

PRODUCT / MENU CONCEPT · €395

Bridge Street Chipper

What to add, what to cut, what to charge. Descriptions written, the board laid out ready to print, and two weeks of posts to introduce it.

4

added

7

cut

31

items, down from 54

14

posts to introduce it

Portfolio sample. Bridge Street is an invented chipper. Prices and margins are illustrative and marked as such.

THE PROBLEM WITH THE CURRENT BOARD

Fifty-four items, and eleven of them have sold under twice a week.

The menu has grown by accretion for eleven years. Nothing has ever been removed, because removing something is a decision and adding something is a favour to whoever asked for it.

The cost is not the items themselves. It is a fryer running four oils, a chest freezer holding stock that turns over twice a month, and a customer standing at the counter on a Friday night reading fifty-four things in a queue of nine people. Long menus feel generous and they slow the queue, which on a Friday is the only thing that matters.

What was looked at

Twelve months of till data by item. Supplier invoices for the fourteen biggest lines. Two Friday services observed, front and back. The three competing takeaways in town and their boards.

The finding

Six items are 71% of your sales. Eleven items are 1.4% and they are the reason you run four oils. Cutting them changes nothing a customer notices and changes almost everything in the kitchen.

THE BOTTOM ELEVEN, AND WHAT THEY COST YOU

ITEM	SOLD / WEEK	WHY IT IS THERE	REAL COST
Scampi	1.8	A regular asked in 2019	A dedicated oil
Chicken curry	1.4	Someone else does one	A separate pot all night
Battered mushrooms	1.1	Unknown	Freezer space
Onion rings	2.2	Bought in, low margin	Freezer space
Quarter-pounder meal	2.0	Duplicates the burger	Board space, confusion
Three-in-one	1.6	Copied from town	Rice, held all night
Chicken goujons (5)	1.9	Duplicates goujons (3)	Board space

Illustrative. In a real pack every line is your own till export for twelve months.

WHAT TO ADD

Four things, and only one of them is new to the kitchen.

01 · The Bridge Street Box — €12.50

Fish, chips, a battered sausage and a can, in one box. It is four things you already make, priced 90c below buying them separately and about €1.10 better in margin than the same items on separate dockets. It also answers the question the queue is actually asking, which is *what should I get*.

02 · Half portions of chips — €2.60

A single portion feeds one and a half people and half of it goes in a bin. A half is not a discount; it is a second sale to the person who currently shares.

03 · Fish on Fridays only, whole fillet, market price

One good fresh fish, one day a week, priced on what it cost. It is the only item on the board that cannot be had every day and it is the reason to talk about Friday.

04 · The vinegar bar

Three vinegars and two salts on the counter instead of behind it. Costs about €40 to set up, adds nothing to a docket, and is the single most photographed thing in most chippers that have one.

WHY NOT MORE

Four additions against seven cuts is a net reduction of three, which is the point. A concept pack that adds eleven items to a menu of fifty-four has misunderstood the problem — the board is not short of ideas, it is short of decisions.

WHAT EACH ADDITION COSTS TO RUN

ADDITION	NEW STOCK?	NEW SKILL?	EXTRA TIME PER ORDER	MARGIN
The Box	None	None	None — it is one docket instead of four	+€1.10
Half chips	None	None	None	Higher per gram
Friday fish	One box, one day	Filleting, or ask the supplier	Two minutes	Set weekly
Vinegar bar	€40 once	None	Saves time at the counter	Neutral

Three of the four cost nothing and need no new skill. That is deliberate — a menu change that requires the kitchen to learn something new in a busy month is a menu change that quietly does not happen.

WHAT TO CHARGE

Eleven prices, tested against three takeaways in town.

ITEM	NOW	RIVAL A	RIVAL B	RIVAL C	SET AT
Single chips	€3.60	€4.00	€3.80	€4.20	€4.00
Half chips	—	—	—	€2.50	€2.60
Cod & chips	€9.50	€11.00	€10.50	€11.50	€10.80
Battered sausage	€2.40	€2.80	€2.60	€2.90	€2.70
Burger	€6.00	€7.50	€6.80	€7.90	€7.20
Smoked cod	€9.50	€11.00	—	€11.50	€10.80
Garlic cheese chips	€6.20	€7.00	€6.50	€7.50	€6.90
The Box	—	—	€13.50	—	€12.50
Friday fish	—	—	—	—	Market
Can	€1.50	€2.00	€1.80	€2.00	€1.80
Curry sauce	€1.20	€1.80	€1.50	€1.80	€1.60

Collected the same Thursday. Illustrative in this sample.

You are the cheapest in town on nine of eleven

Not by a little — by 40c to €1.50 an item. On a Friday doing 180 orders that is somewhere between €70 and €200 of margin you are handing back nightly, to no competitive effect, because nobody in a chipper queue is price-comparing.

Move once, not gradually

One new board, one night, all prices at once. Creeping 20c a month is noticed every month. A single change with a new board reads as a new menu, which is what it is.

THE BOARD, LAID OUT

Thirty-one items, in the order a queue reads them.

Bridge Street

OPEN 4 TILL LATE · CLOSED MONDAYS

THE BOX

The Bridge Street Box **12.50**
Fish, chips, a battered sausage and a can. The whole thing.

FROM THE FRYER

Cod & chips **10.80**
Fresh, battered here, not bought in.

Smoked cod & chips **10.80**
The one the regulars order.

Friday fish **Market**
Whatever was good that morning. Fridays only, until it goes.

Battered sausage **2.70**
Two for €5.

Chicken goujons **5.40**
Three, breaded in the shop.

CHIPS

Chips **4.00**
Rooster potatoes, twice-fried, salted at the counter.

Half chips **2.60**
For sharing, or for not finishing a whole one.

Garlic cheese chips **6.90**
Made to order. Worth the four minutes.

BURGERS

Burger **7.20**
Quarter pound, cheese, onion, our own sauce.

Double **9.40**
Two patties. Nothing else changes.

ALONGSIDE

Curry, garlic, taco or gravy **1.60**
Made here except the gravy, and we are working on the gravy.

Can **1.80**
Ask what is cold.

Vinegar and salt are on the counter. Help yourself. · Allergens on the sheet by the till, ask any time.

Set at A1 for the wall and A5 for the counter. The box is first because it is the answer to the question most people in the queue are asking, and the descriptions are one line each because nobody reads two in a queue.

THE DESCRIPTIONS, AND WHY THEY ARE WRITTEN LIKE THAT

One line, one true detail, no adjectives.

Say what you do

Rooster potatoes, twice-fried, salted at the counter. Three facts, no praise. A chipper that says *the best chips in Tipperary* is asking to be judged; one that says how it makes them is just telling you.

Admit something

Made here except the gravy, and we are working on the gravy. One admission on a board buys credibility for every other claim on it, and people quote it back at you.

Never use these

Homemade · authentic · fresh (unless it is a fish and you mean it that day) · famous · award-winning · secret recipe. All six are used by the three rivals and none of them survives being read twice.

HOW LONG A DESCRIPTION MAY BE

Nine words

The ceiling. A person in a queue of nine reads the item name and about nine more words before deciding. Anything past that is written for a menu nobody is standing at.

One line on the board

If it wraps to two lines at A1, it is too long. That is the test, and it is why the descriptions were written after the board was set rather than before.

Nothing for the obvious ones

A can does not need a description. Half the items on most boards are described because the other half were, which is not a reason.

WRITTEN OUT, BEFORE AND AFTER

ITEM	WHAT THE BOARD SAYS NOW	WHAT IT SAYS INSTEAD
Chips	"Chips"	Rooster potatoes, twice-fried, salted at the counter.
Cod	"Fresh cod in our homemade batter"	Fresh, battered here, not bought in.
Burger	"1/4lb burger with all the trimmings"	Quarter pound, cheese, onion, our own sauce.
Garlic cheese chips	"Garlic cheese chips"	Made to order. Worth the four minutes.
Friday fish	—	Whatever was good that morning. Fridays only, until it goes.

The last one is doing the most work: it sets an expectation, gives a reason for a specific day, and makes running out into part of the offer rather than a failure.

TWO WEEKS OF POSTS

Fourteen, to introduce it without announcing a rebrand.

DAY	WHAT GOES UP	WHY
Tue 1	The new board, photographed straight on, readable.	People screenshot boards
Wed 2	“Half chips are now a thing. €2.60.” One line.	The change most people wanted
Thu 3	The vinegar bar, close up.	Free, visual, and it is new
Fri 4	Friday fish — what it is this week, photographed raw at four o'clock.	Establishes the ritual
Sat 5	The Box, from above, everything in it.	The highest-margin item
Mon 7	Closed Mondays. Nothing else.	Stops the phone ringing
Tue 8	“We took seven things off the menu.” Say which, and why.	Honesty is the format that travels
Wed 9	Twice-frying, filmed, forty seconds.	Proves the description
Thu 10	The gravy admission, as a caption.	People will reply. Let them.
Fri 11	Friday fish again. Same time, same photo position.	Twice makes it a pattern
Sat 12	The queue at half nine.	Busy is the most persuasive image a chipper owns
Sun 13	Nothing.	A deliberate gap
Mon 14	“Box, chips and a can — what most people get.” One line, one price.	Answers the queue's question in advance
Any day	Sold out of the Friday fish. Post it.	Running out is the advert

What not to post

No “exciting news”, no “new menu launch”, no countdown. A chipper that announces a rebrand invites everybody to have an opinion on the prices. A chipper that quietly puts up a better board and photographs the fish gets the same result and no argument.

WHAT THIS IS JUDGED ON

Average docket value on a Friday.

Not orders, not followers. Every change here — the Box, the half chips, the eleven prices, the shorter board — is aimed at one number, and your till already reports it.

Now**€14.20**

Friday average. Illustrative — pull your own for the last eight Fridays before you change anything.

Eight weeks**€17**

On the new prices and the Box. Same number of customers, same fryers, one fewer oil.

Fifty-four items is not generous. It is a decision nobody has made.

Bridge Street is invented. It exists to show what a €395 product and menu concept contains — what to add, what to cut and what to charge with the reasoning for each, every description written, the board laid out ready to print, and a fortnight of posts that introduces it without announcing anything.