



Have you considered the following in your menu price?

- Ingredient costs?

- Labour costs (including penalty rates)?

- Overheads - rent, electricity, licence fees?

- Competitor prices?

- Supplier rebates and co-op spend?

- Uber Eats and other mobile eating charges?

- Time of year and seasonality?

- Packaging and consumables?

- Perceived value?

- Wastage factor?

