

RITUAL ▼

Guide to Menu Manager

September 2020





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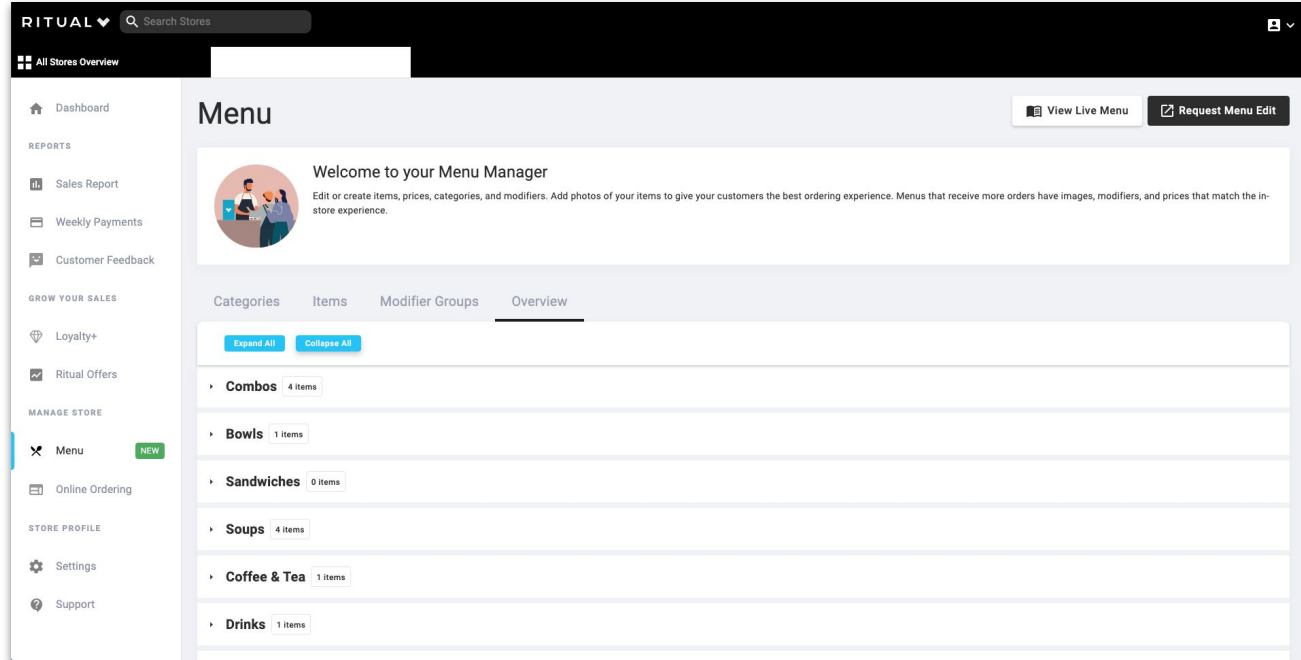
About Menu Manager

Menu Manager

Ritual's Menu Manager, available in your [Partner Portal](#) under the **Menu** tab, enables you to view and customize your menu to provide the best ordering experience for your customers!

Here's what you can do:

1. Create new menus (including prices, descriptions, modifiers & images)
2. Edit existing menus (including prices, descriptions, modifiers & images)
3. Adjust menu availability





Create New Menus

- ❑ Whether you're new to Ritual or adding in new seasonal items to your menu, you can create all the mains, sides and more that are available in your restaurant
- ❑ Customize items so that customers can choose the exact modifiers they want
- ❑ Add images to showcase items



Edit Existing Menus

- ❑ Modify or remove items whenever your menu changes
- ❑ Adjust prices
- ❑ Adjust customizations
- ❑ Adjust images



Adjust Menu Availability

- ❑ Have a lunch special that's only available during a specific time, or a dish that is only available on Mondays? Customize these availabilities as needed
- ❑ Assign custom hours to categories and items

Accessing Menu Manager

1. Log in to your [Partner Portal](#) account. Ensure you have **Admin** or **Editor** access.
2. On the left side toolbar, under **Manage Store**, select **Menu**.

RITUAL ♡ | Partner Portal


Sign in to your Account

Email Address

username@email.com


Password

.....


☐ I'm not a robot 
reCAPTCHA Privacy · Terms


Sign In


Forgot your password?

 Dashboard


REPORTS


 Sales Report

 Weekly Payments


 Customer Feedback


GROW YOUR SALES

 Loyalty+

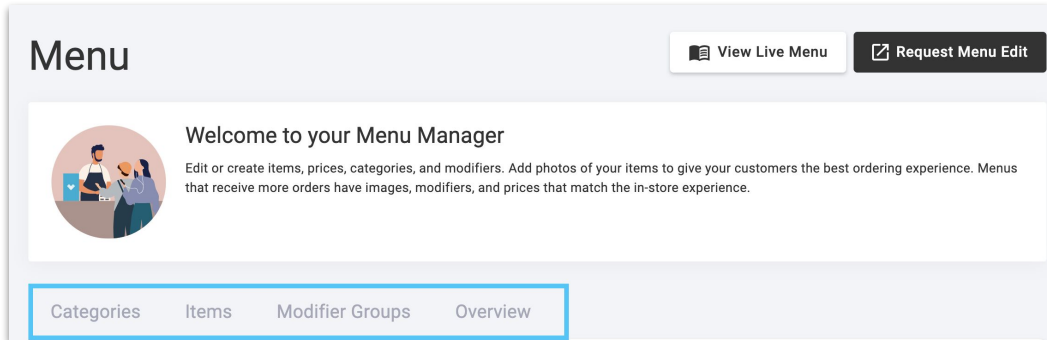
 Ritual Offers

MANAGE STORE

 Menu NEW

 Online Ordering

How Menu Manager is organized



Categories

Categories are groups that house your items and are used to structure your menu items. Within each category, you may offer an unlimited number of items.

Examples:

- Appetizers
- Lunch Specials
- Sandwiches
- Beverages

Items

Items are the unique individual products you offer that make up categories.

Examples:

- Burger Combo
- Salmon Sushi Special
- Pepperoni Pizza
- Half Dozen Donuts

Modifier Groups & Modifiers

Modifier groups help you organize item customizations or modifiers. You can attach size options, toppings, or even combo options to items by placing these modifiers into modifier groups. You can also select how many modifiers a customer can select in each modifier group.

Examples:

- Choose Size
- Add Toppings
- Add A Side
- Milk Modifications

Overview

This tab allows you to view your whole menu (Categories, Items, Modifier Groups and Modifiers).

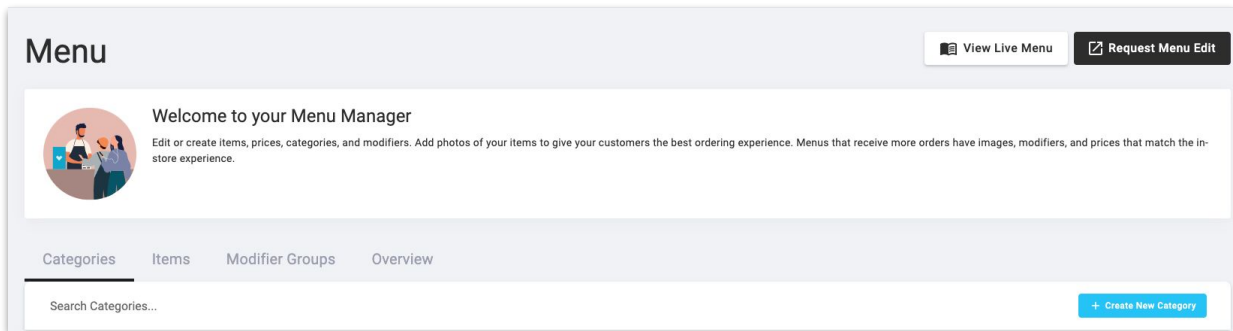
How to Create in Menu Manager

Create New Categories

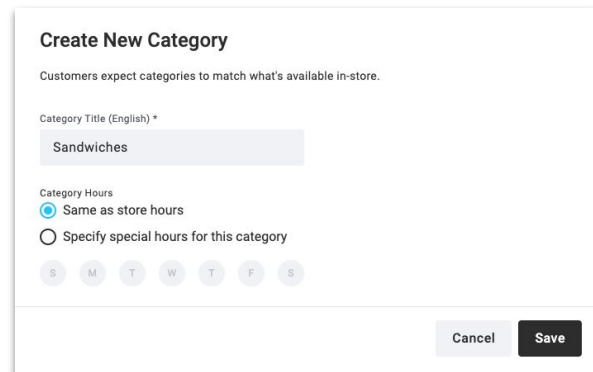
Categories are groups that house your items and are used to structure your menu items (for example: Salads, Sandwiches, and Smoothies).

How to create a new category:

1. Select **Menu** in Partner Portal.
2. Click on the **Categories** tab.
3. Click the blue **+ New Category** button and a popup will appear.
4. In the popup, under **Category Title**, input the **Category Name**.



The screenshot shows the 'Menu' management interface. At the top, there's a 'Menu' header with two buttons: 'View Live Menu' and 'Request Menu Edit'. Below this is a 'Welcome to your Menu Manager' section with an illustration of a person at a computer and a brief description of the tool's purpose. A navigation bar contains four tabs: 'Categories', 'Items', 'Modifier Groups', and 'Overview'. Below the tabs is a search bar labeled 'Search Categories...' and a blue button labeled '+ Create New Category'.



The screenshot shows the 'Create New Category' popup. It has a title 'Create New Category' and a subtitle 'Customers expect categories to match what's available in-store.' Below this is a text input field for 'Category Title (English) *' with the value 'Sandwiches'. Underneath is a 'Category Hours' section with two radio button options: 'Same as store hours' (which is selected) and 'Specify special hours for this category'. Below the radio buttons are seven circular buttons representing the days of the week: S, M, T, W, T, F, S. At the bottom right are 'Cancel' and 'Save' buttons.



Set your Category Names the same as they are in-store so returning customers can find their favourite meals quickly!

Create New Categories

How to create a new category (cont'd) :

5. Under **Category Hours**, the default will be “Same as store hours”. This means all items belonging to this category will be available from the store hours listed in **Settings > Store Information > Operating Hours**.

6. If the category is, for example, a lunch special that is only available on weekends, then select “Specify special hours for this category”. Sunday will be set as the **default**, which you can then edit as needed.

Category Hours

☐ Same as store hours

☒ Specify special hours for this category

S M T W T F S

Sunday 12:00 PM 01:00 PM

Cancel Save

Category Hours

☐ Same as store hours

☒ Specify special hours for this category

S M T W T F S

Sunday 11:00 AM 01:00 PM

Saturday 11:00 AM 01:00 PM

Cancel Save

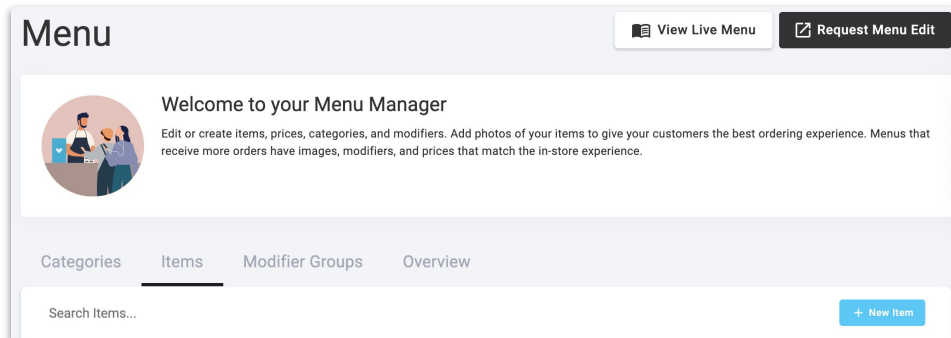
7. Select the days of the week the category is available and enter the start and end hours for the day.
- Manually adjust the time or click on the clock icon and scroll up or down (*don't forget to adjust AM and PM where necessary!*)
8. Click **Save** to confirm changes.

Create New Items

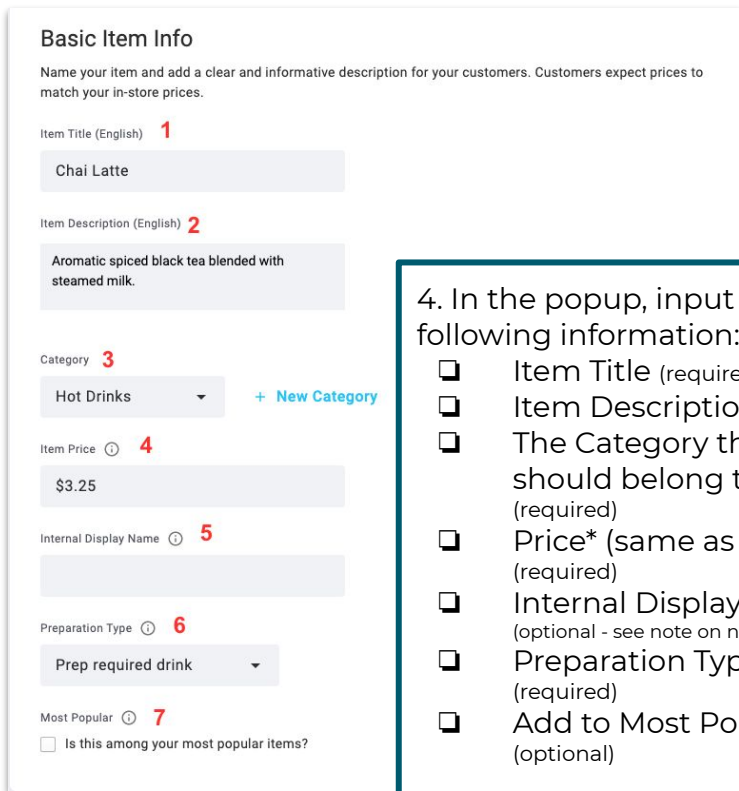
Items is the second tab listed. This is where you create all the individual food and drink offerings on your menu.

How to create a new item:

1. Select **Menu** in Partner Portal.
2. Click on the **Items** tab.
3. Click the blue **+ New Item** button and a popup will appear.



The screenshot shows the 'Menu Manager' interface. At the top, there's a 'Menu' header with 'View Live Menu' and 'Request Menu Edit' buttons. Below is a welcome message: 'Welcome to your Menu Manager' with a subtext: 'Edit or create items, prices, categories, and modifiers. Add photos of your items to give your customers the best ordering experience. Menus that receive more orders have images, modifiers, and prices that match the in-store experience.' There's a circular icon with three people. Below this is a navigation bar with 'Categories', 'Items' (selected), 'Modifier Groups', and 'Overview'. At the bottom, there's a search bar 'Search Items...' and a '+ New Item' button.



The screenshot shows the 'Basic Item Info' popup form. It has the following fields and labels:

- Basic Item Info**
Name your item and add a clear and informative description for your customers. Customers expect prices to match your in-store prices.
- Item Title (English) 1**
Chai Latte
- Item Description (English) 2**
Aromatic spiced black tea blended with steamed milk.
- Category 3**
Hot Drinks (dropdown menu) + New Category
- Item Price ⓘ 4**
\$3.25
- Internal Display Name ⓘ 5**
(empty field)
- Preparation Type ⓘ 6**
Prep required drink (dropdown menu)
- Most Popular ⓘ 7**
☐ Is this among your most popular items?

4. In the popup, input the following information:

- ☐ Item Title (required)
- ☐ Item Description (required)
- ☐ The Category the item should belong to (required)
- ☐ Price* (same as in-store) (required)
- ☐ Internal Display Name (optional - see note on next page)**
- ☐ Preparation Type (required)
- ☐ Add to Most Popular (optional)


Create New Items

How to create a new item (cont'd):

- ❑ Upload an item Image - the more photos on your menu, the better!
- ❑ Apply Modifier Groups (if applicable)
- ❑ Set Item Availability

Photo


Upload a high quality photo of your item.



[Image Guidelines](#)
JPEG or PNG only. Maximum file size of 50 MB.

Replace Remove

5. Click **Save**.

6. To delete an item, select the  **Remove** button (in the top right corner)

7. To organize items, use the **Categories** tab.

Internal Display Name

This optional field can be helpful for internal restaurant operations. You can include item menu numbers or specific titles that are important for your staff but not necessarily required for customers to see on your menu.

For example, many Chinese restaurants have large menus that have menu numbers associated with menu items that employees are more familiar with - these numbers and item names can be added to this internal field.

Modifier Groups

Add customizations here so your customers can create their perfect order.

Select a Modifier Group

[+ New Modifier Group](#)

Choose Size
Options: 2

Items Using: Chai Latte

Required

Choose Milk
Options: 3

Items Using: Chai Latte, Drip Coffee

Optional

[← Back](#)

 Remove


Save

Chai Latte

Basic Item Info

Name your item and add a clear and informative description for your customers. Customers expect prices to match your in-store prices.

Setting Prices on Menu Manager

To set prices, navigate to the **Items** tab in Menu Manager and select the item whose price you would like to update by clicking on the  pencil icon on the right.

Menu Manager supports three different formats for pricing:

1. Item-level price
2. Base price + extra charges
3. Modifier price

Menu items and modifiers that are up-charged or do not match in-store prices are prohibited on the Ritual platform. These items may be temporarily removed from your menu and may be subject to approval by Ritual as outlined in your merchant agreement.

Item-Level Price

If your item has a **set price**, you can input that price in the Item Price field when creating or editing the item.

Chicken Noodle Soup

Basic Item Info

Name your item and add a clear and informative description for your customers. Customers expect prices to match your in-store prices.

Item Title (English) *

Chicken Noodle Soup

Item Description (English)

A homemade classic!

Category *

Soups [+ Create New Category](#)

Item Price ⓘ

\$4.25

☐ Set a custom tax rate for this Item

Chicken Noodle Soup

A homemade classic!

\$4.25

Setting Prices on Menu Manager

Base Price + Extra Charges

If your item price depends on the customer's selection of a modifier, you can set your “base” price in the **Item Price** field and set any additional charges within a modifier group by inputting the appropriate deltas for each modifier.

For example, let's say a Green Curry dish costs \$11.00 with Tofu but costs \$13 with Chicken. You can apply an item base price of \$11.00 and apply a modifier group (like “Choose Protein”) containing the modifiers Tofu (\$0) and Chicken (\$2).

Thai Green Curry

Basic Item Info

Name your item and add a clear and informative description for your customers. Customers expect prices to match your in-store prices.

Item Title (English) *

Thai Green Curry

Item Description (English)

House made curry with your choice of protein.

Category *

Curries [+ Create New Category](#)

Item Price ⓘ

\$11.00

☐ Set a custom tax rate for this item

Thai Green Curry

House made curry with your choice of protein.

Choose Protein

☒ Tofu

☐ Chicken \$2.00

☐ Salmon \$3.00

Setting Prices on Menu Manager

Modifier Price

If you would like your displayed price to reflect the first modifier price, you can input “0” into the Item Price and set all prices within the first modifier group attached to the item.

For example, let’s say a Fountain Drink is available in various sizes. You can create a Modifier Group of “Choose Size” with modifiers like “Small (\$2)” or “Large (\$3)”.

Setting the item price at \$0 will automatically pull the price of the “Small (\$2)” as the default displayed price, as long as “Choose Size” is the first modifier group attached to the Fountain Drink item.

Conditional/dynamic pricing is not yet supported in Menu Manager.

Fountain Pop

Basic Item Info

Name your item and add a clear and informative description for your customers. Customers expect prices to match your in-store prices.

Item Title (English) *

Fountain Pop

Item Description (English)

Choose from a variety of flavours.

Category *

Drinks

+ Create New Category

Item Price ⓘ

\$0.00

☐ Set a custom tax rate for this item

Modifier Groups

Add customizations here so your customers can create their perfect order.

Select a Modifier Group

+ New Modifier Group

Choose Size

Options: 2

Items Using: Cream of Mushroom,
Fountain Pop

Required

Small

\$2.00

Large

\$3.00



Fountain Pop

Choose from a variety of flavours.

Choose Size



Small

\$2.00



Large

\$3.00

Taxes/VAT Settings

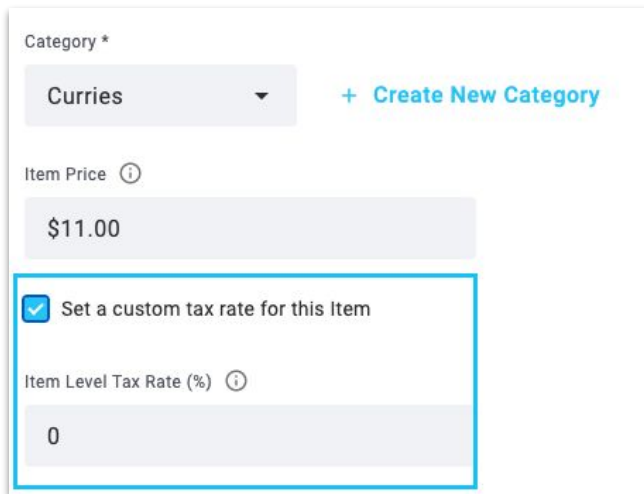
Taxes/VAT (UK)

Some regions have specific tax settings required for certain foods, sugary items, or drinks.

From your initial set up, your profile tax settings are defaulted to the region that you are located in, so all items will be taxed at that default rate, unless a custom tax rate is set. Alternatively, tax rates may differ from the default rate if special requests (i.e - tax inclusive prices) were made during the initial set up. For specific inquiries regarding your tax settings, reach out to our Partner Support team at <https://partner.ritual.co/support>.

For specific **items** that may have different tax settings than your default, you can set a **custom tax rate** for the item by checking off the box and inputting the custom rate. This can be found under the **Price** field in any item.

For **modifiers** that need to be taxed differently than the item (such as a Hot Food Tax with a "Toasted" modifier), custom modifier tax rates can be adjusted at the modifier level.



Category *

Curries ▼ + Create New Category

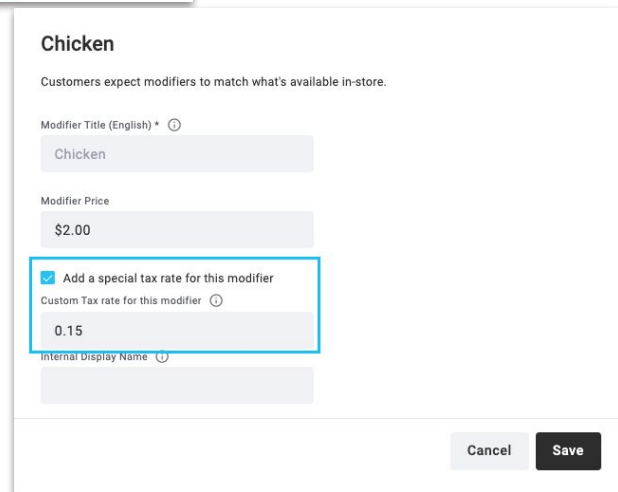
Item Price ⓘ

\$11.00

☒ Set a custom tax rate for this Item

Item Level Tax Rate (%) ⓘ

0



Chicken

Customers expect modifiers to match what's available in-store.

Modifier Title (English) * ⓘ

Chicken

Modifier Price

\$2.00

☒ Add a special tax rate for this modifier

Custom Tax rate for this modifier ⓘ

0.15

Internal Display Name ⓘ

Cancel Save

Preparation Types

Prep Required Food

Prep Required Foods are any items that require preparation, such as sandwiches, burritos, pad thai or ramen.

When selecting this option, the default prep time is
15 minutes.

Prep Required Drink

Prep Required Drinks are items such as lattes, milkshakes or bubble tea.

When selecting this option, the default prep time is
5 minutes.

Ready Made Food

Ready Made Food are items such as grab n' go items, bags of chips, baked goods or pastries.

When selecting this option, the default prep time is
2 minutes.

Ready Made Drink

Ready Made Drinks are items such as bottled soda, canned pop, juices boxes or any sort of grab n' go drink.

When selecting this option, the default prep time is
2 minutes.

It is important to take note of the prep times as this will affect food quality and pick-up/delivery times. Ensuring that food is made within the provided time frame will result in a better customer experience. If you'd like to request different preparation times for your menu, submit a request at [**https://partner.ritual.co/support**](https://partner.ritual.co/support).

“

**Food is the ingredient that
binds us together**

Someone Very Wise

”

Create New Modifier Groups

Modifier Group Name (English) *

Choose Size

Modifier Group Name

This is your opportunity to create “action” items for your customers. By using words like “*Choose*”, “*Add*”, “*Modify*”, “*Select*” you are asking your customers to act on the options. These titles are customer-facing and are displayed on your menu.

Internal Note ⓘ

Latte

Internal Note

This field is optional, but is helpful in organizing your menu. It can be used as an internal “description” for the menu editor, to describe the modifiers included, or what items the modifier group applies to. For example, “Choose Size” is a modifier group that can apply to multiple items, such as coffee, soups or salads. Adding the category or item name in an internal note will help keep you organized when adding modifier groups to items.

Minimum

Maximum

1

1

Minimum/Maximum Threshold

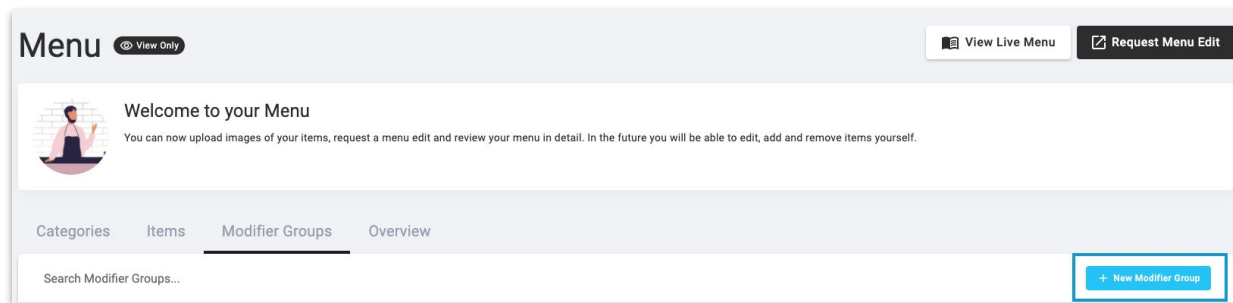
You can set the minimum or maximum number of options that customers may select. For example, for a mandatory modifier, such as a size option for a latte, you would set the Min/Max as 1/1 so that a default is selected but customers are given the choice to change it.

For add-ons, you would set the Min/Max as 0/0 as you do not want to limit the number of add-ons that customers can select to increase their cart size, while also not forcing customers to add extra options onto their item.

Create New Modifier Groups

How to create Modifier Groups:

1. Select **Menu** in Partner Portal.
2. Click on the **Modifier Groups** tab
3. Click the **+ New Modifier Group**
4. In the new modifier group page, input the following information:
 1. Modifier Group Name
 2. Internal note (Optional)
 3. Minimum/Maximum threshold (Optional)
5. Click **Save**.



The screenshot shows the 'New Modifier Group' form. At the top left is a back arrow and the text 'menu'. At the top right is a 'Save' button. The main title is 'New Modifier Group'. Below it is a 'Details' section with the text: 'Modifier groups are collections of modifiers allowing your customers to create their perfect order.' The form contains the following fields:

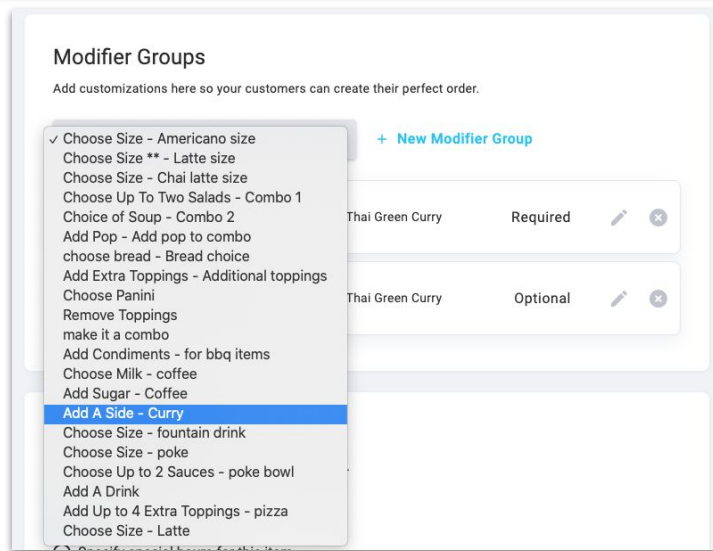
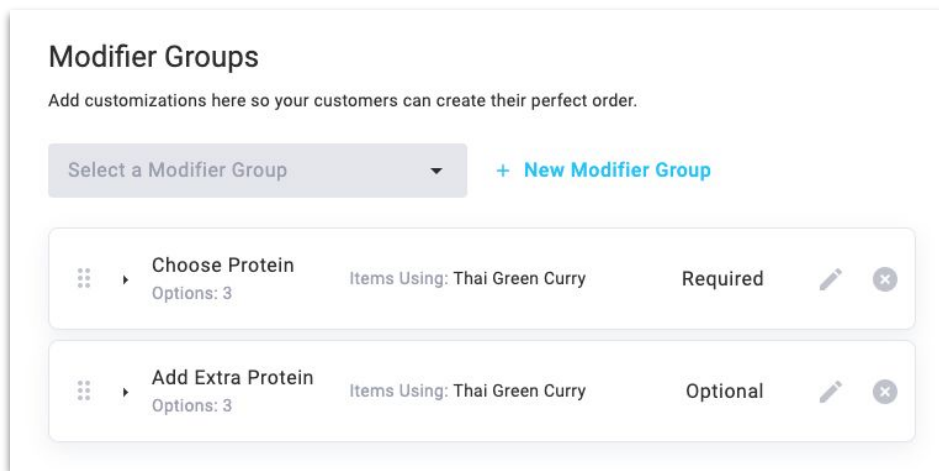
- 'Modifier Group Name (English) *' with a placeholder 'Choose Size'.
- 'Internal Note' with a placeholder 'Latte' and an information icon.
- A section for 'How many of these can a customer add? If required, allow them to select at least 1 minimum.' with 'Minimum' and 'Maximum' labels and input fields, both containing the value '1'.

A blue rectangular box highlights the 'Modifier Group Name', 'Internal Note', and the quantity fields. A blue arrow points from the bottom right of this box towards the 'Save' button.

Applying Modifier Groups

How to apply Modifier Groups:

1. Select **Menu** in Partner Portal.
2. Click on the **Items** tab.
3. To **add** a modifier group, either search for the item in the search bar or scroll down and click on the item you would like to modify.
4. Scroll down to **Modifier Groups**
 - a. Click on the drop down list to select a modifier group.
 - b. Create a new modifier group if it does not already exist by selecting **+New Modifier Group** on the right
5. To **organize** Modifier Groups, select the dotted-square icon (on the left hand side) and drag to the desired position. Click **Save**.



Setting Optional or Required Modifier Groups

Required Modifiers

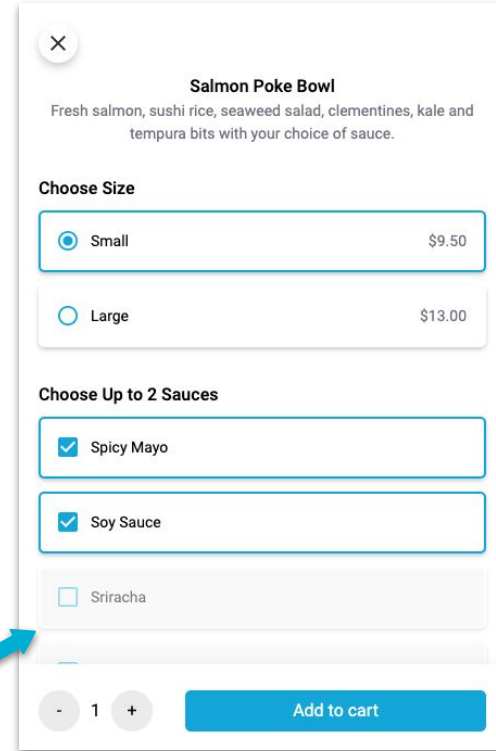
Under **How many of these can a customer add?**, you would have a Minimum of 1, so that a default is selected but customers are given the choice to change the selection. The Maximum would depend on how many modifiers you will allow your customers to choose for that item. For example, if a customer can add up to 2 sauces on their Poke Bowl, you would have a Minimum 1/Maximum 2. If the modifier is for a size option for a latte, you would have a Minimum 1/Maximum 1 so customers can only choose 1 size.

Example)

Choose Size - Minimum 1/Maximum 1;

Choose Up to 2 Sauces - Minimum 1/Maximum 2

Modifier Groups have configurations to set parameters for modifiers. You can set the Minimum or Maximum number of options that customers may select.



The screenshot shows a product configuration modal for a 'Salmon Poke Bowl'. The modal has a title bar with a close button (X). Below the title, there is a description: 'Fresh salmon, sushi rice, seaweed salad, clementines, kale and tempura bits with your choice of sauce.' The configuration is divided into two sections: 'Choose Size' and 'Choose Up to 2 Sauces'. In the 'Choose Size' section, there are two radio button options: 'Small' (selected) and 'Large'. In the 'Choose Up to 2 Sauces' section, there are three checkbox options: 'Spicy Mayo' (checked), 'Soy Sauce' (checked), and 'Sriracha' (unchecked). At the bottom of the modal, there is a quantity selector with a minus button, the number '1', and a plus button, followed by an 'Add to cart' button. A blue arrow points from the 'Sriracha' option to the plus button in the quantity selector.

Modifier Group	Option	Selected	Price
Choose Size	Small	Yes	\$9.50
	Large	No	\$13.00
Choose Up to 2 Sauces	Spicy Mayo	Yes	
	Soy Sauce	Yes	
	Sriracha	No	

Quantity: - 1 + Add to cart

Note: After the maximum number of options has been selected, other options will be greyed out.

Setting Optional or Required Modifier Groups

Optional Modifiers


Under **How many of these can a customer add?**, you would have a Minimum of 0, so that the Modifiers remain optional and customers are not forced to make a selection. For Modifier Groups such as *Add A Drink* where there is **no limit**, you would set the **Maximum as 0 (unlimited)**.

For other modifier groups where the modifiers are optional, but limited, you would set the **Minimum as 0, and the Maximum as a limited number**. For example, if the Modifier Group is *Extra Pizza Toppings*, but customers can only select up to 4 extra toppings, your **Minimum would be 0, and your Maximum would be 4**.


Example) Add A Drink - Minimum 0/Maximum 0

Add A Drink

<input checked="" type="checkbox"/>	Coke	\$2.00
<input checked="" type="checkbox"/>	Diet Coke	\$2.00
<input checked="" type="checkbox"/>	Green Tea	\$2.00
<input checked="" type="checkbox"/>	Lemonade	\$3.00

Note: After the maximum number of options has been selected, other options will be greyed out. 

Example) Add Up to 4 Extra Toppings





Cheese Pizza
Thin crust.

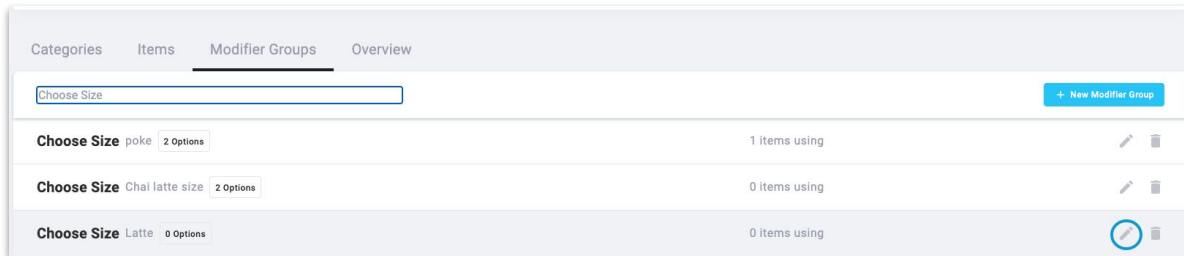
Add Up to 4 Extra Toppings







<input checked="" type="checkbox"/>	Mushrooms	\$0.50
<input checked="" type="checkbox"/>	Green Peppers	\$0.50
<input type="checkbox"/>	Jalapenos	\$0.05
<input checked="" type="checkbox"/>	Red Onions	\$0.05
<input checked="" type="checkbox"/>	Pepperoni	\$1.00
<input type="checkbox"/>	Chicken	\$3.00

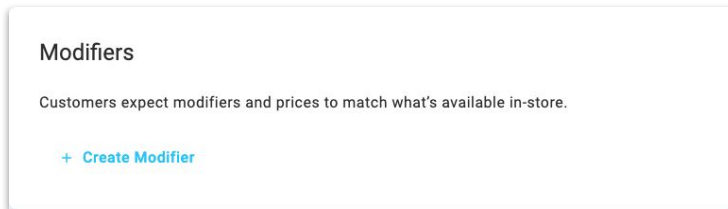
Create New Modifiers

How to create Modifiers:

1. Select **Menu** in Partner Portal.
2. Click on the **Modifier Groups** tab
3. To **create** a new Modifier select the Modifier Group that you want to edit. Click the group (or the  pencil on the right).
4. To create a modifier, scroll down to **Modifiers** & select **+Create Modifier**.
5. Input the following information: Title, Price (if applicable) & Internal Display Name (optional). Click **Save**.
6. To delete a modifier select the  **Remove** button.
7. To **organize** modifiers, select the dotted-square icon (on the left hand side) and drag to the desired position. Click **Save** on the top right.



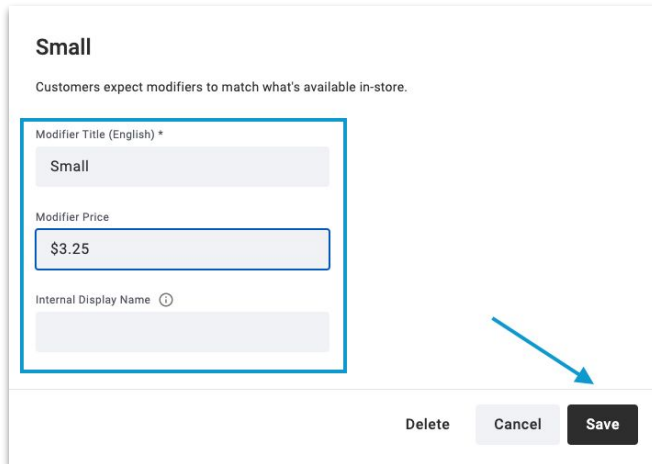
Categories	Items	Modifier Groups	Overview
<input type="text" value="Choose Size"/>			
		Choose Size poke 2 Options	1 items using  
		Choose Size Chai latte size 2 Options	0 items using  
		Choose Size Latte 0 Options	0 items using  



Modifiers

Customers expect modifiers and prices to match what's available in-store.

[+ Create Modifier](#)



Small

Customers expect modifiers to match what's available in-store.

Modifier Title (English) *

Small

Modifier Price

\$3.25

Internal Display Name ⓘ


[Delete](#) [Cancel](#) [Save](#)

Internal Display Name
This field is optional, but is helpful for internal restaurant operations. It can be used to display modifier menu numbers or specific instructions that are displayed on the operator facing side. For example, Modifier Group titles are not always displayed on the merchant side, so this field can help clarify if customers are requesting modifiers such as substitutions or removal of ingredients.

NOTE: Modifiers can only be added once a Modifier Group has been created.

How to Edit in Menu Manager

Edit Category Titles or Category Availability

1. Select **Menu** in Partner Portal.
2. Click on the **Categories** tab.
3. Click the  pencil icon next to the Category you want to edit. A popup will appear.
4. In the pop up, adjust the **Category Title** if applicable. If no other changes are needed, click **Save**.
5. If Category Hours need to be updated, select the appropriate option as needed.
 - o "Same as store hours" means all items belonging to this category will be available from open to close.
 - o If the category is a special that is only available on certain days, then you select "Specify special hours for this category". Sunday will appear as default, which you can then edit.
6. Select the days of the week the category is available, then adjust the start and end hours for the day.
 - o Input hours or click on the clock icon and scroll up or down accordingly (don't forget to adjust AM and PM where necessary!)
7. Click **Save** to complete the update.

Weekend Lunch

Customers expect categories to match what's available in-store.

Category Title (English) *

Weekend Lunch Specials

Category Hours

☐ Same as store hours

☒ Specify special hours for this category

S M T W T F S

Sunday 11:30 AM 01:00 PM

Saturday 11:30 AM 01:00 PM

Delete Cancel Save

Weekend Lunch

Customers expect categories to match what's available in-store.

Category Title (English) *

Weekend Lunch Specials

Category Hours

☐ Same as store hours


☒ Specify special hours for this category

S M T W T F S


Sunday 11:30 AM 02:30 PM

Saturday 11:30 AM 02:30 PM

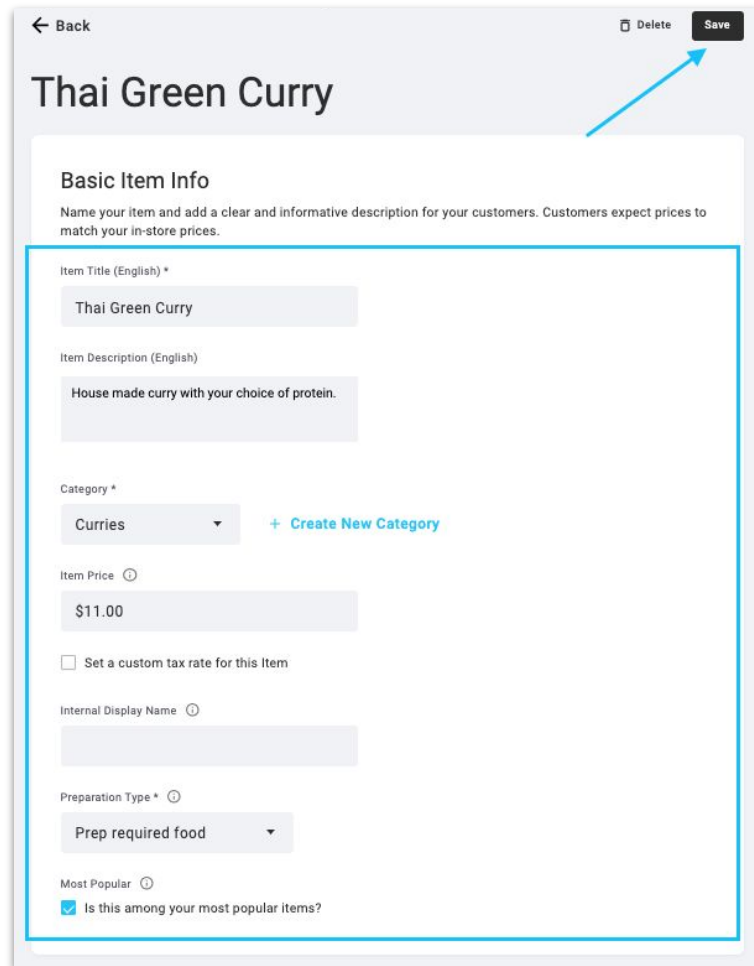
Delete Cancel Save

 Set your Category Names the same as they are in-store so returning customers can find their favourite meals quickly!

Edit Item Name, Description, Price or Category

1. Navigate to the Item tab in Menu Manager, and search or select the item you would like to modify.
2. Click on the item or the  pencil on the right side.
3. To update an **item name**, edit the Item Title field and click **Save**.
4. To update the **description**, edit the Item Description field and click **Save**.
5. 4. To update the price, edit the Item Price* field and click **Save**.
6. To update a category, click on the drop down list to select an existing category or click **+New Category** to create a new one. Click **Save**.

Menu items and modifiers that are up-charged or do not match in-store prices are prohibited on the Ritual platform. These items may be temporarily removed from your menu and may be subject to approval by Ritual as outlined in your merchant agreement.



← Back Delete **Save**

Thai Green Curry

Basic Item Info

Name your item and add a clear and informative description for your customers. Customers expect prices to match your in-store prices.

Item Title (English) *

Thai Green Curry

Item Description (English)

House made curry with your choice of protein.

Category *

Curries + Create New Category

Item Price ⓘ

\$11.00

☐ Set a custom tax rate for this Item

Internal Display Name ⓘ

Preparation Type * ⓘ

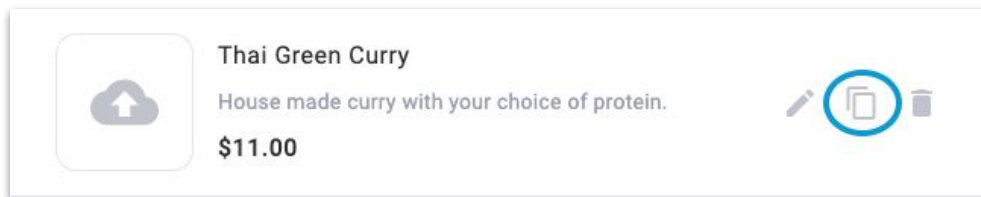
Prep required food

Most Popular ⓘ

☒ Is this among your most popular items?

Items in Different Categories

To have the same item in **two different categories**, you will have to **duplicate** the item and manually select a new category.



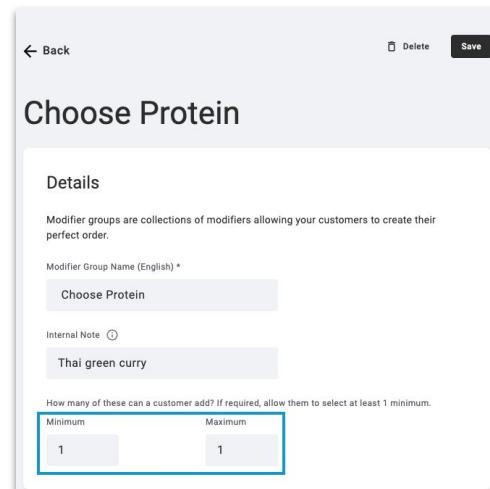
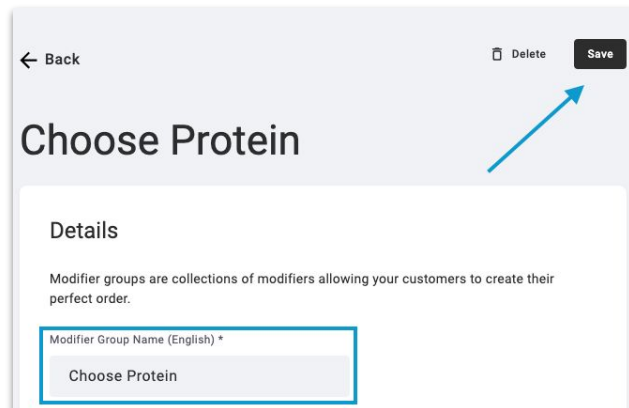
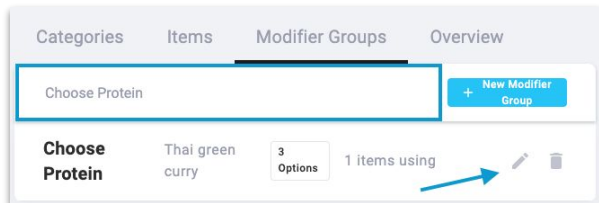
The duplicate tool is also helpful when creating similar items that share modifier groups and/or categories. Simply duplicate the item and update the Item Title, Description and Price.

Once you select the duplicate button, a “Copy” of the item will appear and you can adjust any fields, including Item Category. **The duplicated item will have all fields populated from the original item.**

A screenshot of a web form titled 'Copy of Thai Green Curry'. The form is on a light gray background. At the top left is a 'Back' button with a left arrow, and at the top right is a 'Save' button. The form contains several sections: 'Basic Item Info' with a sub-header 'Name your item and add a clear and informative description for your customers. Customers expect prices to match your in-store prices.'; 'Item Title (English) *' with a text input field containing 'Thai Green Curry'; 'Item Description (English)' with a text input field containing 'House made curry with your choice of protein.'; 'Category *' with a dropdown menu set to 'Curries' and a '+ Create New Category' link; 'Item Price ⓘ' with a text input field containing '\$11.00'; a checkbox 'Set a custom tax rate for this Item' which is unchecked; 'Internal Display Name ⓘ' with a text input field; 'Preparation Type * ⓘ' with a dropdown menu set to 'Prep required food'; and 'Most Popular ⓘ' with a checked checkbox 'Is this among your most popular items?'. The 'Copy of Thai Green Curry' title is enclosed in a blue rectangular box.


Edit Existing Modifier Groups

1. Navigate to the **Modifier Groups** tab in Menu Manager, and search or select the modifier group you would like to edit.
2. Click on the modifier group or the pencil on the right side.
3. To update the title, edit the **Modifier Group Name** field and click **Save**.
4. To update the **Min/Max** threshold, edit the Minimum & Maximum fields and click **Save**.



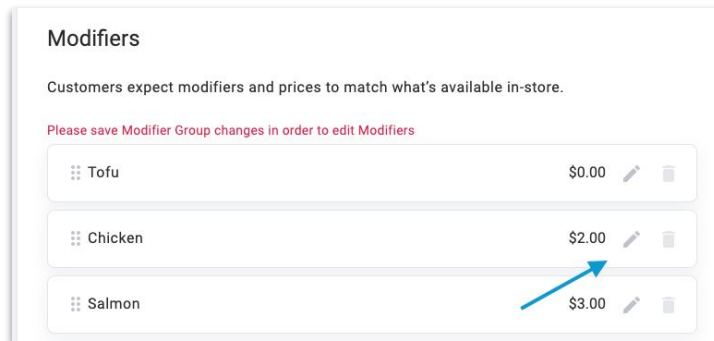
Edit Modifiers

How to edit the name or price of existing Modifiers

1. Navigate to the **Modifier Groups** tab in Menu Manager, and search or select the modifier group you would like to edit. 
2. Click on the modifier group or the pencil on the right side
3. Scroll down to **Modifiers** and select the modifier that you would like to update.
4. To update the modifier name, update the Modifier Title field and click **Save**.
5. To update the modifier price*, update the Modifier Price field and click **Save**.

***Menu items and modifiers that are up-charged or do not match in-store prices are prohibited on the Ritual platform. These items may be temporarily removed from your menu and may be subject to approval by Ritual as outlined in your merchant agreement.**







When editing modifiers, it is encouraged to completely **delete** existing modifiers instead of editing titles. This will prevent any overlooked mistakes in forgetting to edit internal display names or customer quick re-orders.



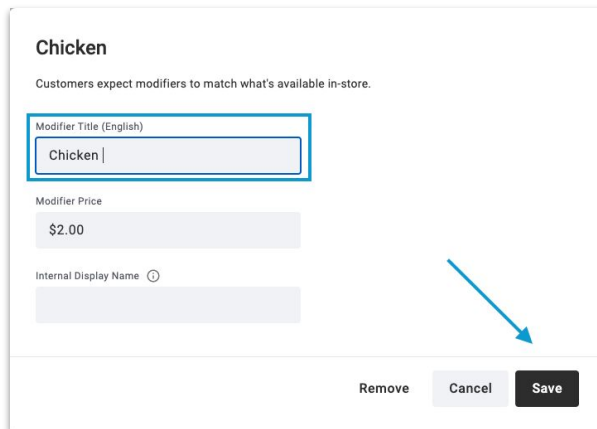
Modifiers

Customers expect modifiers and prices to match what's available in-store.

Please save Modifier Group changes in order to edit Modifiers

Tofu	\$0.00		
Chicken	\$2.00		
Salmon	\$3.00		

A blue arrow points to the pencil icon next to the \$2.00 price for the Chicken modifier.



Chicken

Customers expect modifiers to match what's available in-store.

Modifier Title (English)

Chicken

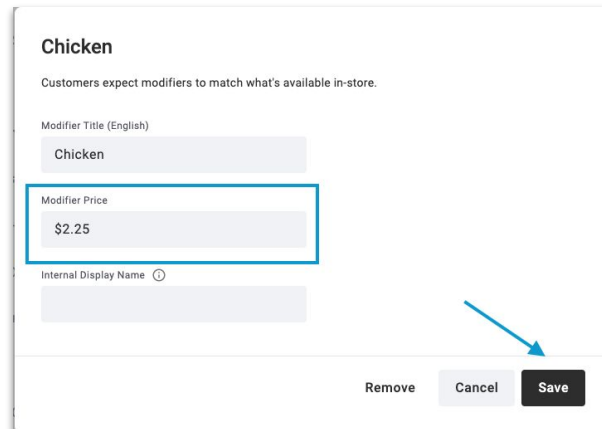
Modifier Price

\$2.00

Internal Display Name ⓘ

Remove Cancel Save

A blue arrow points to the Save button.



Chicken

Customers expect modifiers to match what's available in-store.

Modifier Title (English)

Chicken

Modifier Price

\$2.25

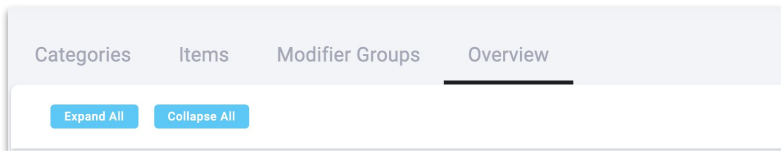
Internal Display Name ⓘ

Remove Cancel Save

A blue arrow points to the Save button.

Organizing Your Menu

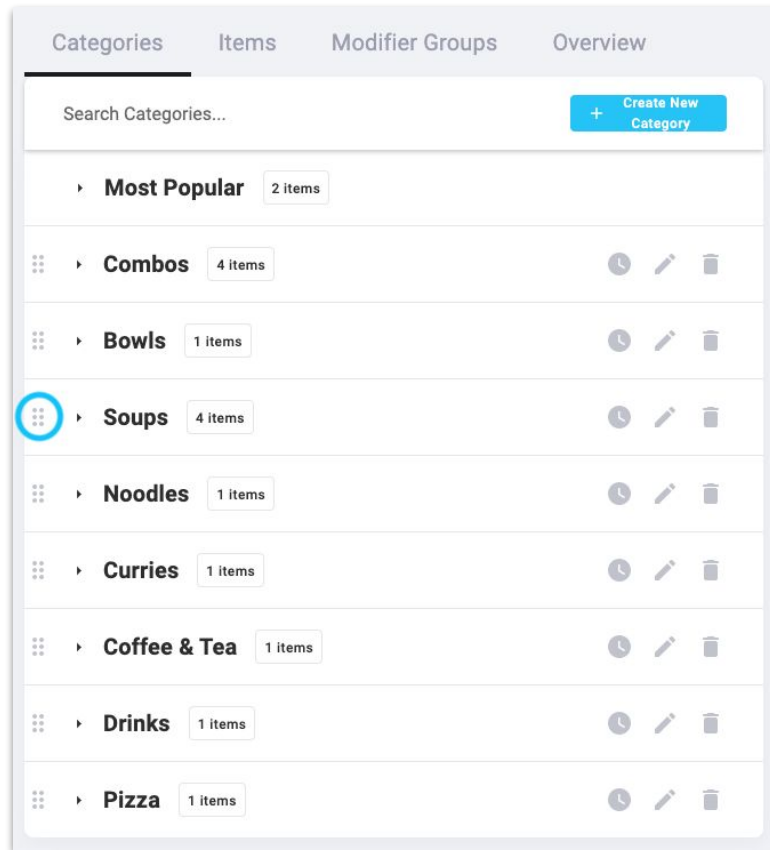
You can organize Categories, Items, Modifier Groups & Modifiers on your menu.



Organizing Categories

Navigate to the Categories tab in Menu Manager.

1. To edit the order of the **Categories**, hover over the dotted-square icon to the left of the Category Title until you see a hand icon. Click and hold, then drag the category to the desired position in your menu - once you unclick, the new Category ordering will save automatically.

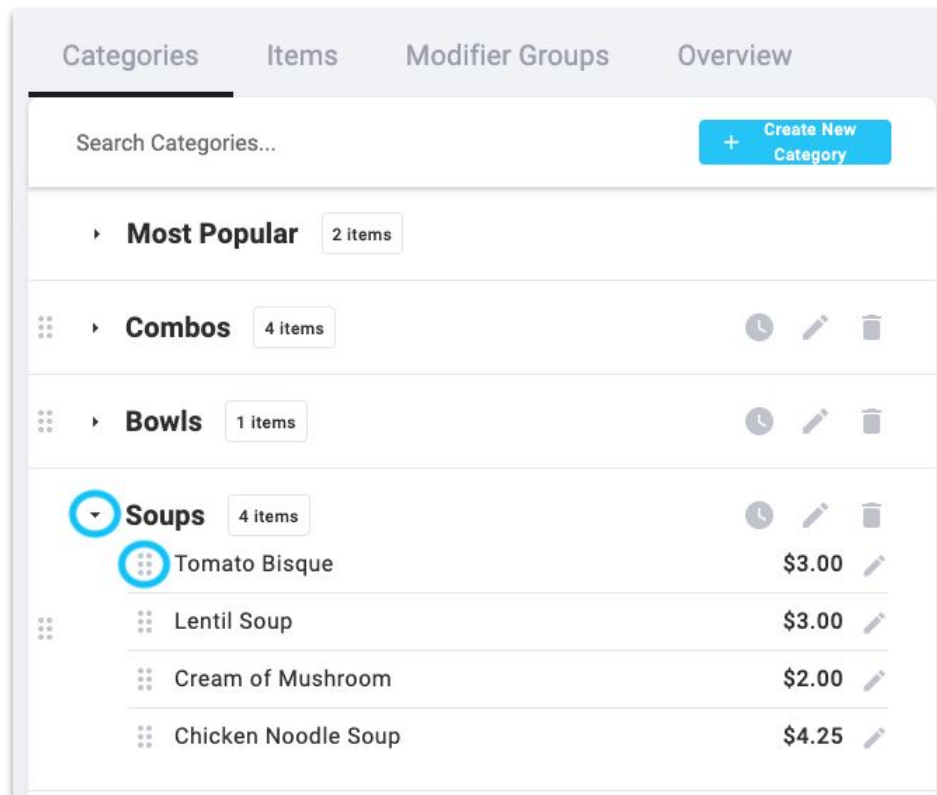


Organizing Your Menu

You can organize Categories, Items, Modifier Groups & Modifiers on your menu.

Organizing Items


1. Navigate to the Categories tab in Menu Manager, and search or select the Category that houses the items you would like to edit.
2. Click on the drop down arrow to view all items in that Category. To edit the order of the Items, hover over the dotted-square icon to the left of the Item Title until you see a hand icon. Click and hold, then drag the item to the desired position in your menu - once you unclick, the new item ordering will save automatically.



Organizing Your Menu

You can organize Categories, Items, Modifier Groups & Modifiers on your menu.

Organizing Modifier Groups

1. Navigate to the **Item** tab in Menu Manager, and search or select the item you would like to modify.
2. Click on the item or the  pencil on the right side on the right side
3. Scroll down to **Modifier Groups**. Click on the drop down to select the modifier group(s) that you would like to apply.
4. To edit the order of the Modifier Groups, hover over the dotted-square icon to the left of the Modifier Group Title until you see a hand icon. Click and hold, then drag the item to the desired position in your menu then select **Save**.

Modifier Groups

Add customizations here so your customers can create their perfect order.

Select a Modifier Group ▼

[+ New Modifier Group](#)



Choose Protein

Thai green curry

Required



Add A Side

Curry

Optional



Add Extra Protein

Optional



Organizing Your Menu

You can organize Categories, Items, Modifier Groups & Modifiers on your menu.

Organizing Modifiers

1. Navigate to the **Modifier Groups** tab in Menu Manager, and search or select the modifier group you would like to edit.
2. Click on the modifier group or the pencil on the right side
3. Scroll down to **Modifiers**. To edit the order of the Modifiers, hover over the dotted-square icon to the left of the Modifier Title until you see a hand icon. Click and hold, then drag the item to the desired position in your menu then select **Save**.

Modifiers

Customers expect modifiers and prices to match what's available in-store.

 Tofu

\$0.00



Chicken

\$2.00



 Salmon

\$3.00

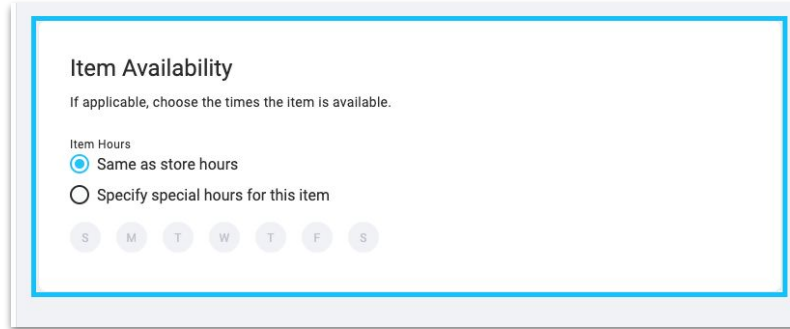


[+ Create Modifier](#)

Updating Daily/Weekly Specials

Setting a Schedule for Specials

1. Create your item(s) on your menu or locate the item(s) if it already exists on your menu.
2. Select the pencil on the right side to edit your item.
3. Once you've selected your item, the page will look similar to the image below. Scroll to the bottom of the page, to **Item Availability**
4. Select the **Specify special hours for this item** option. Once you select this option, the days of the week will become available to select.
5. Select the day(s) that this item will be available during the week & input the hours that the item will be available. *This schedule will remain on the item and will appear on a recurring basis, until it is manually updated.*



Item Availability

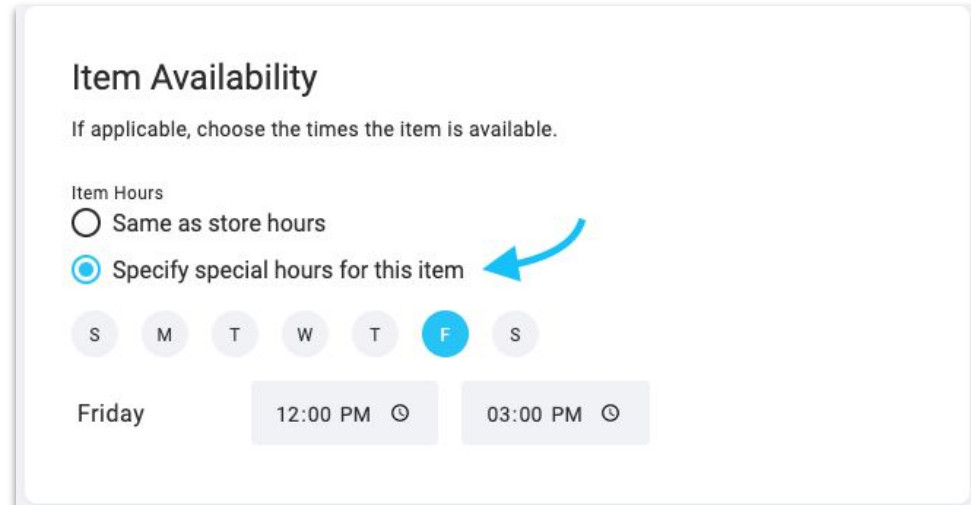
If applicable, choose the times the item is available.

Item Hours

☒ Same as store hours

☐ Specify special hours for this item

S M T W T F S



Item Availability

If applicable, choose the times the item is available.

Item Hours

☐ Same as store hours

☒ Specify special hours for this item

S M T W T F S

Friday 12:00 PM 03:00 PM

Updating Daily/Weekly Specials

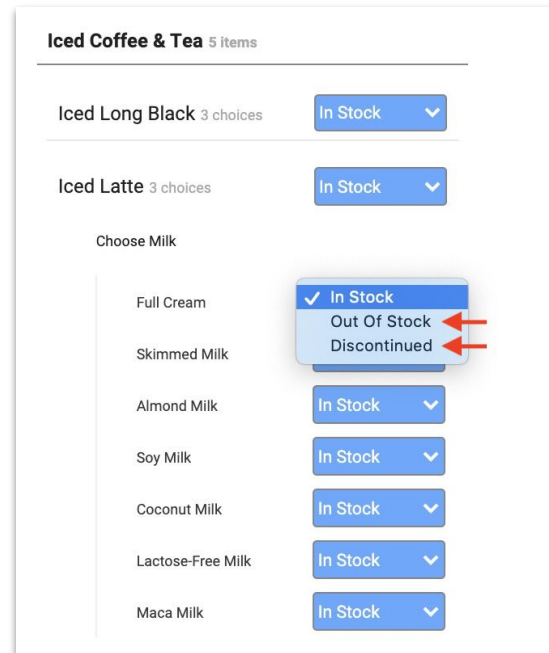
Removing a Schedule for Specials

To **remove** the item from your daily or weekly specials, there are multiple different steps you can take:

- If this was a **one-time** special that you don't intend to have on a weekly basis, simply **delete** the item from your menu.
- If this is a **recurring** special that you'd like to keep on your menu for another week, but **not consecutive** weeks, you can temporarily remove the item in 1 of 3 ways:

Non-consecutive recurring items

1. **Discontinue** the item(s) on your **ordering device**. By discontinuing the item, it is no longer visible on your menu and you can control which items will be displayed and available for customers to order. Simply put the item back **in-stock** when the item is available again.
2. **Adjust the hours** that the item is available to a time *outside* of your operating hours. By changing the hours, the item will not be available for order during your open hours.
3. **Adjust the days** that the item is available to a day that you are *closed*. This is not applicable to merchants open every day.



The screenshot shows a menu management interface for "Iced Coffee & Tea" with 5 items. The items are "Iced Long Black" (3 choices) and "Iced Latte" (3 choices). Below these is a section titled "Choose Milk" with a list of milk options: Full Cream, Skimmed Milk, Almond Milk, Soy Milk, Coconut Milk, Lactose-Free Milk, and Maca Milk. Each item has a status dropdown menu. The "Iced Long Black" and "Iced Latte" items are both set to "In Stock". The "Choose Milk" section shows a dropdown menu for "Full Cream" that is open, displaying three options: "In Stock" (checked), "Out Of Stock", and "Discontinued". Red arrows point to the "Out Of Stock" and "Discontinued" options, indicating they are the ones to be selected to remove the item from the menu.

Item	Status
Iced Long Black (3 choices)	In Stock
Iced Latte (3 choices)	In Stock
Choose Milk	
Full Cream	✓ In Stock, Out Of Stock, Discontinued
Skimmed Milk	
Almond Milk	In Stock
Soy Milk	In Stock
Coconut Milk	In Stock
Lactose-Free Milk	In Stock
Maca Milk	In Stock

Best Practices

Helpful Tips

Preferences & Customizations



Items that are easily customizable should have modifier groups that allow for all the flexibility as in-store. Coffee items should have dairy alternatives, flavour shots and decaf modifiers. Items such as sandwiches & baked goods often have Toasted/Not Toasted modifiers.

Preparation Temperature & Style



Items such as steak should have a meat temperature modifier group so customers can choose their preferred option; modifiers can be *Well Done, Medium-Well, Medium, Medium-Rare & Rare*.

Other items like eggs should have a preparation style choice applied where modifiers include egg styles such as *Fried, Over-Easy, Over-Medium, Over-Hard, Scrambled, Poached*.

On The Side & “No dressing”



Offer salad dressings, dipping sauces & other condiments on the side. You can create a “Choose Dressing Style” modifier group with modifiers “Mixed In” or “On the Side”. This allows customers to choose how much dressing they put on their meal.

Modifications & Substitutions



Allowing customers to remove specific ingredients makes them feel like they are truly in control of their order! Consider giving customers the option to remove non-essential ingredients (like croutons on a salad). Be sure not to list ingredients that cannot be removed (like cilantro in a pico de gallo).

If substitutions are available, for free or for extra charge, be sure to offer it on your menu!

Make It Spicy!



Items that can have modified spice levels should have a modifier group “Choose Spice Level” with modifiers like *Mild, Medium, Spicy or Extra Spicy*. This is important for items such as curries, noodles and salsas.

Alcohol



Alcohol may be added to your menu, as long as items follow local government guidelines. Noncompliant items are subject to removal without notice.

By adding alcohol to your menu, you hereby agree that you oblige to all local government guidelines pertaining to the sale and distribution of alcohol. You are responsible for checking the most up to date government sources outlining the sale of alcohol for pick up/delivery. For details, submit an inquiry at <https://partner.ritual.co/support>.

Best Practices

Spell Check!

Always review your menu and ensure spelling and grammar are correct and consistent throughout your menu.

Menu brand standards vary from partner to partner, but spelling errors affect everyone the same.

Include Add-Ons to Increase Cart Size

Increase customer cart sizes by adding “Add A Side” or “Add A Drink” or “Make it a Combo” modifier groups to your menu. Allowing customers to only click through 1 menu item while selecting more items to purchase is an easy way to increase their order.

Menu Item Images

Including menu item images can convert orders by up to 15% for items with images compared to those without.

For the best quality photos, see our guidelines in our [Merchant Help Centre](#).

Set Prices to Match In-Store

Kindly note that Ritual is an extension of the in-store experience so all prices on the platform must match in-store prices.

Menu items and modifiers that are up-charged or do not match in-store prices are prohibited on the Ritual platform. These items may be temporarily removed from your menu and may be subject to approval by Ritual as outlined in your merchant agreement.

Include Descriptions

Descriptions are especially helpful for new customers ordering from your restaurant. Listing ingredients, allergens and dietary restrictions help customers choose the right item of their liking.

Update Your Menu Regularly

If you want to experiment with a new menu item, or often change your menu with the seasons, be sure to update your Ritual menu as well.

Keeping your menu up to date will ensure that proper prices are being charged, and that customers are able to enjoy your current menus.

Ritual Guidelines

Follow Ritual's Guidelines

- ❑ Treat everyone respectfully - foster positive interactions between restaurants and customers. We expect our Partners and customers to behave appropriately and respectfully when ordering through the platform. When deliveries or pick-ups are completed, personal space and privacy should be respected at all times.
- ❑ Follow the law - Ritual is committed to complying to all applicable laws, and we expect the same from all of our Partners. Do your part and adhere to your local government laws and regulations.
- ❑ Provide feedback and accurate information when following up with inquiries or customer feedback.

Ritual prohibits the use or display of the following:

- ❑ Any use of profanity, offensive or obscene language
- ❑ Anything disrespectful with regards to race, ethnicity, gender, sexual orientation, national origin, etc.
- ❑ Anything that promotes violence, criminal conduct or is sexual in nature
- ❑ Up-charged menu items that are not on par with in-store prices
- ❑ The sale of drugs and/or tobacco products
- ❑ Alcoholic beverages where local government regulations do not permit the sale of alcohol through online platforms, for delivery and/or takeout.

Prohibited items that violate Ritual's Guidelines will be removed from your menu. Repeated violations may be subject to removal from the platform and account deactivation.

Questions?

Submit a request to our Partner support team at
<https://partner.ritual.co/support> or visit our Merchant Help Centre at
<https://partnersupport.ritual.co/hc/en-us>