

## Step 31 · Menu

### Frequently Asked Questions

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#### **What drink sizes should I offer?**

Choose a small set that suits your customers, recipes, and storage space. There is no single “standard medium” across coffee businesses. Test each size with its actual espresso, milk, flavor, and ice amounts, then cost it separately. Fewer sizes can simplify ordering and stock, but dropping a popular size can disappoint customers. Use trial feedback before opening and actual sales afterward to decide what earns its place.

#### **What should go on my first menu?**

Start with a clear core your intended customers want and your setup can serve reliably. A bakery adding coffee may begin with brewed coffee; an espresso-focused business needs a different offer. Keep sizes, flavors, and preparation manageable, and test the full service before expanding. Check ingredient cost, storage, equipment, and training for every item. Give your local food-safety reviewer an accurate description of what you will prepare.

#### **Should I make my own syrups or buy them?**

Compare taste, consistency, and the full cost—including your time, cleaning, storage, and waste. House-made flavors can distinguish your menu, but owners report different savings and customer responses. A mix can work: make a few signature flavors and buy dependable staples. Test a manageable batch before expanding. Have the preparation and storage process checked locally; sugar content or a hot-filled bottle alone does not prove safe shelf life.

#### **Should I add matcha to my menu?**

Add it if customer demand and your operating setup justify it. Some owners sell plenty; others receive few requests even nearby. Try a limited offer with a product and recipe you have tasted and practiced. Check preparation time, ingredient cost, storage, and waste, then review repeat orders. You do not need to enjoy matcha personally, but someone who understands it should help you serve it well.

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Educational guidance. Check your own circumstances with the appropriate local professional.