

## Menurama

The UK's leading analytical database of nationwide menus covering the pub, restaurant, quick service and hotel sectors, categorising menu items presented to consumers across all available menu types to create a searchable repository of menu information. This allows menu planners, strategic decision makers, insight managers and sales and marketing teams to keep up to date with menu trends, spot new opportunities for their products and services and to stay one step ahead of the competition.

### Product Outline

- Menus are collected from the UK's top 100 multiple and branded chain foodservice operators and leading independents in the South, Midlands, North and Scotland
- All possible menu's types are collected (e.g. standard, children's, dessert, snack). Supplementary information (such as Specials Board items and promotional offers) are noted by hand
- 12,500 menu items are transcribed to our database word-for-word and then categorised
- New, changed and discontinued items are clearly shown along with price changes – 36 data fields in total
- Produced twice a year in March and September

### What do subscribers get?

- A spreadsheet with full details of latest menu items and historical data
- Analysis of results in text, table and graph formats
- High-resolution images of all menus
- Telephone and email support



- How much does a typical steak meal cost?
- What are the price trends across different sectors and regions?
- How have menus, prices, plate sizes and weights changed since last year?
- What are the most frequently listed dishes?
- What flavour trends are emerging?
- How many mentions does a product brand name get?

## **Who subscribes to Menurama?**

- Operators, distributors, manufacturers, government departments, trade associations and others

## **Sample data fields**

- Operator name
- Brand name
- Outlet type (e.g. Irish bar, fish restaurant)
- Dish name
- Dish description on menu
- Consumer driver messages (e.g. suitable for vegetarians, gluten free)
- Calorie information
- Dish highlight (e.g. poultry)
- Core species (e.g. chicken)
- Sauce (e.g. gravy)
- Supporting items (e.g. crinkle chips, julienne carrots)
- Weight
- Plate size
- Meal type: placement within menu (e.g. starter dish, main course)
- Meal type: ethnicity (e.g. Thai)
- Price (by region, UK average, current & historical)
- Dish status (e.g. new, discontinued)

## **Further information**

Please phone Horizons on +44 (0)20 8349 0162 or contact us by email at [info@horizonsforsuccess.com](mailto:info@horizonsforsuccess.com)

Visit our website to find out more about the full range of products and services from Horizons. [www.horizonsforsuccess.com](http://www.horizonsforsuccess.com)

## Menurama Plus

In addition to the standard Menurama service, Menurama Plus includes analysis tailored to your business needs by comparing 4 brands from one Menurama release and covering the following analysis types:

- **Range Analysis**
  - Numbers
  - Course Component
  - Innovation
  - Gap Analysis
- **Pricing Architecture**
- **Promotions**
- **Consumer Drivers**

| Analysis Type        |                  | Description  |
|----------------------|------------------|--|
| Range Analysis       | Numbers          | Number of starters, main courses, desserts, drinks, other (salads, side dishes etc)                          |
|                      | Course Component | Analysis of 4 variables (e.g. poultry, meat, fish, vegetarian OR sauce type OR dessert type)                 |
|                      | Innovation       | Number and description of new lines for starters, main course, desserts, drinks, other                       |
|                      | Gap Analysis     | Dish name and description for starters, main course, desserts, drinks, other                                 |
| Pricing Architecture |                  | Entry, exit / highest, average and most common / modal price for each of starters, main courses and desserts |
| Promotions           |                  | Description and number of promotions   |
| Consumer Drivers     |                  | Frequency of appearance on menus of vegetarian, wheat free, gluten free, contains nuts                       |

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