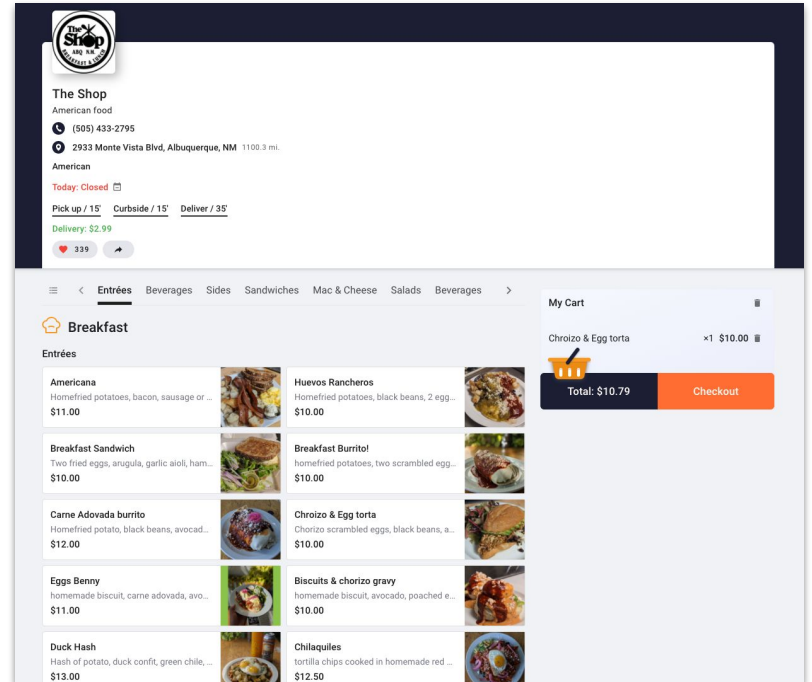
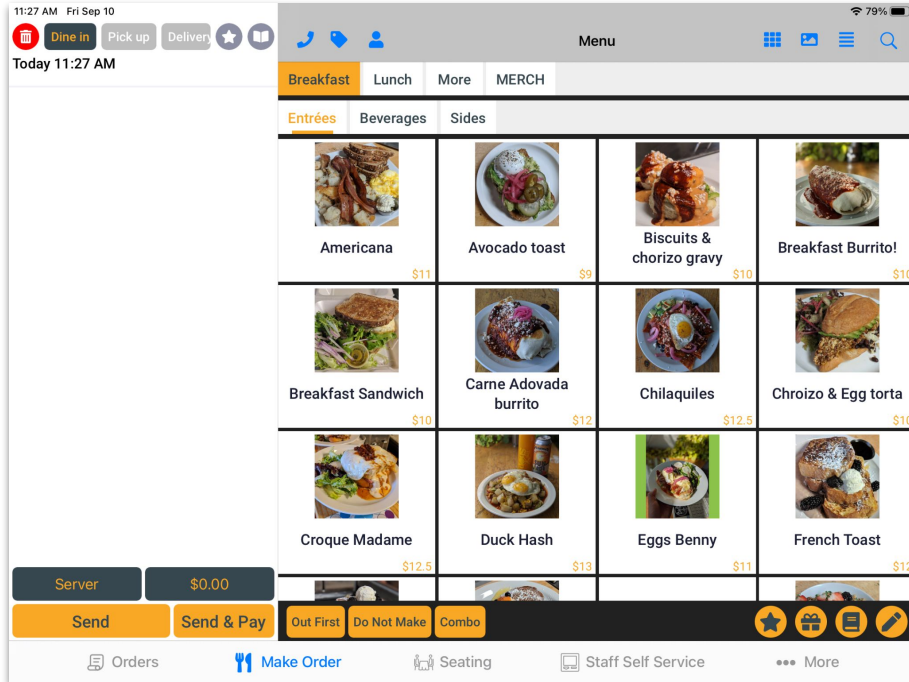

Selflane Menu Building

A guide to build an effective menu



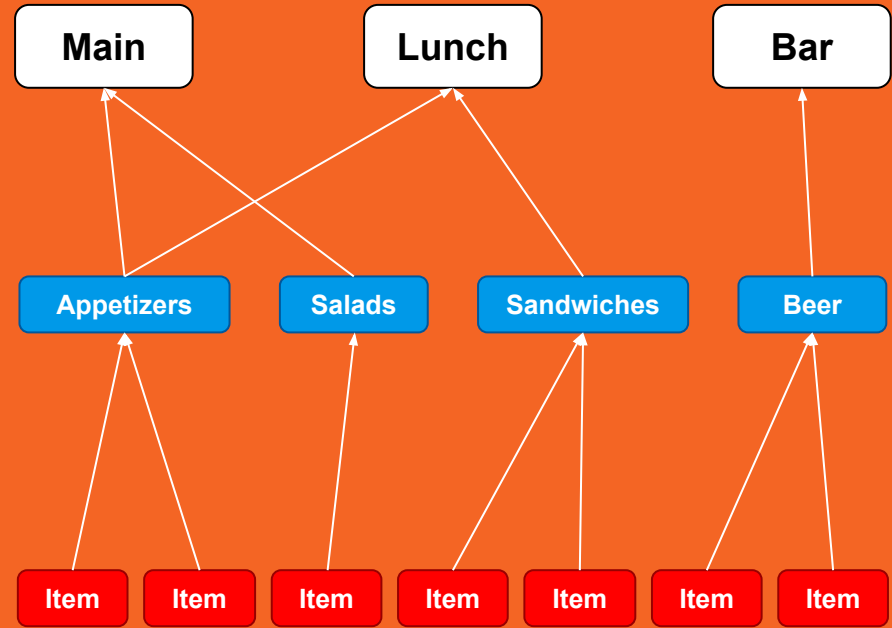
SELFLANE

An effectively laid out menu is a key to the success of your in-store sales and online sales.



Hierarchical Structure

Menus
Courses
Dishes



Menus

Name Name of the menu

Description [optional] A brief description of the menu

Special Hours A menu can be set to be only available in a certain time window. It restricts both online and in-store orders. This could be useful for Lunch Menu or Happy Hours Menu.

Run Out (86'd) Turn off the menu

In-store only Turn off the online offering of the menu

Sync to Third Party Sync this menu to your third party online platforms. It is only available to clients integrated with Chowly.

Edit Menu

Name
Happy Hours

Description (optional)
0 / 300

Special Hours
Select if the menu offers only in specific hours. e.g., Lunch Special

MON TUE WED THU **FRI** SAT SUN

Start 12 AM End 3:30 PM

Run out (86'd) In-store only

Sync to Third Party

Catering

SAVE

Sorting Menus

The screenshot shows the 'Menu' management interface in Sellfy Business. The left sidebar contains navigation options: Dashboard, Sales, Orders, Reports, Products, Customers, and Settings. The 'Menu' section is currently selected. The main content area displays a table of menu items with columns for Name, Item, and # Dishes. A dropdown arrow is visible next to the 'Breakfast' menu item.

Name	Item	# Dishes
All Day	Any Time	40
Lunch	Any Time	1
Breakfast	Any Time	2
Happy Hours	Mon-Sun Wed-Thu-Fri 12 AM - 3:20 PM	7
Dinner	Any Time	1
Alcohol	Any Time	8

Legend for menu item settings:

- Availability settings: e.g., turn off items related to alcohol
- Print with underline: e.g., for a burger with multiple modifiers
- Sync to third-party platforms: Only available for third-party integration
- Get item recipe: Add ingredients
- Item modifiers for dish: e.g., base, toppings, temperature modifiers for a burger
- Duplicate: Add an item-recipe with similar settings
- Delete

Courses

Name Name of the course

P&L Group Assign a Profit & Loss group. We summarize the sales of each group in the sales report.

Description [optional] A brief description of the course

Run Out (86'd) Turn off the course

In-store only Control the online offering of the course

Sync to Third Party Sync this course to your third party online platforms. It is only available to clients integrated with Chowly.

Special Tax Rate Set a different tax rate to the general tax rate of the shop. It can be zero if the tax has been included in the price of the items under this course.

Edit Course

Name	P&L Group
Atomic subs	Food

Description

8" oven baked subs, all served with lays potato chips

54 / 300

Run out (86'd) In-store only

Sync to Third Party Use Special Tax Rate

SAVE

Dishes

Name **Item name**

Kitchen Name [optional] Item kitchen name. It can be a shortened name or a name in different language (e.g., spanish, chinese, vietnamese).

Price The base price for the dish. Extra cost can be set in modifiers.

Online Upcharge [optional] In case the online price should be greater than the in-store price.

3rd Party Upcharge [optional] In case the 3rd party price should be greater than the in-store price.

Description [optional] A brief description of the dish

Edit Dish

Name	Kitchen Name (optional)	Servings
Philly Cheese Steak		1

Abbr/2nd language

Price	Online Upcharge	3rd Party Upcharge
\$ 7.25	\$ 0	\$ 0

Description

Menus (allow multiple)
All day

Course (only one)
Atomic subs

Printer (allow multiple)
Salad

Tags (allow multiple)
Spicy Medium

Please only select appropriate options

Run out (86'd) In Store Only

Sync to Third Party

Priced by weight

Name should be readable to customers. **Kitchen Name** can be a shorten name or a 2nd language name for kitchen use.
You can assign a dish to multiple menus and multiple printers but only to one course.
Please add a picture to the item if available.
Online upcharge is optional in case the online price should be adjusted from the in-store price.
Third party upcharge is optional in case you use our third-party integration and sync menu to all third-party platforms

SAVE

Dishes (cont.)

Menu Assign to one or more menus.

Course Assign to one course.

Printer Assign to one or more printers. e.g., an item can be sent to both fry and soup stations.

Tags Assign with one or more tags. e.g., spicy level, gluten free, vegan.

Run Out (86'd) Turn off the item


In-store only Control the online offering of the item

Sync to Third Party Sync this item to your third party online platforms. It is only available to clients integrated with Chowly.


Priced by weight Priced by weight. Allowed units are pound, ounce, kilogram, gram.

Entrées

Breakfast Sandwich
Two fried eggs, arugula, garlic aioli, ham...
\$10.00



Breakfast Sandwich



Two fried eggs, arugula, garlic aioli, ham, tomato on whole grain toast.
Side salad.

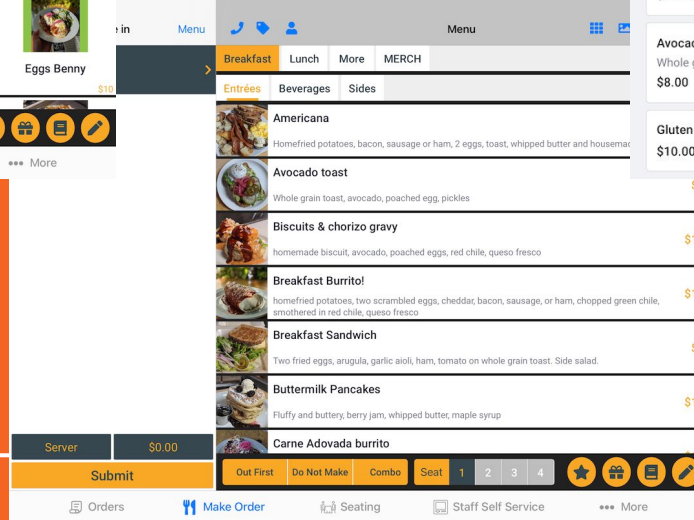
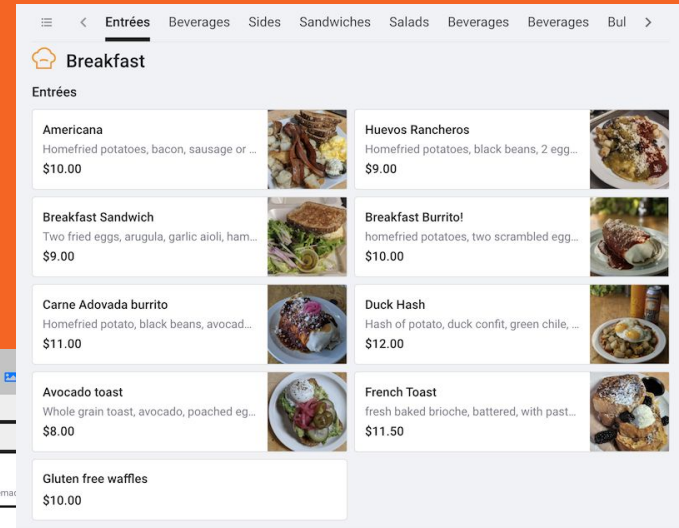
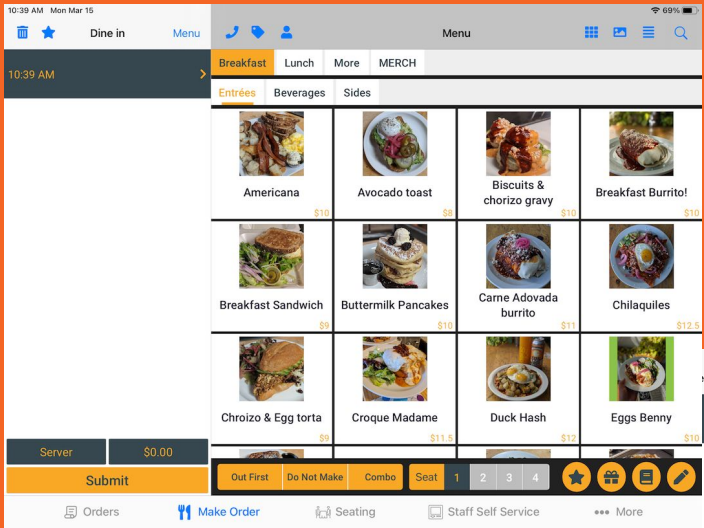
Eggs select 1

Scrambled Sunny sided up Over easy

Over medium over hard poached

\$10.00 1

Dishes with Pictures



Modifiers

Title: Modifier title. The title is only for categorizing purpose, it won't print to the kitchen.

Max Selection: A maximum number of choices can be selected.

Required: Require a selection of at least one choice.

Applied To: Apply the modifier to selected items.

Choice: Options for a modifier. e.g., size of small, medium, large.

Name: Choice name.

Kit Name: [optional] Choice kitchen name. It can be a shortened name or a name in different language (e.g., spanish, chinese, vietnamese).

The screenshot shows the 'Edit Modifier' interface for a modifier named 'Add Egg'. The title is 'Add Egg', the maximum selection is 3, and it is not required. It is applied to four menu items: Chilacas Plate, Enchilada Plate, Chili Con Carne Plate, and Smothered Burrito Plate. The choices are 'Option A, Option B, Option C'. A table lists the choices with their kit names, extended prices, and default status.

Name	Kit Name	Ext Price	Default
Add Egg Scram		\$ 1	<input type="checkbox"/>
Add Egg OE		\$ 1	<input type="checkbox"/>
Add Egg Sun Up		\$ 1	<input type="checkbox"/>
Add Egg OM		\$ 1	<input type="checkbox"/>
Add Egg Hard		\$ 1	<input type="checkbox"/>
Add Egg Poached		\$ 1	<input type="checkbox"/>
Add Egg Basted		\$ 1	<input type="checkbox"/>
No Egg		\$ 0	<input type="checkbox"/>

Sub Choices: Sub Choices
Use subchoices for nested choices such as pizza toppings, combo choices, etc.

SAVE

Modifiers (cont.)

Ext Price: Extra price the choice would add to the item.

Default: Set a choice to be selected by default

In-store only: Control the online offering of the modifier or specific choices

Max: Maximum choice (subchoice) can be selected

Sub Choice: Options for a choice. Sub Choice can have a maximum of 2-tier pricing. e.g., Topping: Cheese, Pepperoni (normal price), Bacon, Beef (premier price)

Allow Extra Quantity: Allow selecting multiple same sub choices. e.g., customer wants double or triple mushroom toppings on a 12" pizza.

Allow Half/Half: Allow selecting multiple same sub choices. e.g., customer wants half beef, half chicken on a pizza.

Edit Modifier

Title: Size/Toppings | Max Selection: 1 | Required:

Quick Apply To A Course: [Dropdown]

Apply to: Chicken Alfredo, Build Your Own, Calypso Pizza, Home Run, Grand Slam, The Hilltopper, Pesto Pizza, BBQ Chicken Pizza, California Pizza, Veggie, Ultimate Veggie, Gourmet Mediterranean With The Hill Top, Hot Corner

Choices: Option A, Option B, Option C

Name	Kit Name	Ext Price	Max Sub-Choices	Free Sub-Choices	Tier 1	Tier 2	Default	Hide Sub-Choices
9		\$ 0	Any	3	\$ 1	\$ 1.5	<input type="checkbox"/>	<input type="checkbox"/>
11		\$ 3	3	N/A	\$ 1	\$ 1.5	<input type="checkbox"/>	<input type="checkbox"/>
13		\$ 7	Any	N/A	\$ 1	\$ 1.5	<input type="checkbox"/>	<input type="checkbox"/>

Sub Choices
Use subchoices for nested choices such as pizza toppings, combo choices, etc.

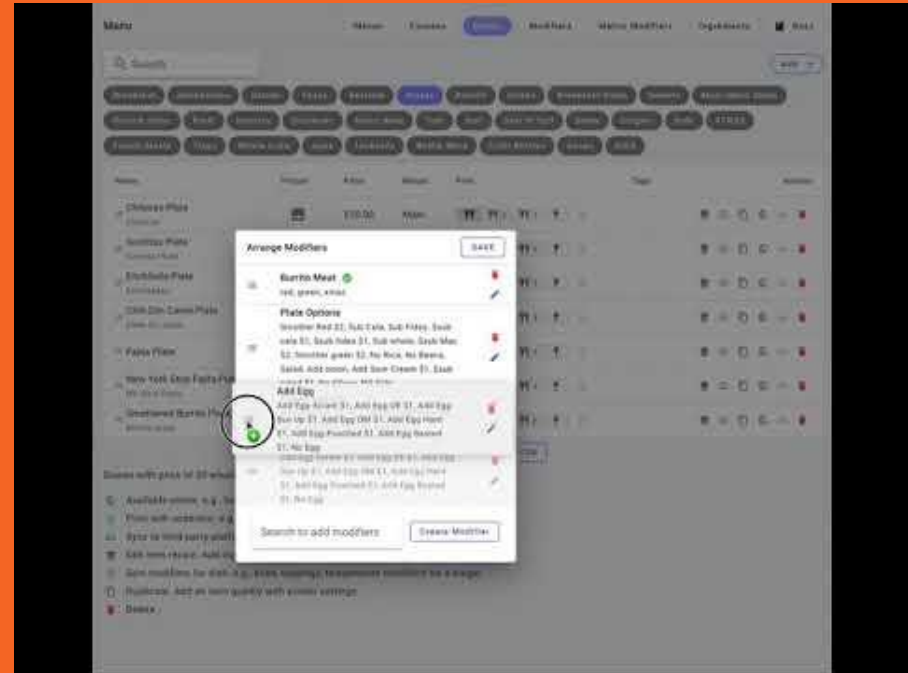
Allow Extra Quantity | Allow Half/Half

Option A, Option B, Option C

Bacon ≤3, Beef ≤3, Celery ≤3, I have a long name ≤3, Pork ≤3, Salmon ≤3, Veggie ≤3

SAVE

Sorting Modifiers



Matrix Modifiers

Matrix Modifiers have a list of Prefixes and groups of Suffixes.

Only available for POS In-Store Sales.

3:48 PM Mon Sep 13

Dine in Pick up Delivery

Today 3:47 PM

Matrix Modifier: support adding multiple options at the same time

No	Easy	Put On Side	Add x1	Extra x1
Make it	Split 2 Plates			
Protein				
Bacon \$1.75	Carne Adovada \$4.75	Chicken \$2.99	Crispy Bacon \$1.75	Ground Beef \$2.99
Ham \$3.8	Sausage Links \$1.9	Sausage Patties \$3.8	Shredded Beef \$2.99	
Garnish				
Cheese	Choc Chips	Dice Green Chili \$1.3	Garnish	Gravy
Green Chile \$1.3	Mayo	Mustard	Pancake	Pickle
Plate	Put Chile Inside	Pwdr Sugar	Queso	Red Chile
Rice	Sauce	Sour Cream	Split Plate	Syrup
Togo Order	Xmas Chile			
Veggies				

Server \$32.33

Send Send & Pay Make it TOGO

Orders Make Order

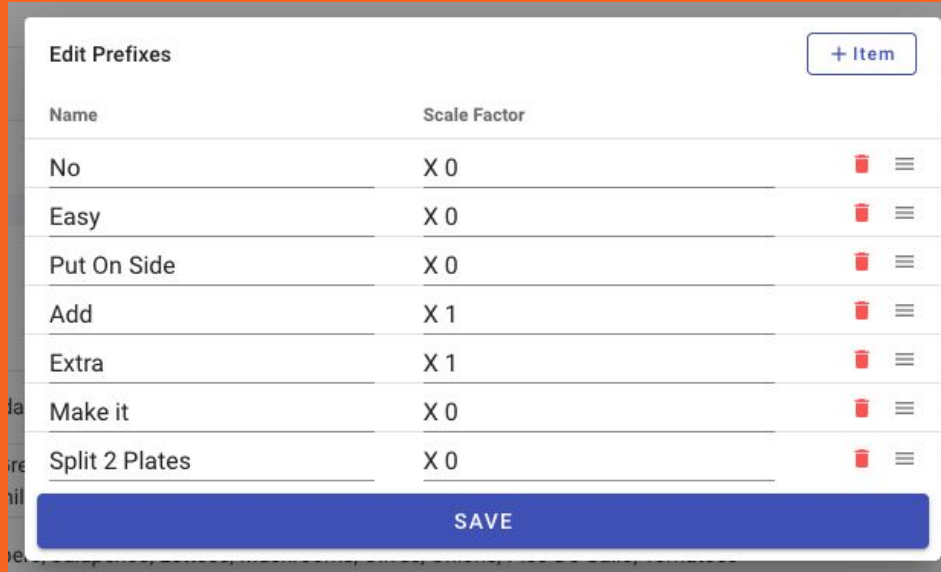
Add Crispy Bacon X Extra Garnish X Save

Matrix Modifiers

Name: Prefix name. e.g., No, Add, Extra.

Scale Factor: A factor to be multiplied with the unit price of suffix.

Only available for POS In-Store Sales.



The screenshot shows a mobile application interface for editing matrix modifiers. At the top right is a '+ Item' button. Below it is a table with two columns: 'Name' and 'Scale Factor'. Each row represents a modifier and includes a trash icon and a menu icon on the right. At the bottom is a large blue 'SAVE' button.

Name	Scale Factor		
No	X 0		
Easy	X 0		
Put On Side	X 0		
Add	X 1		
Extra	X 1		
Make it	X 0		
Split 2 Plates	X 0		

SAVE

Matrix Modifiers

Group Title: Title of a suffix group

Name: Suffix item name

Price/Unit: Suffix unit price

Only available for POS In-Store Sales.

Suffixes		ADD +
Group	Choices	
≡ Protein	Bacon \$1.75, Carne Adovada \$4.75, Chicken \$2.99, Crispy Bacon \$1.75, Ground Beef \$2.99, Ham \$3.8, Sausage Links \$1.9, Sausage Patties \$3.8, Shredded Beef \$2.99	✖
≡ Garnish	Cheese, Choc Chips, Dice Green Chili \$1.3, Garnish, Gravy, Green Chile \$1.3, Mayo, Mustard, Pancake, Pickle, Plate, Put Chile Inside, Pwdr Sugar, Queso, Red Chile, Rice, Sauce, Sour Cream, Split Plate, Syrup, Togo Order, Xmas Chile	✖
≡ Veggies	Avocados, Beans, Bell Peppers, Jalapeños, Lettece, Mushrooms, Olives, Onions, Pico De Gallo, Tomatoes	✖

Edit Suffix Group

Group Title
Protein

Name	Price/Unit	
Bacon	\$ 1.75	✖ ≡
Carne Adovada	\$ 4.75	✖ ≡
Chicken	\$ 2.99	✖ ≡
Crispy Bacon	\$ 1.75	✖ ≡
Ground Beef	\$ 2.99	✖ ≡
Ham	\$ 3.8	✖ ≡
Sausage Links	\$ 1.9	✖ ≡
Sausage Patties	\$ 3.8	✖ ≡
Shredded Beef	\$ 2.99	✖ ≡

Option A, Option B, Option C >

Add names separated by a comma

SAVE

Take Home Points

- **Proper Description**
 - **Proper Sorting**
- **Pictures! Pictures! Pictures!**

Links

Doc: <https://docs.selflane.com/biz/menu/>

Examples: The Shop, Albuquerque, NM

https://selflane.com/bizs/the-shop_albuquerque_nm

