



NEWS

BULLETIN

RAPID-RE™

A Smarter, Faster, and Affordable Way to Reengineer and Optimize Your Menu Communications

In today's ultra-competitive and constantly shifting restaurant landscape, the need for agility has never been greater. Rising food and labor costs, staffing shortages, changing consumer habits, and shrinking margins are pressuring operators to rethink nearly every aspect of their businesses — and rethinking menu communications is no exception.

What is *RAPID-RE™*

Rapid-Re is a streamlined 8-week process for affordably assessing, reengineering, and optimizing a restaurant's menu communications. The focus is on improving sales and profitability, enhancing customer-facing clarity, and achieving operational efficiency. Whether it's your interior or drive-thru menuboard, digital ordering interface, or in-store P2P signage, this proven data-driven process helps sharpen your messaging, simplify choices, highlight high-margin items, and create a better customer experience.

What's Included with *RAPID-RE™*

While customizable for any brand, a typical 8-week engagement includes:

- **Menu Communication Audit** – A quick yet thorough review of your current menu layout, category and product hierarchy, item descriptions, and visual emphasis across platforms.
- **Opportunity Mapping** – Identification of missed revenue opportunities, friction points, and areas where guest decisions could be made easier.
- **Menu Strategy Refresh** – Recommendations on category and product prioritization, combo and bundling logic, upselling cues, and value framing.
- **Design Optimization** – Visual refinements and layout adjustments that enhance clarity, guide the eye, and influence guest decision-making.
- **Execution Support** – Ready-to-implement files, guidelines, or templates.

Developed by Menu Communications Pioneers, King-Casey

King-Casey is widely recognized as the leading firm specializing in developing strategies that effectively improve menu communications. For nearly 40 years, the firm has helped most of the top QSR and Fast Casual restaurant chains optimize their menu messaging to achieve:

- Improved sales and profitability
- Better operational workflows
- Enhanced customer experience

Better Menus, Better Business. Want to Know More?

Are you ready to increase average check size, speed throughput, boost order accuracy, and enhance guest satisfaction? Please email Tom Cook, Principal, King-Casey at tcook@king-casey.com. Or call Tom at +1 (203) 571-1776.



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