

Which dishes are actually making you money?

Most restaurant owners know their overall food cost. Far fewer know what each dish earns them, and fewer still know it recently enough to act on it.

RevenArc reads three things about your restaurant.

What you sold, what it cost you, and what your customers said about it. It puts those together and tells you what to change on your menu.

Your sales

Connect your POS once and your sales import automatically from then on. Every item, every order, every day.

Your costs

What each dish costs you to make. You can type these in, or upload the order guide from your distributor. Costs expire after 90 days, so you are never working from an old number without being told.

Your reviews

Your Google and Yelp reviews, matched to the dishes they mention. This is not about managing your reviews. It is about understanding why a particular dish is doing well or badly.

Where each dish sits.

With your sales and your costs together, RevenArc can work out what each plate actually earns you. That puts every dish into one of four groups.

Keep it steady

Sells well and earns well. Leave it alone.

Worth a price look

Sells well but earns less than it should. Usually a price or portion question.

Worth more attention

Earns well but hardly anyone orders it. Try moving it, rewording it, or having servers mention it.

Worth a closer look

Not selling and not earning. Rework it or take it off.

Your reviews help explain why. If a dish has slipped, it matters whether customers are saying it is too expensive or saying it arrives cold. Those need different fixes, and your sales figures cannot tell them apart.

One change at a time, then a check.

01 You get a recommendation

One at a time rather than a long list. Raise this price. Move this dish higher on the menu. Rework this one or take it off.

02 You make the change

RevenArc does not touch your POS. You make every change yourself, the way you always have.

03 It measures what happened

Two to four weeks later it compares the period after your change against the period before, and tells you whether the change did anything.

04 It tells you when it cannot say

If a festival or a closure fell in the same window, it will say the result cannot be separated from that, rather than claiming credit for it.

Telling you what to change is the easy part. Checking whether it worked is the part most tools skip.

WHY THIS IS HARD TO DO YOURSELF

Volume can be misleading.

The dish that sells the most looks like your best one. Often it is simply cheap and popular, and it is holding a place on the menu that something more profitable could have.

And when you do change something, there is usually no way to tell whether it helped. The month ends, revenue is up or down, and your change gets lost in everything else that happened that month.

WHAT REVENARC WILL NOT DO

It does not change anything in your POS. Not prices, not the menu, not availability. Every change is yours to make.

It does not post to your review sites. It can draft a reply for you, and you decide whether to use it.

It does not show you a figure your data cannot support. If something is missing, it tells you what is missing instead of estimating.

WHAT IT COSTS

It needs to find you about a hundred dollars a month.

\$99

per month, per venue

For it to be worth having, RevenArc needs to find you around a hundred dollars a month you would not otherwise have found.

To put that in context: a dish that sells 200 times a month, priced a dollar higher without losing sales, is \$2,400 over a year. And a dish that loses money on every plate stops losing it the day you take it off.

Whether RevenArc finds those at your restaurant is something you would want to see for yourself. That is why the first restaurants are not charged until it is working on their own data.

See what it finds on your menu.

revenarc.com