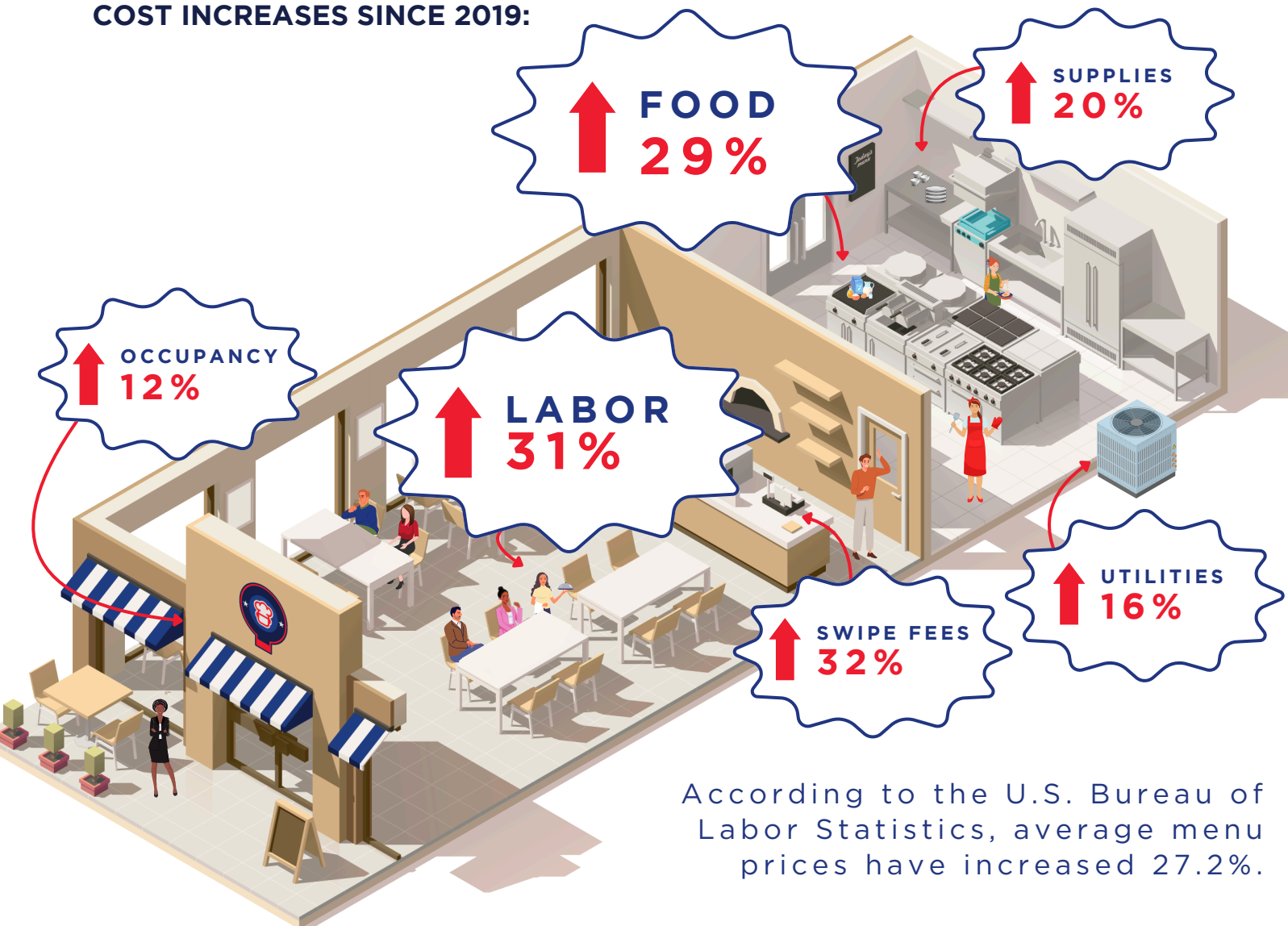


# EVERY COST OF RUNNING A RESTAURANT IS RISING

WHY HIGHER COSTS AND THIN MARGINS MADE MENU PRICE INCREASES **THE ONLY OPTION** FOR OPERATORS

Most restaurants operate on pre-tax profit margins of 3-5%, which means significant cost increases are not sustainable.

## COST INCREASES SINCE 2019:



According to the U.S. Bureau of Labor Statistics, average menu prices have increased 27.2%.

Average price increase needed to cover higher input costs & maintain margin: **26.2%**

Learn more about how inflation is straining restaurant operations at [restaurant.org/inflation](https://restaurant.org/inflation)