

# SHOWCASE

THE

## DESSERT MENU

TO

### Increase Profits



A Guide for  
Restaurants  
from  
Sweet Karma

[www.sweetkarma.co.uk](http://www.sweetkarma.co.uk)

### Selling enough desserts? . . . why not?

1. Your customers may be choosing items from your menu which make lower returns and also stifle their later choices and dessert possibilities.
2. The dessert menu is lacking in imagination and identity
3. Consider how important the dessert is to your customers leaving with a smile!
4. Know your customer. If they don't choose a dessert, try and find out the reasons. Consider the facts and act on them.

### 10 Point Plan

1. Choose one dessert as your restaurant signature sweet, whether you create, source or a combination.
2. Introduce new, enticing dessert choices and look to innovate regularly, including new producers, where possible.
3. Look for interesting flavour combinations and check sweetness levels are in line with healthier eating.
4. Give your best customers complimentary new dessert tasters/bites to raise their interest.
5. Sharing platters create an option which may persuade those who periodically refuse a dessert for themselves.
6. Accompany the coffee with a sweet canape, especially if desserts are being missed out.
7. Unless there are good operational reasons to not include your dessert menu with your main menu, consider the risk of desserts not even being viewed !
8. Charge the right price for the dessert, to justify its importance to the meal occasion.
9. Promote the dessert menu and elevate its status within your restaurant.
10. Your FOH team are the key to influencing choices, so let them be as knowledgeable as they are on main menu,