

Principles of MENU DESIGN



Short is good.

- Tuckshops are not cafes or restaurants where customers have time to browse through many pages of a menu.
- Parents can be short on time, and students can have short attention spans.
- Two pages is plenty, and if you can fit it all on one page, even better.



Sections.

- Separate the different types of menu items into different sections to help customers clearly see what is available.
- Include Cold Meals, Hot Meals, Drinks, Snacks, Meal Deals/Specials, and Breakfast if you offer it.



Signposting.

- This means labelling which items are suitable for special diets, for example, gluten-free, vegetarian, halal.
- Tuckshop-made is another important label to help increase sales as many people prefer home-made foods.



Colour and white space.

- Colourful menus are attractive, but be careful how many images you use.
- To avoid clutter, make sure there is plenty of white space (turn page over for an example menu).
- Use images and/or photos on posters and the ordering system instead.



Order up!

Include a section with important details like:

- Which ordering system you use (consider using a QR code)
- Cut off times
- Contact details for the tuckshop
- A callout for volunteers
- Any other essential information.

Example MENU

TUCKSHOP MENU: PRIMARY SCHOOL

COLD LUNCH

Sandwiches

Egg and Lettuce (V, GFO)
(Egg mayo, lettuce, wholemeal bread)

Chicken Caesar Salad Box (GF, V & Ve)

Garden Salad with Cheese

(Add crumbed chicken or/and wholemeal bread roll)

Sushi

Tuna & Avo/Chicken/Chicken & Cucumber (GF)
Tofu & Avo (GF, V, Ve)

HOT LUNCH

Toasties (GFO)

Ham/Cheese/Tomato
(Freshly made on on multigrain bread)

Meatballs & pasta

(Homemade meatballs served with spiral pasta & topped with melted cheese)

Chicken Tender Wrap (GFO)

(Salad, cheese & mayo)

Beef Hamburger (GFO)

(Homemade beef patty, lettuce, cheese, tomato. Veggie patty also available)

Spinach & ricotta pastry (V)

Grilled chicken breast strips

(served with tomato sauce)

Lasagne

Beef or Vegetable (V)

COMBO DEALS

Choice of any cold or hot lunch with a snack and bottle of water.

DAILY SPECIALS

Butter Chicken with Brown Rice (GF)

Cheese hamburger

Fried Rice (GF)

Homemade spaghetti bolognaise

Pies (vegetable, beef or chicken)

SNACKS

Corn on the cob (GF, V, Ve)

Vegetable sticks with hummus

(Carrot/celery/cucumber)

Air popped popcorn (GF, V)

Watermelon sticks (GF, V)

Greek yoghurt tub

(Reduced fat, Vanilla, 250ml)

Fruit muffin

(Made in the tuckshop)

Paddle Pop ice-cream

(Chocolate/ Rainbow)

Ice blocks

(99% fruit juice, raspberry/lemon/orange)

DRINKS

Bottled Water

99% Fruit Juice (250ml)

(Orange, apple, blackcurrant)

Plain Milk (250ml)

(Reduced fat)

Flavoured Milk (250ml)

(Strawberry/Chocolate)

Hot Chocolate (250ml)

(Reduced fat. 2 tsp chocolate powder)

SAVE TIME & ORDER ONLINE USING {ORDERING APP} OR PHONE XXXX XXXX

GF - GLUTEN FREE V - VEGETARIAN VE - VEGAN H - HALAL VO - VEGAN OPTION AVAILABLE GFO - GLUTEN-FREE OPTION AVAILABLE
*MENU & PRICES SUBJECT TO CHANGE