

### Menu Engineering 101 - Example 1

Product	Selling price	Product cost	Cost as percent of price	Contributed margin (CM)	Menu mix possibilities		
Steak	\$ 15.00	\$ 7.50	50%	\$ 7.50	100	0	50
Chicken	\$ 9.00	\$ 3.00	33%	\$ 6.00	0	100	50
<i>*CM = selling price -product cost</i>				Total CM	\$ 750.00	\$ 600.00	\$ 675.00

### ME Redesigned for Vending - Example 2

Product	Selling price	Product cost	Cost as percent of price	Contributed margin (CM)	Menu mix possibilities		
Chewy Sprees	\$ 1.50	\$ 0.75	50%	\$ 0.75	10	0	5
Fig Newtons	\$ 0.90	\$ 0.30	33%	\$ 0.60	0	10	5
<i>*CM = selling price -product cost</i>				Total CM	\$ 7.51	\$ 6.00	\$ 6.75

### ME Redesigned for Micro Markets - Example 3

Product	Selling price	Product cost	Cost as percent of price	Contributed margin (CM)	Menu mix possibilities		
Steak Sandwich	\$ 5.00	\$ 2.50	50%	\$ 2.50	20	0	10
Chicken Sandwich	\$ 3.00	\$ 1.00	33%	\$ 2.00	0	20	10
<i>*CM = selling price -product cost</i>				Total CM	\$ 50.00	\$ 40.00	\$ 45.00