

# Menu Launch Checklist

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## Before publishing

- Menu proofread
- Prices checked
- Descriptions checked
- Chinese names checked
- Pinyin checked
- Allergen note checked
- Spice legend checked
- Photos checked
- Online ordering tested
- Google Business Profile updated
- Delivery platforms updated
- Printed menus ordered
- Staff trained

## Launch day

- Superseded printed menus removed
- Website live
- QR codes tested
- POS updated
- Delivery platforms checked
- Staff has change summary
- Manager assigned to customer questions

## After launch

- Review top questions
- Review ordering patterns
- Review kitchen bottlenecks
- Update unclear descriptions
- Fix platform mismatches