# Restaurant Revenue Toolkits: **Increase Average Spend Per Guest**



Resource: Industry Talking Points Series by
**HORECA Africa**

# The Hospitality Reality

In today's competitive environment, **increasing Average Spend Per Guest (ASPG)** is essential for profitability. Rather than merely attracting more guests, restaurants should focus on *enhancing the value each guest brings, maximizing revenue without incurring additional costs.*



# The Core Revenue Formula

Understanding the **Core Revenue Formula** is essential for maximizing profitability in the HORECA sector. By utilizing the formula **ASPG = Total Revenue ÷ Number of Guests**, businesses can strategically enhance their revenue by focusing on increasing the average spend per guest.



# Restaurant Profits



Understanding where restaurant profit truly comes from is essential for financial success. The largest opportunities lie in **beverages, desserts**, and **premium upgrades**.

Focusing on these areas *can significantly enhance profitability and elevate the overall dining experience for guests.*

# The 5 Simple Revenue Multipliers

## Beverage Pairing

Encourage guests to enjoy **premium drinks** and enhance their dining experience through thoughtful recommendations.

## Starter Strategy

Promote and **recommend starters** to increase guest satisfaction and elevate the overall dining experiences.

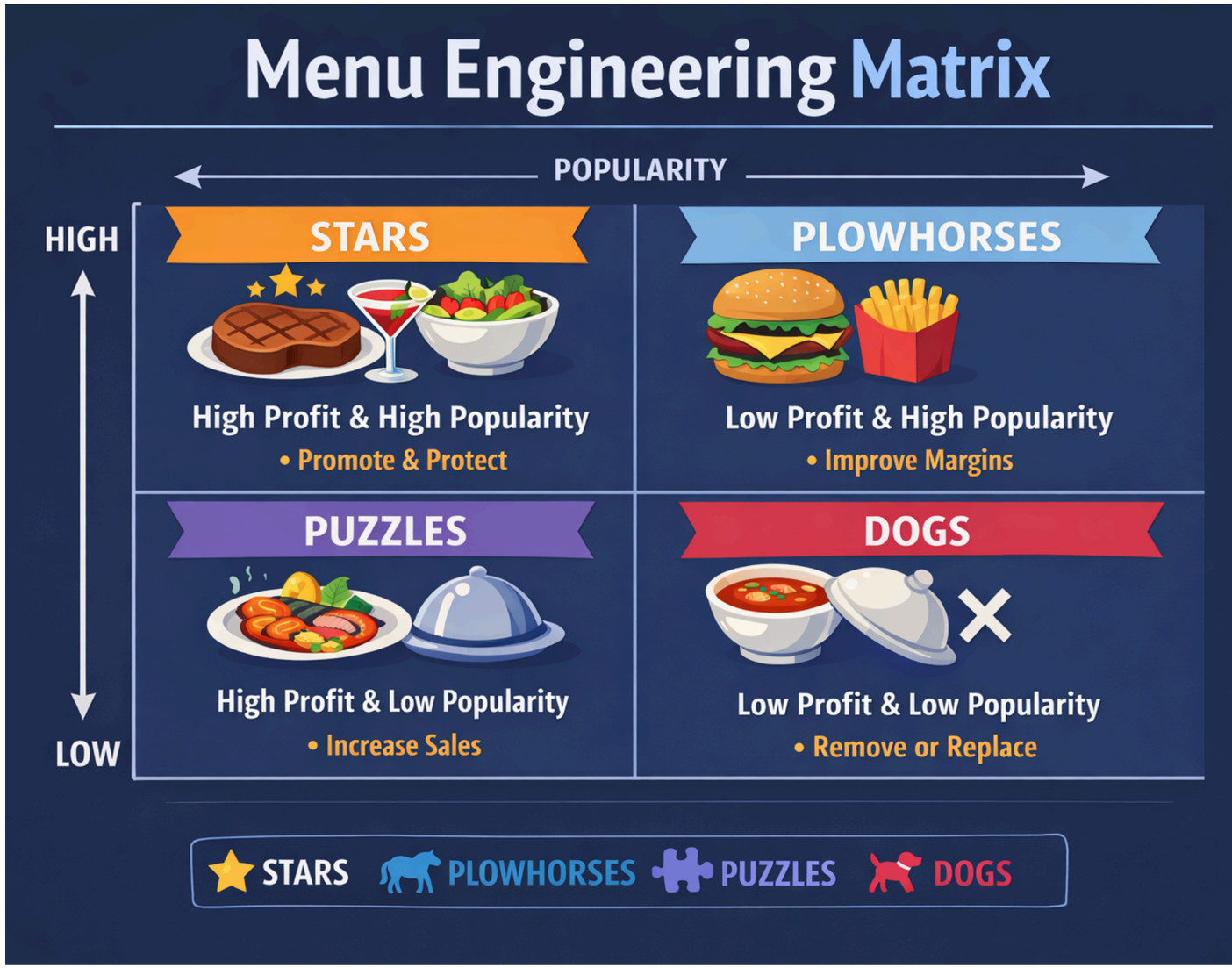
## Premium Upgrades

Offer guests the chance to indulge in **premium seasonal ingredient dishes** or tactful options for larger portions example in tasty appetizers for a more memorable meal.

## Dessert Strategy

Introduce **desserts before clearing plates** to entice guests and maximize overall spend per visit.

# Menu Engineering Matrix




The **Menu Engineering Matrix** is a valuable tool for restaurants, allowing operators to classify menu items based on popularity and profitability.

**Stars** (high profit, high popularity) should be promoted and protected, **Plowhorses** (low profit, high popularity) should have their margins improved through cost or price adjustments, **Puzzles** (high profit, low popularity) should be marketed or repositioned to increase sales, and **Dogs** (low profit, low popularity) should be removed, replaced, or redesigned.

# Service Upselling

Effective upselling is about **guiding guests** through their dining experience rather than pushing products. A well-trained server can enhance guest satisfaction by making thoughtful recommendations, creating a memorable dining experience, and *ultimately increasing average spend per guest in a natural way*.



# Beverage Profit Multiplier

Beverages represent a **significant opportunity** for increasing profitability in the hospitality sector. By enhancing the beverage attachment rate, establishments can achieve higher margins, resulting in a **noticeable boost** to overall revenue and guest satisfaction.



# Key Performance Indicators Worth Measuring



## ASPG

Track Average Spend Per Guest to understand revenue per customer and improve profitability effectively.

## Beverage Rate

Monitor Beverage Attachment Rate to maximize drink sales and enhance overall guest experience significantly.

## Starter Rate

Evaluate Starter Attachment Rate to encourage guests to order appetizers, increasing total spending per table.

## Dessert Rate

Analyze Dessert Attachment Rate to promote sweet options and boost average spend at the end of meals.

# Manager Implementation Checklist

## Train Servers

Conduct weekly training sessions to ensure servers are knowledgeable about menu recommendations and upselling techniques.

## Design Menus

Create menus that highlight high-margin items, making them more appealing to guests for increased sales.

## Monitor Rates

Regularly check beverage conversion rates to identify opportunities for improvement and enhance overall profitability.

## Review Data

Analyze revenue data daily to track performance, adjust strategies, and optimize guest experiences for higher spend.

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