (4 pcs), Tuna (5 pcs), Boiled...
HK$337.60 ~~HK$422.00~~

Kids Sushi Set
Sweet Beancurd (1 pc), Deep-Fried Shrimp Roll (3 pcs), Crab Stick Roll (3 pcs), Fried Egg, Deep-Fried Chicken (2 pcs),...
HK$88.80 ~~HK$111.00~~

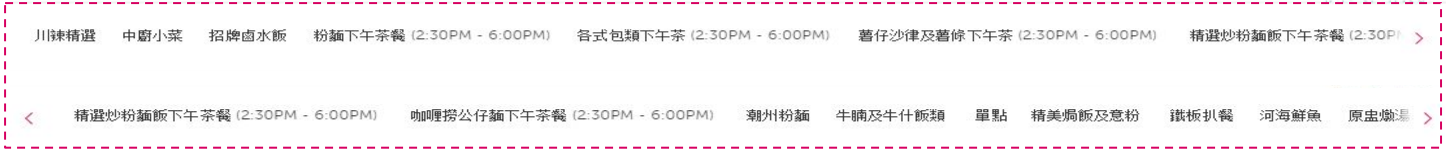
Sushi Roll Set
Genki Roll (6 pcs), Crab Stick Roll (12 pcs), Cucumber Roll (6 pcs), California Roll (8 pcs), Deep-Fried Shrimp Roll (6 pcs)...
HK$144.80 ~~HK$181.00~~

If you are limiting your menu to fit the above recommendations, feature only your **best selling items**

1 Number of Categories and Items

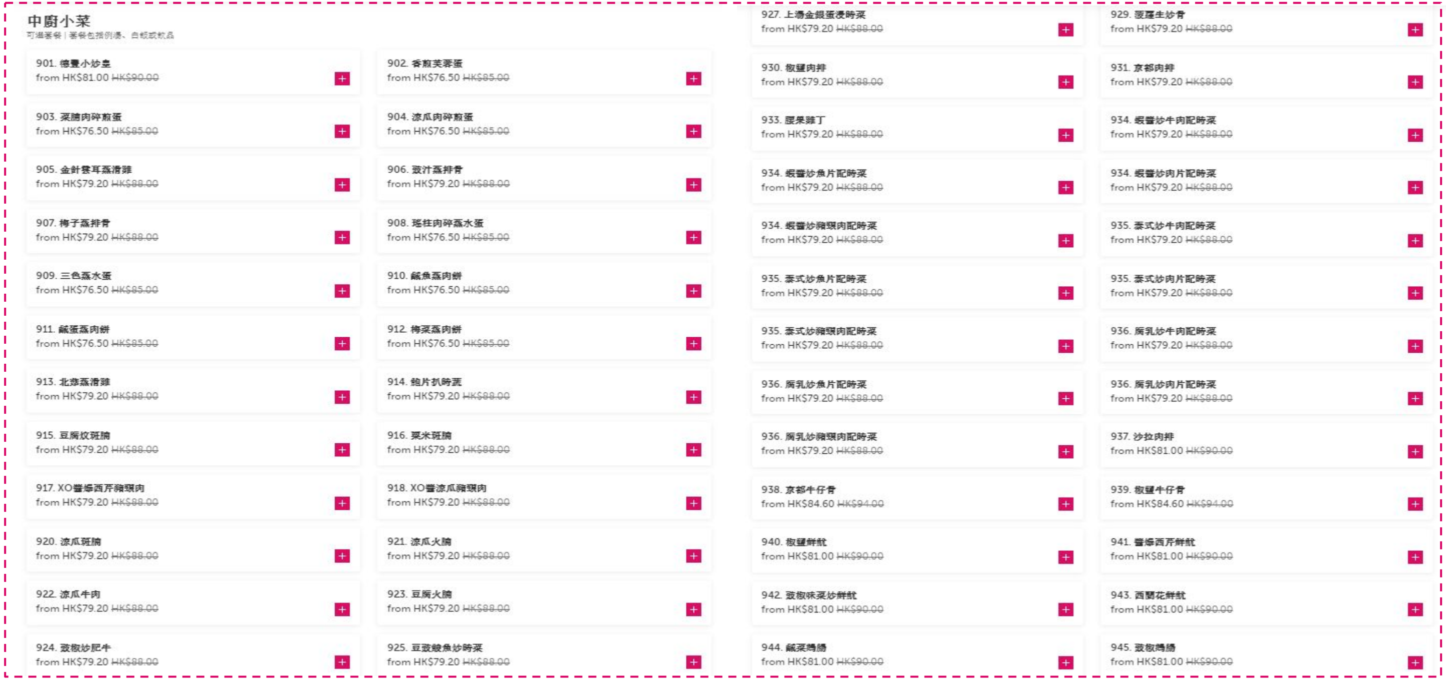
*What **NOT** to do to help your customers make an easy decision*

- ⛔ Do not offer more than 10 categories
- ⛔ Do not offer less than 3 categories
- ⛔ Do not offer more than 50 menu items



川辣精選 中廚小菜 招牌鹵水飯 粉麵下午茶餐 (2:30PM - 6:00PM) 各式包類下午茶 (2:30PM - 6:00PM) 薯仔沙律及薯條下午茶 (2:30PM - 6:00PM) 精選炒粉麵飯下午茶餐 (2:30P

精選炒粉麵飯下午茶餐 (2:30PM - 6:00PM) 咖喱撈公仔麵下午茶餐 (2:30PM - 6:00PM) 潮州粉麵 牛腩及牛什飯類 單點 精美焗飯及意粉 鐵板扒餐 河海鮮魚 原盅燉



中廚小菜

可選套餐 | 套餐包括例湯、白飯或飲品

901. 德寶小炒皇 from HK$81.00 ~~HK$90.00~~
902. 香煎芙蓉蛋 from HK$76.50 ~~HK$85.00~~
903. 菜脯肉碎煎蛋 from HK$76.50 ~~HK$85.00~~
904. 涼瓜肉碎煎蛋 from HK$76.50 ~~HK$85.00~~
905. 金針雲耳蒸滑雞 from HK$79.20 ~~HK$88.00~~
906. 豉汁蒸排骨 from HK$79.20 ~~HK$88.00~~
907. 梅子蒸排骨 from HK$79.20 ~~HK$88.00~~
908. 瑤柱肉碎蒸水蛋 from HK$76.50 ~~HK$85.00~~
909. 三色蒸水蛋 from HK$76.50 ~~HK$85.00~~
910. 鹹魚蒸肉餅 from HK$76.50 ~~HK$85.00~~
911. 鹹蛋蒸肉餅 from HK$76.50 ~~HK$85.00~~
912. 梅菜蒸肉餅 from HK$76.50 ~~HK$85.00~~
913. 北菇蒸滑雞 from HK$79.20 ~~HK$88.00~~
914. 鮑片扒時蔬 from HK$79.20 ~~HK$88.00~~
915. 豆腐炆斑腩 from HK$79.20 ~~HK$88.00~~
916. 粟米斑腩 from HK$79.20 ~~HK$88.00~~
917. XO醬爆西芹豬頸肉 from HK$79.20 ~~HK$88.00~~
918. XO醬涼瓜豬頸肉 from HK$79.20 ~~HK$88.00~~
920. 涼瓜斑腩 from HK$79.20 ~~HK$88.00~~
921. 涼瓜火腩 from HK$79.20 ~~HK$88.00~~
922. 涼瓜牛肉 from HK$79.20 ~~HK$88.00~~
923. 豆腐火腩 from HK$79.20 ~~HK$88.00~~
924. 豉椒炒肥牛 from HK$79.20 ~~HK$88.00~~
925. 豆豉鯪魚炒時菜 from HK$79.20 ~~HK$88.00~~

927. 上湯金銀蛋浸時菜 from HK$79.20 ~~HK$88.00~~
929. 菠蘿生炒骨 from HK$79.20 ~~HK$88.00~~
930. 椒鹽肉排 from HK$79.20 ~~HK$88.00~~
931. 京都肉排 from HK$79.20 ~~HK$88.00~~
933. 腰果雞丁 from HK$79.20 ~~HK$88.00~~
934. 蝦醬炒牛肉配時菜 from HK$79.20 ~~HK$88.00~~
934. 蝦醬炒魚片配時菜 from HK$79.20 ~~HK$88.00~~
934. 蝦醬炒肉片配時菜 from HK$79.20 ~~HK$88.00~~
934. 蝦醬炒豬頸肉配時菜 from HK$79.20 ~~HK$88.00~~
935. 泰式炒牛肉配時菜 from HK$79.20 ~~HK$88.00~~
935. 泰式炒魚片配時菜 from HK$79.20 ~~HK$88.00~~
935. 泰式炒肉片配時菜 from HK$79.20 ~~HK$88.00~~
935. 泰式炒豬頸肉配時菜 from HK$79.20 ~~HK$88.00~~
936. 腐乳炒牛肉配時菜 from HK$79.20 ~~HK$88.00~~
936. 腐乳炒魚片配時菜 from HK$79.20 ~~HK$88.00~~
936. 腐乳炒肉片配時菜 from HK$79.20 ~~HK$88.00~~
936. 腐乳炒豬頸肉配時菜 from HK$79.20 ~~HK$88.00~~
937. 沙拉肉排 from HK$81.00 ~~HK$90.00~~
938. 京都牛仔骨 from HK$84.60 ~~HK$94.00~~
939. 椒鹽牛仔骨 from HK$84.60 ~~HK$94.00~~
940. 椒鹽鮮魷 from HK$81.00 ~~HK$90.00~~
941. 醬爆西芹鮮魷 from HK$81.00 ~~HK$90.00~~
942. 豉椒味菜炒鮮魷 from HK$81.00 ~~HK$90.00~~
943. 西蘭花鮮魷 from HK$81.00 ~~HK$90.00~~
944. 鹹菜鵝腸 from HK$81.00 ~~HK$90.00~~
945. 豉椒鵝腸 from HK$81.00 ~~HK$90.00~~

2

Photos: Dish-level Photos

The best way to capture customer attention is to offer ***attractive dish-level photos*** *and* ***a hero photo*** *of your delicious menu items.*

✓ Dish-level photo requirements:

1. Dish at centre of the image
2. Min. Required Dimension - 2000px x 1294px, (jpg format and min 700kb per image)
3. Take food pictures either in a top view angle (90°) or flat view angle (0°)
4. No human figures
5. Not blurry
6. Landscape format
7. No disturbing background
8. No watermarks / branding

沙嗲王
SATAY KING

Did you know? We now offer our own photography services, continue to slide 10 to learn more!

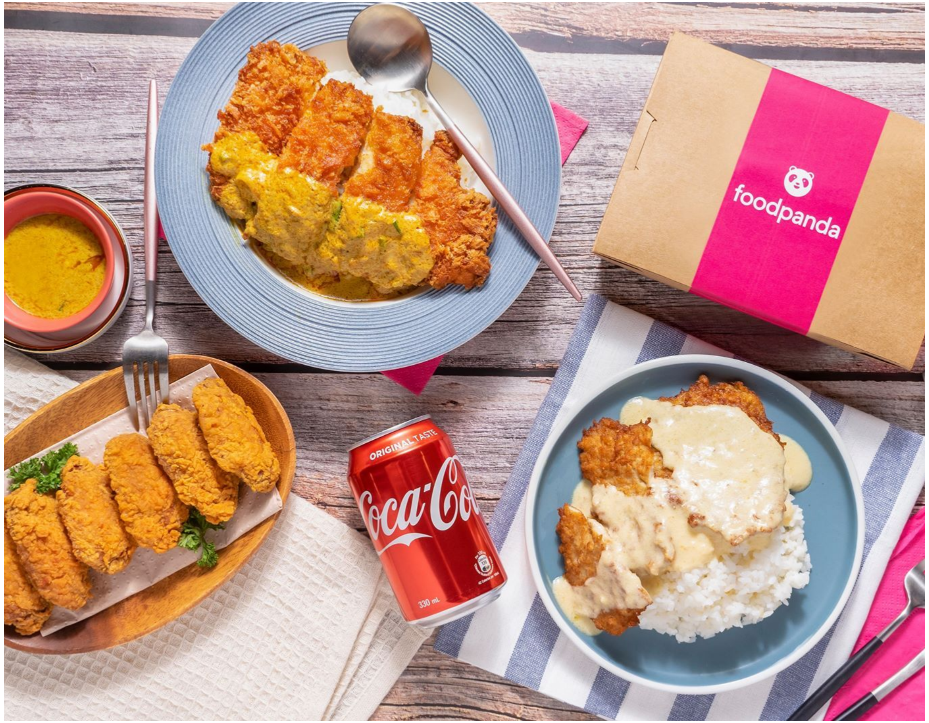
2

Photos: Hero Photo

*A Hero photo is the **first photo** a customer will see that represents your restaurant before entering your menu on foodpanda.*

✓ Hero photo requirements:

1. Assorted Dishes
2. Dish at centre of the image
3. Min. Required Dimension - 2000px x 1294px, (jpg format and min 700kb per image)
4. Take food pictures either in a top view angle (90°) or flat view angle (0°)
5. No human figures
6. Not blurry
7. Landscape format
8. No disturbing background
9. No watermarks / branding
10. No collage of Image
11. Please make sure it has sufficient space so that if we crop it, only the blank portion gets cropped



Did you know? We now offer our own photography services, continue to slide 10 to learn more!

2 Photos: Our Services

Did you know? foodpanda now offers affordable photography services you can sign up for:

HKD$350	HKD$505	HKD$675
10 photos package	**30 photos package**	**50 photos package**
Banner photo x 1 Dish photos x 9	Banner photo x 1 Dish photos x 29	Banner photo x 1 Dish photos x 49

Click here to apply or Scan Barcode:

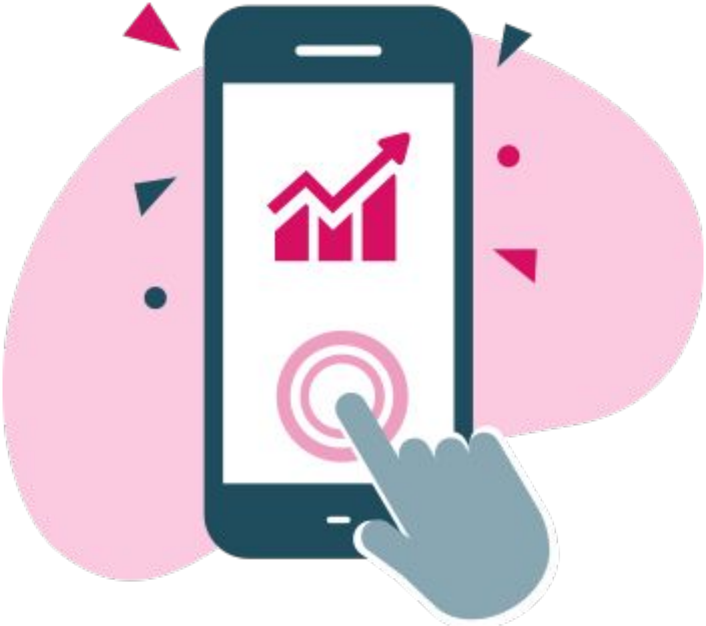
Note that each package includes 1 banner/hero photo

3 Pricing

Pricing is one of the major factors that influence customer behaviour and whether they will purchase from your menu or not

✓ Recommendations:

1. Sign up to offer deals and promotions
2. Join pandabox to offer attractive pricing to new customers
3. Create a “value menu” offering low priced items

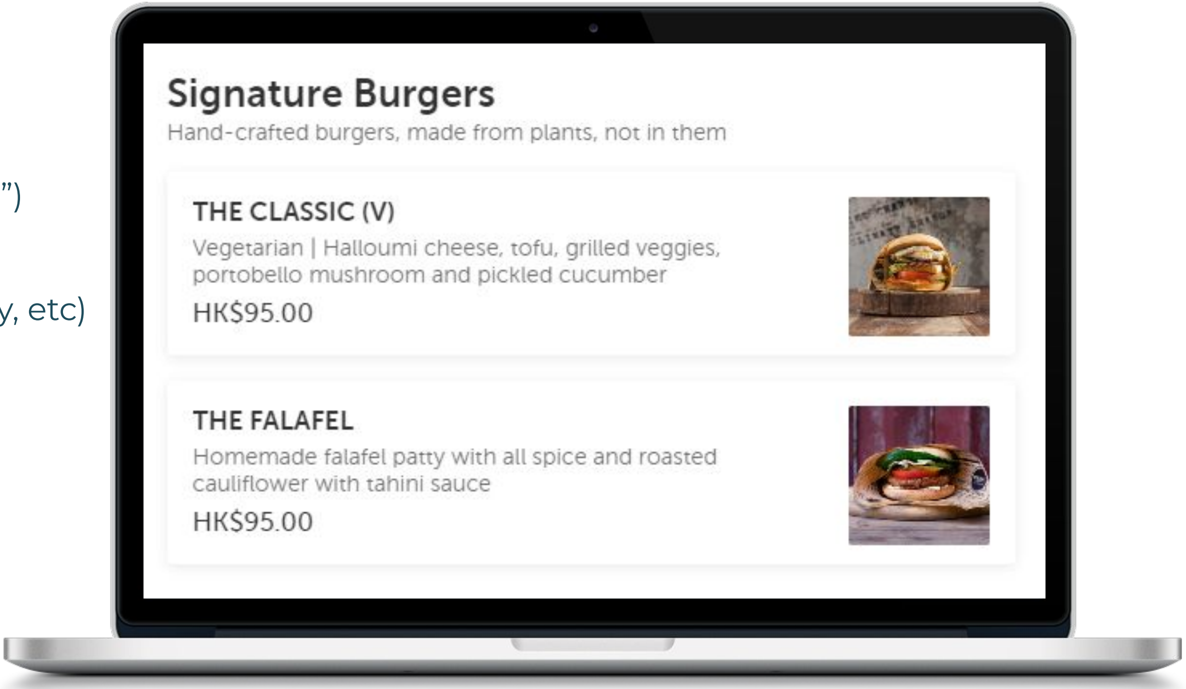


4 Descriptions

Customers want to know what your dishes are made of and how they're cooked so they're not surprised upon opening their delivery

✓ Recommendations:

1. Ingredients
2. Cooking method
3. Allergens ("may contain peanuts")
4. Size
5. Dietary restrictions (eg. vegan)
6. Use of adjectives (eg. sweet, spicy, etc)



Signature Burgers

Hand-crafted burgers, made from plants, not in them

THE CLASSIC (V)

Vegetarian | Halloumi cheese, tofu, grilled veggies, portobello mushroom and pickled cucumber

HK$95.00

THE FALAFEL

Homemade falafel patty with all spice and roasted cauliflower with tahini sauce

HK$95.00

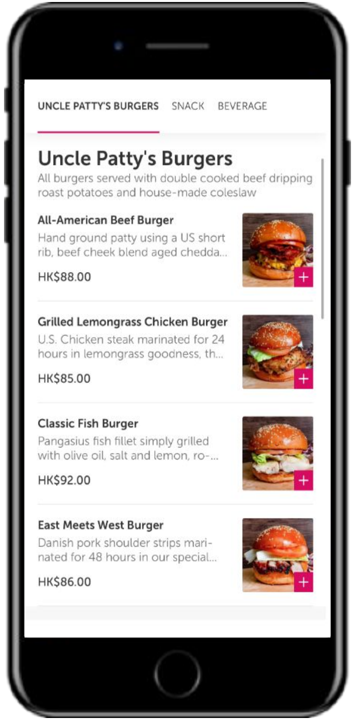
Description fields have a maximum of 140 characters, so use this space wisely to inform your customers

5 Translations

*To maximize the number of customers your menu appeals to, it is **critical to have both English and Chinese translations** on your online menu.*

✓ Recommendations:

English and Chinese translations for
100% of your menu



Uncle Patty's Burgers

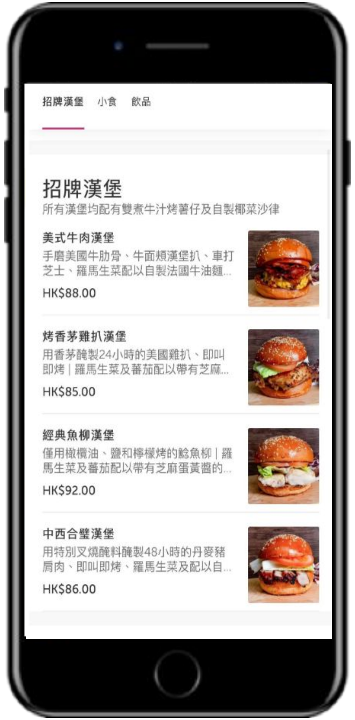
All burgers served with double cooked beef dripping roast potatoes and house-made coleslaw

All-American Beef Burger
Hand ground patty using a US short rib, beef cheek blend aged chedda...
HK$88.00

Grilled Lemongrass Chicken Burger
U.S. Chicken steak marinated for 24 hours in lemongrass goodness, th...
HK$85.00

Classic Fish Burger
Pangasius fish fillet simply grilled with olive oil, salt and lemon, ro-...
HK$92.00

East Meets West Burger
Danish pork shoulder strips marinated for 48 hours in our special...
HK$86.00



招牌漢堡

所有漢堡均配有雙煮牛汁烤薯仔及自製椰菜沙律

美式牛肉漢堡
手磨美國牛肋骨、牛面頰漢堡扒、車打芝士、羅馬生菜配以自製法國牛油麵...
HK$88.00

烤香茅雞扒漢堡
用香茅醃製24小時的美國雞扒、即叫即烤 | 羅馬生菜及蕃茄配以帶有芝麻...
HK$85.00

經典魚柳漢堡
僅用橄欖油、鹽和檸檬烤的鯰魚柳 | 羅馬生菜及蕃茄配以帶有芝麻蛋黃醬的...
HK$92.00

中西合璧漢堡
用特別叉燒醃料醃製48小時的丹麥豬肩肉、即叫即烤、羅馬生菜及配以自...
HK$86.00

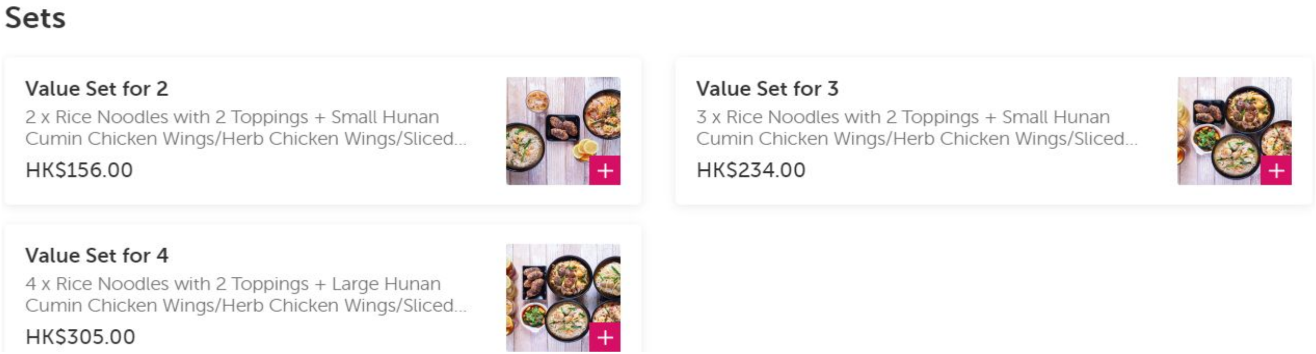
Customers who enter a menu not listed in their language are 90% likely to exit the menu and not return

6 Combos

*Make it easy for your customers to order for themselves and for others by selecting your **best selling items** to create combo sets.*

✓ Recommendations:

1. Offer 2 - 6 person combo sets
2. Packaging your best selling items
3. Promote your seasonal and foodpanda exclusive menu

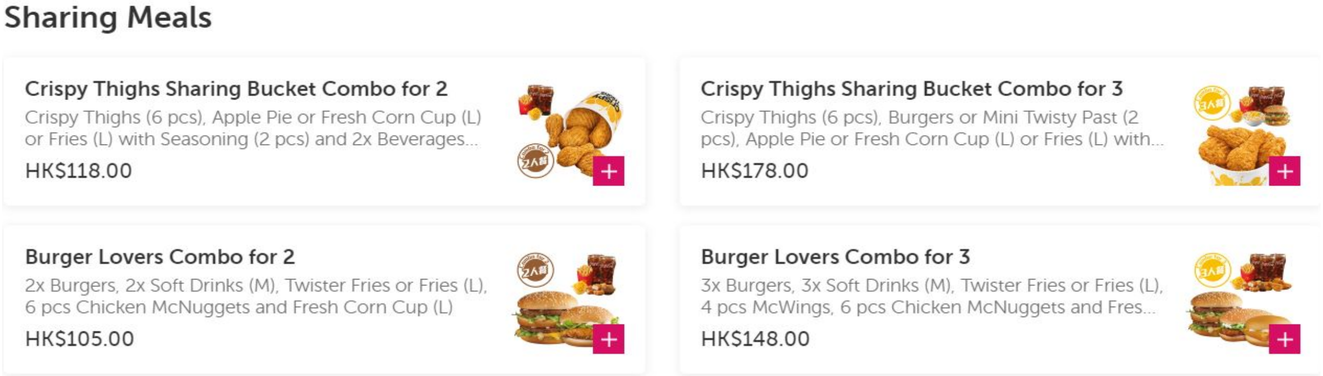


Sets

Value Set for 2
2 x Rice Noodles with 2 Toppings + Small Hunan Cumin Chicken Wings/Herb Chicken Wings/Sliced...
HK$156.00

Value Set for 3
3 x Rice Noodles with 2 Toppings + Small Hunan Cumin Chicken Wings/Herb Chicken Wings/Sliced...
HK$234.00

Value Set for 4
4 x Rice Noodles with 2 Toppings + Large Hunan Cumin Chicken Wings/Herb Chicken Wings/Sliced...
HK$305.00



Sharing Meals

Crispy Thighs Sharing Bucket Combo for 2
Crispy Thighs (6 pcs), Apple Pie or Fresh Corn Cup (L) or Fries (L) with Seasoning (2 pcs) and 2x Beverages...
HK$118.00

Crispy Thighs Sharing Bucket Combo for 3
Crispy Thighs (6 pcs), Burgers or Mini Twisty Past (2 pcs), Apple Pie or Fresh Corn Cup (L) or Fries (L) with...
HK$178.00

Burger Lovers Combo for 2
2x Burgers, 2x Soft Drinks (M), Twister Fries or Fries (L), 6 pcs Chicken McNuggets and Fresh Corn Cup (L)
HK$105.00

Burger Lovers Combo for 3
3x Burgers, 3x Soft Drinks (M), Twister Fries or Fries (L), 4 pcs McWings, 6 pcs Chicken McNuggets and Fres...
HK$148.00

Offering combos or sets helps to increase your average basket size as it allows customers to easily order more

Case Studies

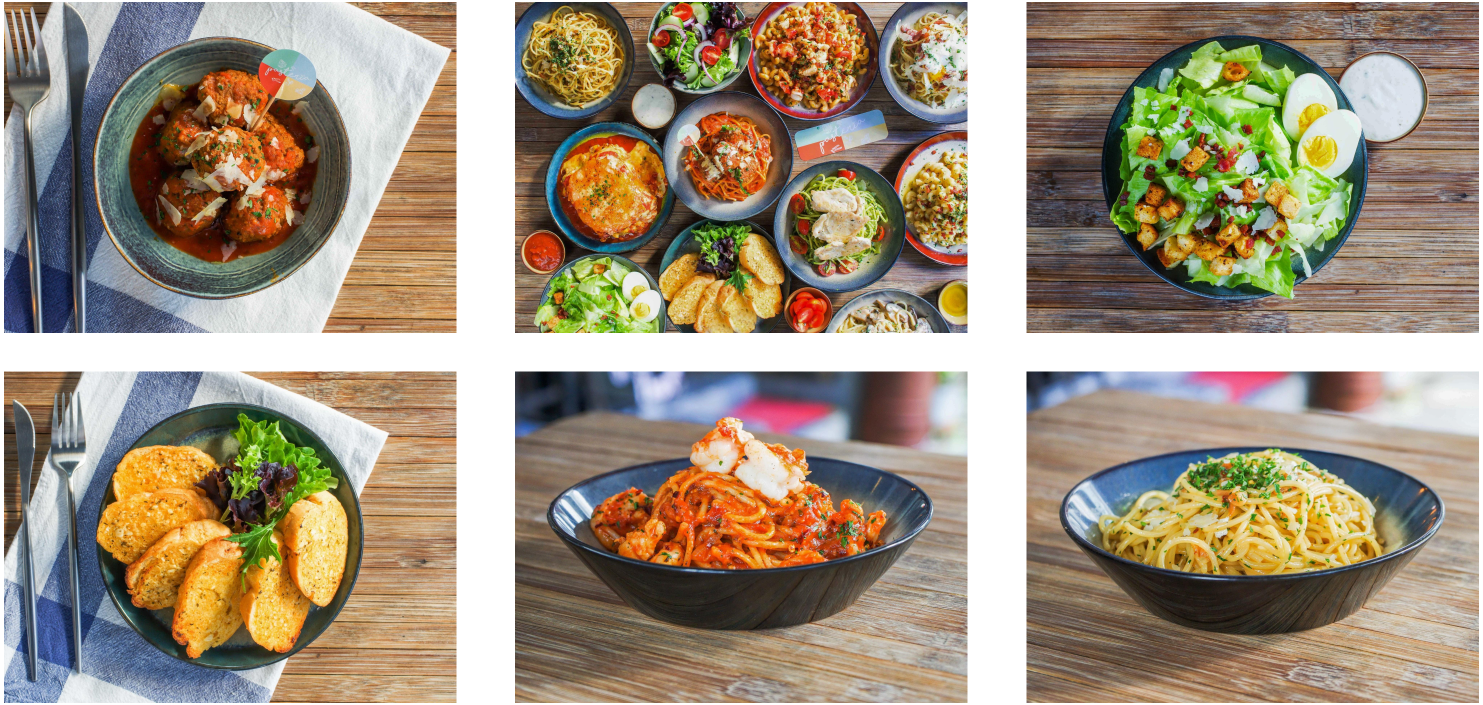
How these menu factors can impact your business

1

Case Study #1: Adding Menu Photos

Restaurant X added photos to their menu in March 2020 resulting at ***70% growth at new customer*** *and* ***> 200% at average daily orders***

✓ Photos were added to **80% of their entire menu**, covering: all **best selling items and main dishes** also ensuring photos were provided for at least 50% of snacks and drink sections

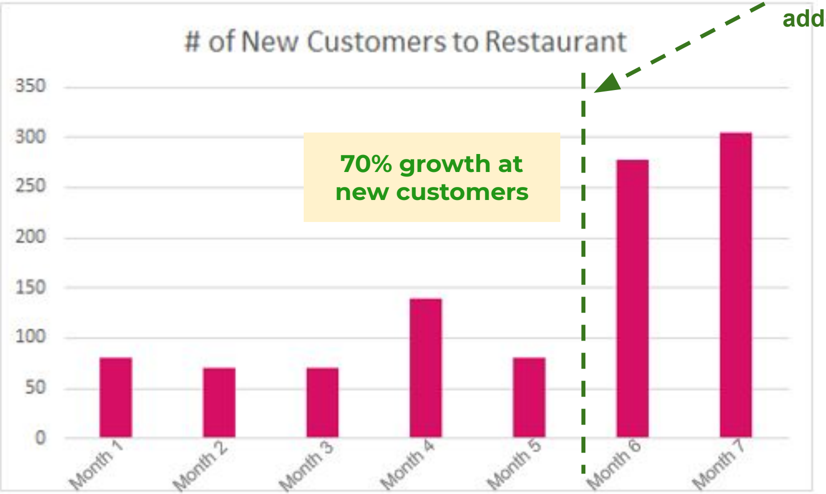


1

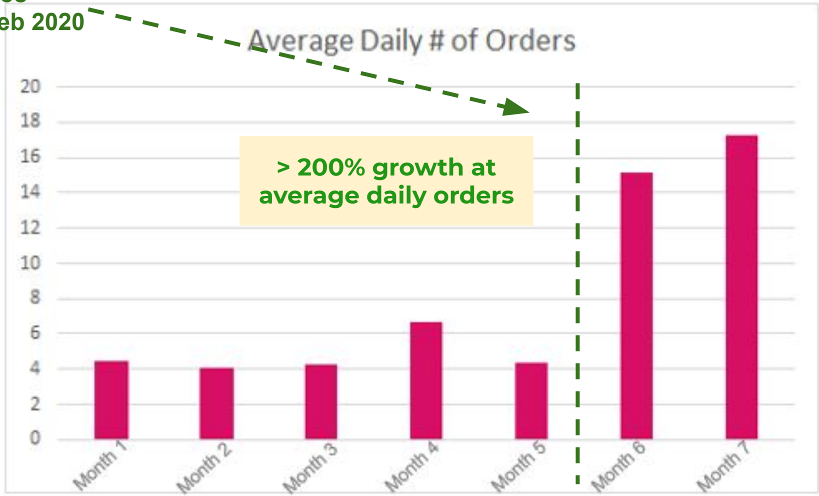
Case Study #1: Adding Menu Photos - Results

Restaurant X added photos to their menu

Since photos added in Feb 2020



70% growth at new customers



> 200% growth at average daily orders

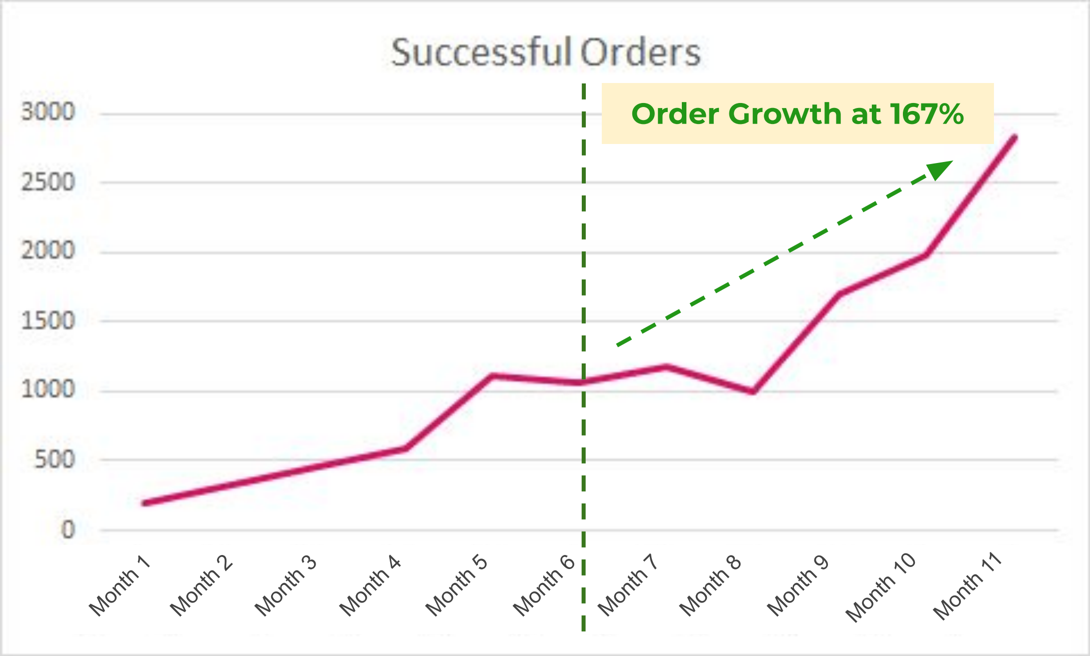
- Adding photos to this restaurant's menu resulted in an **increase in their number of new customers**
- From averaging approximately 80 new customers per month → to gaining an average of 290 new customers per month since Month 5 (**70% growth on new customers**)

- The restaurant also saw an **increase in their average daily # of orders,** going from less than 5 orders per day → to more than 16 and growing
- Additionally, this growth is reflected in their # of successful orders with an **uplift of more than 200%**

2 Case Study #2: Adding Translations

Restaurant Y added translations to their menu resulting at around ***170% Order Growth***

Impact to your business when adding translations



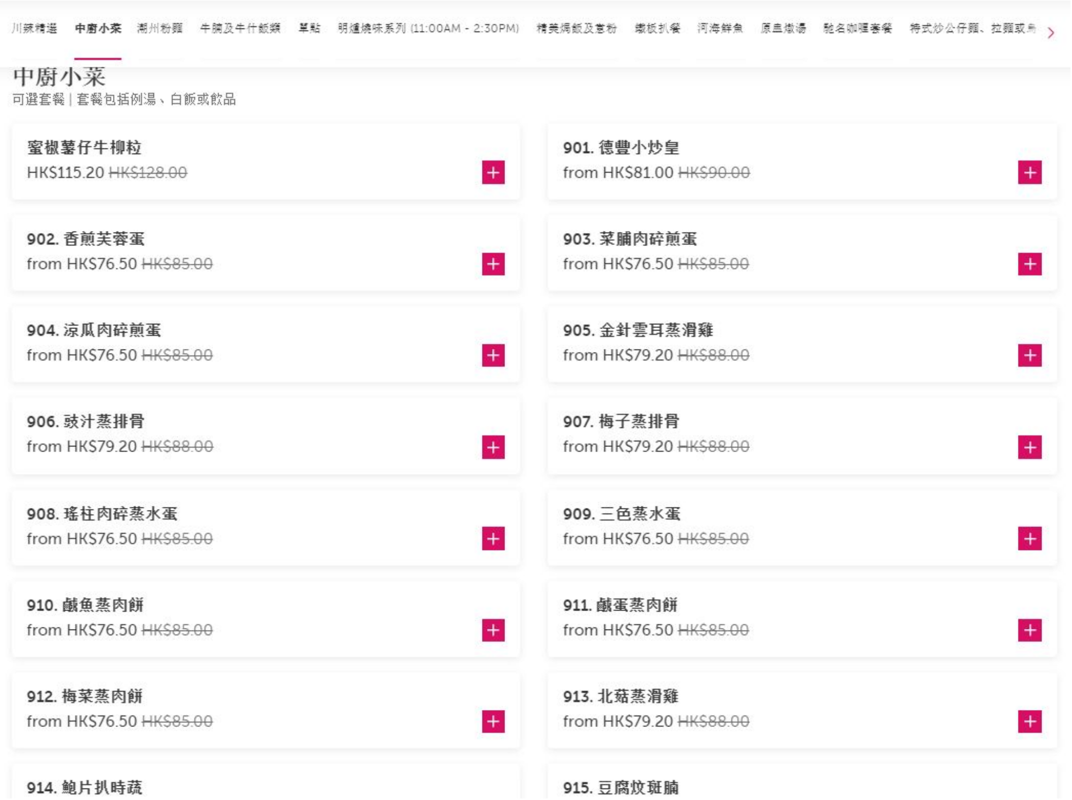
Non-Chinese customers who enter a menu without translations are *very likely to exit the menu*, regardless if there are photos, and vice versa for those not comfortable with English.

This restaurant added English translations in Month 6 and **experienced an uplift of 167% to their number of successful orders**.

3

Case Study #3: What NOT to do on a menu

- ⛔ 1. No hero banner or dish level **photos**
- ⛔ 2. Excessive **number of categories and items**
- ⛔ 3. **Pricing** not consistent with dine-in menu
- ⛔ 4. No item **descriptions**
- ⛔ 5. No **translations** provided
- ⛔ 6. No **combos** or sharing sets


川菜精選
中廚小菜
潮州粉麵
牛腩及牛什飯類
單點
明爐燒味系列 (11:00AM - 2:30PM)
精美焗飯及意粉
鐵板扒餐
河海鮮魚
原盅燉湯
馳名咖喱套餐
特式炒公仔麵、拉麵或烏
›

中廚小菜

可選套餐 | 套餐包括例湯、白飯或飲品

蜜椒薯仔牛柳粒
HK$115.20 ~~HK$128.00~~ +

901. 德豐小炒皇
from HK$81.00 ~~HK$90.00~~ +

902. 香煎芙蓉蛋
from HK$76.50 ~~HK$85.00~~ +

903. 菜脯肉碎煎蛋
from HK$76.50 ~~HK$85.00~~ +

904. 涼瓜肉碎煎蛋
from HK$76.50 ~~HK$85.00~~ +

905. 金針雲耳蒸滑雞
from HK$79.20 ~~HK$88.00~~ +

906. 豉汁蒸排骨
from HK$79.20 ~~HK$88.00~~ +

907. 梅子蒸排骨
from HK$79.20 ~~HK$88.00~~ +

908. 瑤柱肉碎蒸水蛋
from HK$76.50 ~~HK$85.00~~ +

909. 三色蒸水蛋
from HK$76.50 ~~HK$85.00~~ +

910. 鹹魚蒸肉餅
from HK$76.50 ~~HK$85.00~~ +

911. 鹹蛋蒸肉餅
from HK$76.50 ~~HK$85.00~~ +

912. 梅菜蒸肉餅
from HK$76.50 ~~HK$85.00~~ +

913. 北菇蒸滑雞
from HK$79.20 ~~HK$88.00~~ +

914. 鮑片扒時蔬

915. 豆腐炆斑腩

Summary

Menu Factors	**Recommended**
1) Photos	100% of menu
2) Categories & Items	7 categories x 7 items
3) Pricing	Offer deals & promotions Offer a value menu
4) Descriptions	Ingredients, cooking method, allergens, size, dietary restrictions, use of adjectives
5) Translations	100% of Chinese and English ready
6) Combos	1-6 person combo sets

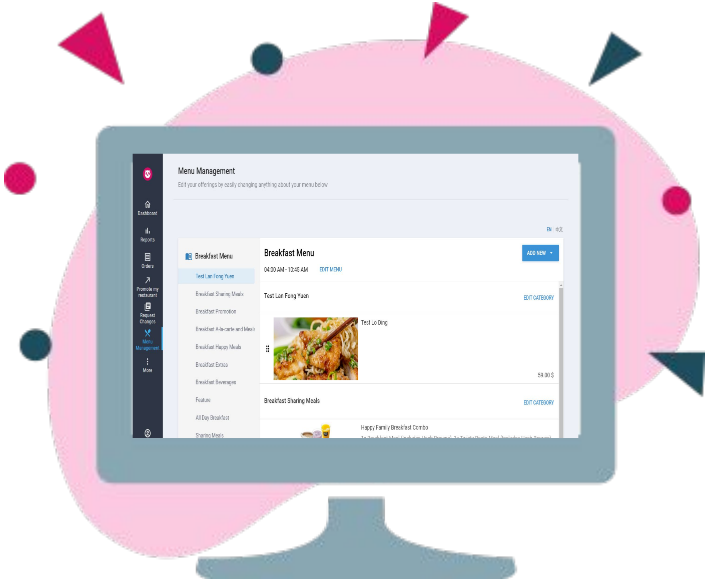
Did you know?

You can now update your menus **on your own** through the **Menu Management feature** on Restaurant Portal!

To login to your Restaurant Portal account, **click here**!

New to Restaurant Portal and don’t have access to your login details?

→ Click **here** for Restaurant Portal Overview Guide
→ Click **here** for Menu Management Step-by-Step Guide
→ Click **here** if you forgot your password



Menu Management

Edit your offerings by easily changing anything about your menu below

Dashboard
Reports
Orders
Promote my restaurant
Request Changes
Menu Management
More
EN
中文
Breakfast Menu
Test Lan Fong Yuen
Breakfast Sharing Meals
Breakfast Promotion
Breakfast A-la-carte and Meals
Breakfast Happy Meals
Breakfast Extras
Breakfast Beverages
Feature
All Day Breakfast
Sharing Meals
Breakfast Menu
04:00 AM - 10:45 AM
EDIT MENU
ADD NEW
Test Lan Fong Yuen
EDIT CATEGORY
Test Lo Ding
59.00 $
Breakfast Sharing Meals
EDIT CATEGORY
Happy Family Breakfast Combo

foodpanda