

# POWER WORDS

In November of 2008, NBC's Today Show aired a segment on the "Psychology of Eating Out" and the art of menu engineering. The segment revealed some of the physiological strategies used to motivate consumers to spend more and buy the most profitable items on a restaurants menu.

In this report, they found that a restaurant can increase sales by up to 30% just by using enticing menu descriptions on their menu. That's right...30%!

As we all know, your menu is one of your most powerful selling tools. It should be more than just a list of items, ingredients and prices with bland descriptions. It should tell your story with flair and tap into your customers emotions.

A power word is any word that carries emotional punch. It paints a picture. So if someone tells you a story about "walking" down the street... it falls flat. However... what if your friend "scrambled," "crawled," or "sprinted?" See what I mean? A picture is painted.

To help you write mouth watering descriptions and spice up your menu, here is a list of descriptive words and phrases.

Accentuated	Boneless	Covered
Accompanied	Braised	Creamy
Aged	Broiled	Creamed
Aged to Perfection	Bubbly	Crisp
All-Natural	Bunch	Crunchy
Aroma	Careful	Crusty
Array	Carefully	Customized
Assorted	Carefully Prepared	Decadent
Assortment	Carved	Delectable
Baked	Char-broiled	Delicate
Baked Four Times	Chilled	Delicately
Daily	Choice	Delicious
Baked to Order	Chunky	Delightful
Batter Dipped	Classic	Deluxe
Best	Colorful	Designed
Big	Coal-Fired	Dipped
Bittersweet	Coated	Divine
Blackened	Cold	Dollop
Blend	Cool	Drizzled
Bold	Concoction	Enchanting



# POWER WORDS

Enjoy	Gently	Indulge
Enormous	Giant	Indulgent
Exotic	Gigantic	In Season
Exploding with	Glazed	Inch Thick
Flavor	Golden	Irresistible(ly)
Extra	Gourmet	Juicy
Farm Fresh	Golden Brown	Jumbo
Farm Raised	Guiltless	Julienne
Famous	Great	Kosher
Favorite	Grilled	Large
Fancy	Handful	Lavish
Fiery	Hand Carved	Layers
Filled	Hand Battered	Layered
Finest	Hand Cut	Lean
Finale	Hand Sliced	Legendary
Fire-Roasted	Hand Pattied	Light
Flakey	Hand Picked	Lightly breaded
Flavored	Hand Rolled	Lightly Seasoned
Flavorful	Hand Spun	Lightly Toasted
Flavorsome	Hand Mixed	Lightly Fried
Flown In Daily (fish)	Hand Stuffed	Loaded
Fluffy	Hand Tossed	Lovingly
Fragrant	Heap	Luscious
Fresh	Heaped	Lustful
Freshly	Heaping	Made to Order
Fresh from the Oven	Healthy	Made from Scratch
Fresh from the	Heaping	Marinated
Garden	Hearty	Massive
Fresh-Made	Heavenly	Meaty
Fresh Picked	Hefty	Melt in your Mouth
Fresh Cut	Herb	Melted
Fresh Roasted	Herb Crusted	Melted Cheese
Frothy	Hickory Smoked	Melt in your Mouth
Fruity	Homemade	Minced
Full	Home style	Mini
Full-bodied	Honey-Cured	Mixed / Mixed With
Garden Fresh	Hot	Moist
Garnished	Huge	Mound(s)
Generously	Iced	Morsels



# POWER WORDS

Mouth-Watering

Munchy

Natural

New

Old Fashioned

Old World

Organic

Original

Oven Fresh

Oven Baked

Out of this World

Over Flowing

Pan Broiled

Peppered

Perfect

Perfectly

Perfection

Piled

Piled High

Piping Hot

Plump

Poached

Premium

Rare

Rarely Found

Red Hot

Refreshing

Refreshingly

Rich

Richly

Ripe

Ripened

Robust

Rustic

Sautéed

Savory

Satisfy

Satisfying

Scratch

Scrumptious

Seasoned

Seasonal

Secret

Secretly

Secret Recipe

Secret Process

Selection

Selected

Sensational

Silky

Simmered

Simmering

Sizzling

Skewered

Slow Cooked

Slow Aged

Slow Roasted

Slow Churned

Smoked

Smothered

Soft

Special

Specially

Spicy

Spectacular

Sprinkle / Sprinkled

Stacked

Steamed

Steaming

Steaming Hot

Stewed

Stimulating

Stuffed

Succulent

Supreme

Supremo

Super

Surprise

Sweet

Tangy

Tantalizing

I hope you find this helpful... and as an "FYI" you'll want to also take advantage of the power of alliteration. So, keep sounds together like: **Premium Pizza...** Savory Sauce... **Famous Fries...** Decadent Desserts...

All the best, *Kamron Karington*

