

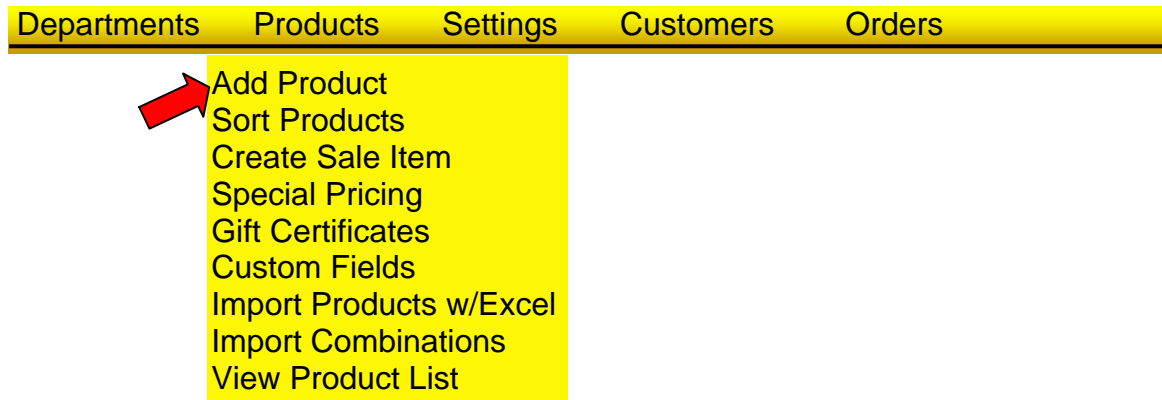


## Building Your Online Menu

### Create Menu Items

#### Adding a Menu Item

On the gold Toolbar, click “Add Product ” from the “Products” dropdown menu.



This will open the Item Information screen.

#### Item Information

Title:

Department: Chicken Specialties

SKU:  Item ID: n/a

Price:  List Price :

Taxable:  Inventory:

Min Quantity :  Max Quantity :

Description:

**Title**

This is the name of the item as it would appear in your menu.

**Department**

This is the department (or category) in which the item will appear. You may move the item into any department at any time.

**SKU**

The SKU is optional in the store.

**Price**

This is the base price of the item that you intend to actually charge.

**List Price**

Often referred to as Manufacturer's Suggested Retail Price (MSRP) this allows you to display List Price, Sale Price and Savings expressed as a dollar amount or % savings. List price is optional and generally not applicable to online menu ordering.

**Taxable**

Checking this adds sales tax to the item in the guest check if it meets the criteria set up in the tax tables. You may configure the eStore to charge sales tax in any or all of the states

**Inventory**

The eStore is capable of displaying real time inventory. "\*" is the default setting and indicates unlimited inventory. Entering a number will set the inventory for the item and allow inventory rules to apply. Inventory rules are configured in the "Settings", "Inventory Options" section. Inventory rules allow you to hide the product when inventory reaches 0 or display In Stock/Out of Stock messages, etc.

**Min Quantity/Max Quantity**

This allows you to set a minimum number of items to order or maximum number of items. "\*" is the default setting and indicates no minimum or maximum.

**Description**

You may enter any amount of text here to describe the menu item. The description area also supports HTML tags and can be formatted extensively. You may include images, animated GIF's, Flash and embed ITML tags. You may also enter unformatted text and format the text with the built in HTML editor. To do this, enter the text and save the product. Then click on "Edit" at the top of the description.

## Adding Menu Item Options

Options allow you to present alternative choices to the customer in a number of different formats like dropdown menus, radio buttons, and check boxes. Options may also be used to allow customers to choose from a large number of choices that affect the price.

**DROPDOWN MENUS and RADIO BUTTONS** allow customers to select only **ONE** choice from a list of possibilities.

Select Size	▼
Small	
Medium	
Large (Add \$2.00)	

Small    Medium    Large (Add \$2.00)

**CHECK BOXES** allow customers to select **MULTIPLE CHOICES** from a list of possibilities.

- Add Chicken
- Add Extra Cheese
- Dressing on side

**TEXT BOXES** allow customers to enter text. This is typically used for Special Instructions.

Special Instructions

## Creating Item Options

Scroll down below the Item Information box to “Product Options”.

### Product Options

Product options allow the customer to choose from a number of alternatives like sizes or colors from a drop down menu or they can also be used to prompt the customer for additional information with a text field, or to choose from a list of items with check boxes or radio buttons. You can have as many product options as you like.

Title	Type	Required
(No Options Found)		

[\[Add Option\]](#)

[Copy Options From:](#)

**Click “Add Option” to open the Options Settings screen.**

**Option Settings**

Name: \*required

Type:

Required:

Field Width:

Field Max Length:

Order:

Instructions:

Price Adjustment:  [\[?\]](#)

**Menu Items**

If you have selected Radio Buttons or Drop Down Menu as the option type then list the available choices below. Put each choice on its own line. Do not separate with commas.

**Name**

This will identify and serve as a label for the set of choices, for example “Sizes” or “Colors”. You must enter a name for each set of alternatives.

**Type**

Type determines the way the options will be displayed:

- Text field – allows text input from customer
- Check Box
- Radio button
- Drop down menu
- Text box – allows text input from customer

**Required**

Requires the customer to select an option before proceeding to checkout

**Field Width**

Specifies the width of text fields

**Field Max Length**

Specifies a maximum number of characters that can be input into a text field

**Instructions**

Prints anything you enter to the right of the option – format with css: #choices{}

**Price Adjustment**

Price Adjustment adds or subtracts a dollar amount to the base price of the item. If a price adjustment is specified, and the Type is checkbox, the amount will be added to the base price of the item if the box is checked by the customer. You may use a negative number to subtract an amount. If the type is Text Field or Text Box, the amount will be added to the item if the customer adds anything to the text area.

If the Type is DropDown, you may add or subtract dollar amounts to any of the items in the dropdown in the Menu Items screen – Price Adjustment does not affect a Dropdown Menu.

## Menu Items

If you have selected Radio Buttons or Drop Down Menu as the option type from the Options Setting screen (above) then list the available choices in the box below. Put each choice on its own line. Do not separate with commas. Here is an example:

**Menu Items**

If you have selected Radio Buttons or Drop Down Menu as the option type then list the available choices below. Put each choice on its own line. Do not separate with commas.

Small  
Medium  
Large | 2.00

You may increase the cost of an option in the list by adding a dollar amount with a pipe | symbol (the pipe symbol is found above the backslash “\” on your keyboard). For in the example above, SM and MED would be charged the base price of the item, LG would be charged the base plus \$2.50 and XLG the base plus \$3.00.

The additional cost displays in the dropdown on the product page as XLG (Adds \$3.00)

