



**HOSPITALITY  
GROWTH  
& CULINARY  
CONSULTING**

# MENU DEVELOPMENT

Your menu isn't just a list of dishes it's your brand, your profit engine, and your first impression. At Mr Chef Subra, we create menus that do more than just look good. We design menus that are built to perform balancing creativity, cost, and customer appeal. Whether you're launching a new concept, refreshing an existing menu, or looking to optimize profitability, we turn culinary ideas into strategic tools that drive revenue.



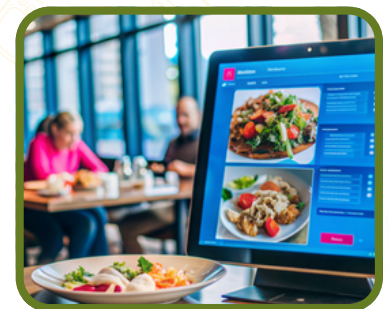
## NEW CONCEPT MENU CREATION

New concept menu creation involves designing innovative and trend-driven food offerings that align with brand identity and customer preferences. It enhances dining experiences and sets the brand apart in a competitive market.



## MENU ENGINEERING & PROFIT OPTIMIZATION

Menu engineering analyzes the performance of menu items to balance popularity and profitability. It helps optimize pricing, placement, and selection to maximize revenue and improve customer satisfaction.



## MENU DESIGN CONSULTATION

Menu design consultation focuses on creating visually appealing, strategically structured menus that guide customer choices. It enhances brand identity while boosting sales and overall dining experience.



## SPECIALTY & DIETARY MENUS

Specialty and dietary menus cater to specific customer needs such as vegan, gluten-free, or allergen-free options. They promote inclusivity, expand market reach, and enhance customer satisfaction.





Mr Chef Subra is a premier hospitality advisory firm based in the UAE and India.



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