



Revamping the Menu

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EXECUTIVE SUMMARY

Paunch Burger is Pawnee, Indiana's leading fast-food establishment that continues to expand rapidly throughout the nation. Paunch Burger excels in customer satisfaction by giving the public the taste and portion sizes that they really want. Recipient of the "Best Tasting Burger" award for the Double Paunch Burger by Connoisseur Magazine and number one on the "2016 Businesses to Watch" list of Forbes Magazine, Paunch Burger's award-winning taste is garnering attention everywhere. Paunch Burger continues to increase in popularity and is surely becoming the Nation's fast-food restaurant of choice.

However, the public's favorable opinion has recently shown a significant decline. City government officials' statements hold a great influence on the public and they are taking action against Paunch Burger's tasty but high caloric menu items. Paunch Burger faces a pivotal decision about appeasing the city government, as well as, their current consumers. Business could be jeopardized unless Paunch Burger take the necessary steps to prevent the publicity from worsening.

To assist Paunch Burger in the making the correct choice, this proposal suggest of a detailed strategy that will regain favor of the public while attaining additional revenue from a new demographic of consumers. Specifically, we propose to modify Paunch Burger's current menu into a healthier version. Moreover, four new items will be added as well as a "secret menu" that contains the former version of menu items that consumers had enjoyed. Revamping the menu will have Paunch Burger free of controversial publicity from the city government while appealing to current and new consumers who may be accustomed to the current, healthier shift within the food industry.

In this proposal, we will first discuss the current state of affairs that Paunch Burger is in. Second, we will provide a comprehensive plan to reform the menu to eliminate negative attention while keeping consumers pleased. Third, we will give an overview of the qualifications that the specialists have that make them specifically needed to execute this project properly. Lastly, we will cover the costs and benefits of our plan. Our goal is to display how changing the menu is an opportunity for Paunch Burger to attain more revenue and solidify overall favor of the public amongst their competitors.



CURRENT SITUATION

While popularity rose, controversy surrounding Paunch Burger soon followed. Paunch Burger has been subjected to criticism from the public for providing large portions of food that has been deemed “unhealthy”. Paunch Burger has been accused by popular publication, The Pawnee Paper, for being part of the reason for a 8% increase from last year’s statistics on obesity among citizens. In addition city government officials have launch a campaign to halt production of new Paunch Burger locations due to health concerns of consumers. Moreover, city government officials has recently threatened to impose, what is being called a “soda tax”, as an attempt to thwart Paunch Burger’s plan to implement a drink that holds up to 512 ounces of beverage. Furthermore, Paunch Burger has been criticized for omitting ingredients of the nutritional value of their menu items, which have caused suspicion to rise amongst consumers. If an adequate solution is not enacted, Paunch Burger will continue to suffer from daily protests from citizens, opposing media and a decline in revenue. Unfortunately, Paunch Burger is currently the victim of the shift into a new era in the food industry. This new era consists of consumers being more interested in healthier foods such as the ever so popular quinoa and other “superfoods”. Despite what it may look like, it is not too late for Paunch Burger to stand the test of times and regain the adoration of the public.

PROJECT PLAN

Ketonomics is an organization of health professionals, culinary experts, analysts and designers that collaborate with establishments to incorporate healthier options into their menu. We will provide options that can be utilized to increase variety and favor within the public. The plan will modify the items of the current menu into healthier versions and keep the current, less-healthy versions of the menu items on a “secret menu” (tentatively titled The Retro Menu) that can only be accessed upon the customer’s request by stating the word “retro”, followed by the item name (ex. Retro Paunch Burger). Moreover, we will create three additional menu items that will promote healthier alternatives while remaining authentic to the Paunch Burger brand. The plan will take a course of four months to execute.

Figure 1.1 Current Menu Items

Food	Current Menu	Proposed Menu	Proposed Menu Quick Facts
Paunch Burger	 <p>(1080 Calories)</p>	 <p>(420 Calories)</p>	<ul style="list-style-type: none"> • Using locally grown, organic ingredients, hormone-free and free-roam meats. • Over 600 calories less than the former!







Food	Current Menu	Proposed Menu	Proposed Menu Quick Facts
Double Paunch Burger	 <p>(1430 Calories)</p>	 <p>(745 Calories)</p>	<ul style="list-style-type: none"> • Using locally grown, organic ingredients, hormone-free and free-roam meats. • Almost 700 calories less than the former!
Triple Paunch Burger	 <p>2160 Calories)</p>	 <p>(1034 Calories)</p>	<ul style="list-style-type: none"> • Using locally grown, organic ingredients, hormone-free and free-roam meats. • Almost 1000 calories less than the former!
Chili Cheese Fries	 <p>(950 Calories)</p>	 <p>(435 Calories)</p>	<ul style="list-style-type: none"> • Using locally grown, organic ingredients, hormone-free and free-roam meats. • Over 500 calories less than the former!

Figure 1.2 New Menu Items




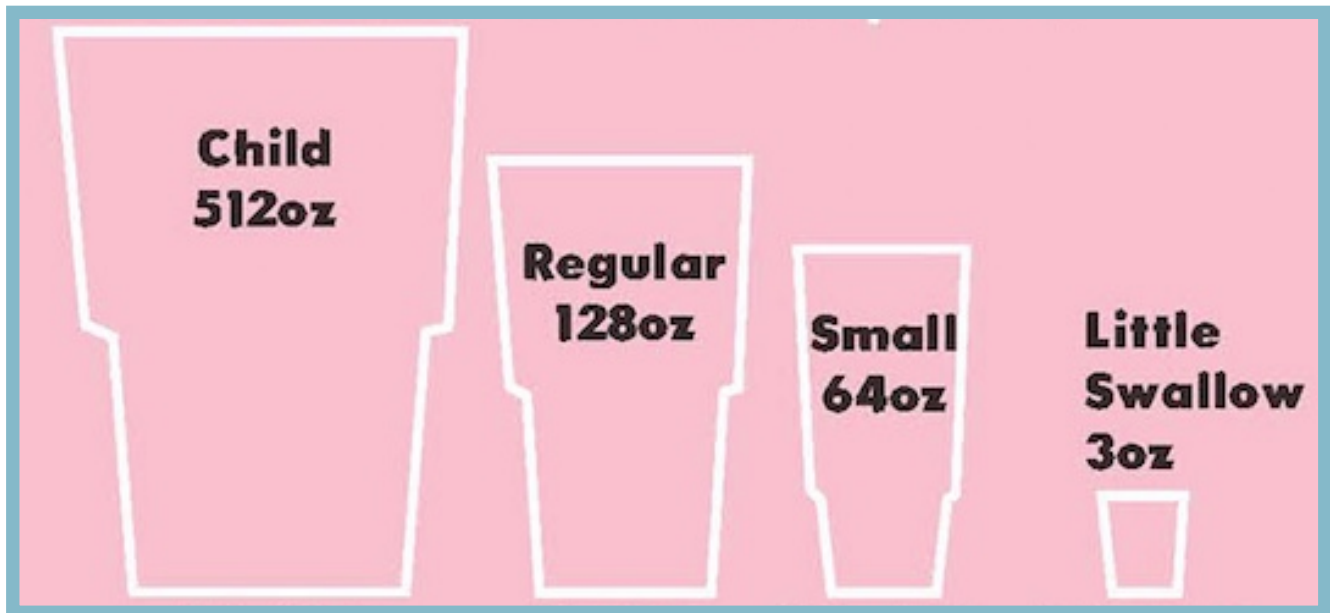
New Menu Items	Proposed Menu	Proposed Menu Quick Facts
<p>Paunch Salad</p>	 <p>(326 Calories)</p>	<ul style="list-style-type: none"> • Using locally grown, organic ingredients, hormone-free and free-roam meats. • Paunch Salad is a refreshing addition to the menu that contains non-romaine lettuce • Choice of various dressings
<p>Chicken Paunch Sandwich</p>	 <p>(453 Calories)</p>	<ul style="list-style-type: none"> • Using locally grown, organic ingredients, hormone-free and free-roam meats. • Chicken Paunch Sandwich is designed for the consumers that do not consume red meat. • Crispy, all-white meat chicken
<p>Veggie Paunch Burger</p>	 <p>(298 Calories)</p>	<ul style="list-style-type: none"> • Using locally grown, organic ingredients, hormone-free and free-roam meats. • Designed for vegetarian consumers • Black bean patty

Figure 1.3 Current Drinks



Proposed Changes: The *Little Swallow* size will be discontinued. The *Small* size will be reduced to 16 ounces, the *Regular* size will be reduced to 21 ounces and *Child* will be renamed to *Large* and be reduced to 31 ounces.

Figure 1.4 Timeline

Month	Week 1	Week 2	Week 3	Week 4
December 2018	<ul style="list-style-type: none"> Gather research on cage-free and hormone free animal products 	<ul style="list-style-type: none"> Gather research on current trends in food Gather research on consumer data of competing franchises 	<ul style="list-style-type: none"> Compose and design 1st draft menu Finalize recipe for proposed menu items 	<ul style="list-style-type: none"> Present Paunch Burger with progress update Make any adjustments from feedback

Month	Week 1	Week 2	Week 3	Week 4
January 2019	<ul style="list-style-type: none"> • Begin developing prototypes of menu items 	<ul style="list-style-type: none"> • Tasting Phase I : Among Ketonomics staff • Make any adjustments from feedback 	<ul style="list-style-type: none"> • Tasting Phase II : Among Ketonomics staff • Make any adjustments from feedback 	<ul style="list-style-type: none"> • Present Paunch Burger with progress update • Make any adjustments from feedback
February 2019	<ul style="list-style-type: none"> • Gather additional research on the analytics of current and prospective consumers via online • Focus group with current consumers 	<ul style="list-style-type: none"> • Compose and design 2nd draft of menu • Compose and design promotional media and images 	<ul style="list-style-type: none"> • Tasting Phase III : Among Ketonomics staff • Make any adjustments from feedback 	<ul style="list-style-type: none"> • 1st Focus group with members of the Paunch Burger Coporate to taste prototypes • Get approval of promotional media and images • Make adjustments to menu and items from feedback
March 2019	<ul style="list-style-type: none"> • Focus group with loyal consumers of Paunch Burger to taste prototypes • Make adjustments to menu and items from staff feedback 	<ul style="list-style-type: none"> • Focus group with critics and food media influentials to taste prototypes • Make adjustments to menu and items from feedback • Release promotional media for upcoming launch 	<ul style="list-style-type: none"> • 2nd Focus group with members of the Paunch Burger Coporate to taste prototypes • Make adjustments to menu and items from feedback • Finalize menu and items 	<ul style="list-style-type: none"> • Launch of new menu

QUALIFICATIONS

Ketonomics will provide Paunch Burger with four of our experienced specialists:

- **Dr. Michael Metatron** - licensed physician Dr. Metatron was on the team that orchestrated healthier options for McDonalds, Taco Bell and Carl's Jr, on their respective menus. Metatron is incredibly knowledgeable in the nutritional value that food can provide. Metatron is also skilled in modifying portion sizes of menu items to a more healthier, acceptable range for the general consumer.
- **Maximillon Puck** - world-renowned chef Maximillon Puck is known to specialize in creating dishes that are appealing in taste but also, low in calories. Puck is the author of several cookbooks and the owner of fine dining restaurant, *Puck Cuisine*. He is knowledgeable on recipes and products relevant to a ketogenic diet.
- **Naomi Chambers** - public relations analyst Naomi Chambers is responsible for developing marketing communications strategies. Chambers has assisted many fast-food chain restaurants such as Burger King with information on market trends when developing new menu items. Chambers provides valuable data to restaurants that will help maintain an advantage over competitors and keep the general public's interest.
- **Chloe Harris** - writer Chloe Harris has assisted in the writing and designing of menus and promotional items for various franchise restaurants such as Chik-Fil-A. Harris is knowledgeable in the aspects of writing and design that help make menu items more attractive. Harris achieved her Master's Degree in English from New York University.

COST

The cost to execute this plan is **\$75,000**. The exact details are as followed:

Description	Quantity	Unit Price	Cost
Prototypes of new menu items	100	\$ 30	\$ 3,000
Testing Phases	2	\$ 2,500	\$ 5,000
Redesigning of menu	1	\$ 500	\$ 500
Retainer fees	4	\$ 16,625	\$ 66,500
Total			\$ 75,000

BENEFITS

Paunch Burger will have a revamped menu that will help redeem the establishment from surrounding controversy. The menu will provide healthier alternatives and a “secret menu” of past items. Paunch Burger will given the latest health information, recipes to elevate the quality of foods, innovative marketing strategies and attention-grabbing writing and design for the menu. Paunch Burger will be able to remain relevant in the food industry while staying true to its core essence.

CONCLUSION

To conclude, the cost of \$75,000 may initially appear to be steep but the immediate and long-term benefits outweigh it. Paunch Burger will be provided a completely revamped menu with the inclusion of three new items developed by established specialists. This menu will be designed to remain relevant to the ever-changing state of the food industry while establishing a “secret menu” of former versions of menu items to satisfy current consumers. Ultimately, the new menu will give Paunch Burger access to a new demographic of consumers that will, then, generate an increased amount of revenue. Ketonomics looks forward to assisting Paunch Burger in gaining the favorable opinion of the public once more and attaining more profit than ever before.

Contact Information

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