

Pricing Strategy Checklist

Instructions

Audit these ten principles before every menu reprint or digital update. Each one is supported by research in Chapter 10.

Checklist

- ☐ Currency symbols removed from all prices. Research confirms that removing the symbol reduces price sensitivity and increases average spend.
- ☐ Decimal format matched to venue positioning: .95/.99 charm pricing for casual formats; rounded whole numbers for premium.
- ☐ Highest-priced anchor item placed at the top of every major category. The anchor reframes every subsequent price as reasonable by comparison.
- ☐ Decoy pricing active in wine lists and sharing plates. A high-end decoy bottle makes the second-highest bottle look like value.
- ☐ Highest-contribution-margin item positioned immediately below the anchor to capture the F-pattern scanning bias (approximately 33% of diners order the first item they see in a category).
- ☐ Nested pricing replacing column pricing throughout. Prices sit at the end of the item description in identical font size and weight. Column pricing encourages price-shopping.
- ☐ Top five most profitable items rewritten with sensory, nostalgic, or geographic descriptors. Descriptive language increases targeted item sales by up to 27% and willingness to pay by 12%.
- ☐ No category exceeding seven to twelve items. Research on the paradox of choice confirms that smaller, focused categories increase both speed of decision and average spend.
- ☐ Visual clutter eliminated: no boxes around items, no erratic fonts, no clip-art graphics. These disrupt the natural reading pattern.
- ☐ Wine list structured with a high-end decoy bottle and optimal markup concentrated at the median price point, not the second-cheapest.