

Your guide to using Menu Maker

Uber
Eats

Contents

- 1 Overview
- 2 Create a new menu
- 3 Edit an existing menu
- 4 Use advanced settings
- 5 Optimize your menu
- 6 FAQ

1

Overview

An introduction to Menu Maker

☐☐☐ [Go to Index](#)

[Click here for a full list of all topics covered in this guide.](#)





Overview

- Intro to Menu Maker
- How to navigate Menu Maker

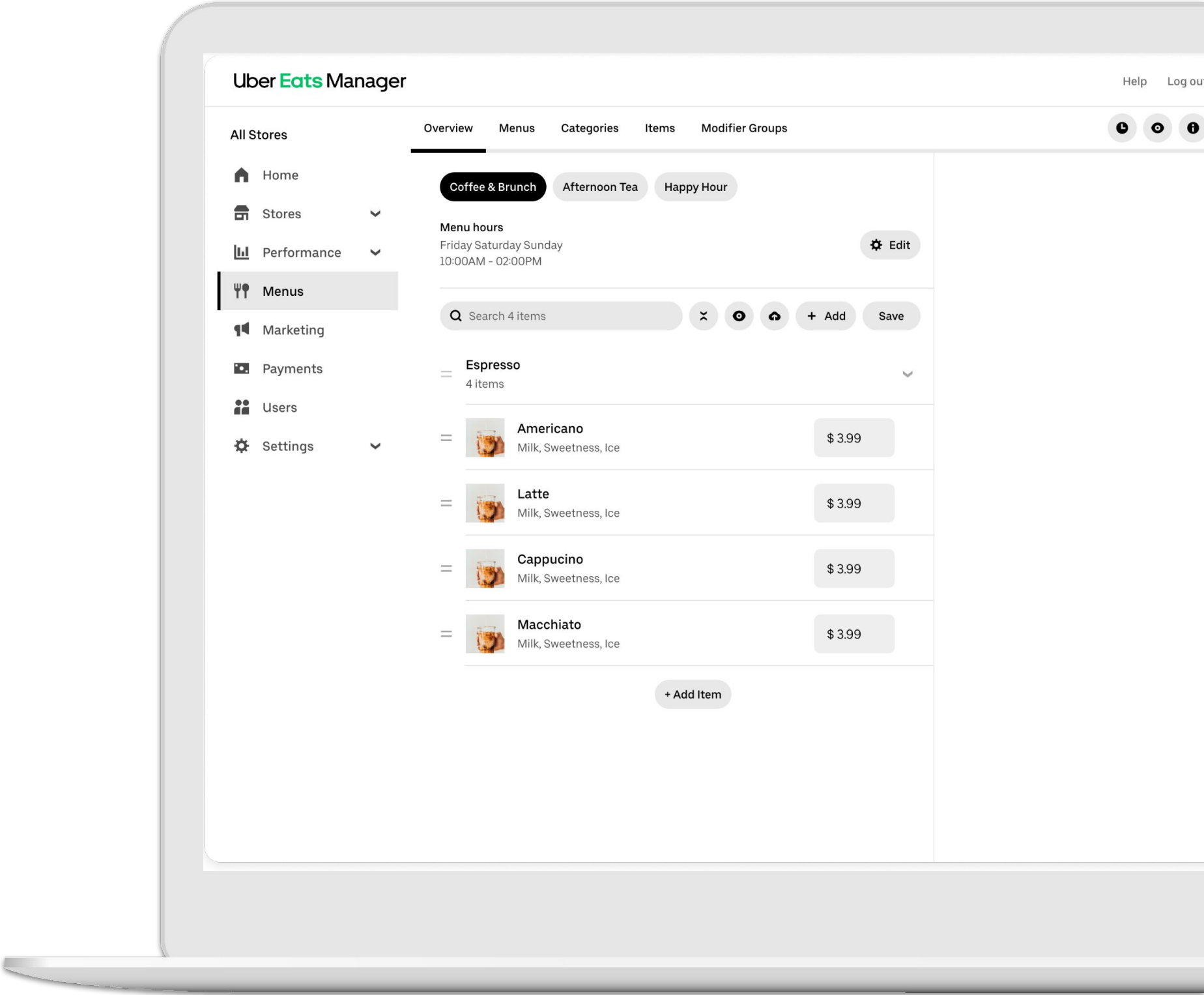
Intro to Menu Maker

Meet Menu Maker

Menu Maker is the part of Uber Eats Manager, which lets you access and update your menus to give your customers exactly what they want.

Related topics

- > [Create a new menu](#)
- > [Edit an existing menu](#)
- > [Optimize your menu](#)



- > [Create a new menu](#)
- > [Edit an existing menu](#)
- > [Optimize your menu](#)

Intro to Menu Maker

What you can do with Menu Maker

Menu Maker keeps it flexible, so it's easy to create and update all parts of your menu. You can quickly:



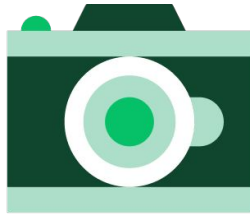
Change menu hours



Mark items in and out of stock



Add and delete menu items



Add, delete, and update photos



Change and differentiate pricing



Create customizations

Intro to Menu Maker

Glossary of key terms

Take a minute to familiarize yourself with these terms, which are used throughout Menu Maker. They define the building blocks you will use to create your Uber Eats menu.



Menu

A menu is made up of categories populated by items.

Menus include categories and items that are sold at specified times of the day and days of the week. For example, from 7am to 11am, you may have a breakfast menu and from 11am to 4pm you may have a lunch menu. That's two menus, each with different times of availability.

Category

Categories are groupings of items used to structure menus.

Within a category like desserts, you may offer menu items like donuts or pie. You can choose categories to offer on each menu. For example, offer desserts on your lunch menu, but not your breakfast menu.

Item

Items are individual dishes that make up categories.

In the salad category, for example, you may have items like Caesar salad and Garden salad. Items can also be smaller offerings, like condiments or toppings, that are used to customize main foods. When offered as a customization, an item is called a customization option, as defined below.

Customization

Customizations offer a way to modify items.

Customizations contains various customization options. For example, you can create a toppings customization group that contains customization options such as lettuce, tomatoes, and ketchup. You can then link the toppings customization group to a cheeseburger and a chicken sandwich so that customers can personalize these items with selections from the customization group.

- › [Create a new menu](#)
- › [Edit an existing menu](#)
- › [Optimize your menu](#)

Intro to Menu Maker

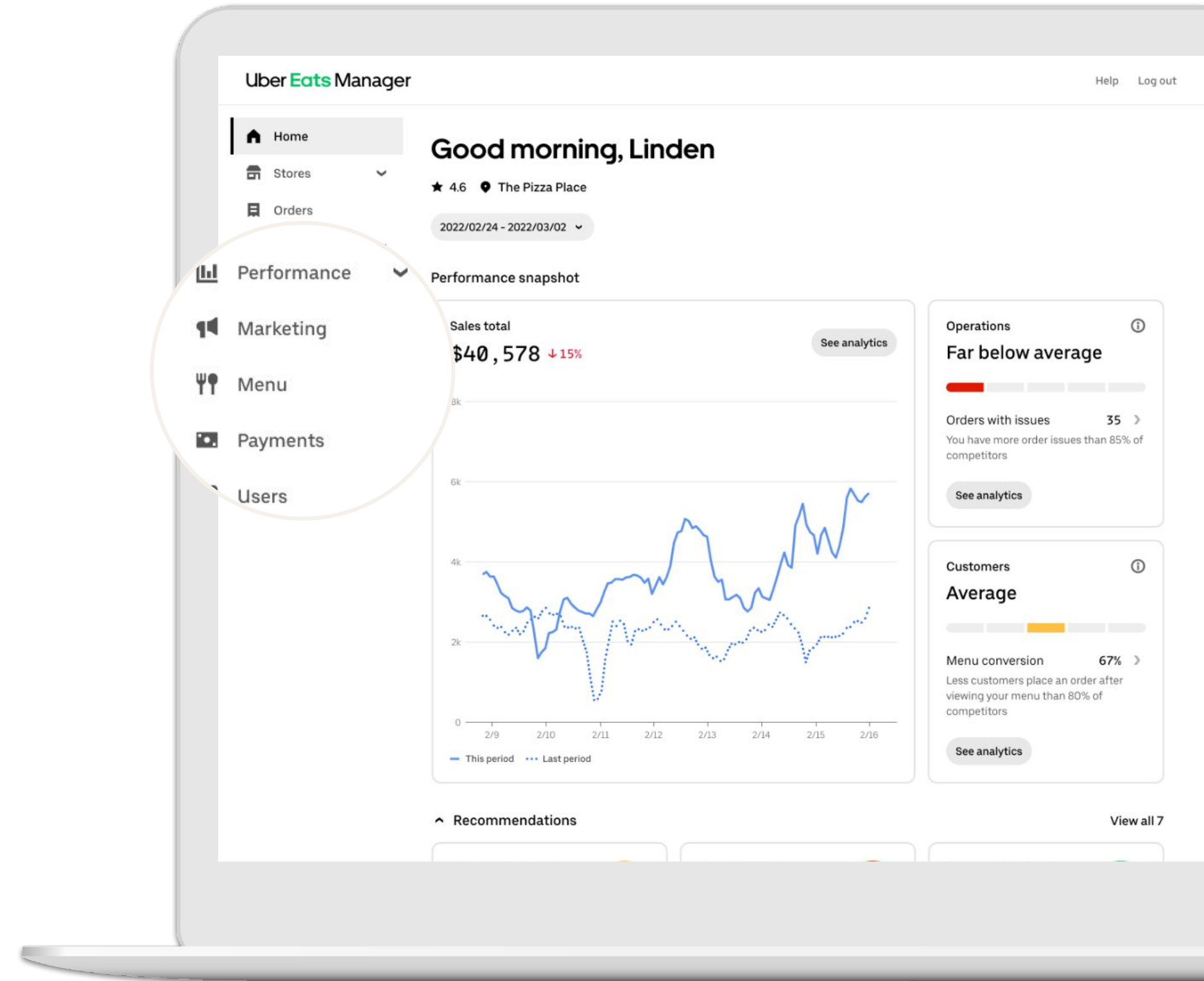
Getting started with Menu Maker

First, sign in to Uber Eats Manager

Visit [Uber Eats Manager](#) and enter your credentials. You'll be asked for the email you used during signup, as well as your password, so have that information handy.

Next, click on Menu

Located on the left side of your screen, look for **Menu** next to the fork and spoon icon. Simply click on **Menu** to bring up the screen where you can make your menu edits. Doing this gives you quick access to all the steps you need to create new menus and keep menus up to date.

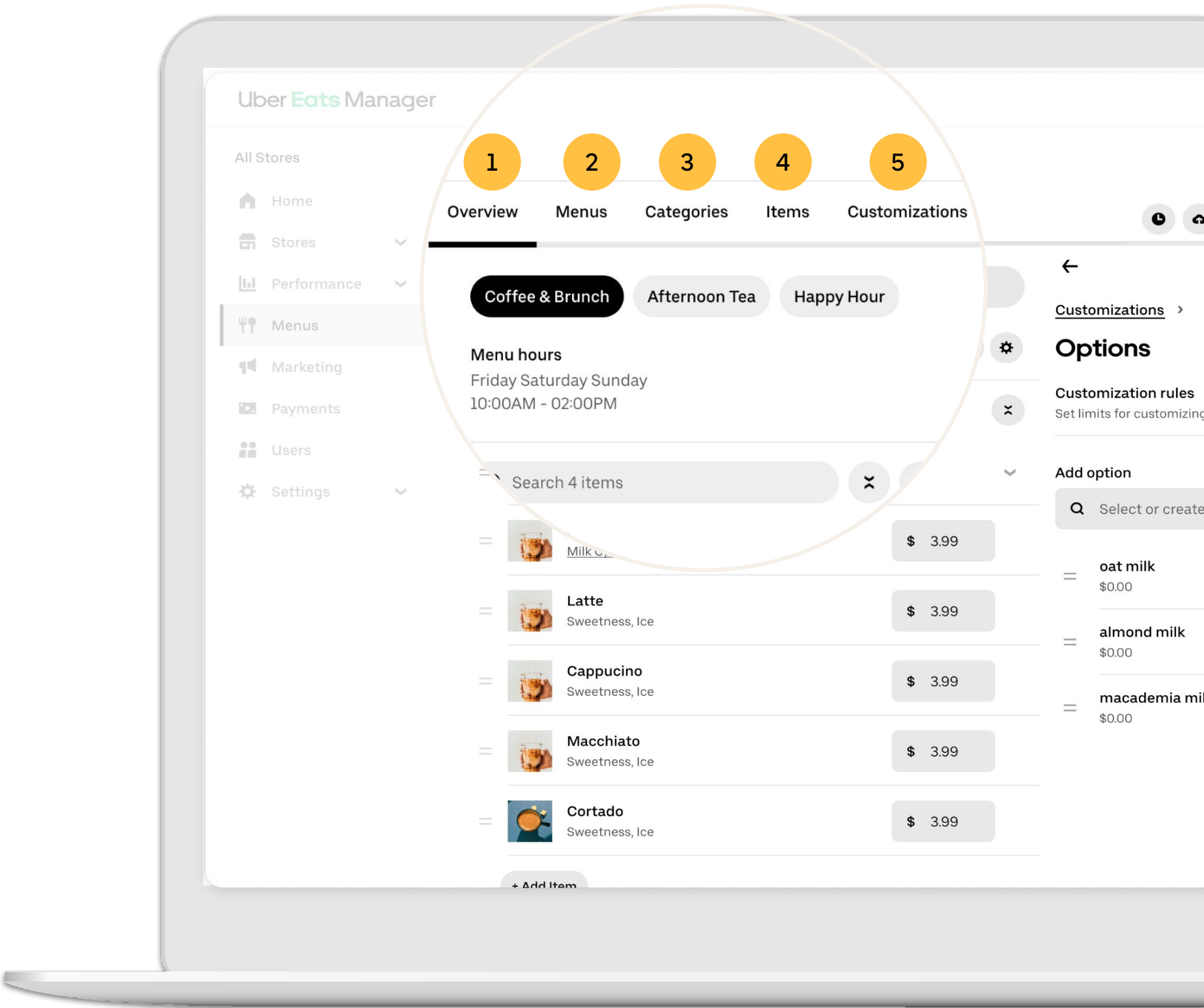


- › [Create a new menu](#)
- › [Edit an existing menu](#)
- › [Optimize your menu](#)

5 main navigation buttons

To help you easily move from task to task, Menu Maker has 5 main navigation buttons sitting at the top left of your screen:

- 1 Overview**
Click here to make nearly all your menu edits and see a comprehensive view of all of your menus.
- 2 Menus**
Click here to create your initial menu and set menu hours.
- 3 Categories**
Click here to view your categories e.g. Appetizer, desserts, the number of items each category has and which menu it appears in.
- 4 Items**
You can find all your individual menu items here.
- 5 Customizations**
This is where you'll find all your customization options. Click here to see a list of current customization and create new ones.



Overview

Intro to Menu Maker

How to navigate Menu Maker

Related topics

- > [Create a new menu](#)
- > [Edit an existing menu](#)
- > [Optimize your menu](#)

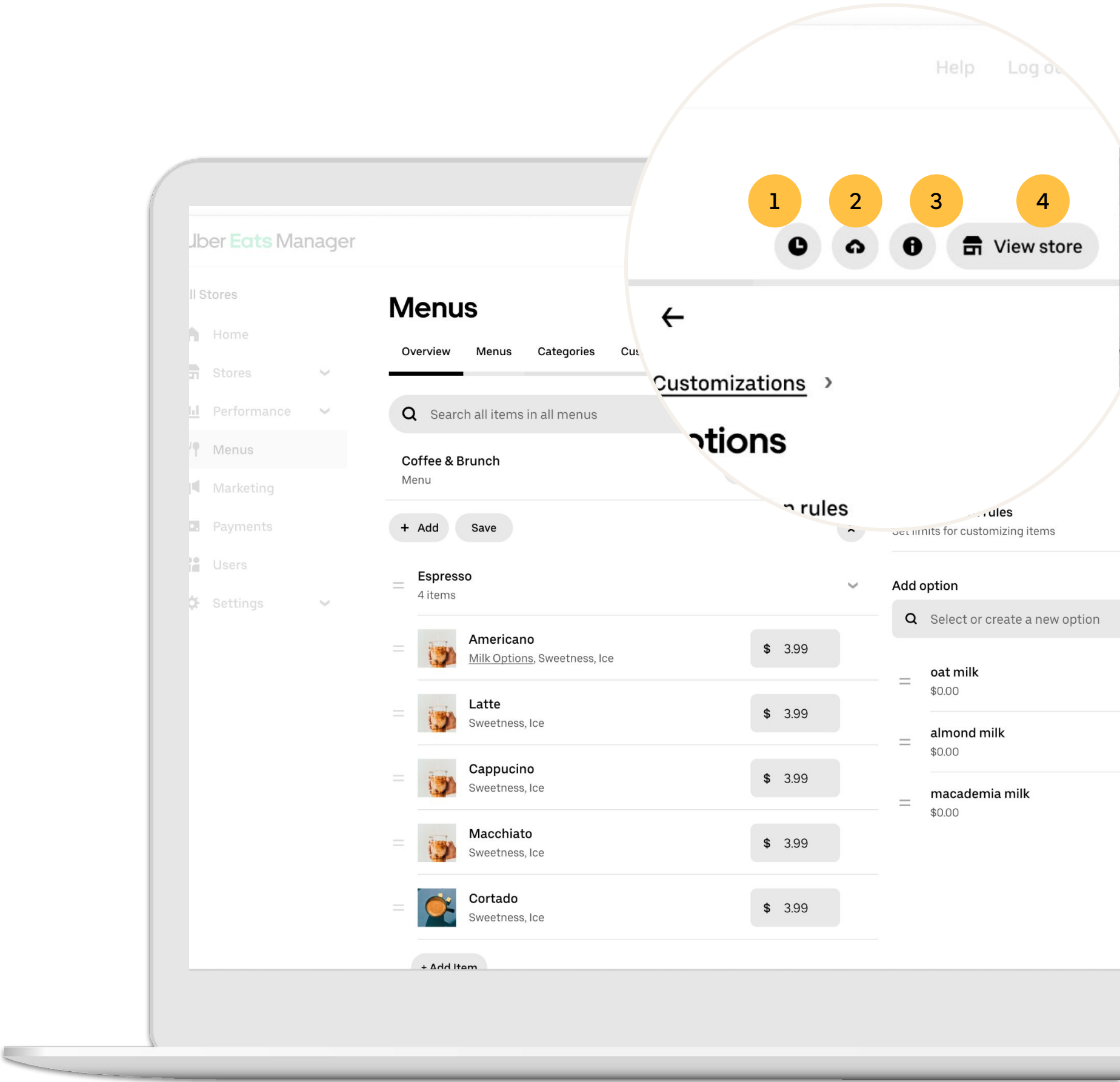
⌵ Go to Index

How to navigate Menu Maker

4 helpful quick-link buttons

At the top right of your screen, you'll see 4 buttons that link you quickly to key actions on Menu Maker.

- 1 See Changes**
View a complete listing of all the changes made to your menu.
- 2 Export / Import xlsx**
Export or import your menu through an xlsx spreadsheet
- 3 About**
Visit the Menu Maker website for training content, FAQs, and other useful resources.
- 4 View Store**
View how your store would look online to customers.



Learn more about the Overview tab

Consider the Overview tab to be your home base for creating, updating, and managing menus. Within the Overview tab, you'll find:

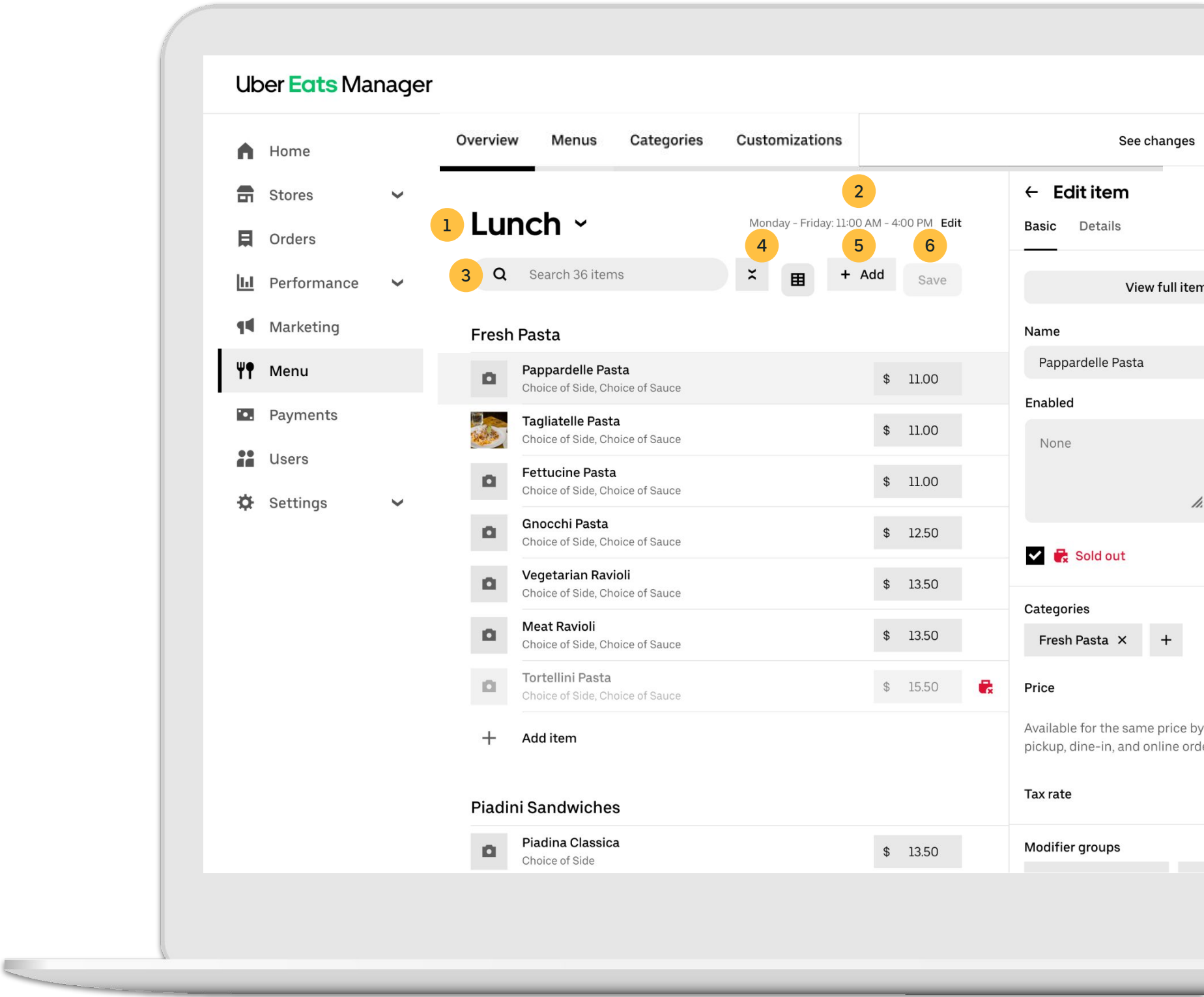
Top section

- 1 Select any menu from the drop-down list.
- 2 View menu hours and navigate to the menu page to edit hours.
- 3 In the search bar, view the total count of menu items. Search for specific items and categories.
- 4 Collapse items in the menu to view categories only. The same button expands all categories so you can view all items again.
- 5 Quickly add a category or item using the + Add button.
- 6 Save any changes made directly in the menu list.

Related topics

- > [Create a new menu](#)
- > [Edit an existing menu](#)
- > [Optimize your menu](#)

Continued on next page →



Overview

Intro to Menu Maker

How to navigate Menu Maker

Related topics

- > [Create a new menu](#)
- > [Edit an existing menu](#)
- > [Optimize your menu](#)

⌵ Go to Index

How to navigate Menu Maker

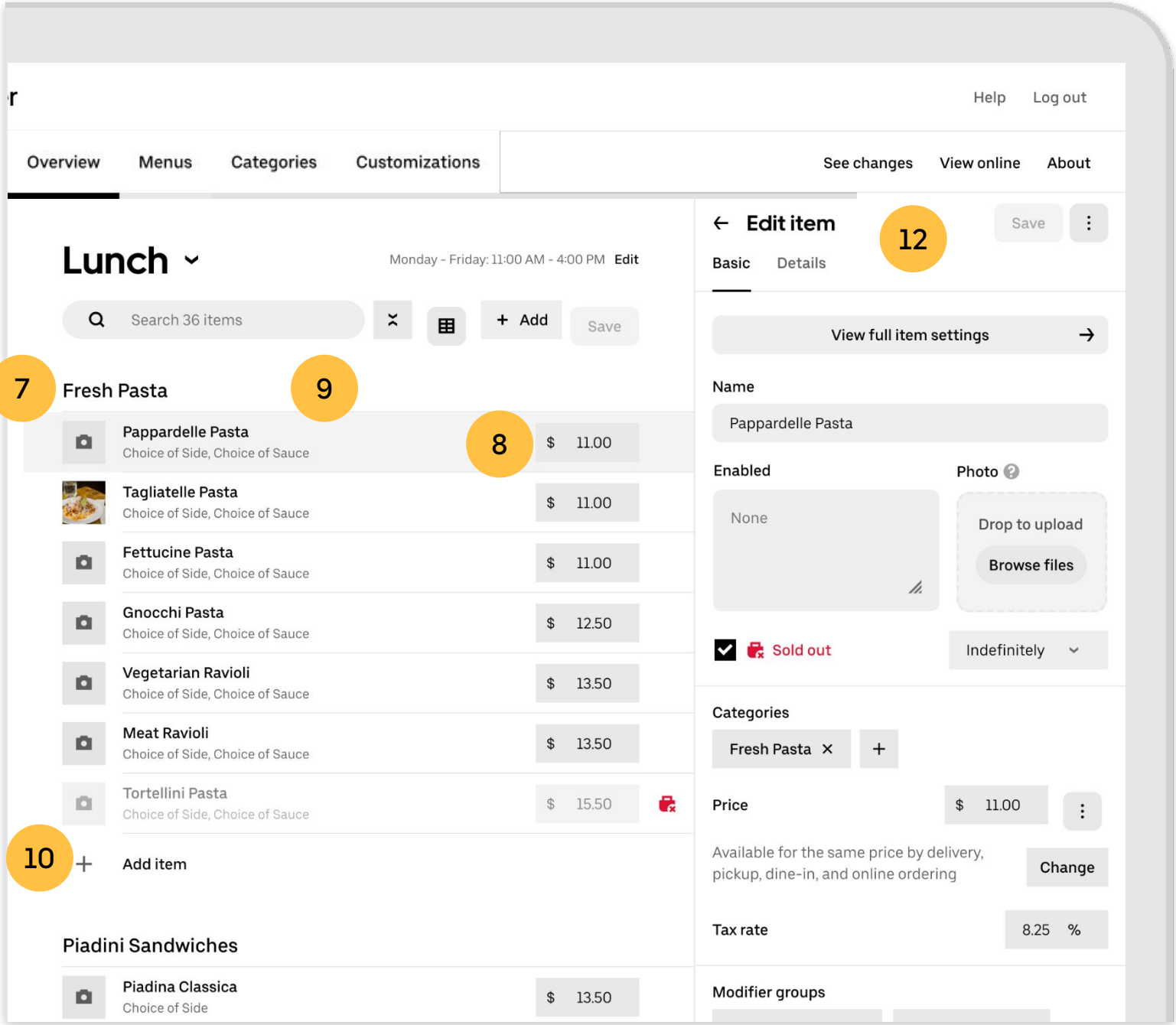
Learn more about the Overview tab (continued)

Menu list

- 7 View categories, items, customizations, prices, photos, and out-of-stock status icons.
- 8 Edit prices directly in-line.
- 9 Hover over a customization group name to see a list of all its customization options and prices.
- 10 Add items using the button below each category.

Side panel

- 11 Click an item, category, or customization group name from the menu list to see the corresponding side panel.
- 12 The side panel contains all editing functionality, optimized for the most common menu edits.



2 Create a new menu

Build a menu in 6 easy steps



- Create a new menu
- Create a menu
- Create categories
- Create items
- Add photos
- Create and attach customizations
- Review menu online

- Related topics
- > [Edit an existing menu](#)
 - > [Set menu hours](#)
 - > [Set holiday hours](#)

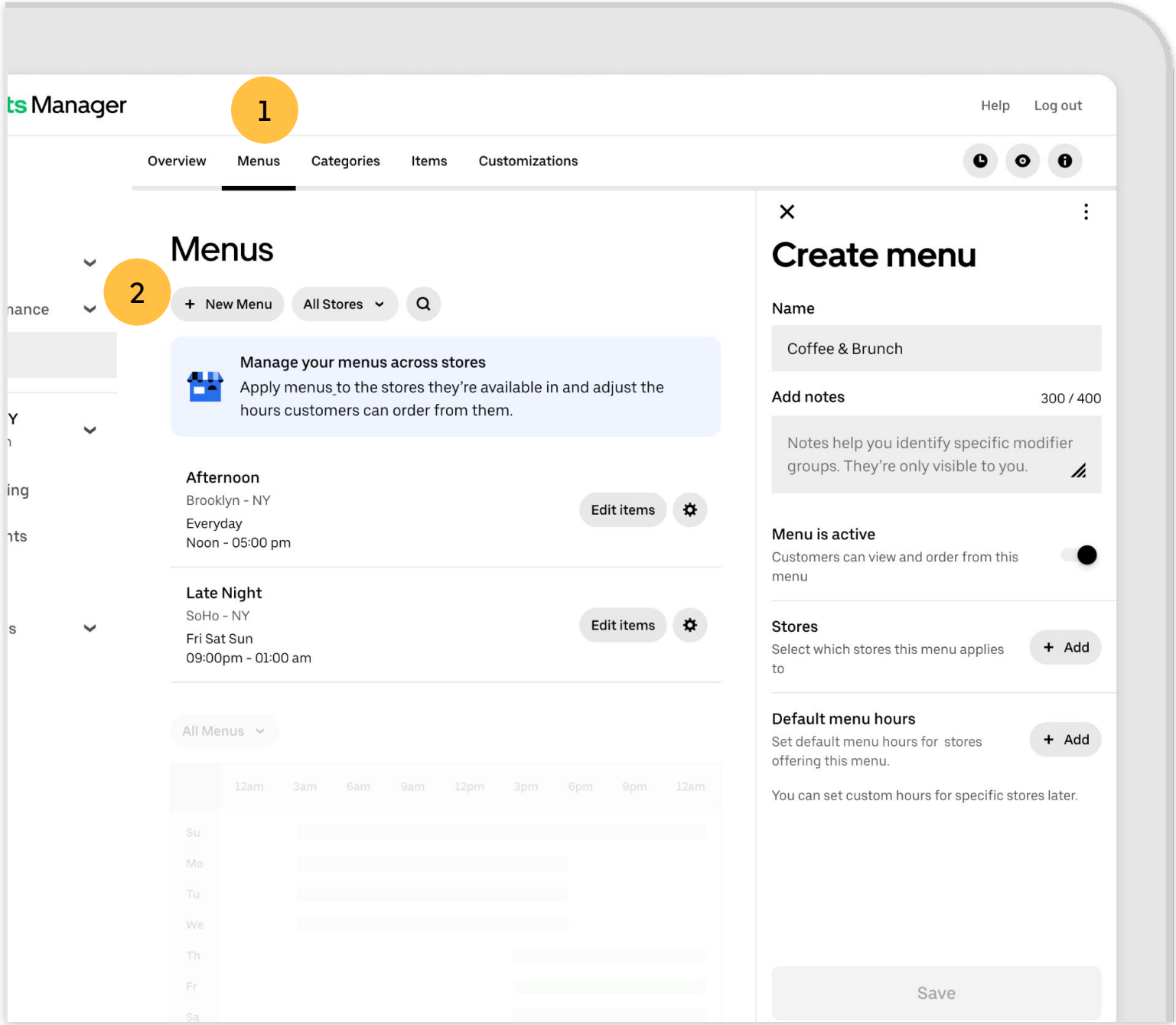
Step 1

Create a new menu

Create one menu or as many menus as you’d like for breakfast, brunch, lunch, or dinner. You must assign menu hours when you first create a menu, but you can easily change hours after the initial menu is set up. To create a new menu:

- 1 Navigate to the **Menus** tab of Menu Maker.
- 2 Click the black **New Menu** button.

Continued on next page →



Create a new menu

Create a menu

Create categories

Create items

Add photos

Create and attach customizations

Review menu online

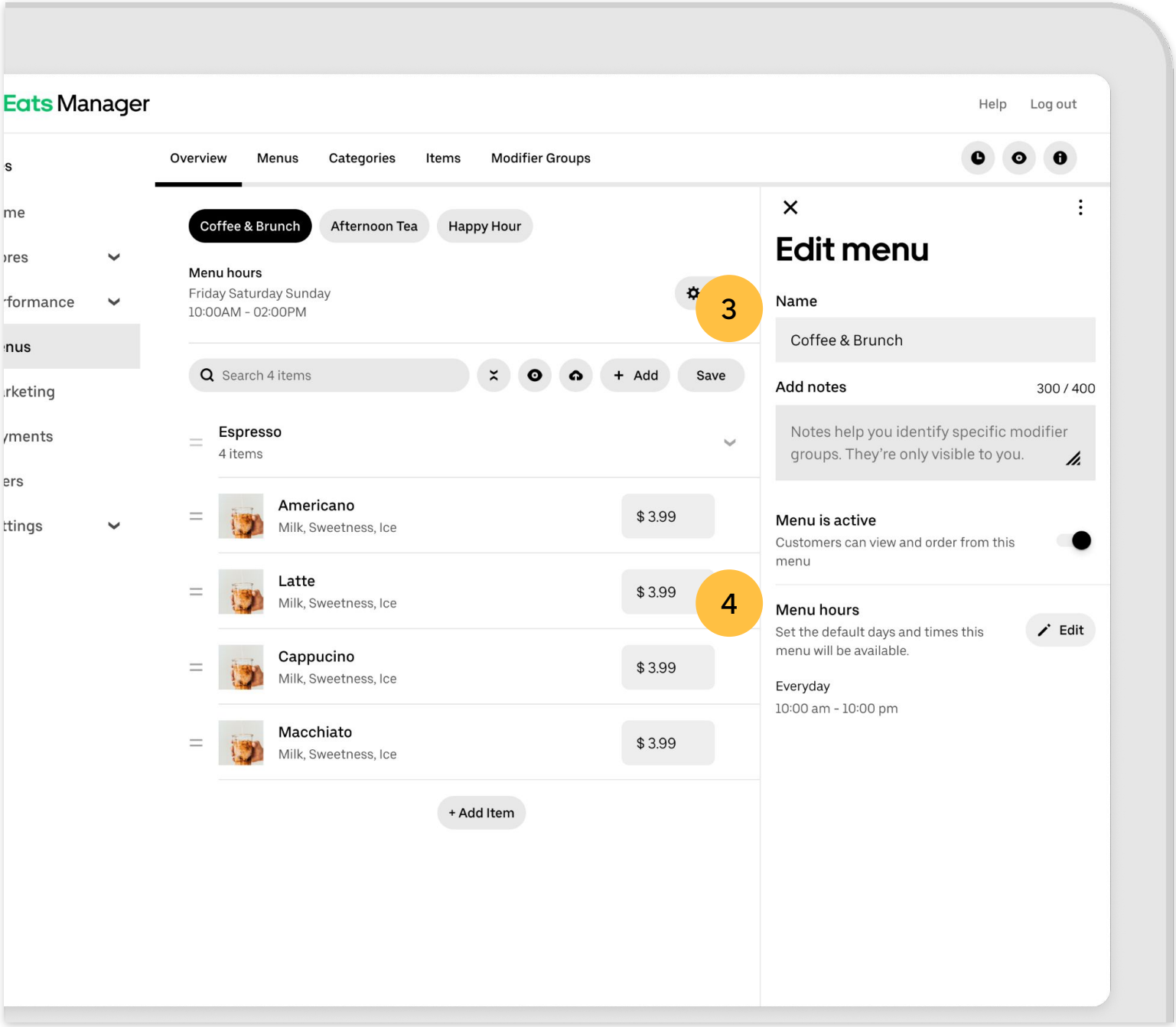
Related topics

- > [Edit an existing menu](#)
- > [Set menu hours](#)
- > [Set holiday hours](#)

Step 1

Create a new menu (continued)

- 3 Enter the menu name.
- 4 Select the days and times you'd like this menu to be available to customers.
- 5 Click the black **Create Menu** button.



- Create a new menu
- Create a menu
- Create categories
- Create items
- Add photos
- Create and attach customizations
- Review menu online

Related topics

- > [Change order of categories](#)
- > [Add/delete an item's category](#)
- > [Add category to uncategorized items](#)

Step 2

Create menu categories

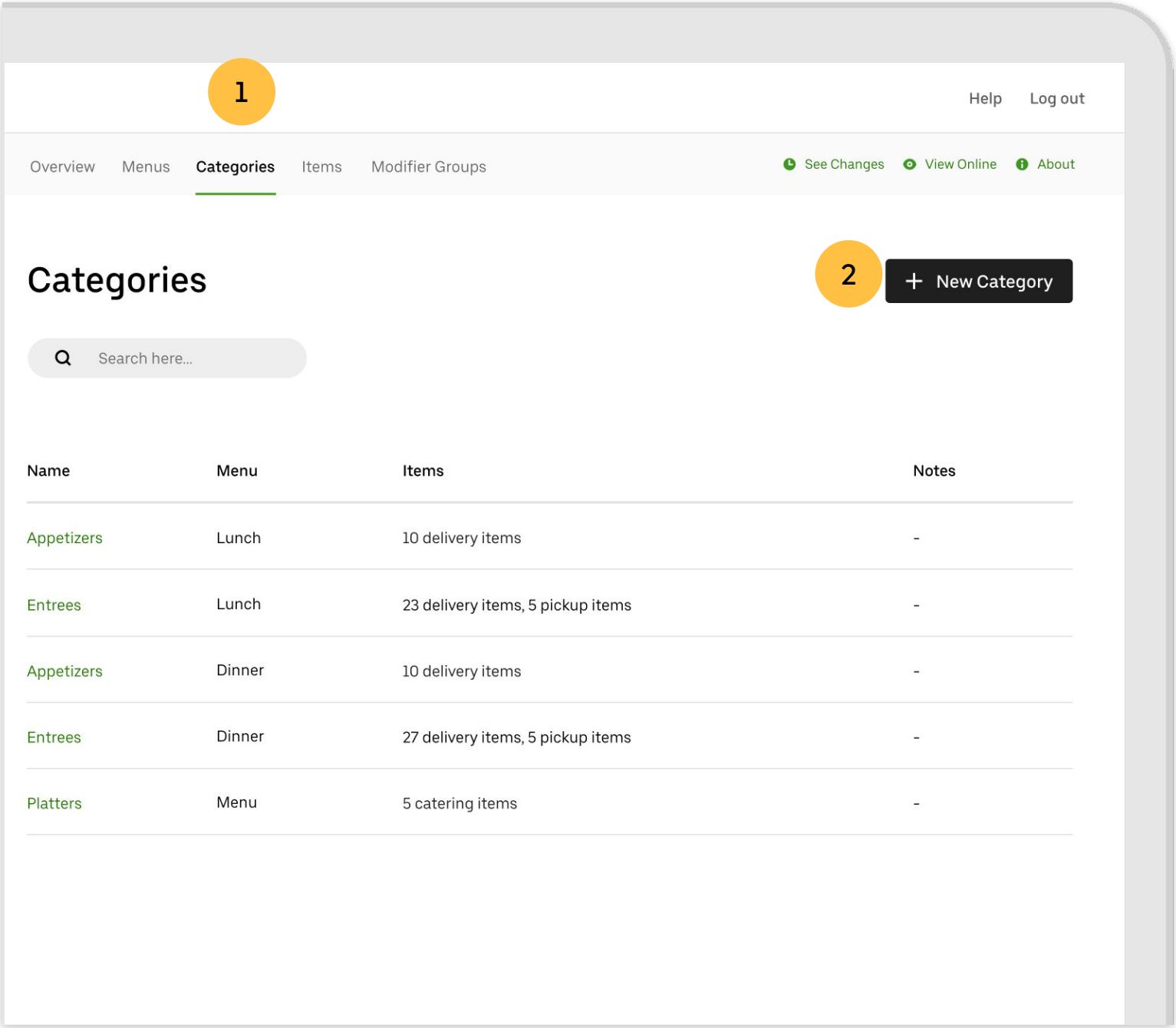
You can assign a category to more than one menu, like having appetizers, entrees, or desserts on both lunch and dinner menus. Here’s how to create menu categories:

- 1 Navigate to the **Categories** tab of Menu Maker.
- 2 Click **+New category** on the top right of the page.

Continued on next page →



Deleting a category will not delete the items in that particular category.



Create a new menu

Create a menu

Create categories

Create items

Add photos

Create and attach
customizations

Review menu online

Related topics

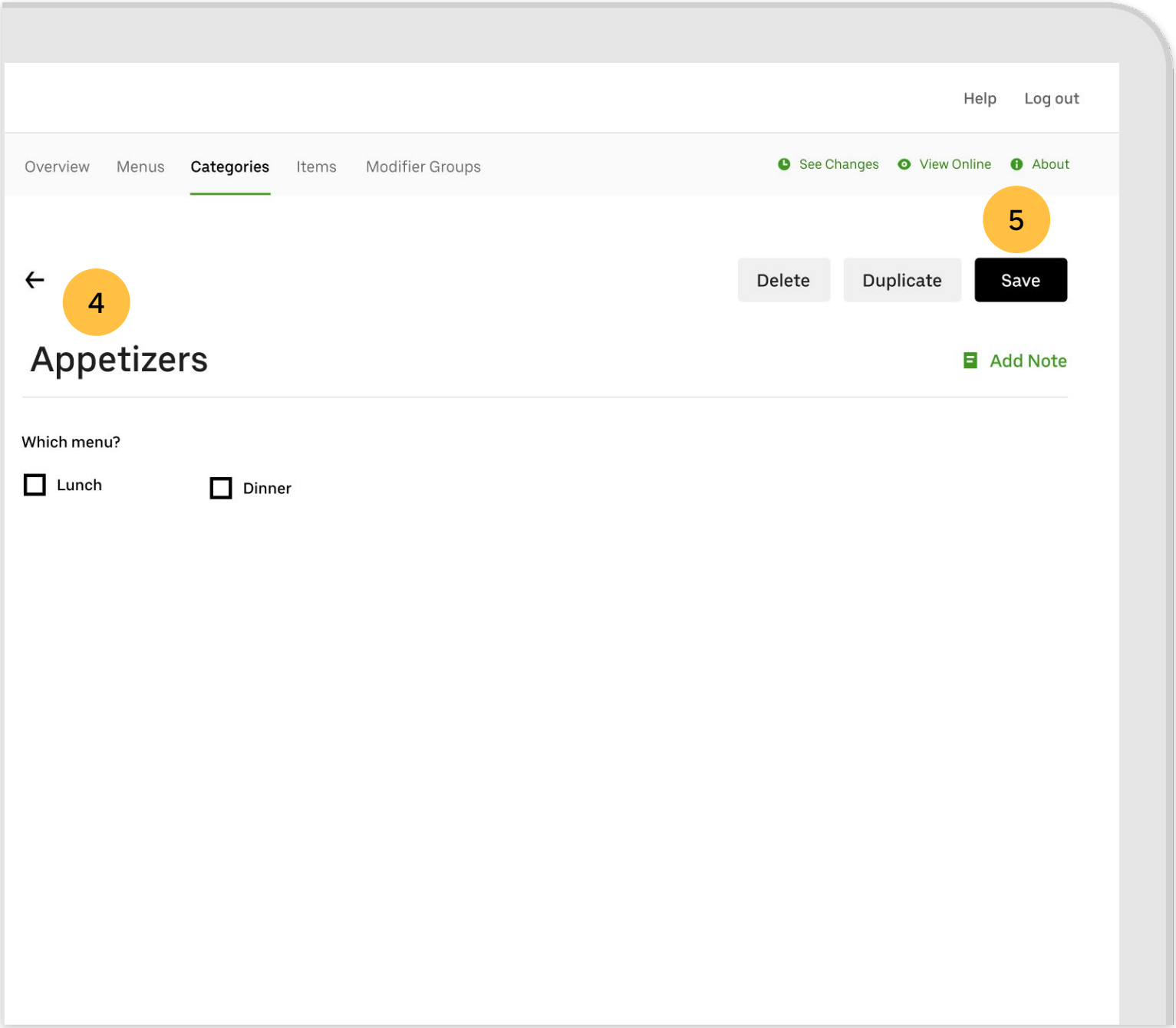
- > [Change order of categories](#)
- > [Add/delete an item's category](#)
- > [Add category to uncategorized items](#)

⌵ Go to Index

Step 2

Create menu categories (continued)

- 4 Attach a **Menu** to the **Category**. You can add as many menus as desired.
- 5 Click the black **Save** button.



Create a new menu

Create a menu

Create categories

Create items

Add photos

Create and attach
customizations

Review menu online

Related topics

- > [Change item pricing](#)
- > [Change order of items](#)
- > [Mark items out of stock](#)

⌵ Go to Index

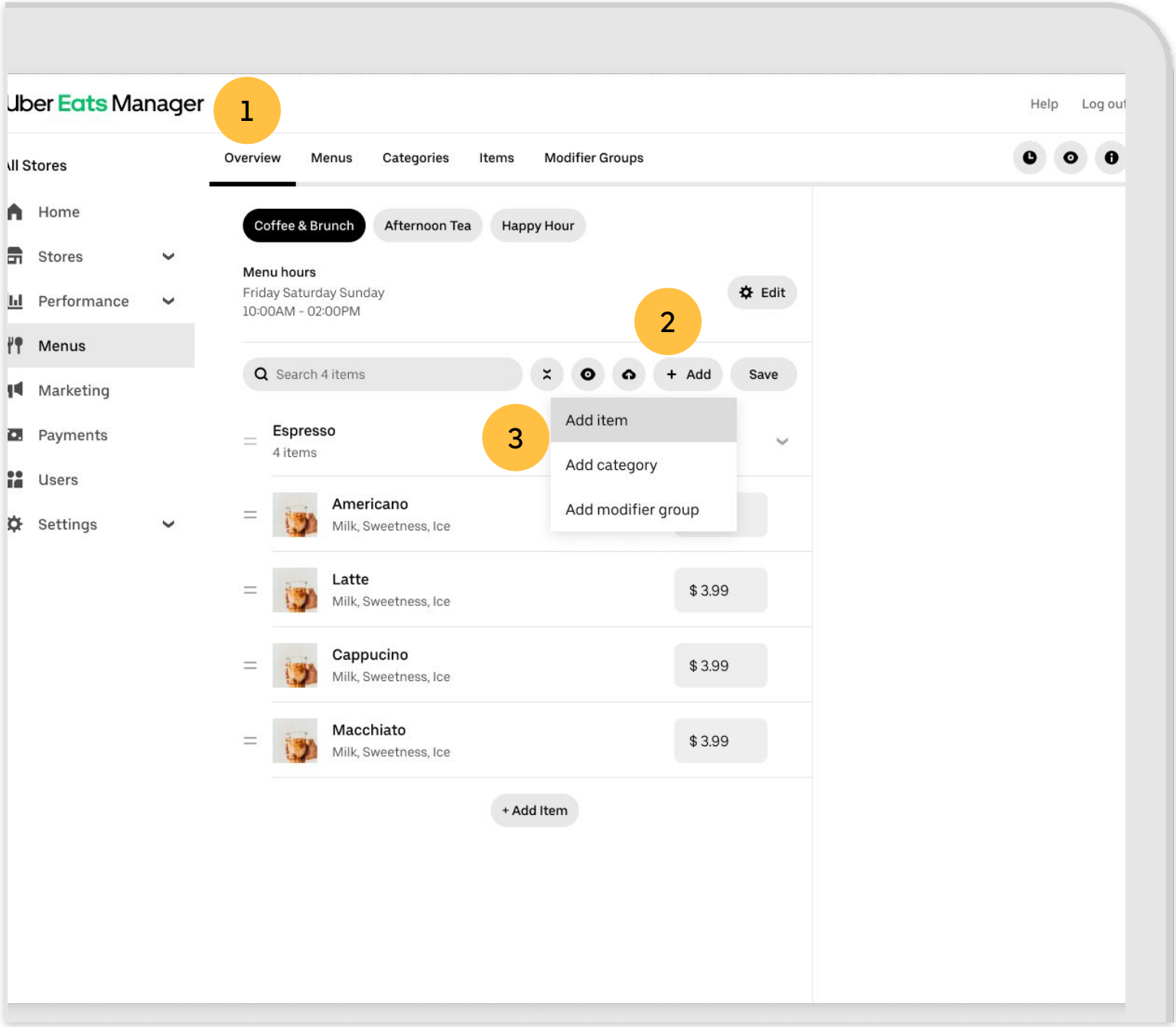
Step 3

Create individual items

Add an individual menu item like a salad, burger, or pasta. Be sure to write a detailed description of your menu items so customers know exactly what they are ordering. To create individual items:

- 1 Navigate to the **Overview** tab of Menu Maker.
- 2 Click **+Add** next to the search bar.
- 3 Select **Add item**. The **Edit item** side panel will open.

Continued on next page →



Create a new menu

Create a menu

Create categories

Create items

Add photos

Create and attach
customizations

Review menu online

Related topics

- > [Change item pricing](#)
- > [Add dietary tags to an item](#)
- > [Add calorie counts to an item](#)

Go to Index

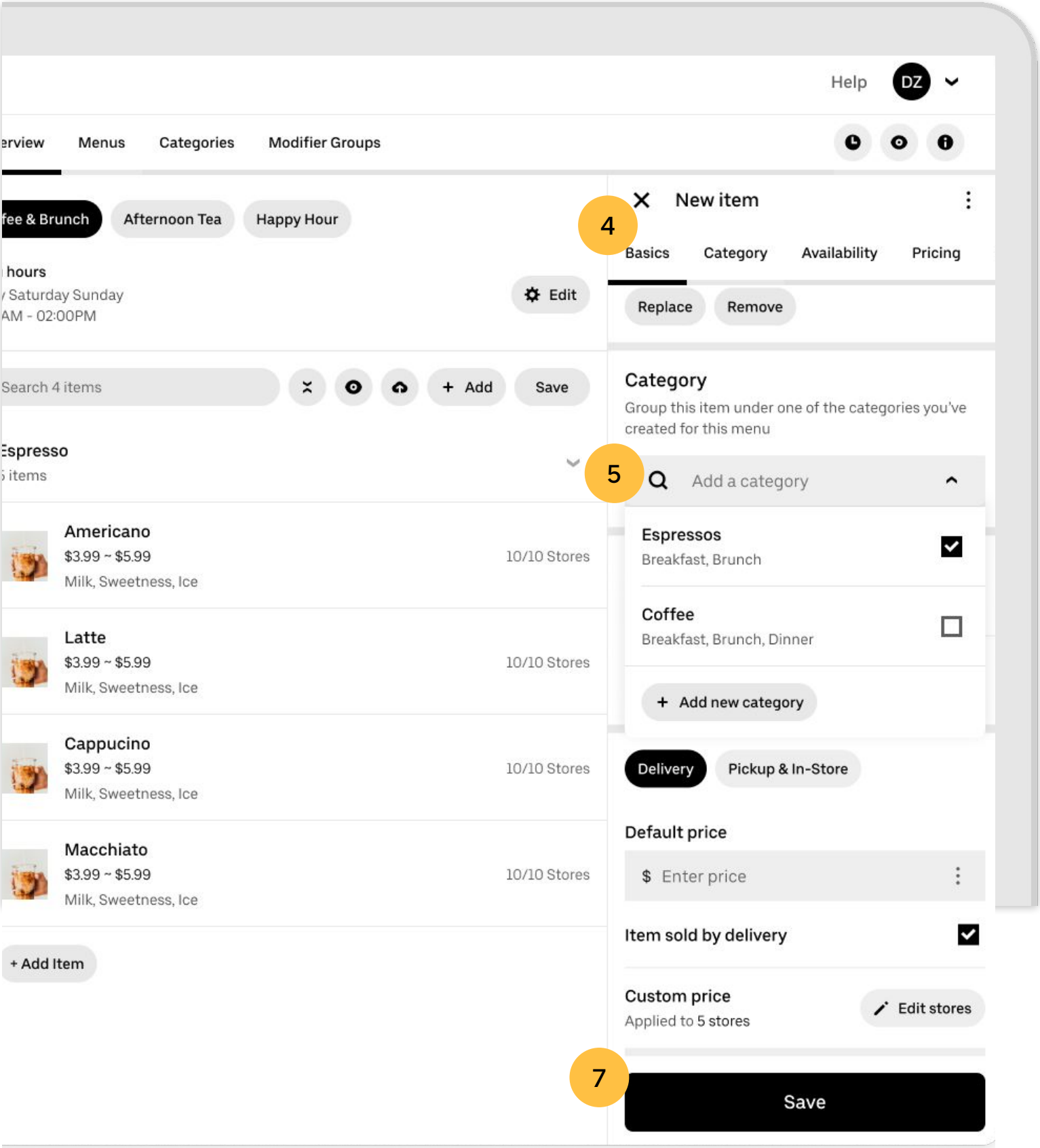
Step 3

Create individual items (continued)

- 4 On the **Basic** tab of the side panel, input the name, description, price, and tax rate (select markets only) for the Item.
- 5 In the **Add Category** search bar, type the name of a Category to which the Item should be attached. Click the name of the Category to attach the Item to it. You must select at least one Category in order for the Item to be visible to customers. Add as many Categories as desired.
- 6 You can also provide additional information like calories or dietary preferences like vegetarian or gluten-free.
- 7 Click the black **Save** button.



Tip: Include details like ingredients and portion size in item descriptions.
For example: 18-inch pizza or 6 dumplings.



Related topics

- > [Update menu photo](#)
- > [Withdraw pending photo](#)
- > [Delete menu photo](#)

Step 4

Add photos to items

The more photos the better! We can **help you take an initial set of photos** for your most popular menu items. To get started, you may have the option to schedule a photo shoot. Contact your onboarding team for details.

Want to add more photos to showcase your dishes? You can easily **upload your own photos** of additional menu items. In most cases, we’ll need to review and approve your photos. It’s a quick, simple process.

Continued on next page →



Menu items with photos are ordered about 15% more frequently than those without photos. Learn more about [menu photography guidelines](#).

- > [Update menu photo](#)
- > [Withdraw pending photo](#)
- > [Delete menu photo](#)

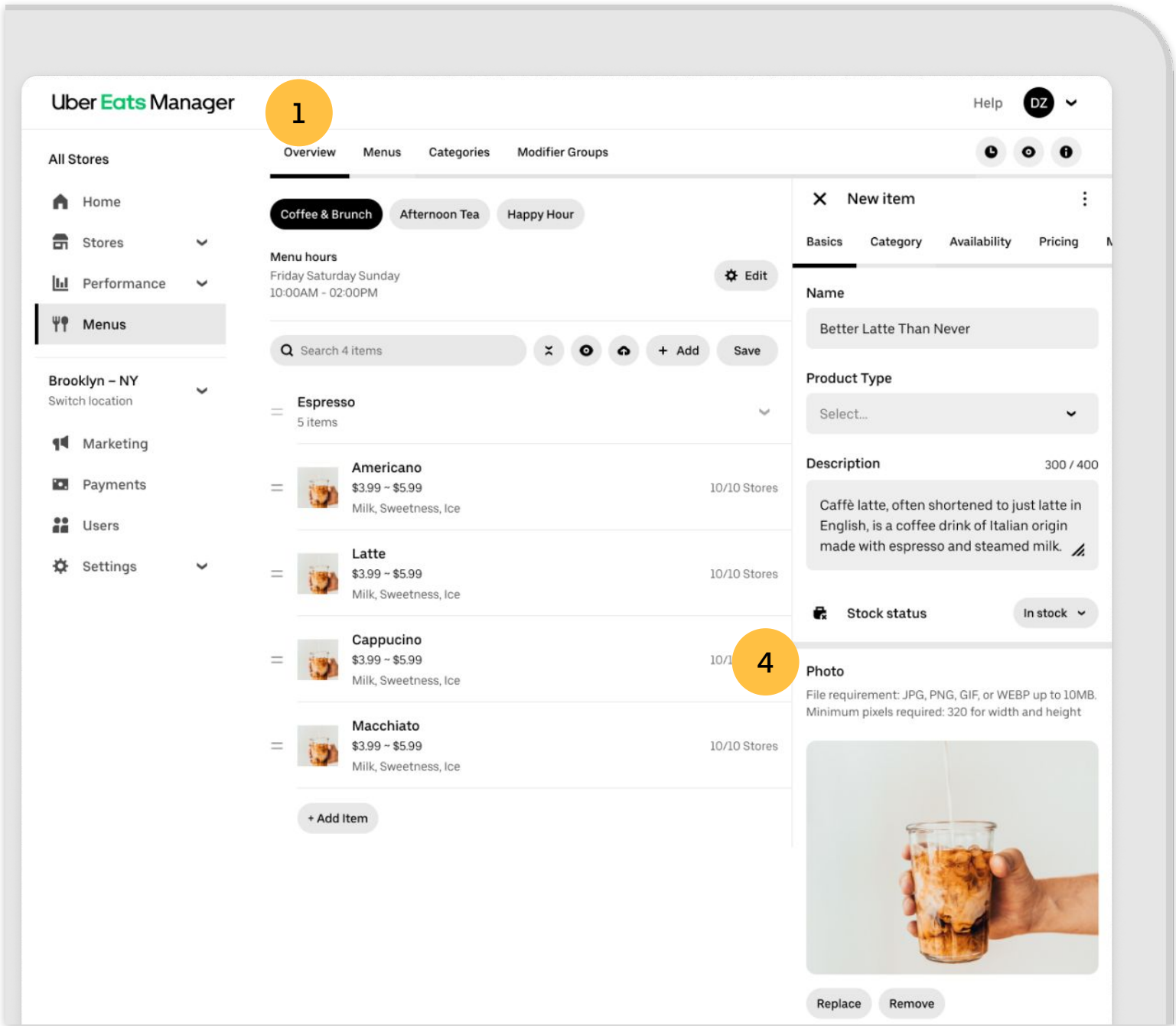
Step 4

Add photos to items (continued)

How to upload photos of menu items:

- 1 Navigate to the **Overview** tab of Menu Maker.
- 2 In the menu list, click the **Item** to which you wish to add a photo.
- 3 The **Edit item** side panel will open.
- 4 On the **Basic** tab of the side panel, drag the photo you would like to add into the photo box. You can also click **Browse Files** in the photo box to search for a photo file to add from your device.
- 5 Click the black **Save** button.
- 6 Click **Request Approval** in the pop-up box. Your photo will be submitted for review.

Photo reviews typically take 3 days or less. We'll either approve the photo or request that you take a new photo and submit it again. Upon approval, the photo will be visible to customers right away.



Create a new menu

Create a menu

Create categories

Create items

Add photos

Create and attach customizations

Review menu online

Related topics

- > [Add/delete customization options](#)
- > [Set customization group rules](#)
- > [Assign customization group to multiple items](#)

Go to Index

Step 5

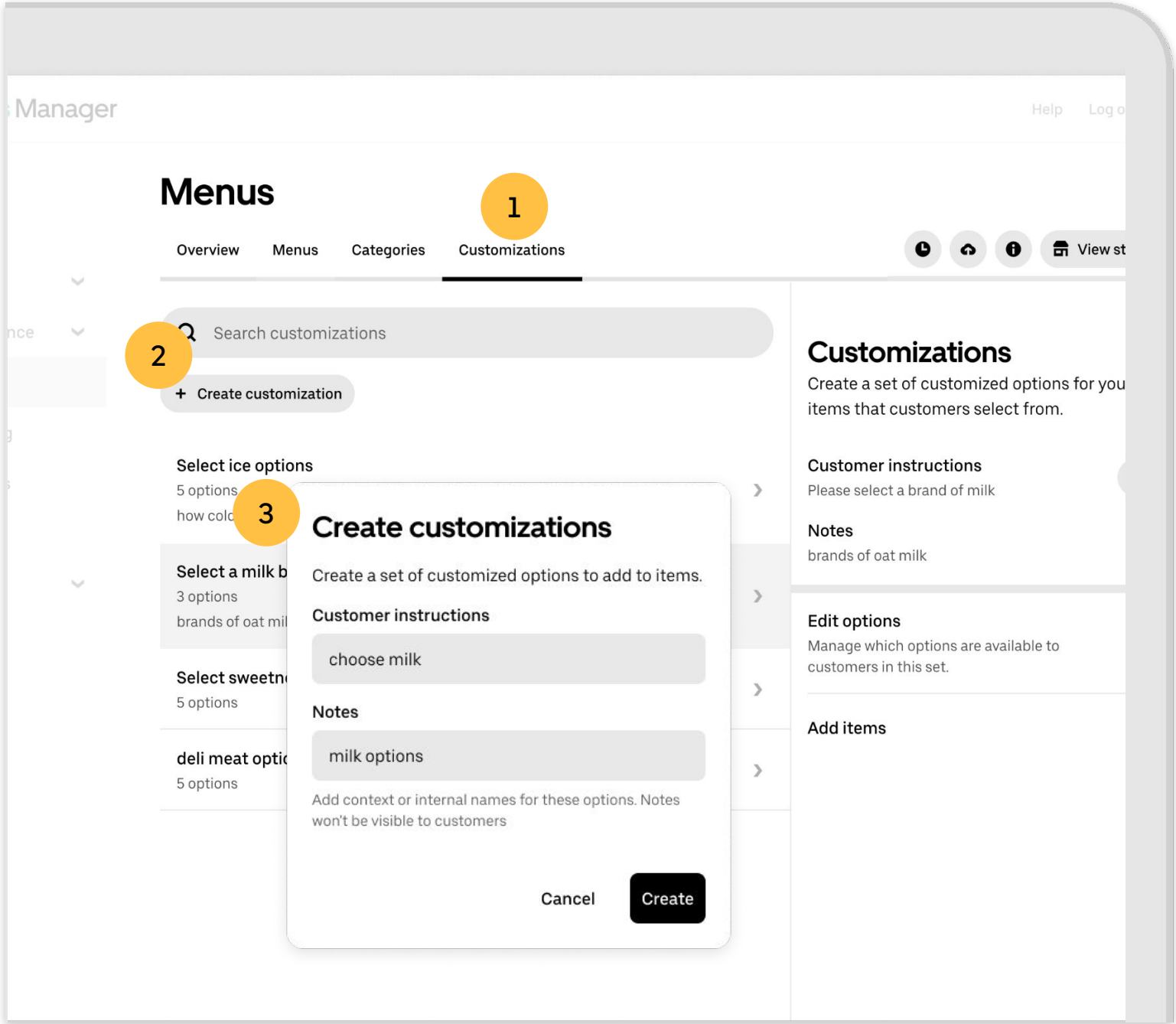
Create a new customization

A **customization** is a way to modify food on your menu so customers can easily order exactly what they want. You can reuse a customization group for multiple items. Examples of customization groups include: sizes (small, medium, or large), toppings, salad dressing, and side orders. You can also adjust prices accordingly. Here’s how:

- 1 Navigate to the **Customization** tab of Menu Maker.
- 2 Click the **Create customization** button.
- 3 Enter the **Customer instructions**.

Continued on next page →

Note: The Notes section will not be visible to customers, it is for your internal reference only.



Create a new menu

Create a menu

Create categories

Create items

Add photos

Create and attach
customizations

Review menu online

Related topics

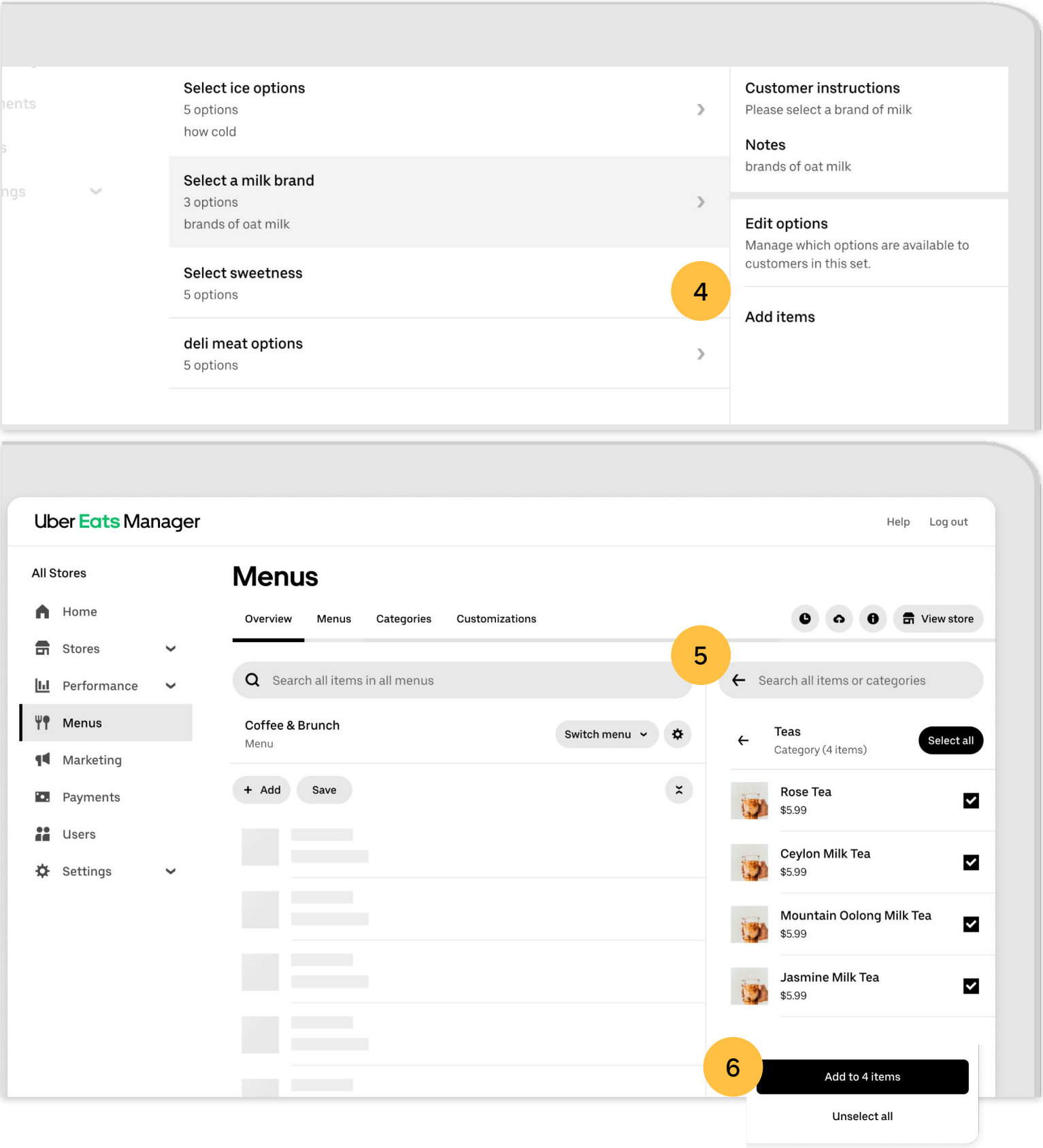
- > [Add/delete customization options](#)
- > [Set customization group rules](#)
- > [Assign customization group to multiple items](#)

Go to Index

Step 5

Add customizations to menu items (continued)

- 4 Add items to your customizations in the **Add Item** field. If the item already exists, it will appear in the drop-down box for you to choose. If the item is new, create it by clicking **Create New** in the drop-down.
- 5 Use the search bar to look through your items and categories you want to add your customization to.
- 6 Select the items you want to add customizations to and click the **Add to items** button.



- Create a new menu
- Create a menu
- Create categories
- Create items
- Add photos
- Create and attach customizations
- Review menu online

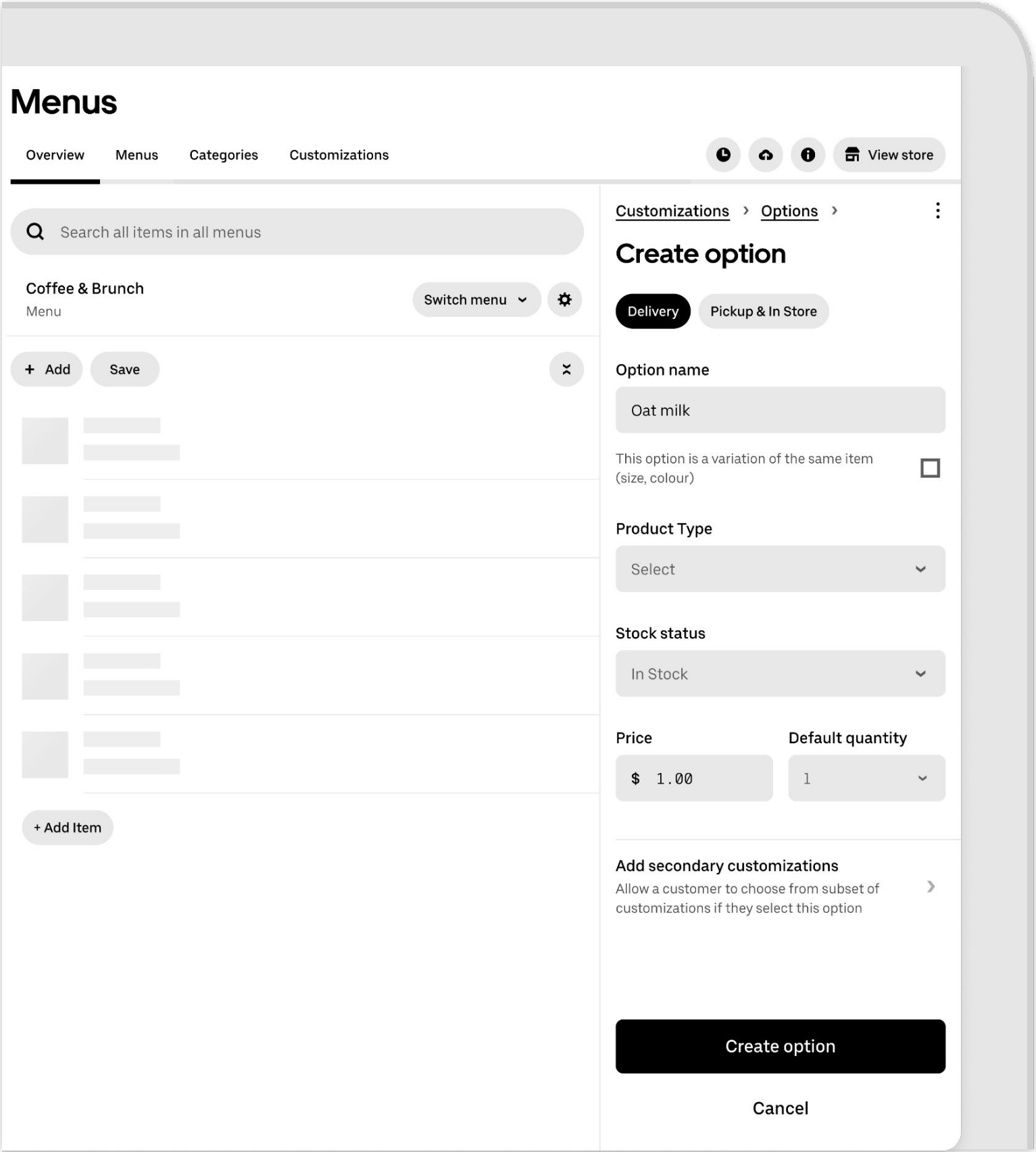
- Related topics
- > [Add/delete customization options](#)
 - > [Set customization group rules](#)
 - > [Assign customization group to multiple items](#)

Step 5

How to add options to an item

Once you have created a customization, follow these steps to attach the group to an item:

- 1 Navigate to the **Customizations** tab of Menu Maker.
- 2 Click on a customization and select **Edit options**
- 3 In the dropdown you can select to **Add options** or **Create Option**.
- 4 Fill out the fields in the create option section.
- 5 Click the black **Create option** button.



Create a new menu

Create a menu

Create categories

Create items

Add photos

Create and attach
customizations

Review menu online

Related topics

- > [Edit an existing menu](#)
- > [Update an existing item](#)
- > [Optimize your menu](#)

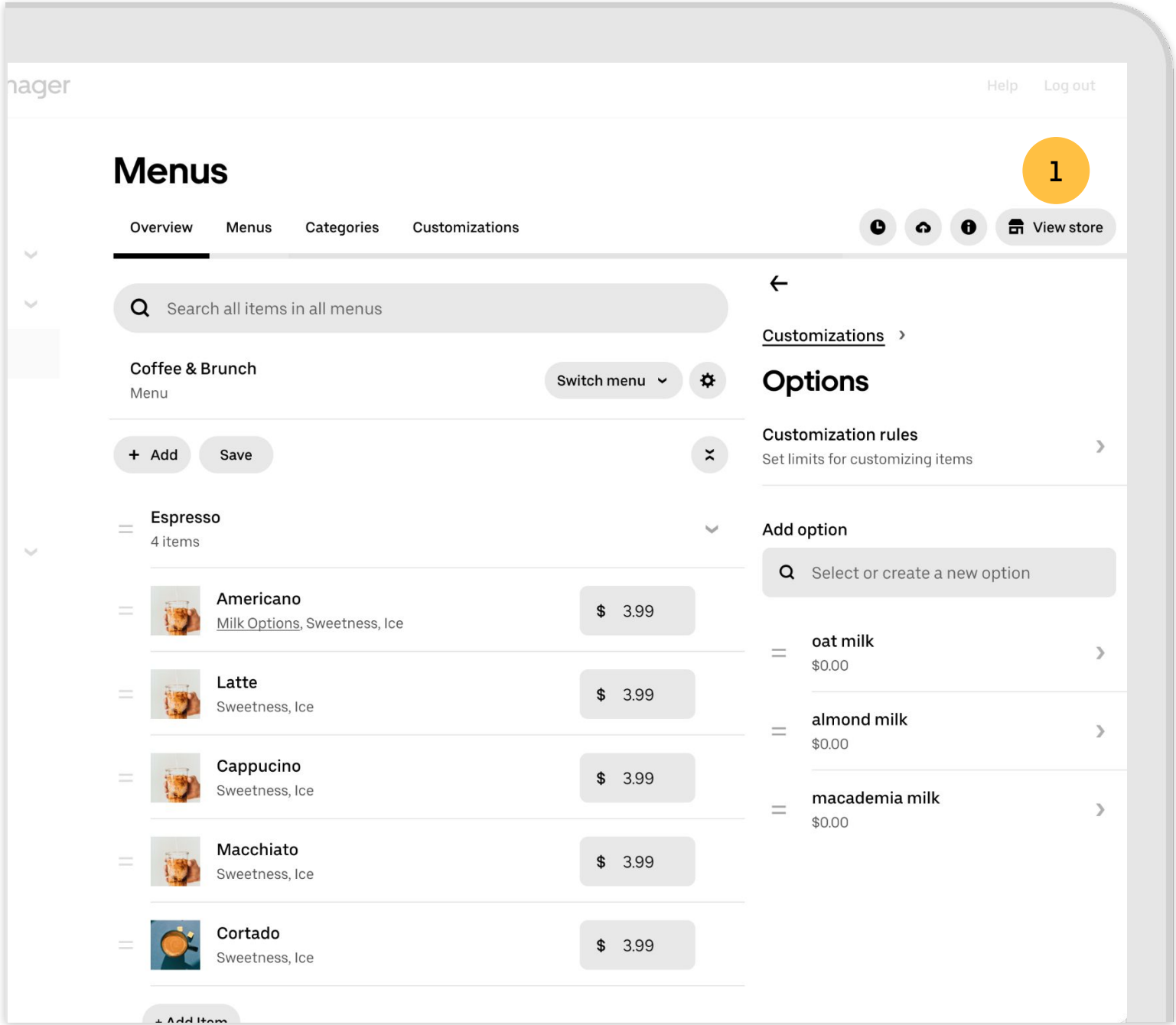
⌵ Go to Index

Step 6

See how your menu looks to customers

As soon as you save any change in Menu Maker, the update will be visible to customers. To **see your menu on the Uber Eats app**, open the app and search for your store name to locate your latest menu. To **see your menu online on the web**, follow these steps:

- 1 Click the **View store** quick-link button in the top right of your screen to view the menu that is currently visible to customers.
- 2 Confirm everything is displayed as desired. If you need to make any changes, go back to Menu Maker to update your menu.



3 Edit an existing menu

Simple ways to improve existing menus

Related topics

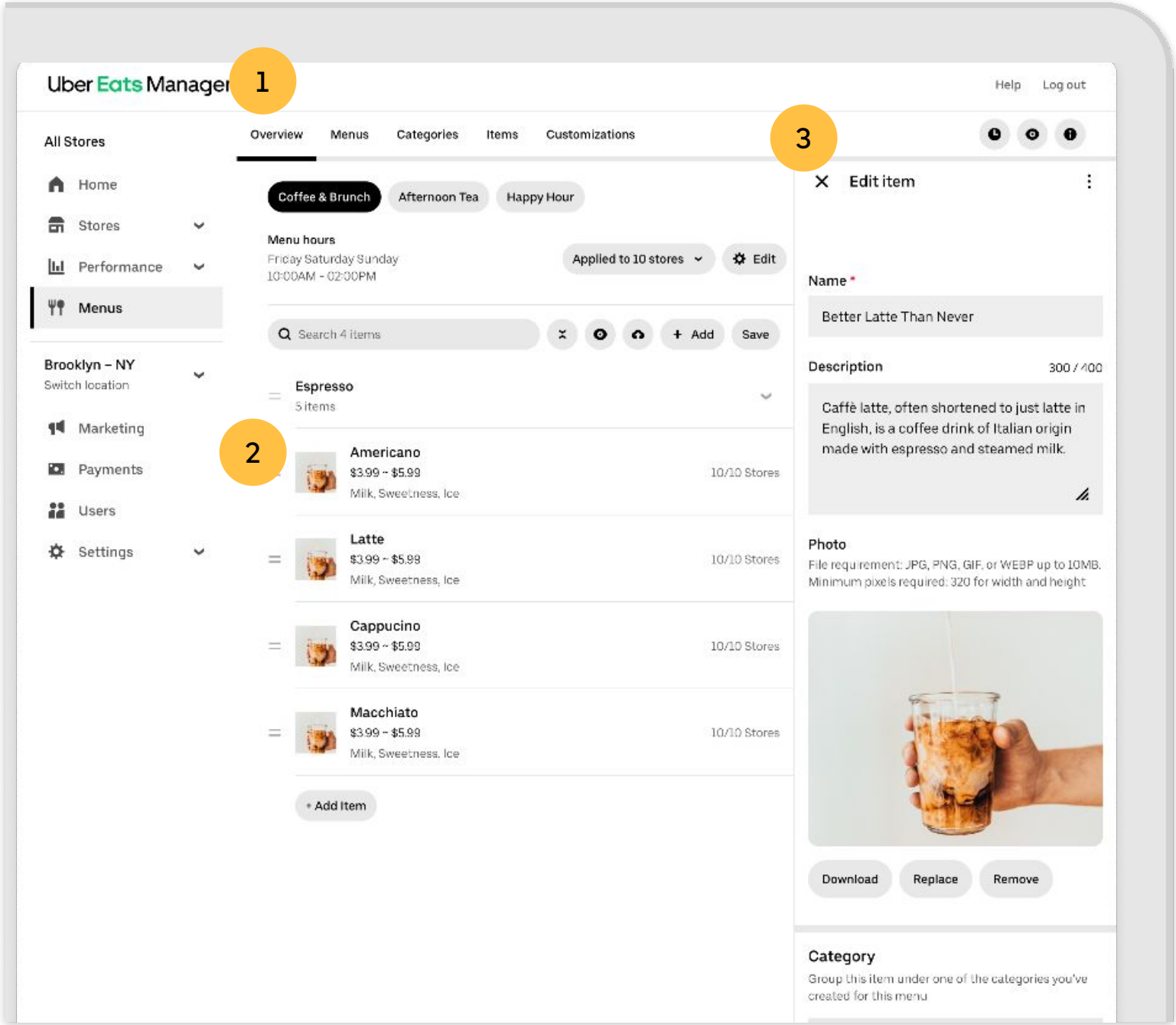
- > [Create a new menu](#)
- > [Create a new item](#)
- > [Change item pricing](#)

The basics

View and update existing menu

You can quickly update any existing category, item, or customization group with just a few clicks. Follow these steps:

1. Navigate to the **Overview** tab of Menu Maker.
2. From the menu list, click the name of any **Category**, **Item**, or **Customization Group**. The Edit side panel will open. For example: If you click an **Item**, the **Edit Item side panel** will open.
3. Make all desired edits.
4. Click the black **Save** button.



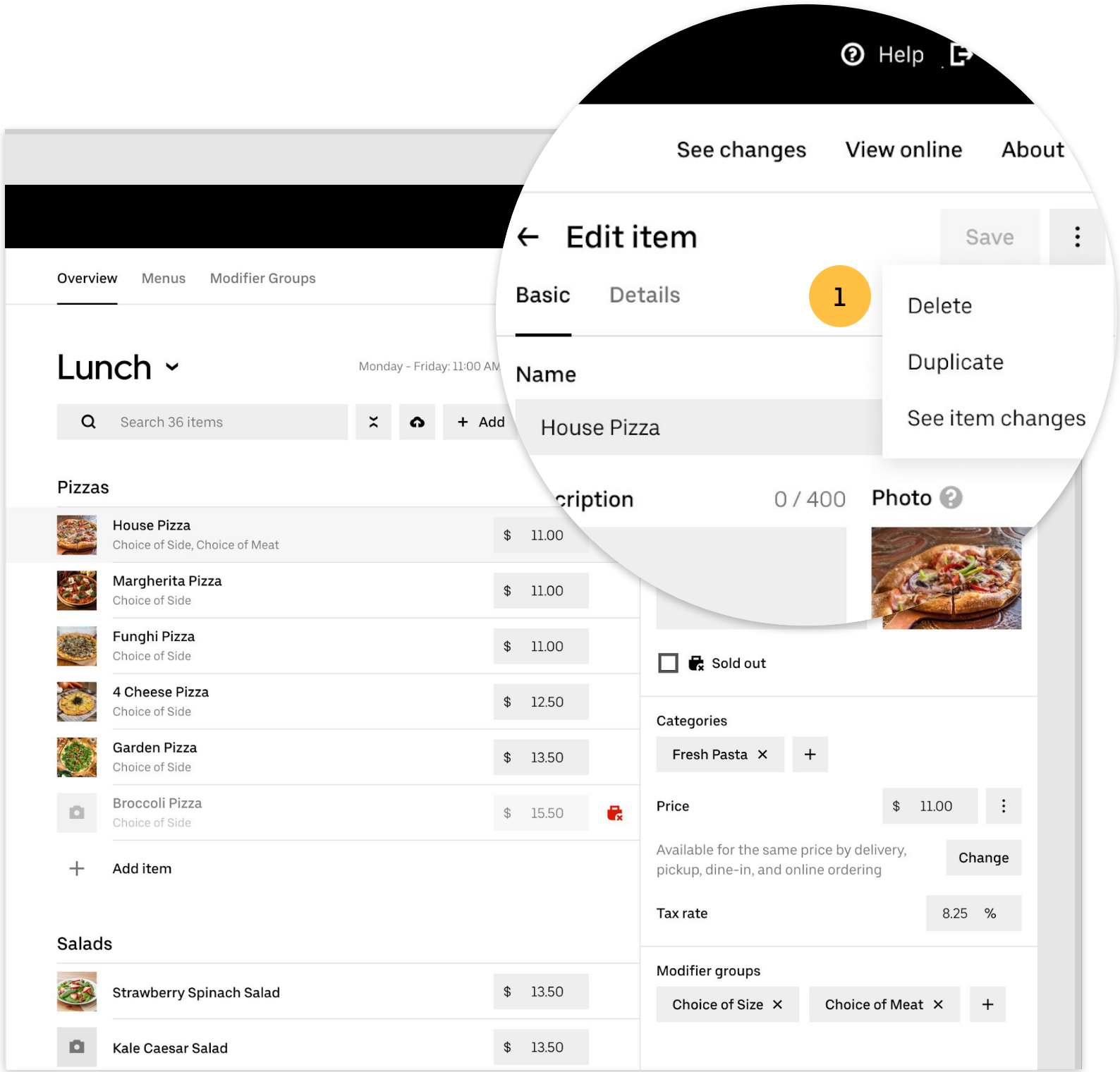
- > [Helpful quick-links](#)
- > [Create a new item](#)
- > [Change item pricing](#)

The basics

Perform additional actions from the Edit side panel

1 With the Edit side panel, click the three dots icon to access additional actions:

- > **Delete**
Select this to delete a **Category, Item,** or **customization Group. Deleting a Category** will delete it from all of the Menus that contain it. It will *not* delete the items within the Category. **Deleting an Item** will delete it from all Categories and Menus that contain it. **Deleting a customization Group** will delete it from all Items to which it is attached.
- > **Duplicate**
Select this to make a copy of the Category, Item, or customization Group. You can change the name of the entity, edit it further, and then click Save.
- > **See item changes**
Select this to see a log of all edits made to the entity. The log will be filtered automatically for the entity you selected. If you want to see all changes that have been made to your menu without filters, click **See changes** in the top right corner of any Menu Maker page.



Related topics

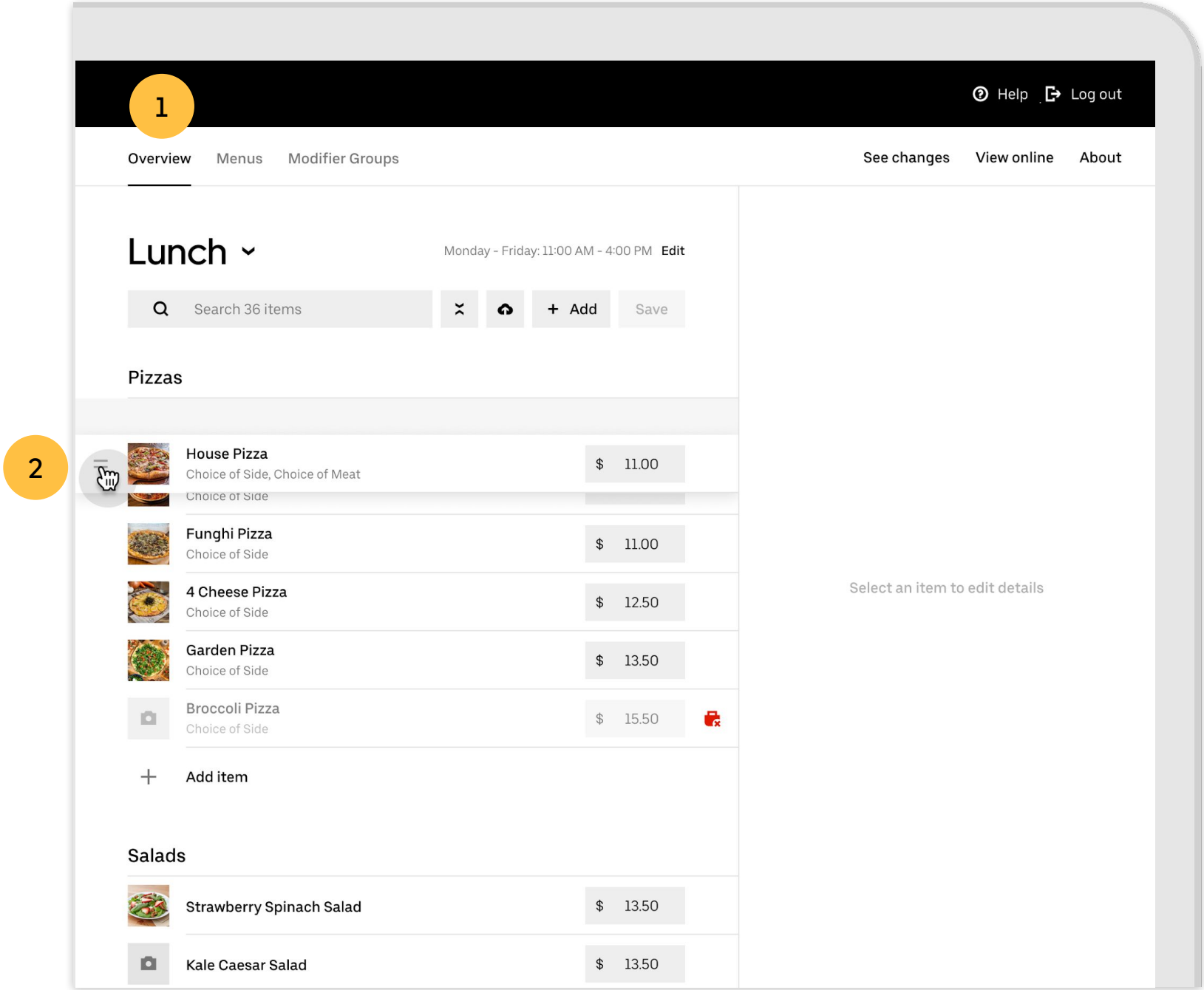
- > [Create a new item](#)
- > [Create a new category](#)
- > [Change item pricing](#)

The basics

Change order of items or categories

You can easily change the order in which categories and items will appear on your menu. Simply follow these steps:

- 1 Navigate to the **Overview tab** of Menu Maker.
- 2 Select, hold, and drag the 2-line symbol to the left of any **Category** or **Item** name to rearrange its order in the menu. When selecting and holding the two lines, drag the entity up or down to change its order.
- 3 Click the black **Save** button.



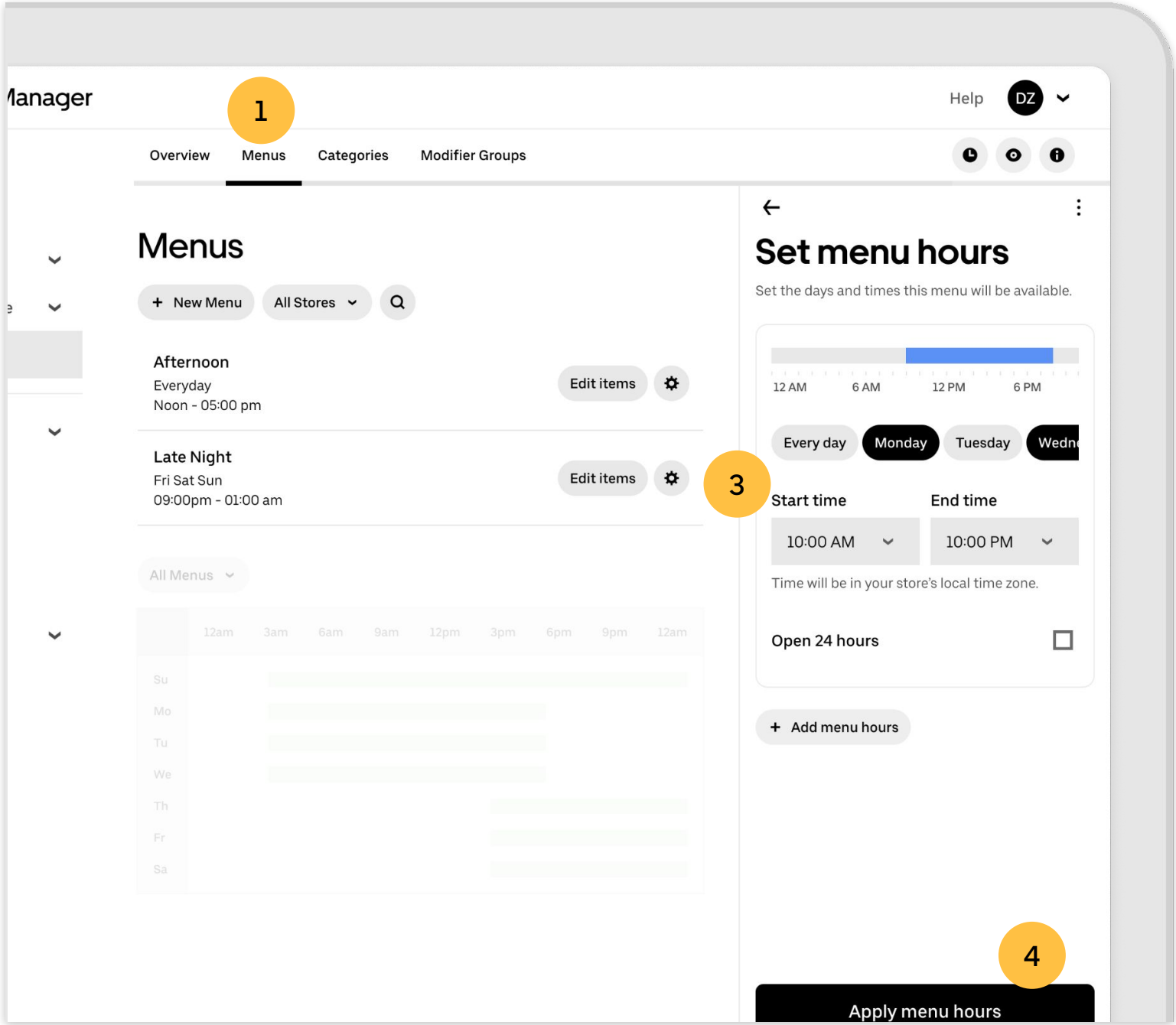
- > [Create a new menu](#)
- > [Update menu hours](#)
- > [Set holiday hours](#)

Hours

Set menu hours

Store open hours are determined by the hours associated with each menu. It’s how we know to show, for example, breakfast menus available during breakfast hours. To set hours:

- 1 Navigate to the **Menus** tab of Menu Maker.
- 2 Click the menu for which you want to adjust hours.
- 3 **Enter the appropriate days and times** for the menu.
A menu’s hours can span across multiple days of the week. In the example to the right, the days highlighted in black are selected for the breakfast menu.
- 4 Click the black **Apply menu hours** button.



Edit an existing menu

The basics

Hours

Out-of-stock status

Photos

Item details

Pricing

Customization group details

Related topics

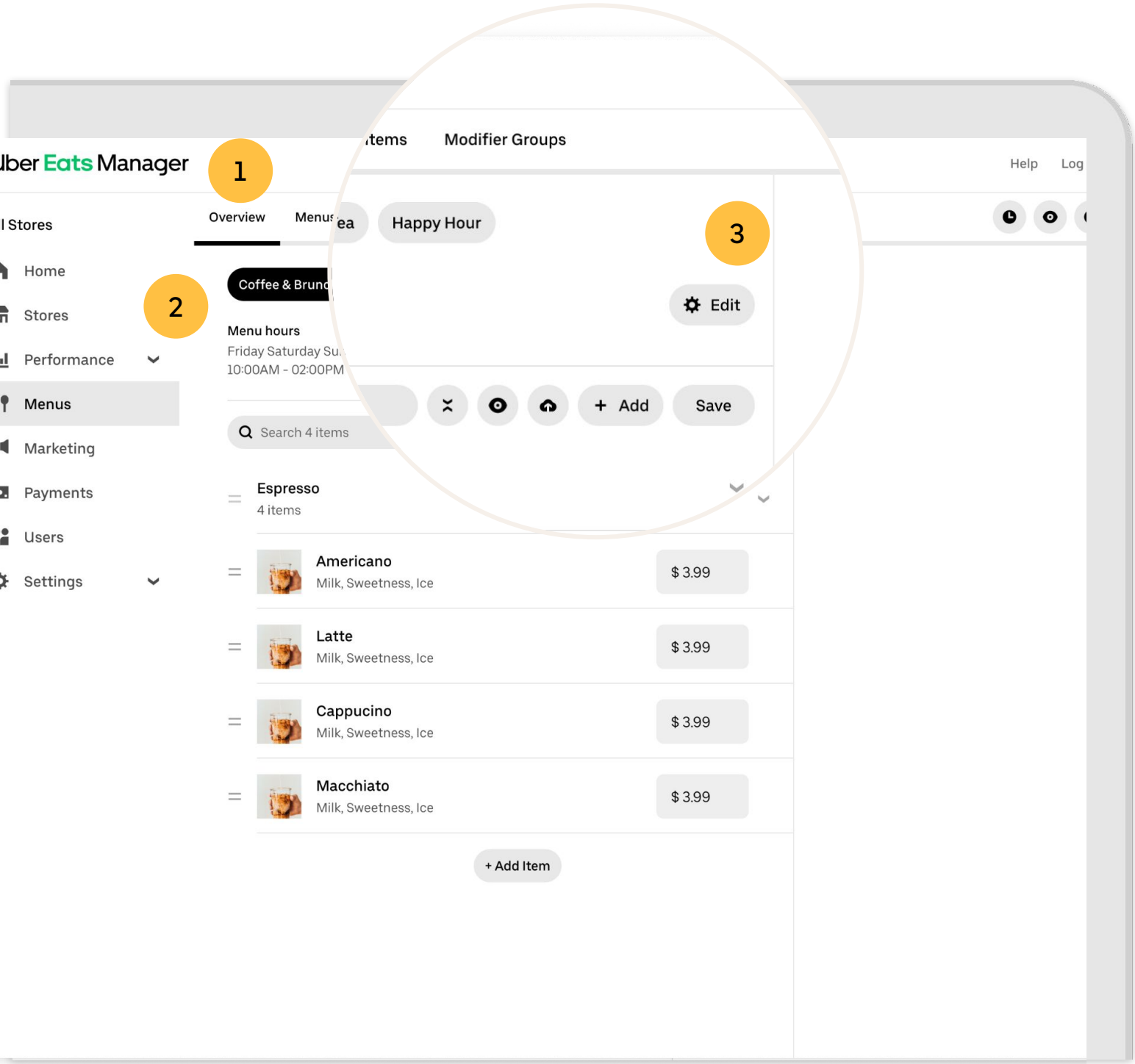
- > [Create a new menu](#)
- > [Set menu hours](#)
- > [Set holiday hours](#)

Hours

Update menu hours

You’ve decided to start serving breakfast at 8 am instead of 7 am? No problem. You can easily update menu hours this way:

1. Navigate to the **Overview** tab of Menu Maker.
2. Select the **Menu** whose hours you would like to update.
3. Click **Edit** next to the current hours. The **Menu Detail** page will open.
4. Update hours as desired.
5. Click the black **Save** button.

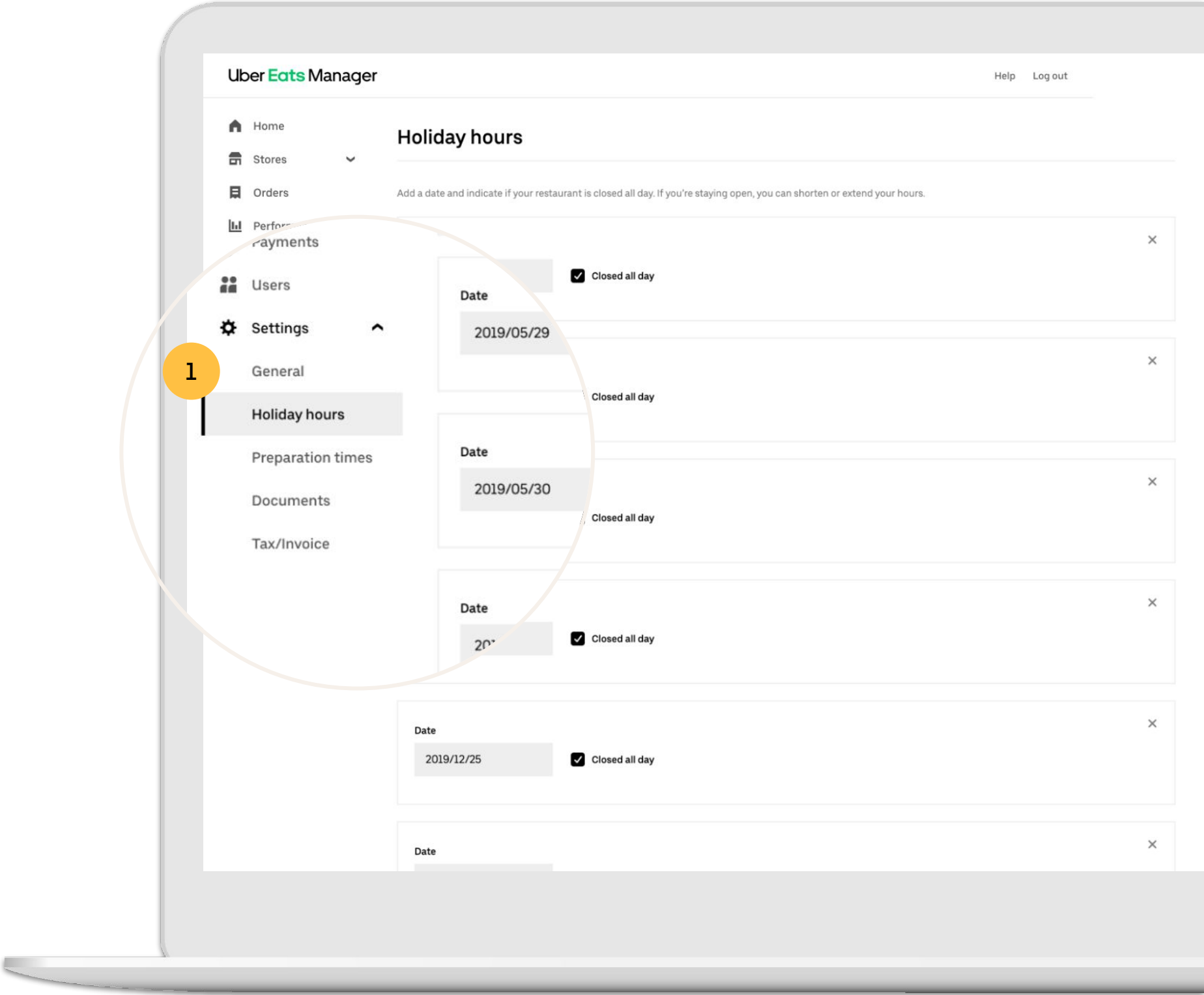


- > [Create a new menu](#)
- > [Update menu hours](#)
- > [Set menu hours](#)

Set holiday hours

Closed for a holiday? You can provide holiday hours that will be reflected across all of your menus. To do this:

- 1 Go to the **settings tab** for **Holiday Hours** on the left navigation bar.
- 2 Follow the steps you see on the **Holiday Hours** tab to set your custom holiday hours.



- > [Set menu hours](#)
- > [Update menu hours](#)
- > [Set holiday hours](#)

Hours

Set custom hours for an item

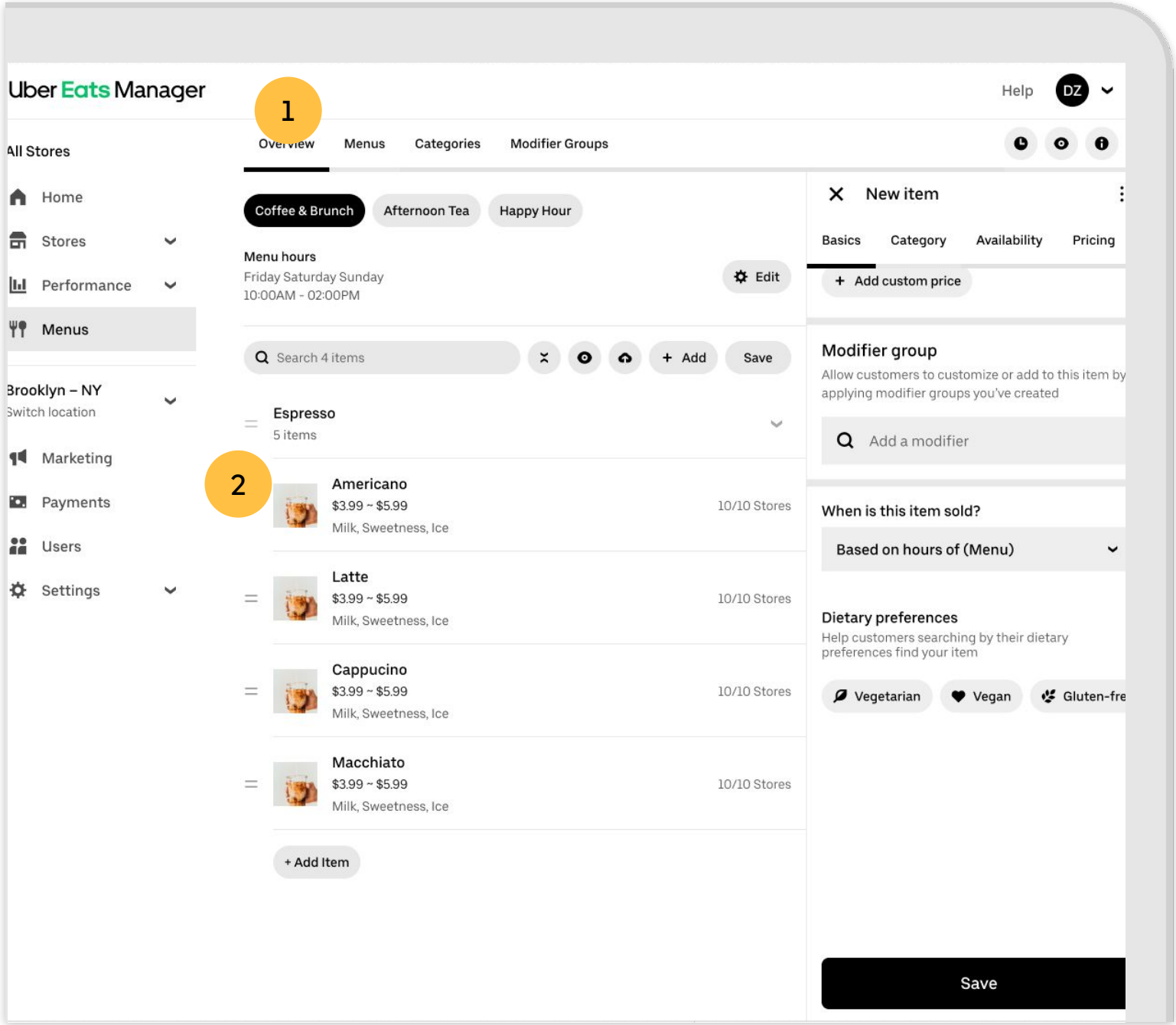
You can set custom hours for individual Items that may differ from regular menu hours. Use this feature to set the dates for items that are only sold on one day of the week or for a limited amount of time each day.

For example: If you sell a soup of the day, you can set custom dates so that the soup is only available on Tuesdays. If you only sell pancakes in the morning, you can set custom hours so that pancakes are only available from 9 am to 11 am.

How to set and reset custom hours:

1. Navigate to the **Overview** tab of Menu Maker.
2. Click the name of an **Item** to set custom hours for it. The **Edit Item side panel** will open.

Continued on next page →



- > [Set menu hours](#)
- > [Update menu hours](#)
- > [Set holiday hours](#)

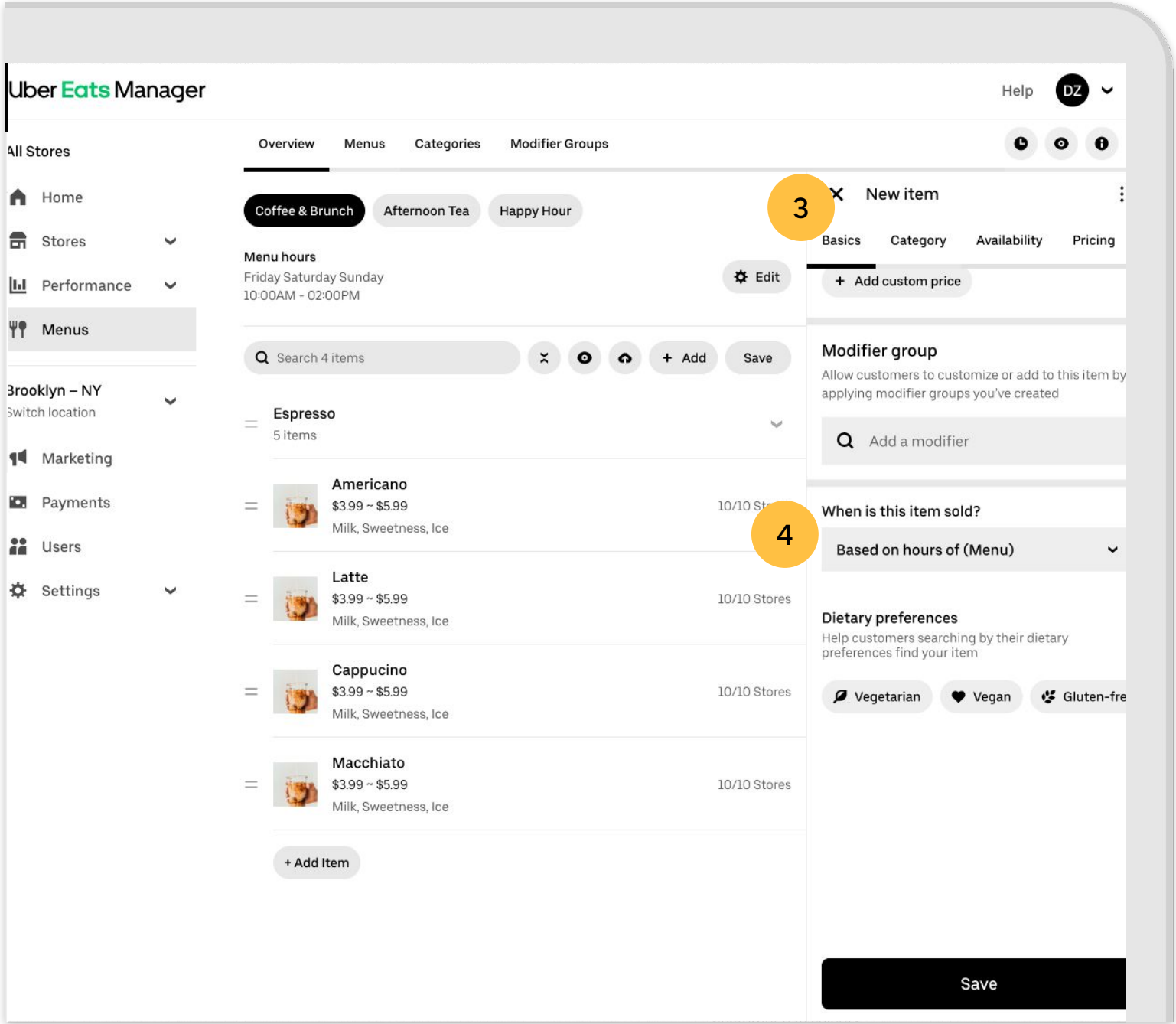
Hours

Set custom hours for an item

(continued)

How to set and reset custom hours:

- 3 Select the **Basics tab** of the side panel.
- 4 Scroll to the **When is this item sold?** section. By default, this field will list the Menus that include this Item. The Item will be visible based on the Menu hours. To customize the hours of availability for the Item, click the **pencil icon**
- 5 When the custom hours page opens, click the **Use custom hours** button.
- 6 Click the **green time text to update the hours** for desired days. To indicate items should not be sold on a given day of the week, **click the X next to the day**.
- 7 If desired, select the **Only sell item on specific dates** checkbox to indicate specific dates of the year when the item can be sold. Update the start and end dates in the gray boxes.
- 8 Click the black **Save** button.



Edit an existing menu

The basics

Hours

Out-of-stock status

Photos

Item details

Pricing

Customization group details

Related topics

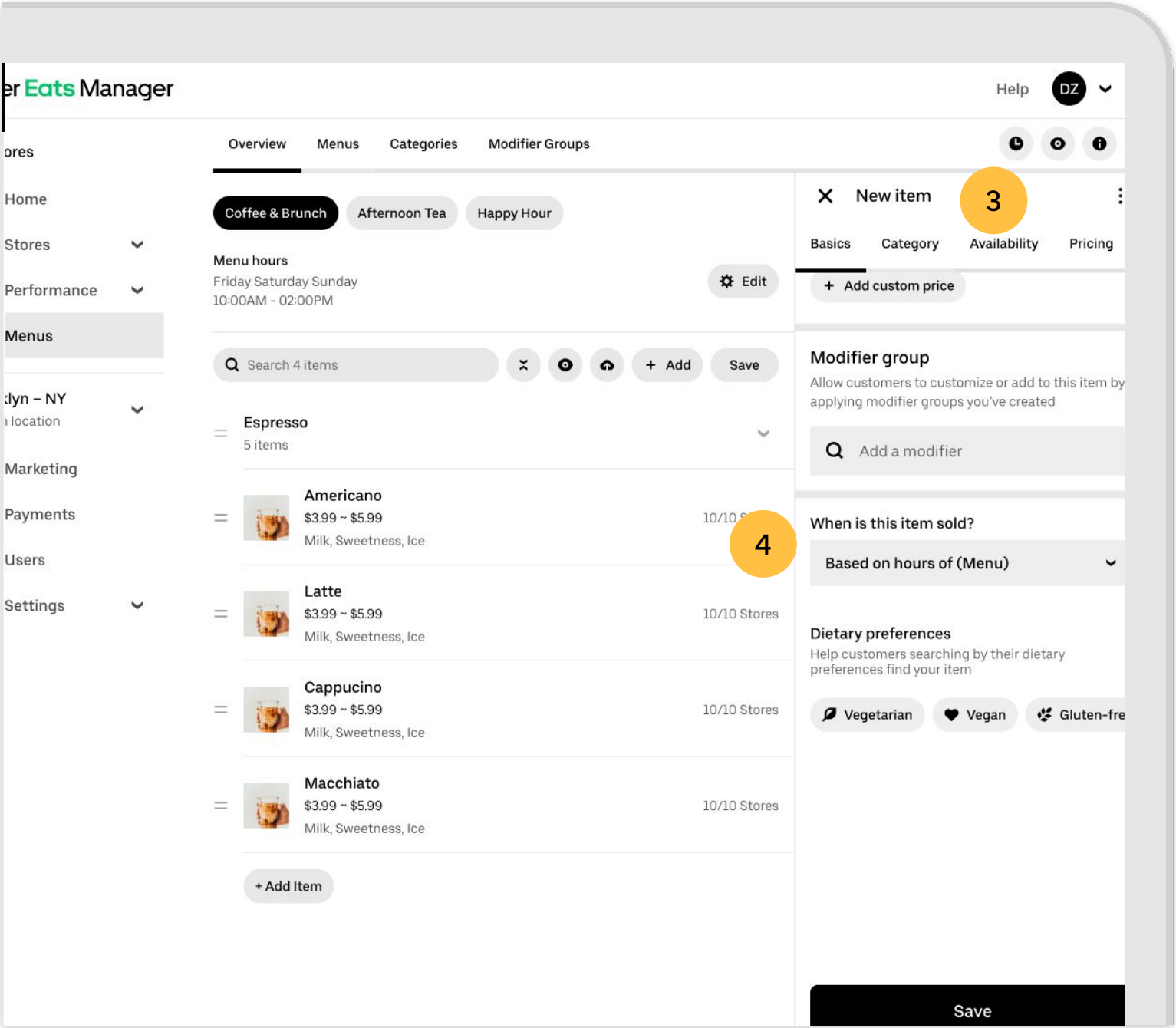
- > [Set menu hours](#)
- > [Update menu hours](#)
- > [Set holiday hours](#)

Hours

Set custom hours for an item (continued)

If you have previously set custom hours and would like to change the item back to being available during standard menu hours, follow these steps:

1. Navigate to the **Overview** tab of Menu Maker.
2. Click the name of the Item for which you would like to remove custom hours. The **Edit Item side panel** will open.
3. Select the **Availability tab** of the side panel.
4. Scroll to the **When is this item sold?** Section. Click the **pencil icon**.
5. Click **Use default hours** at the bottom of the page.
6. Click the black **Save** button.

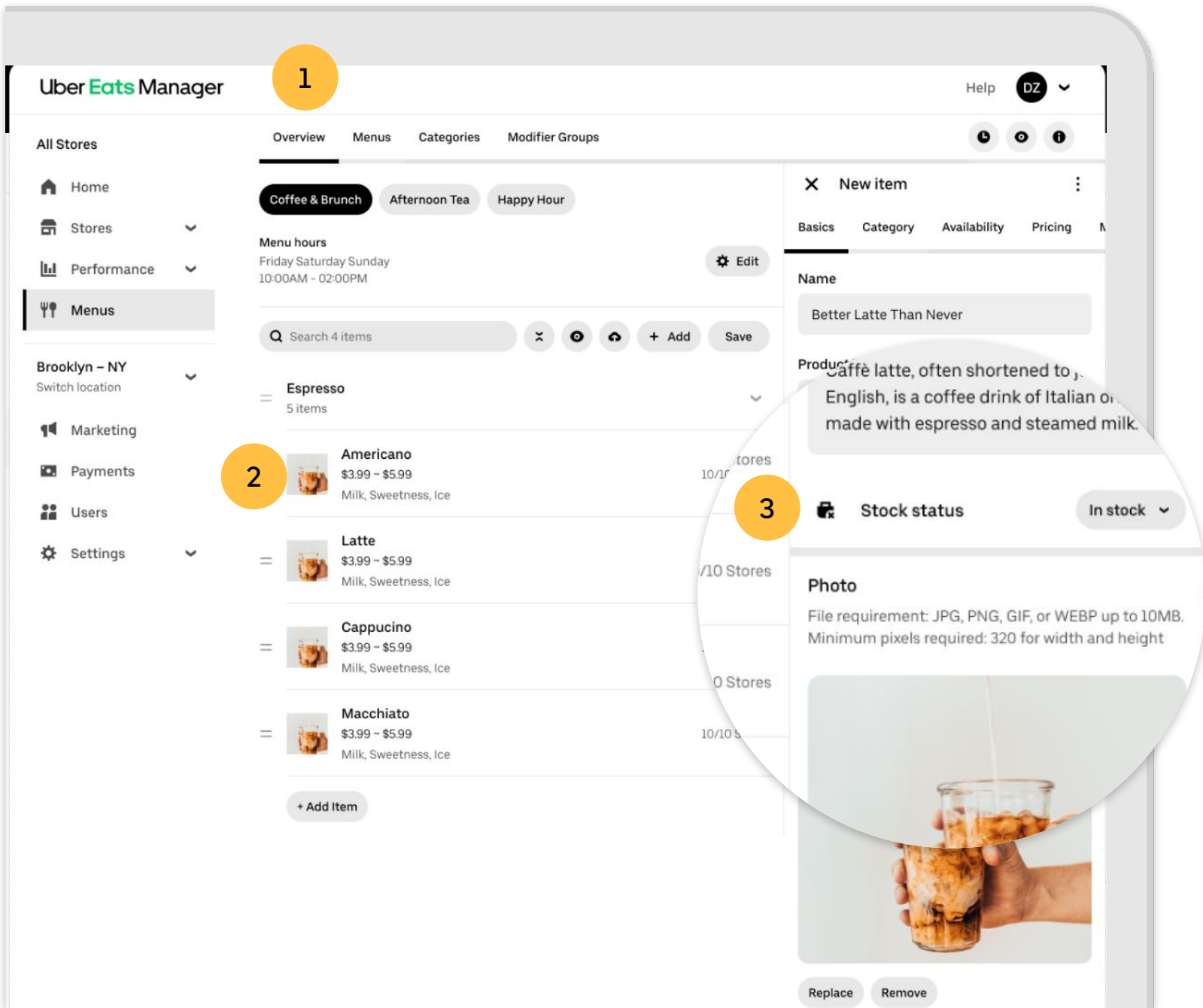


- [Mark items in stock](#)
- [Delete an item](#)
- [Change item pricing](#)

Mark items out of stock

Out of avocado? No worries! If you've run out of stock of an item you can easily mark it as sold out in Menu Maker. Here's how:

1. Navigate to the **Overview** tab in Menu Maker.
2. Click the name of the **Item** that you would like to mark as **sold out**. The **Edit Item side panel** will open.
3. On the **Basic tab** of the side panel, select the **checkbox for Sold out** below the **Description box**.
4. A drop-down box will appear. Select **Today** from the dropdown to mark the Item as sold out for 24 hours. After 24 hours, the Item will automatically switch to be back in stock. Select **Indefinitely** from the drop down to mark the Item as sold out with no end date.
5. Click the black **Save** button.
6. In the menu list, a **red icon** will now appear next to the Item to indicate that it is **sold out**.



Related topics

- > [Mark items out of stock](#)
- > [Delete an item](#)
- > [Change item pricing](#)

Out-of-stock status

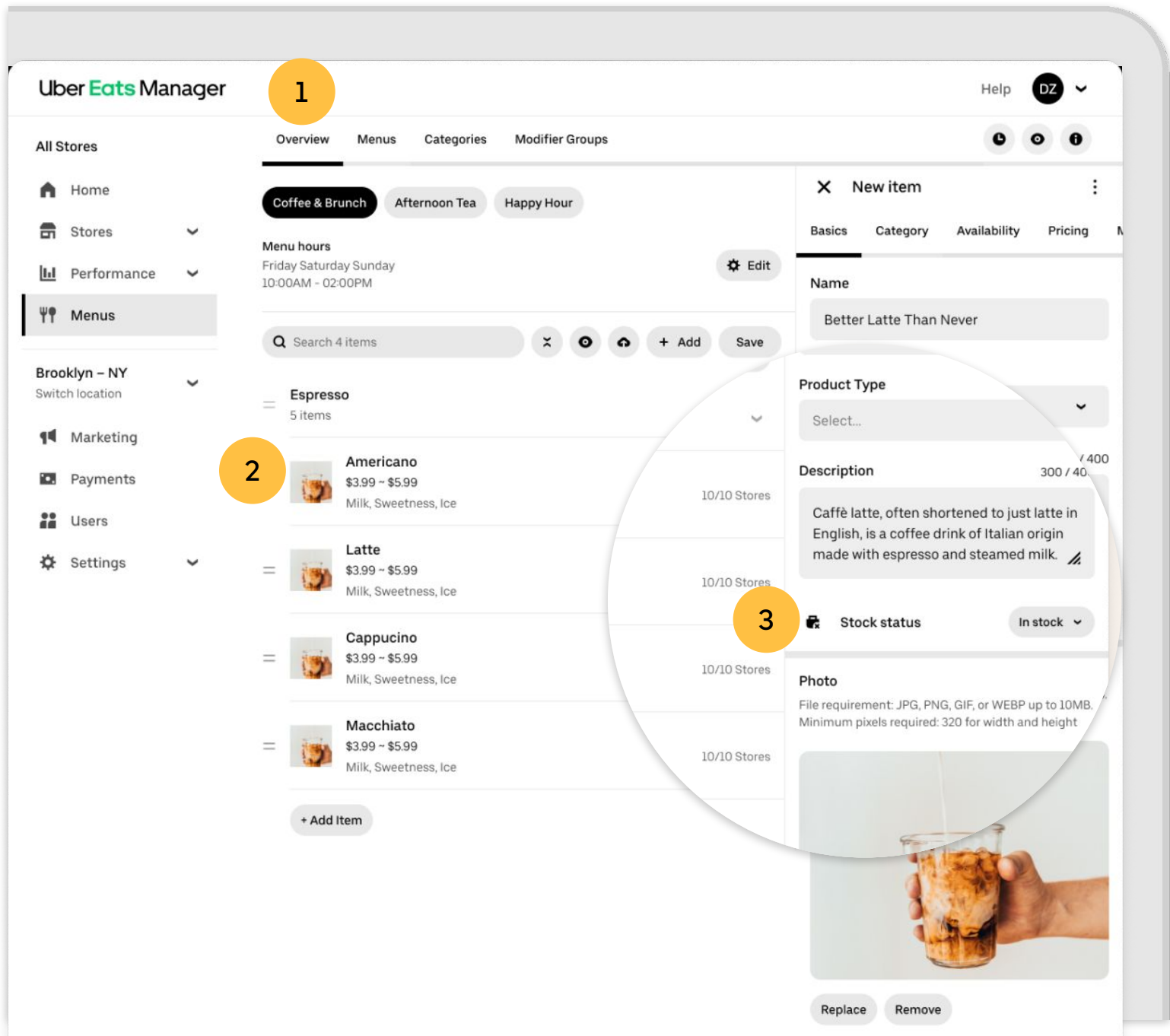
Mark items in stock

Fresh avocados just arrived? Once your stock is replenished, it's just as easy to turn items back on in your menu:

- 1 Navigate to the **Overview** tab in Menu Maker.
- 2 Click the name of the **Item** that you would like to mark as **back in stock**. The **Edit Item side panel** will open.
- 3 On the **Basic tab** of the side panel, unselect the **checkbox for Sold out** below the **Description** box.
- 4 Click the black **Save** button.



Too many out-of-stock items on your menu can impact sales, so make sure to remember to mark items back in stock if you marked them as sold out indefinitely. If you don't plan to replenish the item, remove it from your menu.



Edit an existing menu

The basics

Hours

Out-of-stock status

Photos

Item details

Pricing

Customization group details

Related topics

- > [Add menu photo](#)
- > [Withdraw pending photo](#)
- > [Delete menu photo](#)

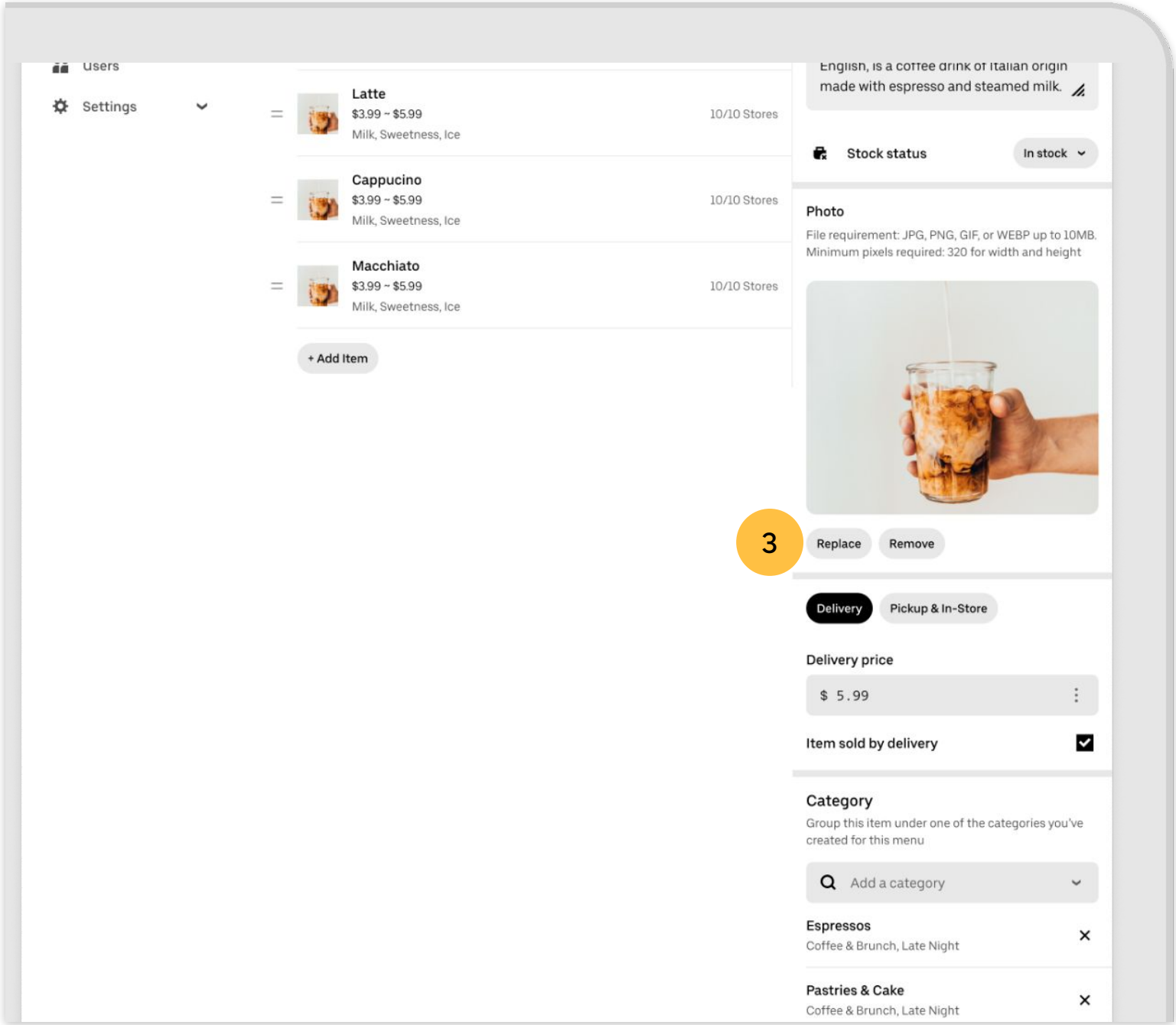
Photos

Update menu photo

When you’ve updated or changed an item, you’ll want to provide a new menu photo. Here’s how:

- 1 Navigate to the **Overview** tab of Menu Maker.
- 2 Click the **Item** to which you wish to add a photo in the menu list. The **Edit Item side panel** will open.
- 3 On the **Basic** tab of the side panel, hover over the **photo box** and **click the pencil icon**. Then **click Replace**. Click **Replace** again in the pop-up box.
- 4 **Select** the new photo from your files.
- 5 Click the black **Save** button.
- 6 Click **Request Approval** in the pop-up box.

Your updated photo will need to be reviewed. This typically takes 3 days or less. We’ll either approve the photo or request that you take a new photo and resubmit. The approved photo will be visible to customers right away.



- > [Add menu photo](#)
- > [Update menu photo](#)
- > [Delete menu photo](#)

Photos

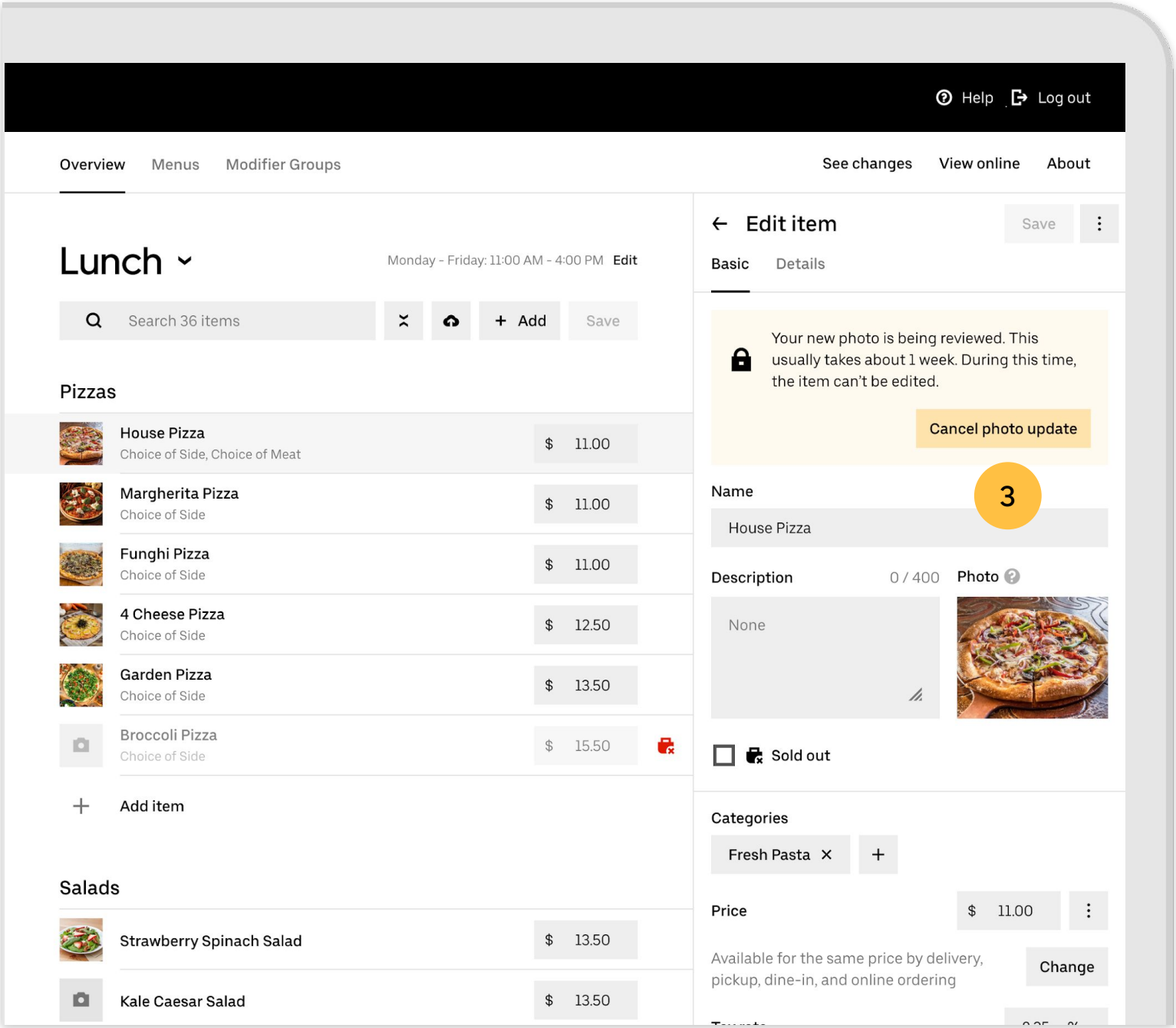
Withdraw menu photo waiting for approval

If you’ve changed your mind or want to use another image, it’s easy to withdraw a photo waiting for approval. Simply follow these steps:

1. Navigate to the **Overview** tab of Menu Maker.
2. Click the **Item** from which you wish to withdraw the photo. The **Edit Item side panel** will open.
3. On the **Basic** tab of the side panel, click the **Cancel photo update** button above the name of the Item.
4. Click **Withdraw** in the pop-up box.



Learn more about [menu photography guidelines](#).



Edit an existing menu

The basics

Hours

Out-of-stock status

Photos

Item details

Pricing

Customization group details

Related topics

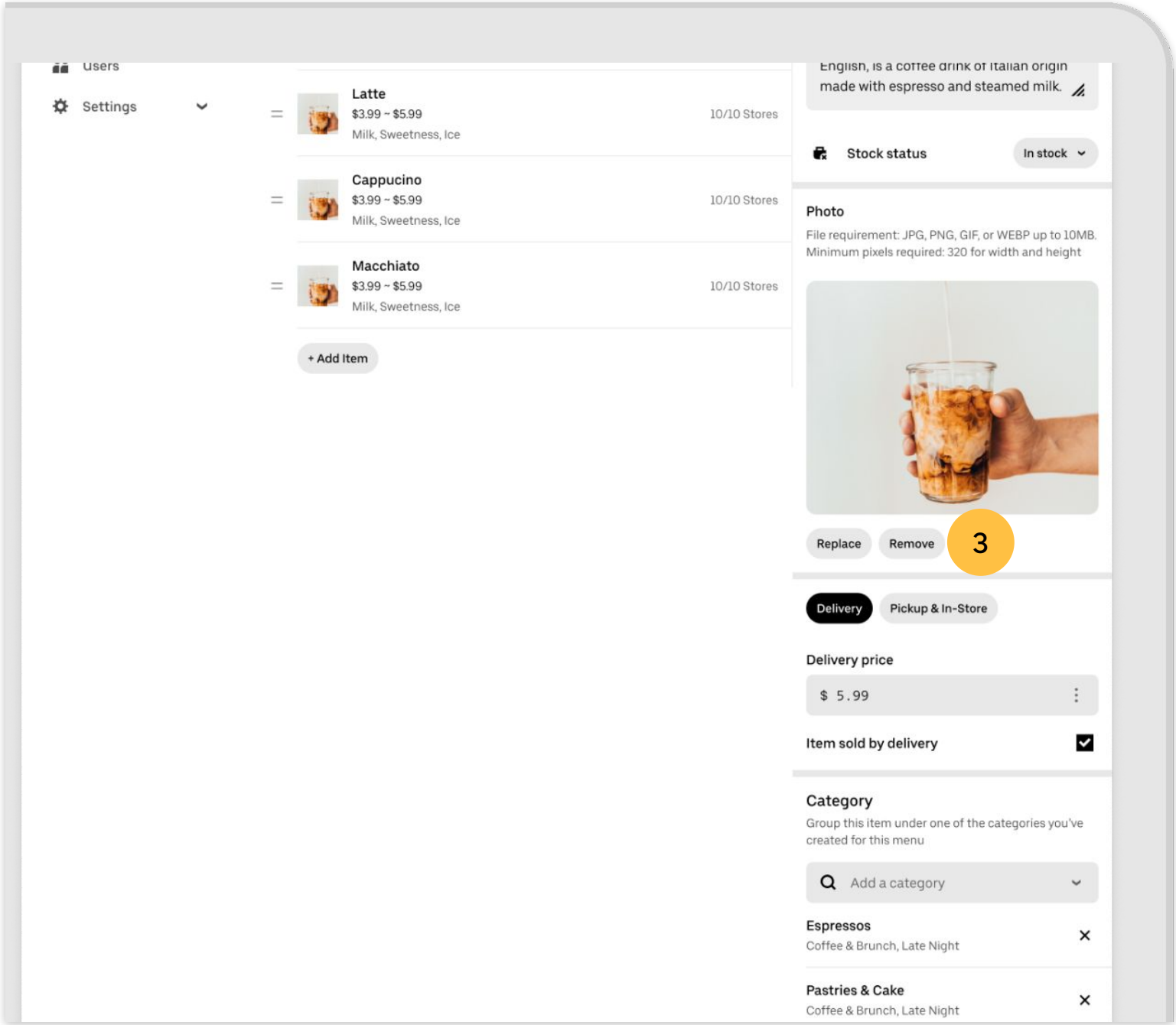
- > [Add menu photo](#)
- > [Withdraw pending photo](#)
- > [Update menu photo](#)

Photos

Delete menu photo

When you want to remove a photo from an item, simply delete it following these steps:

1. Navigate to the **Overview** tab of Menu Maker.
2. Click the **Item** from which you wish to delete the photo.
3. The **Edit Item side panel** will open.
4. On the **Basic** tab of the side panel, scroll down to the image.
5. Click **Remove**.
6. Click the black **Save** button.

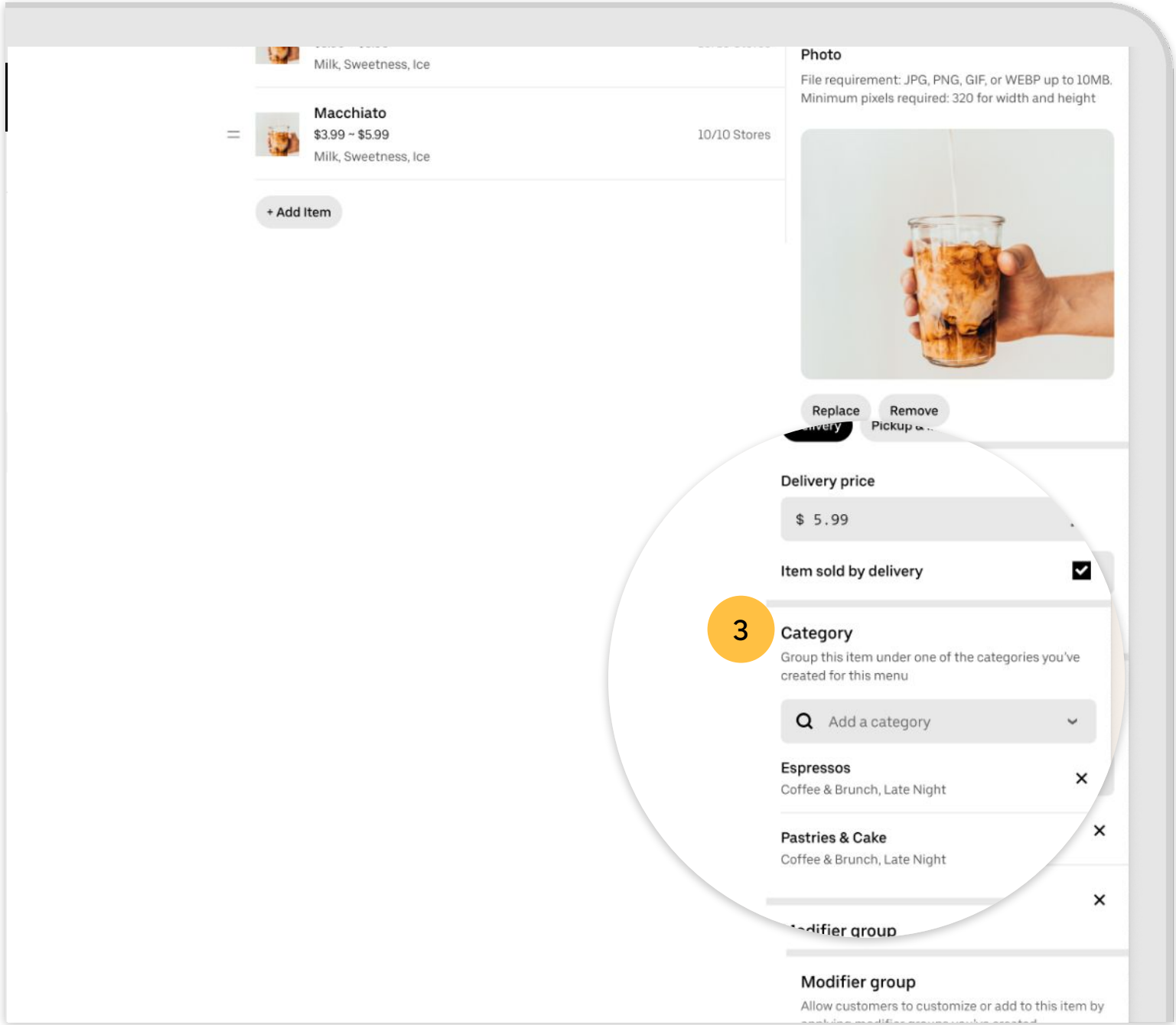


- > [Create a new category](#)
- > [Change order of categories](#)
- > [View and update existing category](#)

Add or delete a category from an item

The Menu Maker app is flexible and allows you to easily add or delete a category from an item on your menu. Just follow these steps:

1. Navigate to the **Overview** tab of Menu Maker.
2. Click the Item from which you wish to add or delete a category. The **Edit Item side panel** will open.
3. On the **Basic** tab of the side panel, scroll to the **Categories** section.
4. If the item does not yet have a Category assigned, **type the Category name** into the search bar. If the item already has at least one Category, click the **+** sign and **type the Category name** into the search bar. **Click the desired Category in the search results** to add it to the Item.
5. To delete a **Category**, click the **X next to a Category** name in the list.
6. Click the black **Save** button.



At least one category must be on the list in the categories section in order for the item to be visible to customers.

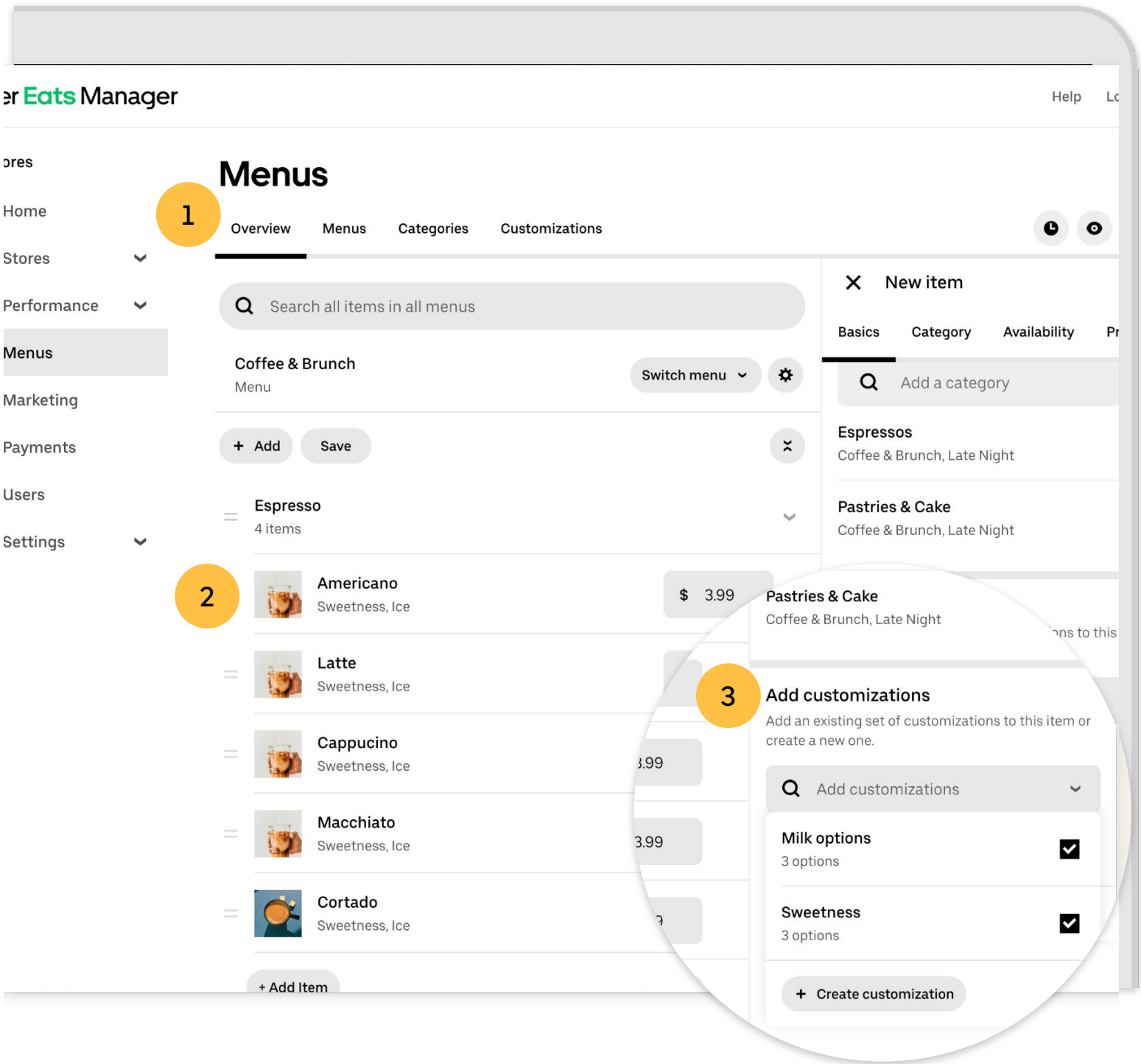
- > [Create a customization](#)
- > [Add/delete customization options](#)
- > [Set customization group rules](#)

Item details

Add or delete a customization from an item

Here's how you can quickly add or delete a customization group from an item:

- 1 Navigate to the **Overview** tab of Menu Maker.
- 2 Click the Item from which you wish to **add or delete a Customization Group**. The **Edit Item side panel** will open.
- 3 On the **Basic** tab of the side panel, scroll to the **customization Groups section**.
- 4 If the item does not yet have a customization Group attached, **type the customization Group name** into the search bar. If the item already has at least one customization Group, click the **+ sign** and **type the customization Group name** into the search bar. **Click the desired customization Group in the search results** to add it to the Item.
- 5 **To delete a customization Group, click the X next to a customization Group name** in the list.
- 6 Click the black **Save** button.



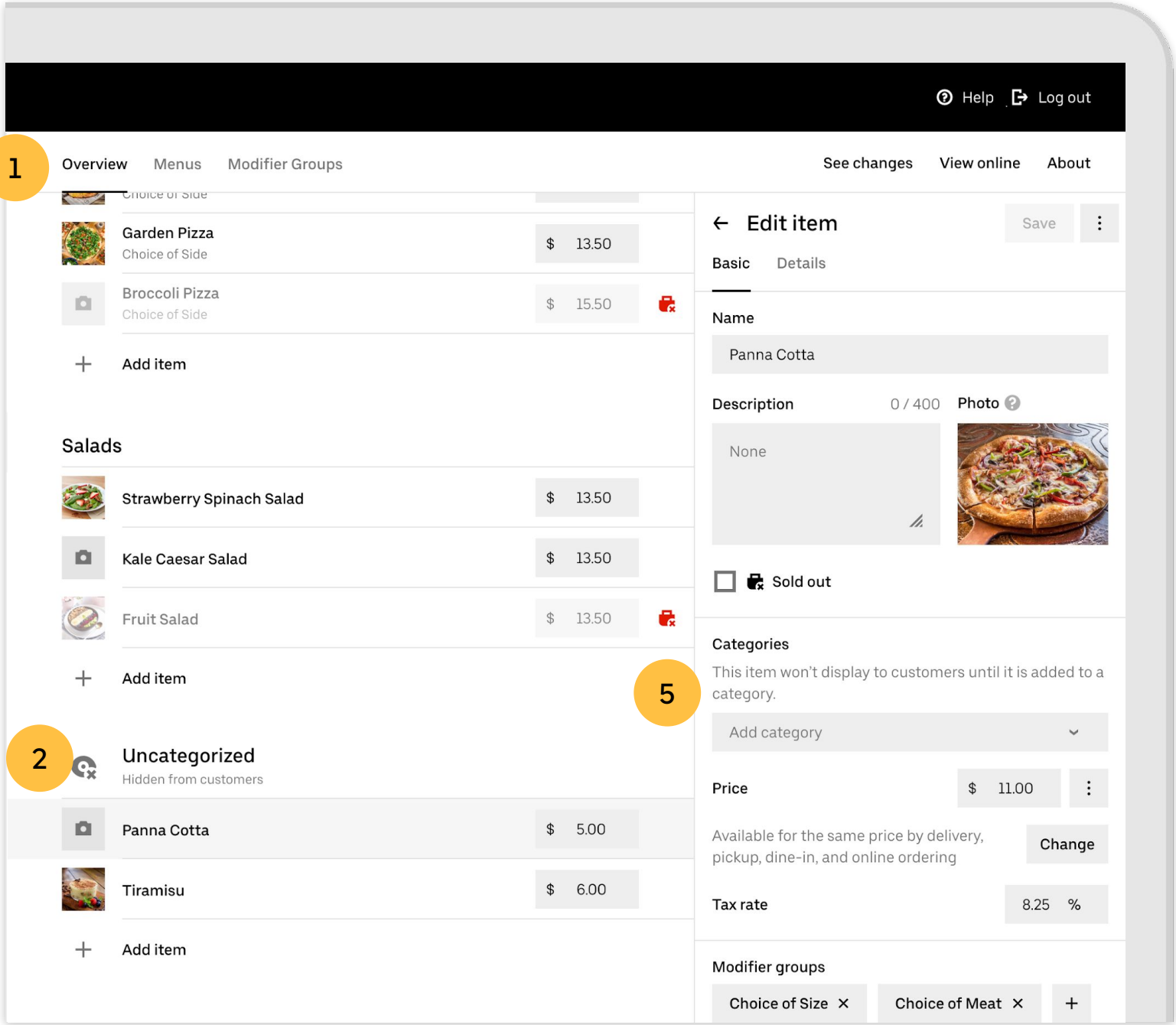
- > [Create a new category](#)
- > [Change order of categories](#)
- > [View and update existing category](#)

Item details

Assign a category to uncategorized items

Items not assigned to at least one category will not be visible to customers. You can make these Items visible in the menu by assigning a category to them:

- 1 Navigate to the **Overview** tab of Menu Maker.
- 2 Scroll to the bottom of the menu list to **find the Uncategorized items section**.
- 3 Click an Item from the **Uncategorized list**.
- 4 The **Edit Item side panel** will open.
- 5 On the **Basic** tab of the side panel, **scroll to the Categories section**.
- 6 To add a category, **type the name of the Category into the search bar**. Click the **name in the search results** to add it to the Item.
- 7 Click the black **Save** button.



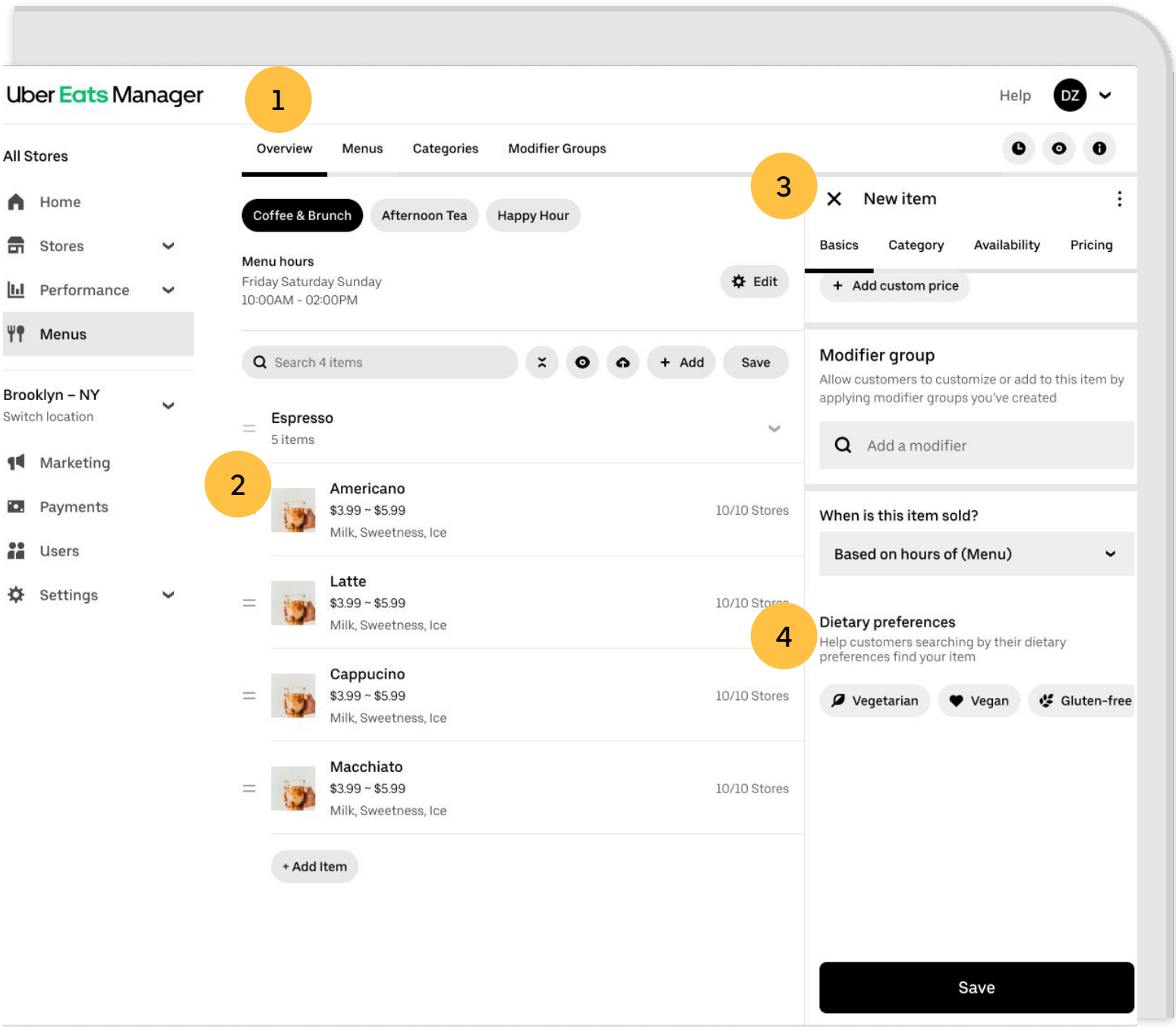
- > [Add calorie counts to an item](#)
- > [Set custom hours for an item](#)
- > [Change item pricing](#)

Item details

Add dietary preference tags to an item

You can tag items as vegetarian, vegan, or gluten-free so that customers with dietary preferences can easily find them on your menu:

- 1 Navigate to the **Overview** tab of Menu Maker
- 2 Click the Item to which you would like to add dietary preference tags. The **Edit Item side panel** will open
- 3 Click the **Basics** tab of the side panel.
- 4 Scroll to the **Dietary preferences** section.
- 5 Click the buttons for **vegan, vegetarian, or gluten-free** as desired. Note that if you select vegan, vegetarian will be selected by default.
- 6 Click the black **Save** button.



Edit an existing menu

The basics

Hours

Out-of-stock status

Photos

Item details

Pricing

Customization group details

Related topics

- > [Change item pricing](#)
- > [Set custom hours for an item](#)
- > [Add dietary tags to an item](#)

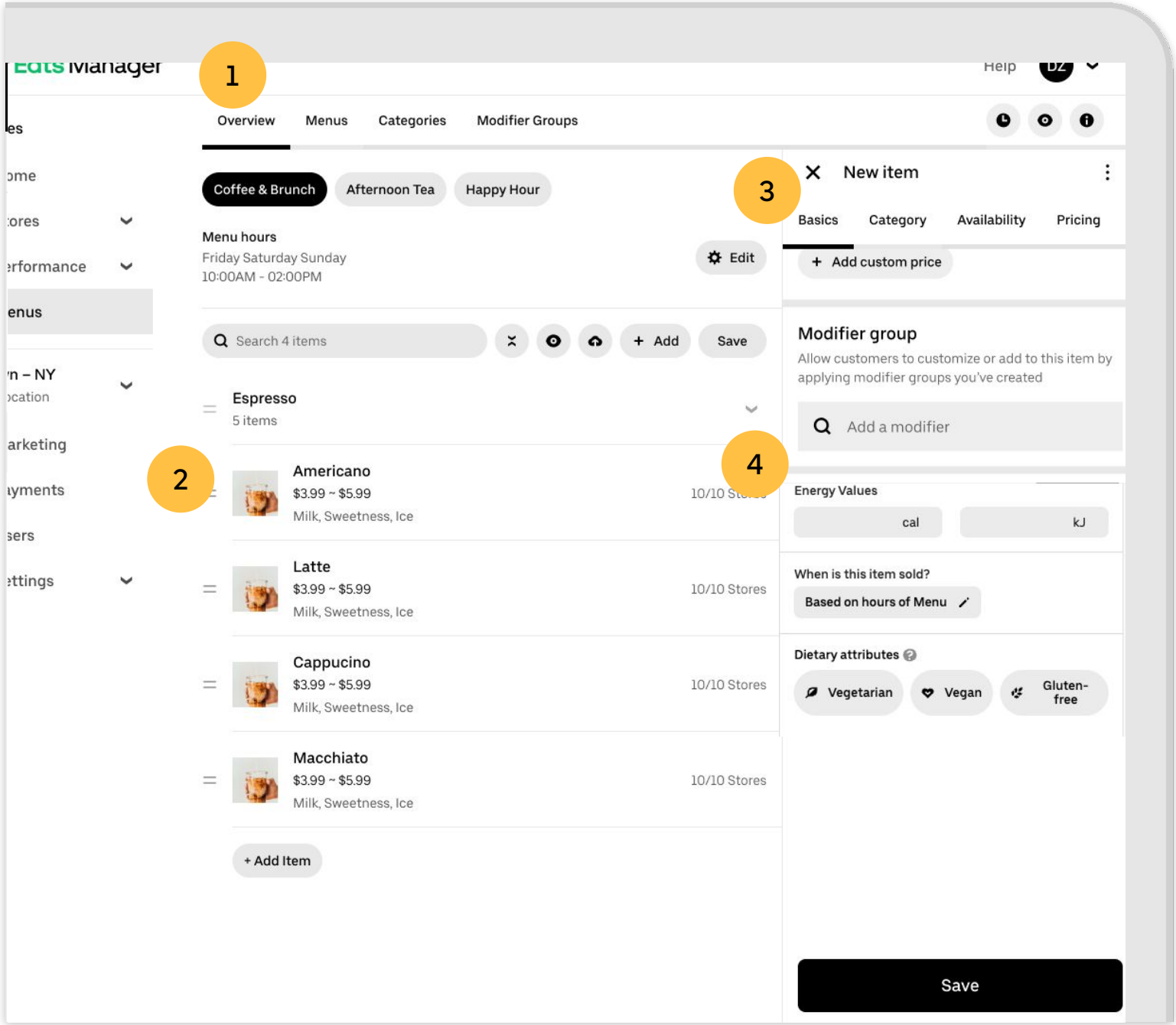
⌵ Go to Index

Item details

Add calorie counts to an item

You can easily offer customers calorie information to help them make informed choices by following these simple steps:

- 1 Navigate to the **Overview** tab of Menu Maker.
- 2 Click the Item to which you would like to add calorie information. The **Edit Item side panel** will open.
- 3 Click the **Nutrition tab** of the top panel.
- 4 Scroll to the **Energy Values** section. Input **calories or kilojoules** in the gray boxes.
- 5 Click the black **Save** button.



Related topics

- > [Price customization options](#)
- > [Apply menu-specific pricing](#)
- > [Update price based on order type](#)

Pricing

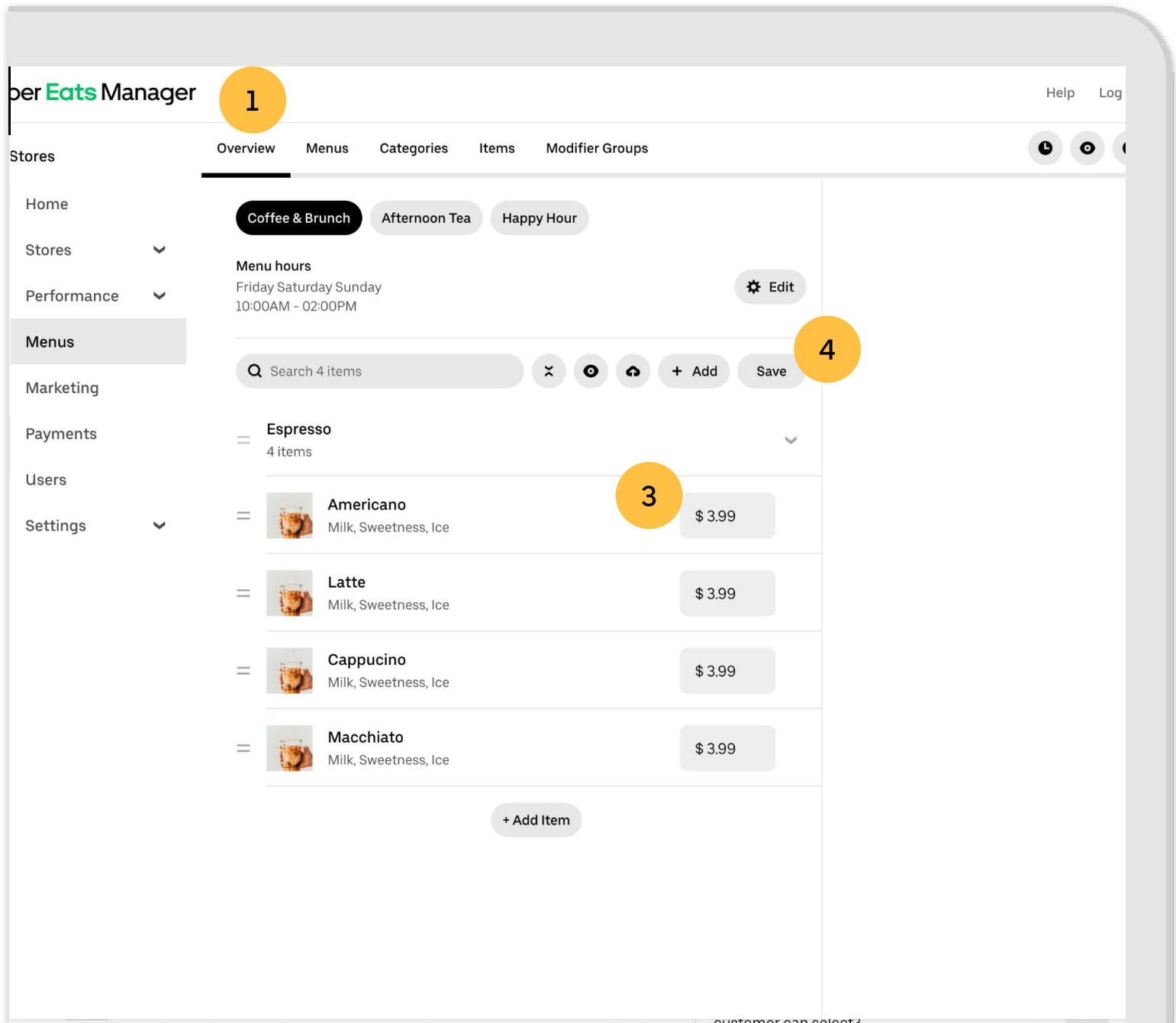
Change pricing

You can easily change the price of your items when needed. Here's how:

- 1 Navigate to the **Overview** tab of Menu Maker.
- 2 Find the **Item** whose price you wish to change in the menu list.
- 3 **Update the price directly in the gray box.** If your menu has multiple prices for different order types, update the price in each column separately.
- 4 Click the black **Save** button.



If you increase a price by a high percentage, you may see a pop-up notification asking you to confirm that the updated price is accurate. For extremely high priced items, you may need to contact support in order to change the price.



Related topics

- > [Price customization options](#)
- > [Apply menu-specific pricing](#)
- > [Change item pricing](#)

Pricing

Offer different prices for different order types

With Uber Eats, you can fulfill orders via various order types such as delivery, pickup, and dine-in.

By default, item prices will be the same across all of these order types and all items will be available for all order types.

If you’d like, you can adjust prices and item availability for each order type.

For example: You may want to sell a hamburger for \$10 when it is sold via pickup and for \$12 when it is sold via delivery. Or you may want to offer canned soda only for delivery but not for pickup.

Continued on next page →

- > [Price customization options](#)
- > [Apply menu-specific pricing](#)
- > [Change item pricing](#)

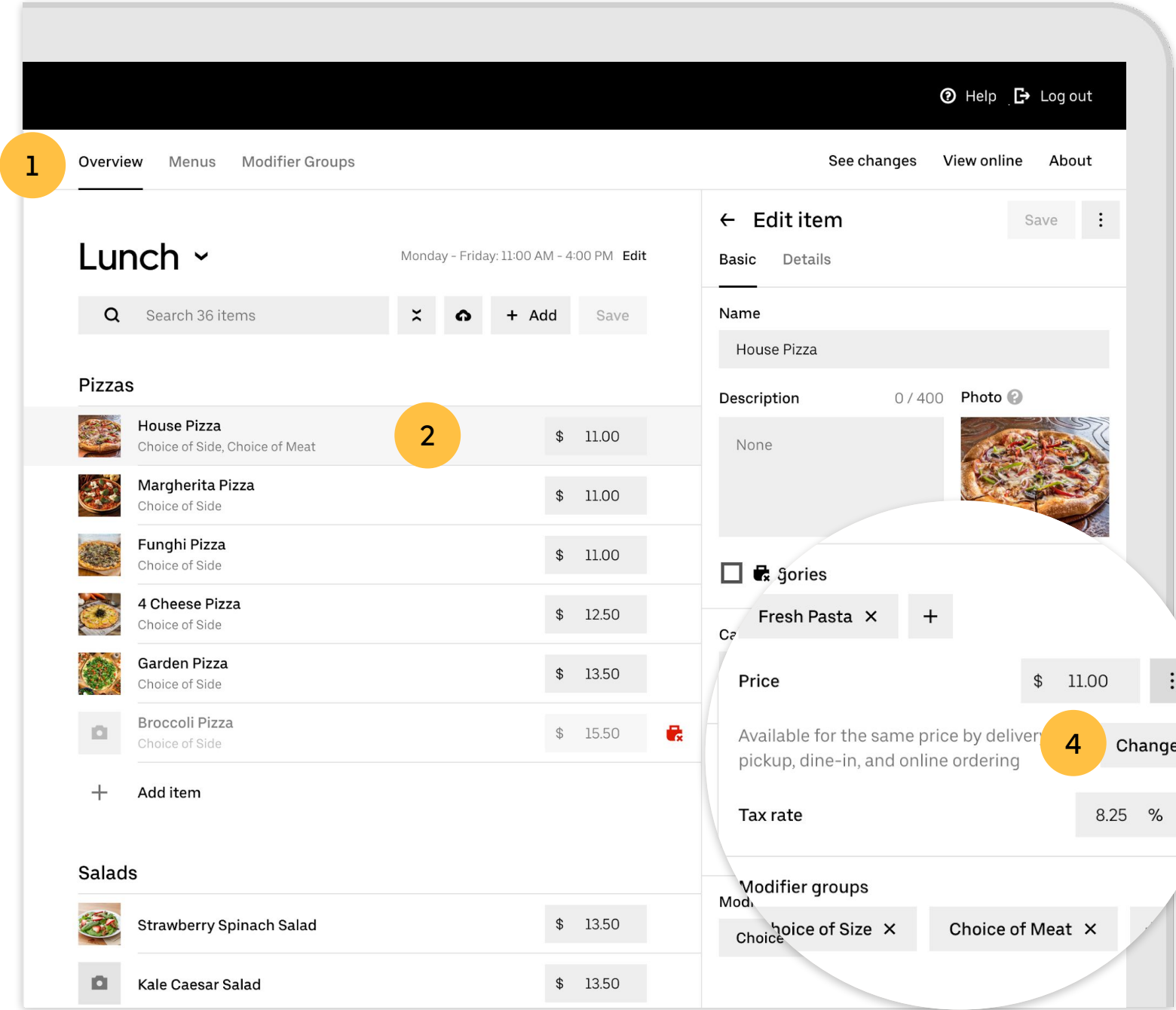
Pricing

Offer different prices for different order types (continued)

Use the steps below to differentiate items and prices based on order type. You must first be signed up to offer multiple order types on Uber Eats.

- 1 Navigate to the **Overview** tab of Menu Maker.
- 2 Click the name of any Item from the menu list.
- 3 On the **Basic** tab of the side panel, scroll to the **Price** section.
- 4 Click the **Change** button.
- 5 A pop-up will notify you that you are setting up your menu to have different prices and item availabilities based on order type. Note that this change will apply to all menu items (not just the menu item that you have currently selected) and can't be undone. Click **Turn on** to continue.

Continued on next page →



Edit an existing menu

The basics

Hours

Out-of-stock status

Photos

Item details

Pricing

Customization group details

Related topics

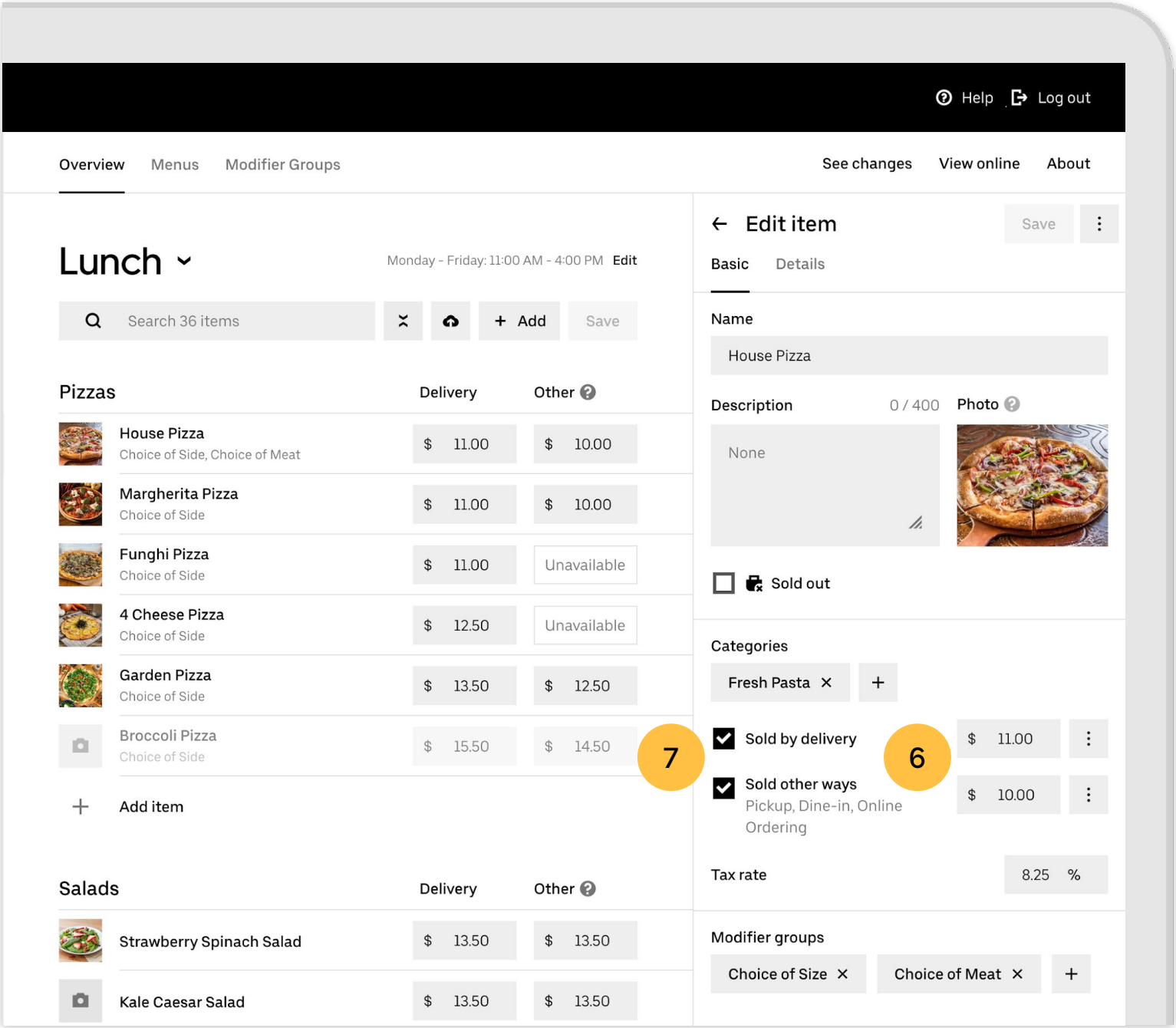
- > [Price customization options](#)
- > [Apply menu-specific pricing](#)
- > [Change item pricing](#)

Pricing

Offer different prices for different order types (continued)

- 6
- In the price section, you will now see 2 price boxes, one for **Delivery** and one for your **other order types**. You can now change prices separately for each order type in the gray boxes.
- 7
- You will also see checkboxes next to each order type. To make the item available for each order type, **select the corresponding check box**. If you uncheck the box, the item will not be available for a particular order type.
- 8
- Click the black **Save** button.

In the menu list on the **Overview** tab of Menu Maker, you will now see two columns of prices, one for **Delivery** and one for **other order types**. If you select any Item, on the Basic tab of the **Edit Item side panel**, you will see 2 price boxes and the accompanying check boxes.

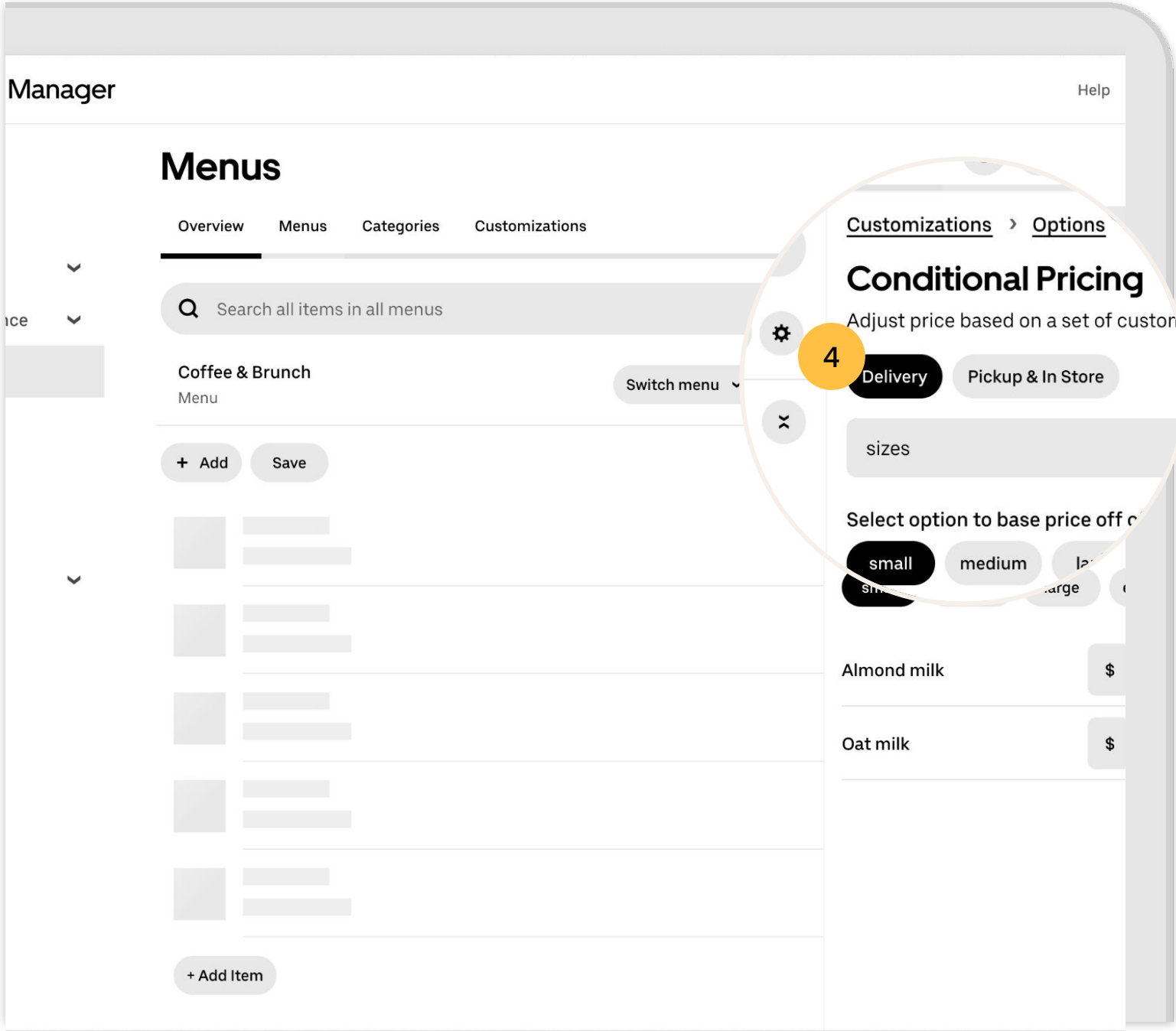


Pricing

Update customization prices based on order type

After following [the steps](#) to offer different prices for different order types, you will be able to update prices of customizations separately for each order type.

- 1 Navigate to the **Overview** tab of Menu Maker.
- 2 Click the name of the Customization whose prices you would like to update. The **Edit customization Group** side panel will open.
- 3 In the **Options** section, you will see 2 buttons, one for **Delivery** and one for your **other order types**.
- 4 To update the **customization option prices for Delivery**, click the Delivery button and update the prices in the gray boxes.
- 5 To update the customization **option prices for the other order types**, click the other button and update the prices in the gray boxes.
- 6 Click the black **Save** button.



Related topics

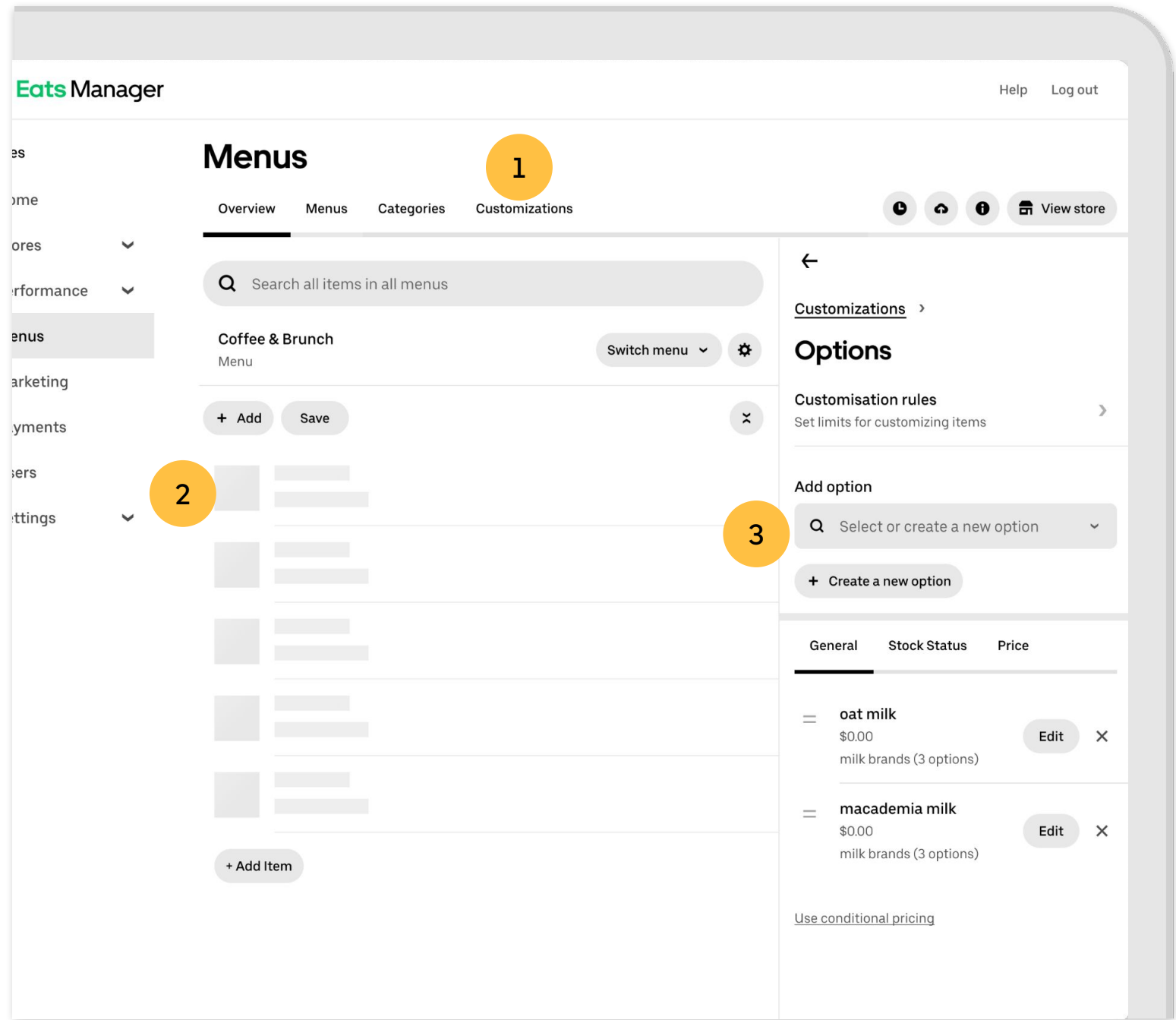
- › [Create a customization group](#)
- › [Set customization group rules](#)
- › [Add/delete customization groups from an item](#)

customization group details

Add or remove customization options from a customization group

Customization options within customization groups are flexible. Here's how to add or remove options:

- 1 Navigate to the **Customization** tab of Menu Maker.
- 2 **Click the name of the customization Group** to which you would like to add or remove options.
- 3 The **Edit customization Group** side panel will open.
- 4 **To add a new customization option to the group**, in the Add customization option search bar, type the name of the customization option you would like to add.
- 5 Click the customization option name in the search results to add it to the group. Once the customization option is added, adjust its price in **Price** tab, if desired.
- 6 **To remove a customization option from the group**, click the **navigation menu** next to the customization option price. Select Remove.



Related topics

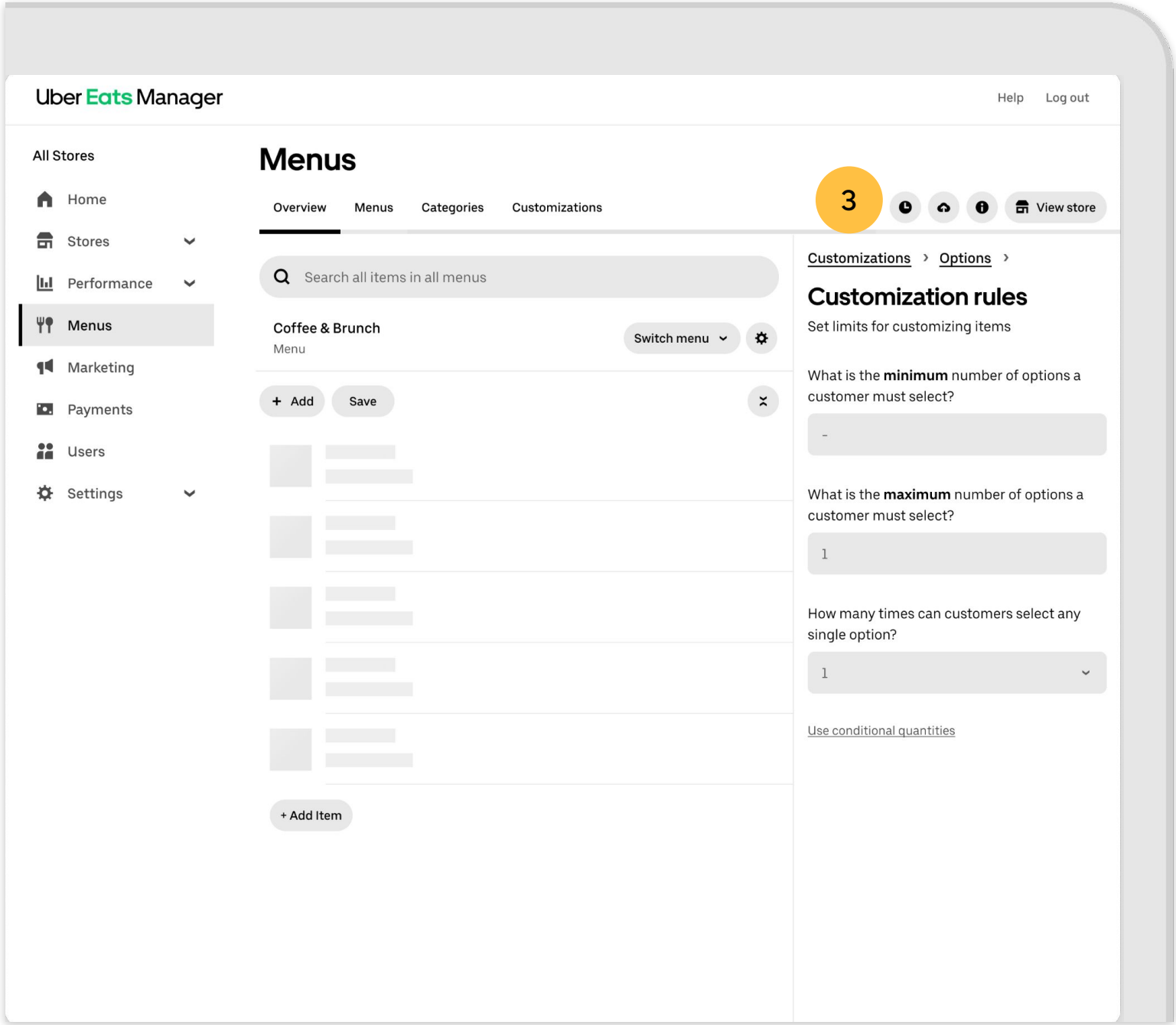
- > [Create a customization group](#)
- > [Add/delete customization options](#)
- > [Add/delete customization groups from an item](#)

Set customization group rules

Customization groups allow customers to customize their dishes. You can set constraints for customization groups to manage exactly what customers can select.

- 1 Navigate to the **Overview** tab of Menu Maker.
- 2 Click the name of the customization Group for which you would like to adjust the rules. The **Edit customization Group** side panel will open.
- 3 Scroll to the Rules section. There are 3 different rules that can be set. **Place a number in the gray box for each rule.** Note that setting these rules is optional.

Continued on next page →



Related topics

- > [Create a customization group](#)
- > [Add/delete customization options](#)
- > [Add/delete customization groups from an item](#)

Set customization group rules

(continued)

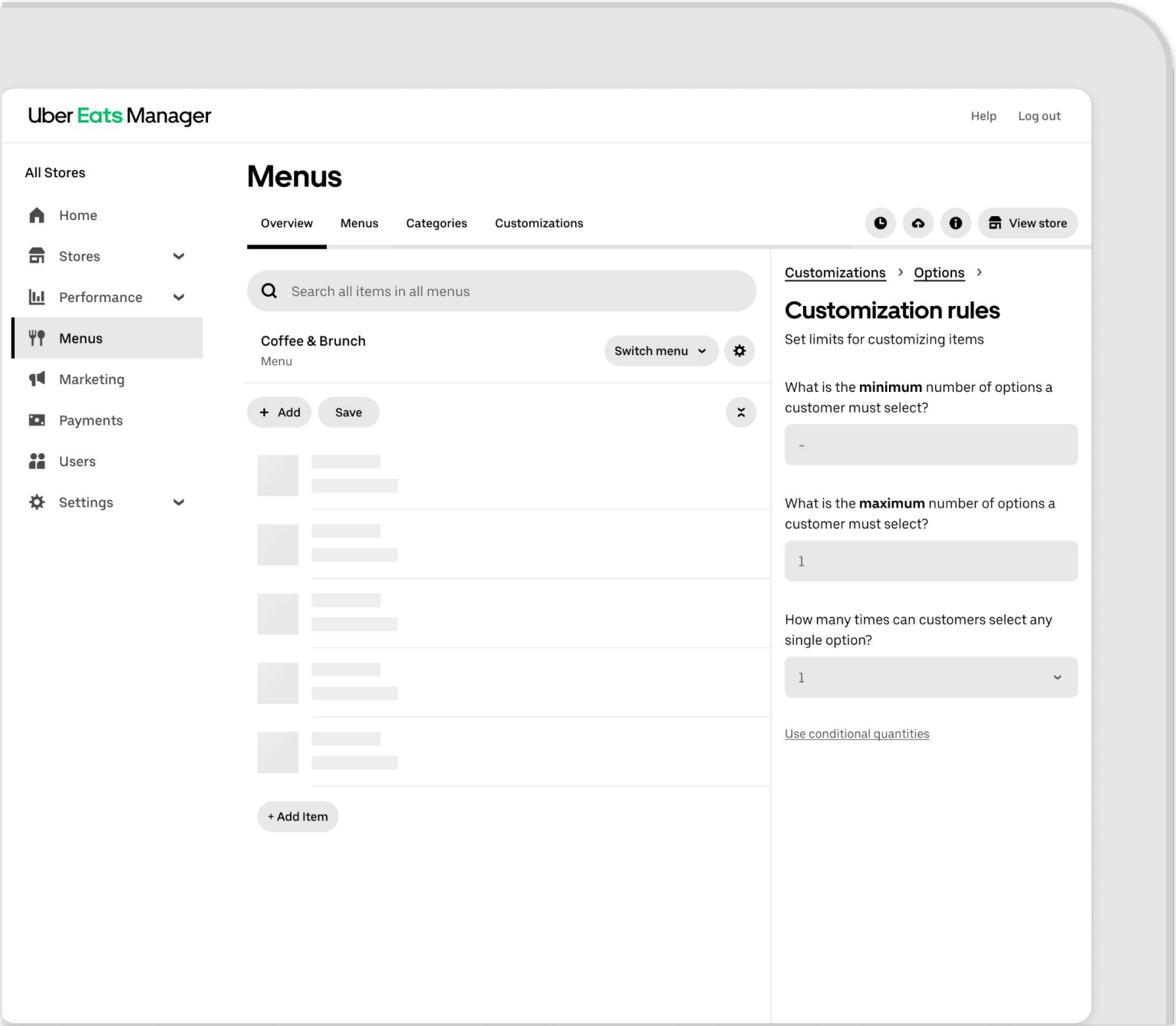
Set desired rules:

What’s the minimum number of options a customer must select? For example, if a salad includes 2 toppings by default, input ‘2’ for this rule.

What’s the maximum number of options a customer can select? For example, if a pizza can have at most 5 toppings, input ‘5’ for this rule.

How many times can customers select any single option? For example, if customers are only allowed to select 1 of each type of side dish to accompany their entree, input ‘1’ for this rule.

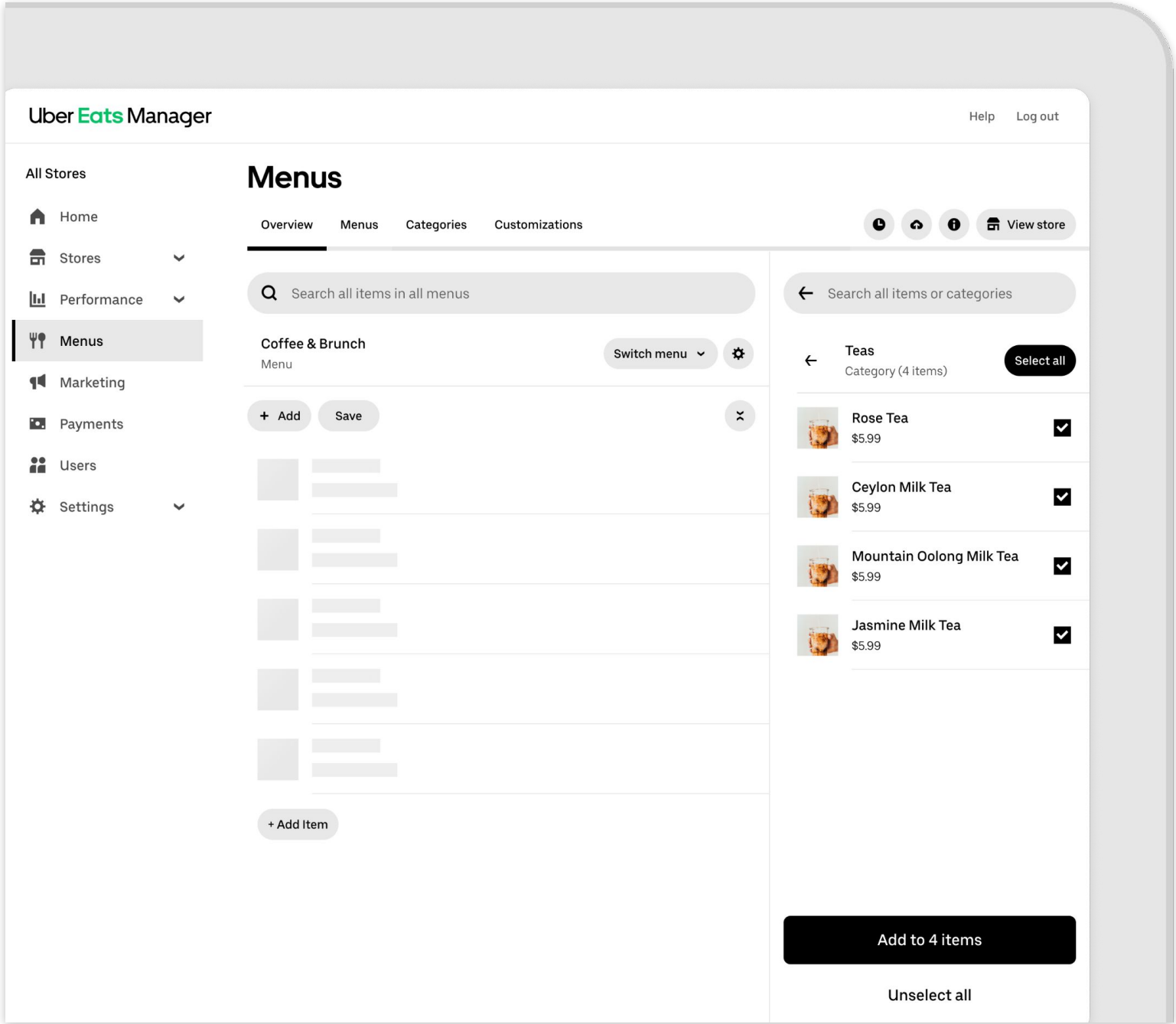
Click the black **Save** button.



Assign a customization group to multiple items at once

Many items on your Uber Eats menu can share the same customization group. You only need to create the customization group once. Here’s how to rapidly attach it to multiple items:

- 1 Navigate to the **Customization** tab of Menu Maker.
- 2 **Click the name of the customization Group** that you wish to attach to multiple items. The **Edit customization Group side panel** will open.
- 3 Click Add to Items.
- 4 In the search bar, **type the name of the Item** to which you wish to attach the customization Group.
- 5 In the search results, **click the Item name to add it** and select **Apply to items**.
- 6 Click the black **Save** button.



4 Use advanced settings

Give customers even more flexibility

- > [Create a new item](#)
- > [Create a customization group](#)
- > [Attach a customization group to an item](#)

Advanced pricing

Price customization options

If a customization option has a price, that amount is added to the price of the item that the customization option is attached to. To make sure the price your customers pay is always accurate, make sure to price items and customization options correctly.

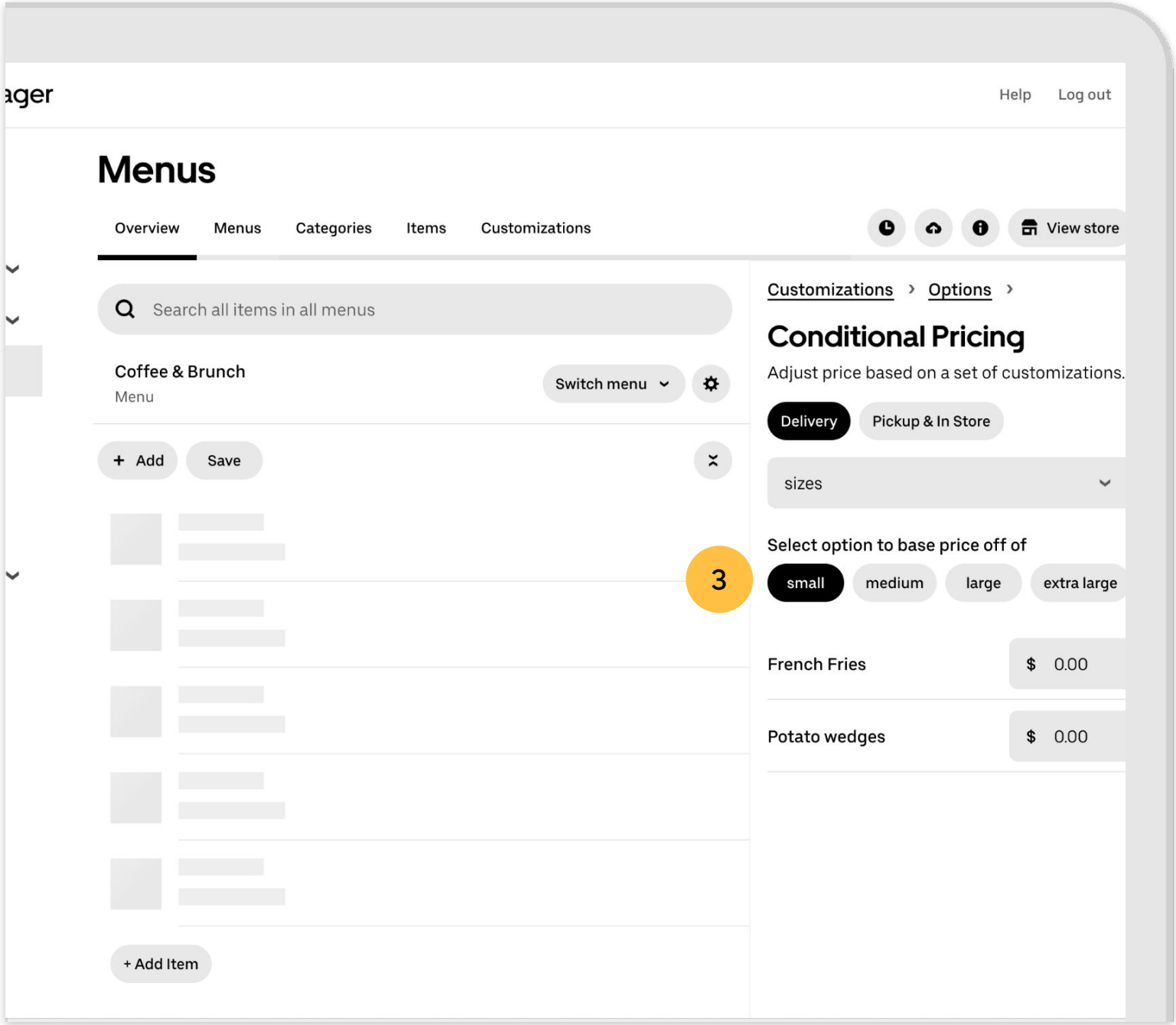
Consider this example: Say you sell french fries. The fries come in 3 sizes, each with different prices: Small, \$5; Medium, \$7; Large, \$9.

Follow these steps to create the correct pricing for the different sized items:

- 1 Create an **Item** named **French Fries**. Set the price of this Item to be \$5, the price of the smallest size.
- 2 Create a **customization Group** named **Size**. Add **Small, Medium, and Large** as customization options in the group.
- 3 When **pricing the customization Options**, set the prices to be **additional dollars** to the \$5 base price of the small French Fries: Small \$0; Medium \$2; Large \$4.
- 4 **Attach the Size customization Group** to the French Fries Item.



Continued on next page



- > [Change item pricing](#)
- > [Apply menu-specific pricing](#)
- > [Update price based on order type](#)

Advanced pricing

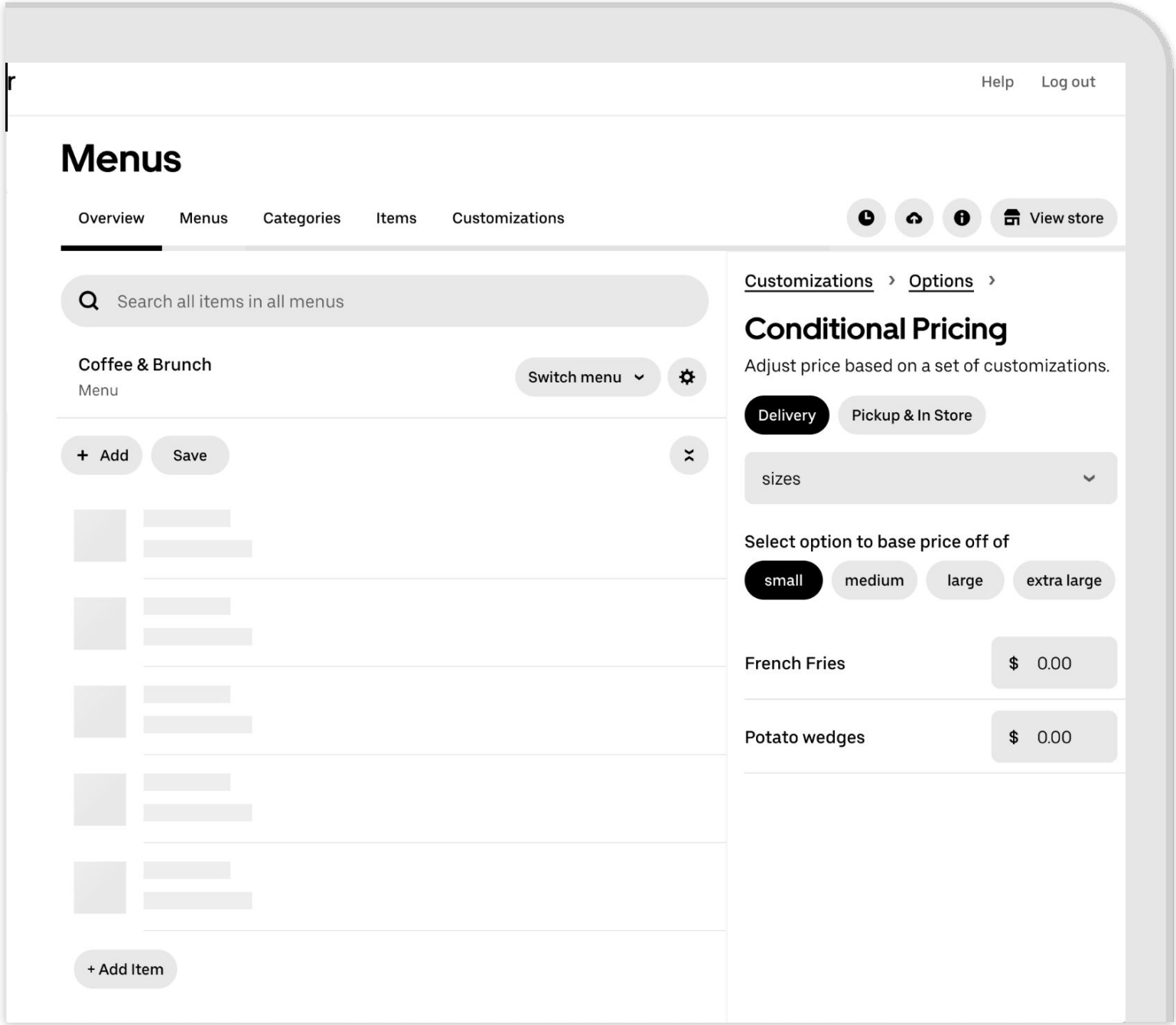
Price customization options

(continued)

By setting customization option prices this way, you can ensure customers pay the correct total amount for each item.

The math for item pricing works this way:

- If customers select **Small** from the customization group, they will pay \$5 total (\$5 for the Item + \$0 for the Small customization option).
- If customers select **Medium** from the customization group, they will pay \$7 total (\$5 for the Item + \$2 for the Medium customization option).
- If customers select **Large** from the customization group, they will pay \$9 total (\$5 for the Item + \$4 for the Large customization option).



- > [Change item pricing](#)
- > [Price customization options](#)
- > [Update price based on order type](#)

Advanced pricing

Apply menu-specific pricing

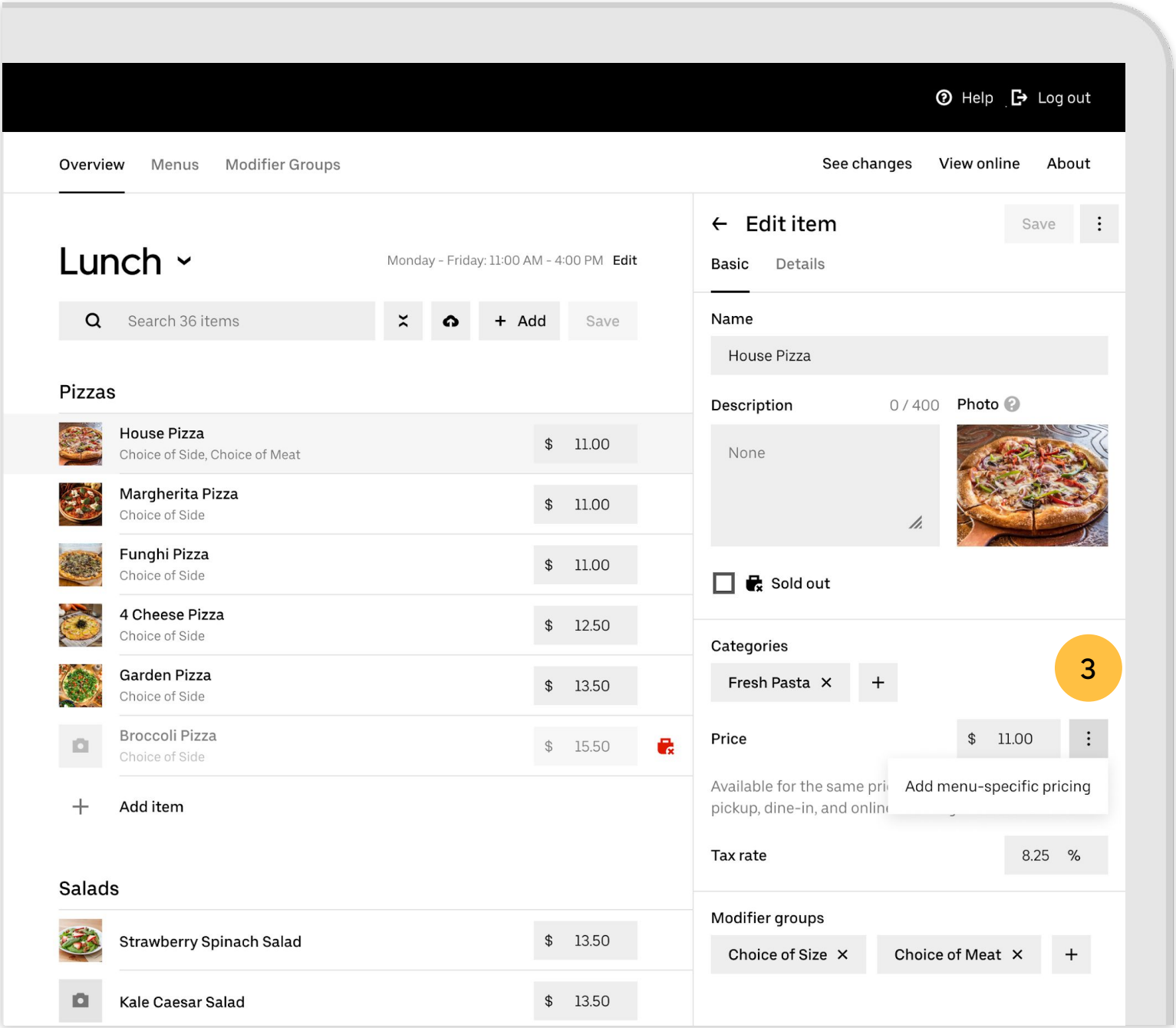
By default, an item will be sold at the same price no matter which menu it is attached to. Sometimes you want an item to be priced differently on different menus.

For example: If you have an item called Alfredo Pasta that is sold on both your lunch and dinner menus, you may want to price the item at \$10 when it’s sold for lunch because it’s a smaller portion. You want the price when sold for dinner to be \$12 because it’s a full-sized portion.

To apply menu-specific pricing:

1. Navigate to the **Overview** tab of Menu Maker.
2. Select the **item** for which you wish to configure menu-specific pricing. The **Edit Item side panel** will open.
3. In the **price section**, click the navigation menu **button** next to the gray price box and **select Add menu-specific pricing**.

Continued on next page →

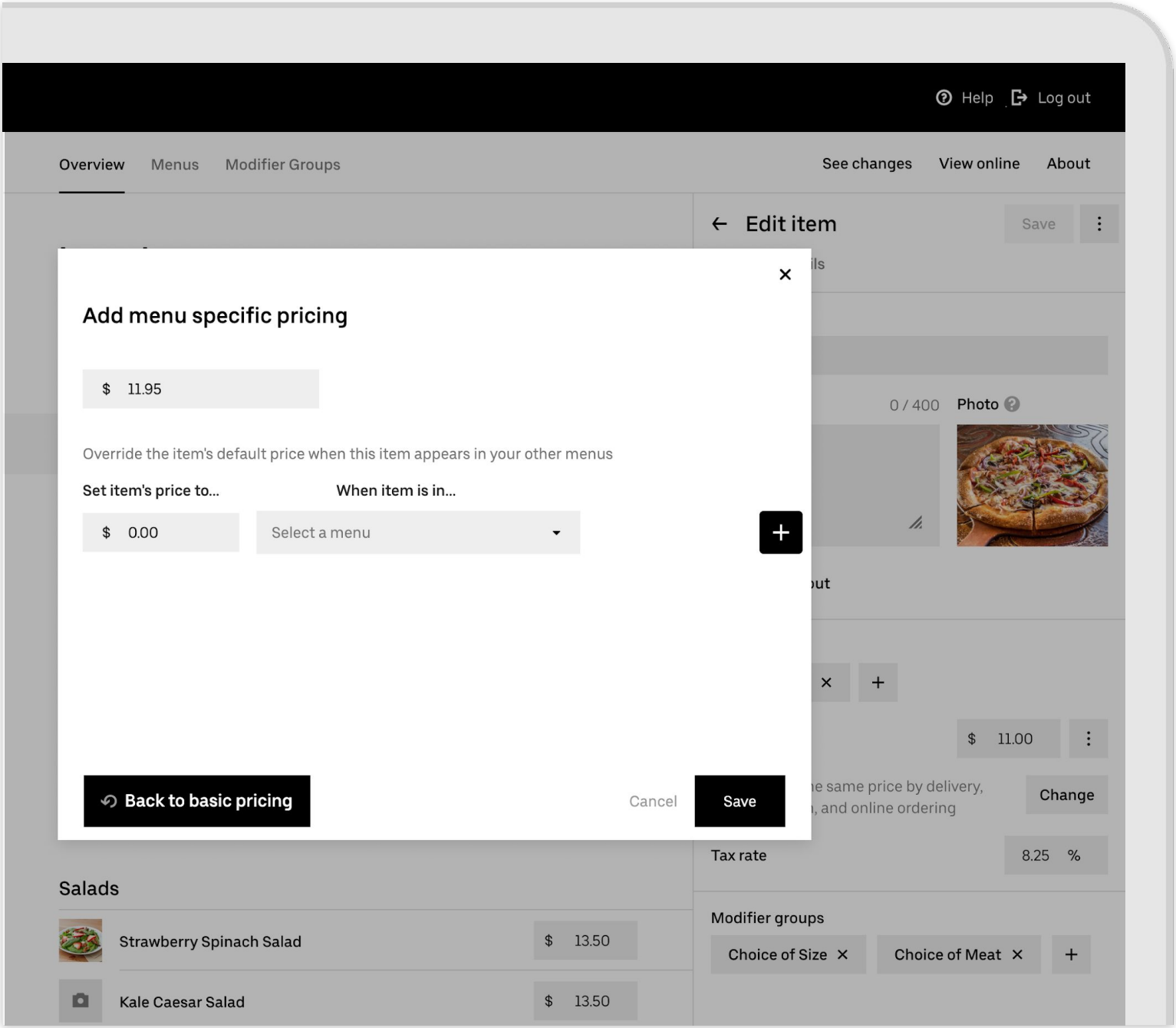


- > [Change item pricing](#)
- > [Price customization options](#)
- > [Update price based on order type](#)

Apply menu-specific pricing (continued)

How to apply menu-specific pricing:

- 4 A pop-up will appear. The first price listed at the top is the Item's default price. **Use the columns below the default price to indicate different prices for each Menu.** If you do not configure a price for a given Menu, the default price will be used.
- 5 In the **Set item's price to** column, input the custom price in the gray box. In the **When item is in** column, use the drop-down to **select the Menu** to which the price should be applied. **Repeat for all Menus.**
- 6 Click **Save** in the pop-up box.
- 7 Click the black **Save** button in the side panel.



- › [Create a customization group](#)
- › [Set customization group rules](#)
- › [Attach a customization group to an item](#)

Advanced customization groups

Add a secondary customization group

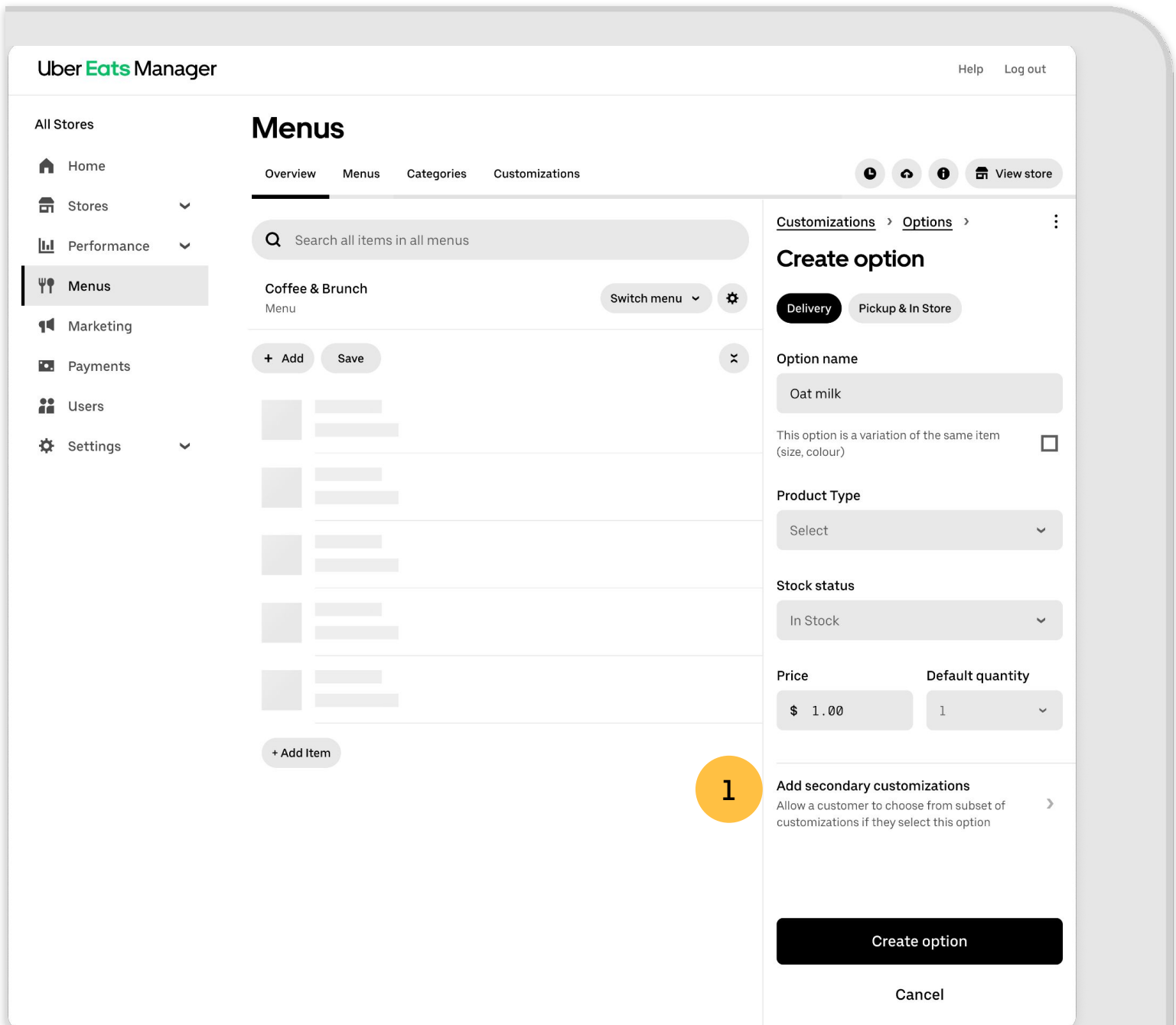
You may want to offer additional options for a menu item, depending on the customization option a customer selects. Some Items may require multilayered customizations, which you can create with secondary customization groups.

For example: You may sell coffee with the customization group named **Milk Options** attached to it. The Milk options customization group has oat and almond as customization options. If the customer selects oat, offer milk brand A or milk brand B as additional options.

Here’s how to add a secondary customization group based on the above example:

- 1 Create the **Sides customization Group** with oat and almond as customization Options.
- 2 **Attach the Sides customization Group** to the coffee items.

Continued on next page →



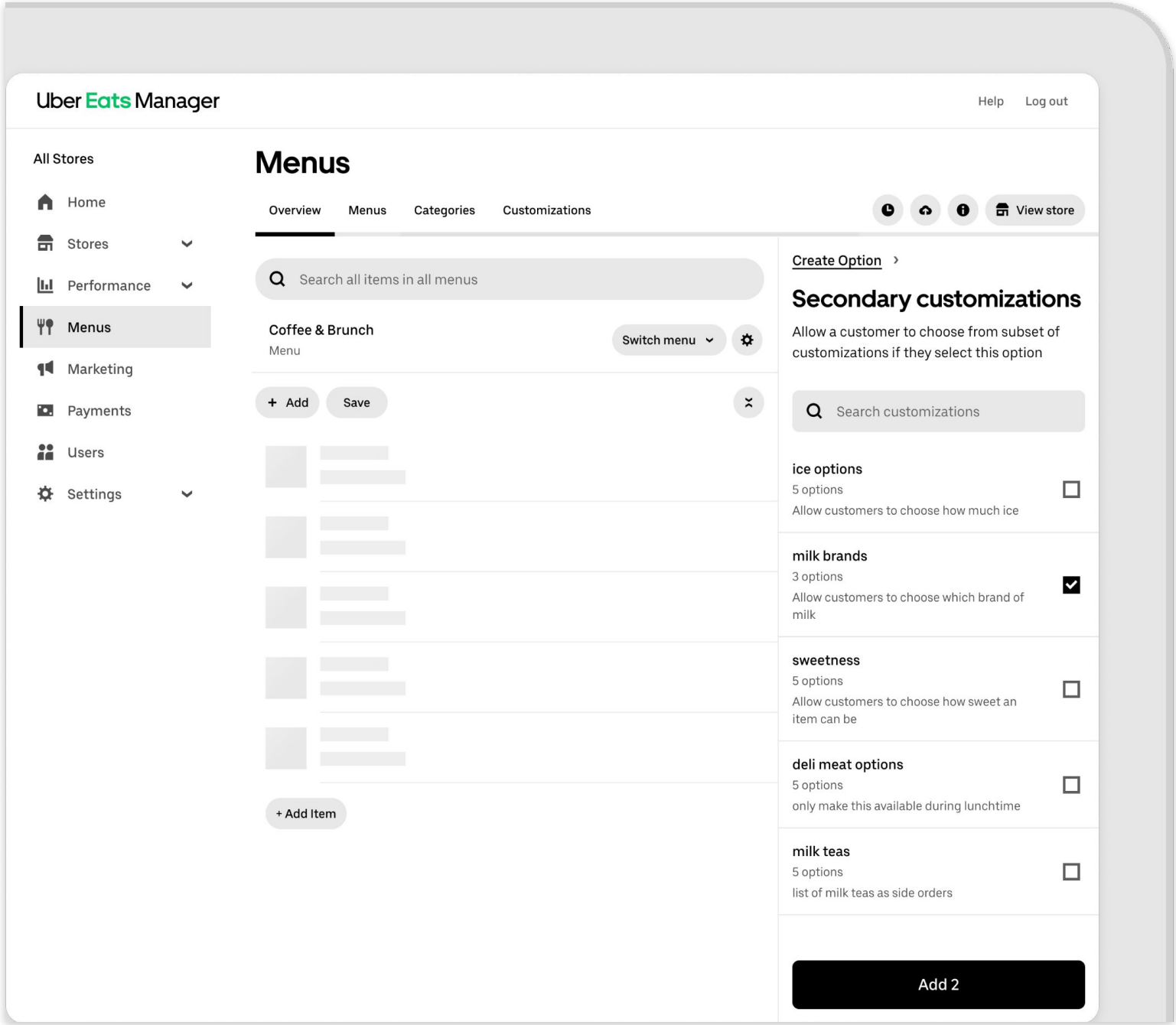
- > [Create a customization group](#)
- > [Set customization group rules](#)
- > [Attach a customization group to an item](#)

Add a secondary customization group

(continued)

- 3 Create another **customization Group** named milk brands with milk a and milk b as customization Options.
- 4 Open the **Sides customization Group**.
- 5 Click **Edit option tab** and select an option, scroll down and select the **Add secondary customization group**.
- 6 A popup will appear with the milk brand option, hit select and **Add**.

If desired, you can add up to 5 layers of additional customization groups below the first layer using the same steps as above.

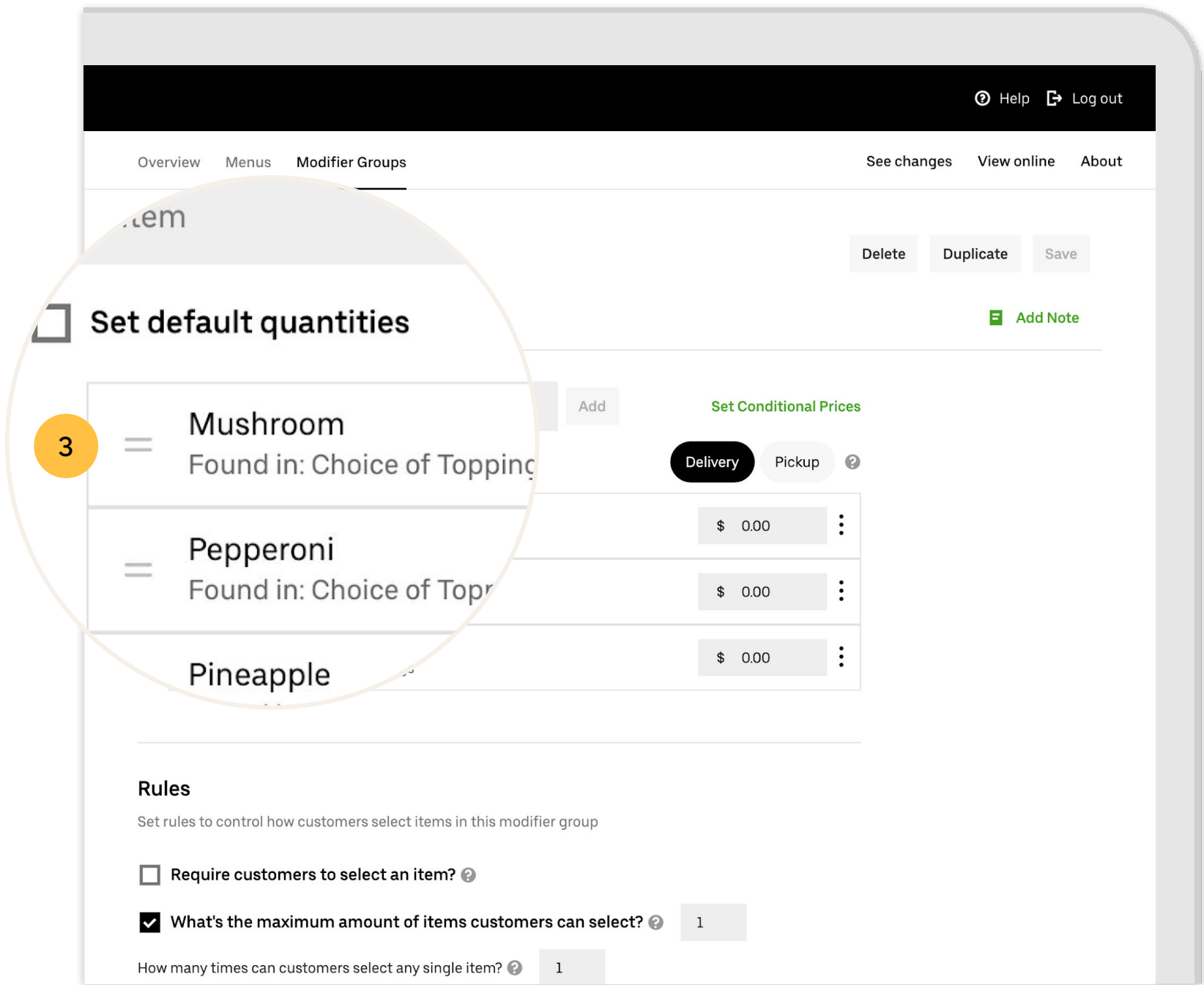


- › [Create a customization group](#)
- › [Price customization options](#)
- › [Add/delete customization groups from an item](#)

Organize customization options

As needed, you can easily rearrange the order of customization options in a customization group. Here's how to organize them:

- 1 Navigate to the **customization Groups tab** in Menu Maker.
- 2 Select the **customization Group** you would like to update.
- 3 Select, hold, and drag the **2-line symbol** to the left of any customization option name to rearrange its order in the group. When selecting and holding the two lines, drag the customization option up or down to change its order.
- 4 Click the black **Save** button.



Set default quantities for customization groups

For some items, you may wish to preselect customization option quantities for customers.

You may want to do this to save customers time, to indicate the standard way an item is prepared, or to recommend what an item should be paired with.

For example: You may offer a turkey sandwich, which can be customized with a Toppings customization group. By default, the sandwich comes with lettuce and tomato as toppings, but customers can also add mayonnaise, peppers, or cheese to the sandwich.

In this case, you would want to preselect the lettuce and tomato customization options in the Toppings customization group to indicate the default state. From there, customers will be free to add or remove additional toppings as desired.

Continued on next page →

- > [Create a new item](#)
- > [Create a customization group](#)
- > [Attach a customization group to an item](#)

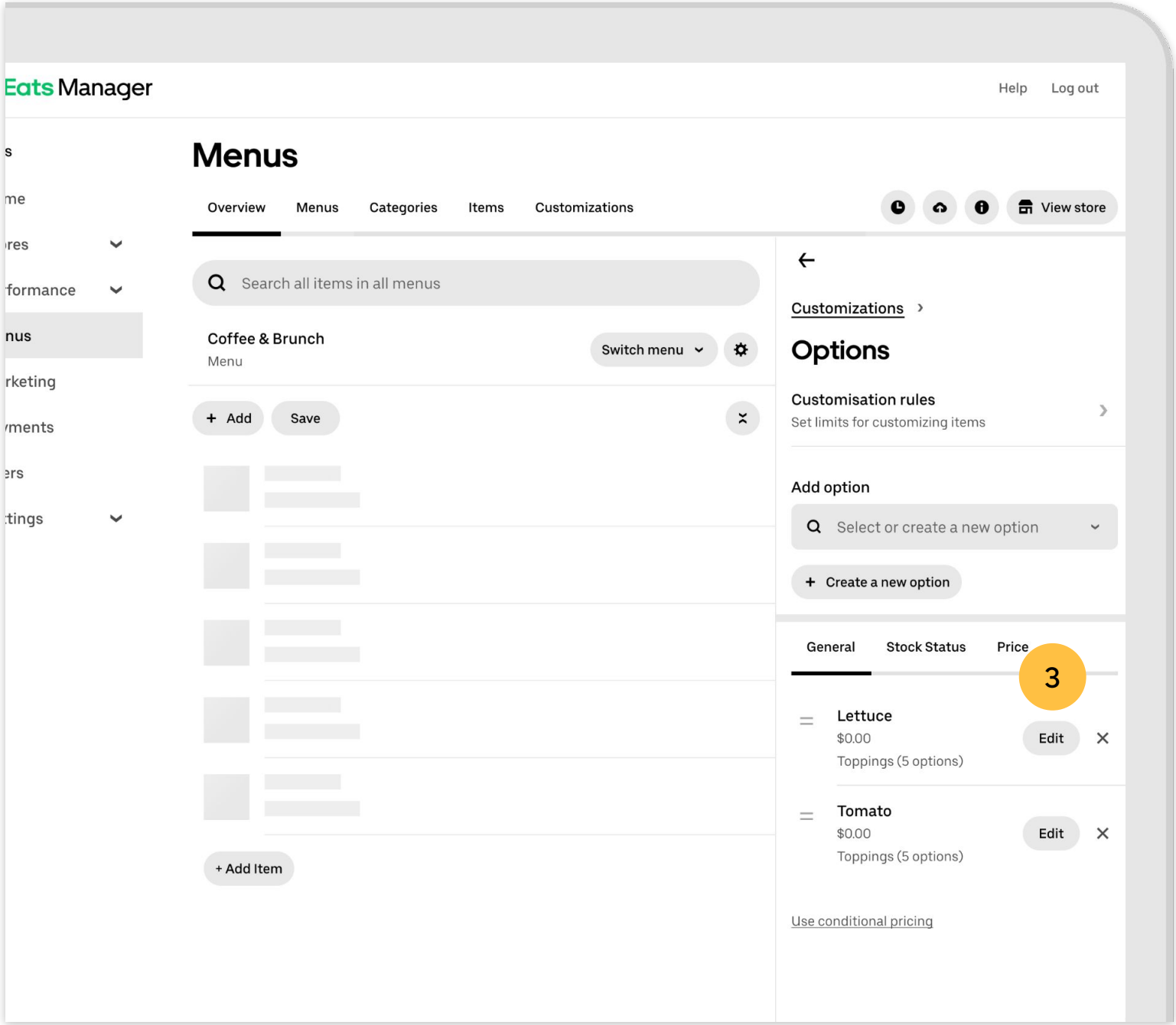
Advanced customization groups

Set default quantities for customization groups (continued)

How to set default quantities for customization groups using the turkey sandwich example:

- 1 Create the turkey sandwich **Item**. Note in the description that the sandwich comes with lettuce and tomato.
- 2 Create the **Toppings customization Group** and add lettuce, tomato, mayonnaise, peppers, and cheese as customization options.
- 3 Attach the **Toppings customization Group** to the turkey sandwich Item.
- 4 Navigate to the **Overview tab** of Menu Maker.
- 5 Find the turkey sandwich **Item** in the menu list and click the Toppings customization Group.

Continued on next page →

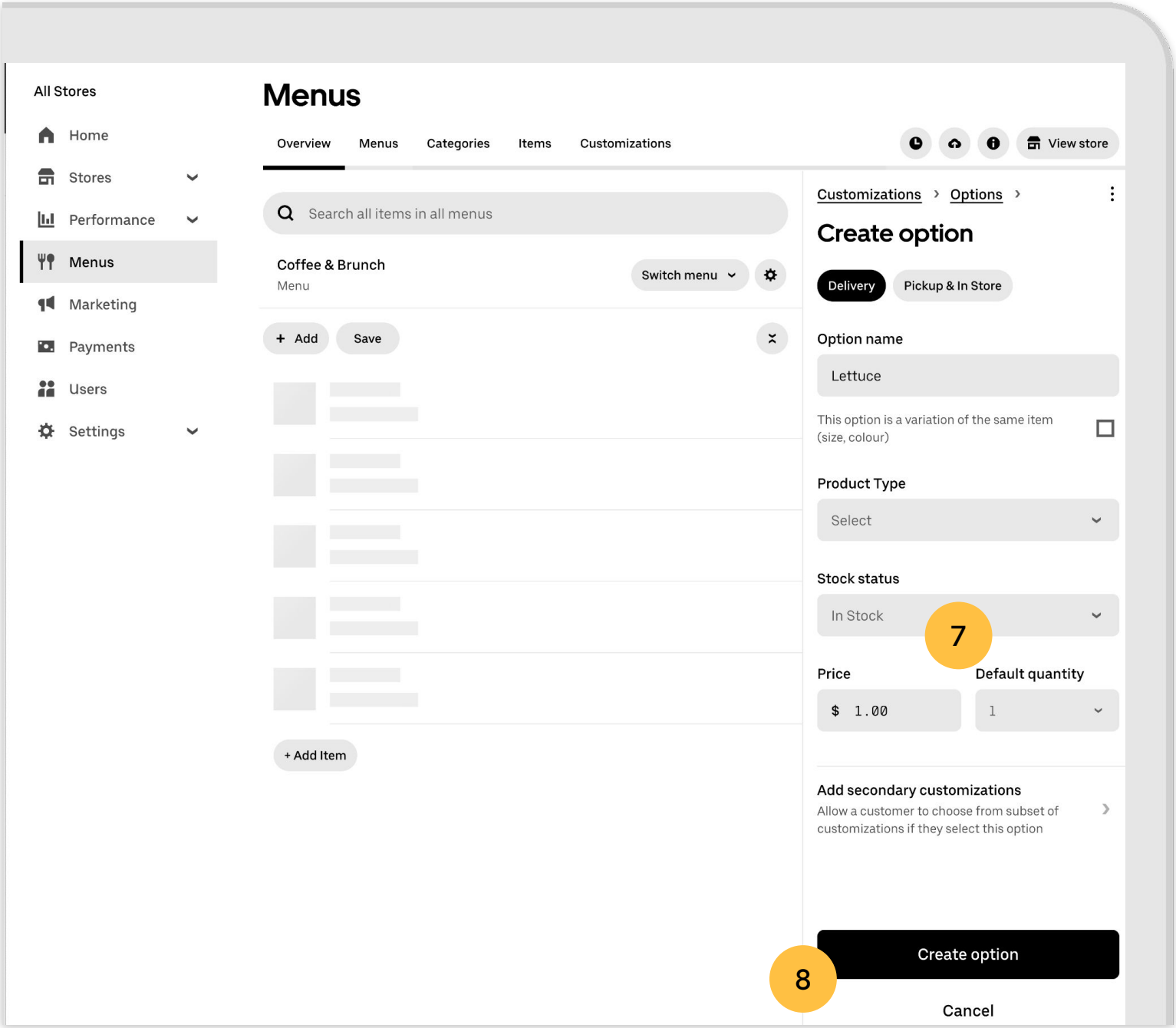


- > [Create a customization group](#)
- > [Set customization group rules](#)
- > [Add/delete customization groups from an item](#)

Set default quantities for customization groups (continued)

How to set default quantities for customization groups using the turkey sandwich example:

- 6 The **Edit customization Group side panel** will open.
- 7 Enter the default quantity in the drop down menu to indicate that one of each will be added to the sandwich by default.
- 8 Click the black **Create option** button.



- > [Create a new item](#)
- > [Create a customization group](#)
- > [Set customization group rules](#)

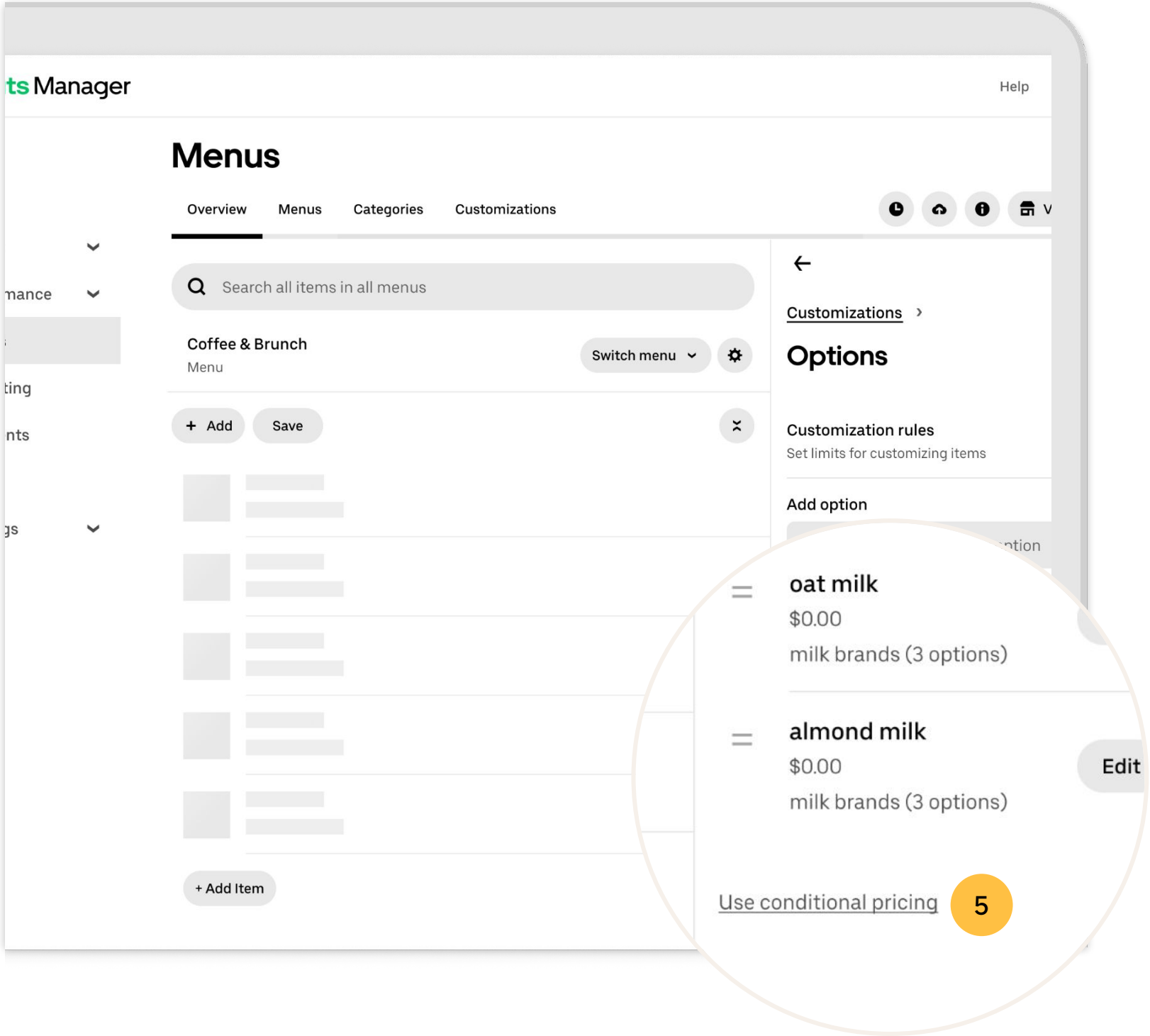
Varying customization group pricing

You may want to set one customization group's prices based on selections from another group. It's easy to do.

For example: For a coffee, if a customer selects a small size, milk should cost \$1 each, but if a customer selects a large size, milk should cost \$2 each.

To set varying customization group pricing using this coffee example:

- 1 Create the coffee **Item**.
- 2 Navigate to the **customization Groups tab** of Menu Maker.
- 3 Create the **Size customization Group** with **Small** and **Large** as **customization Options**.
- 4 **Create the milk customization Group** with various customization options.
- 5 Select **Set Conditional Prices** on the bottom of the page.



Varying customization group pricing

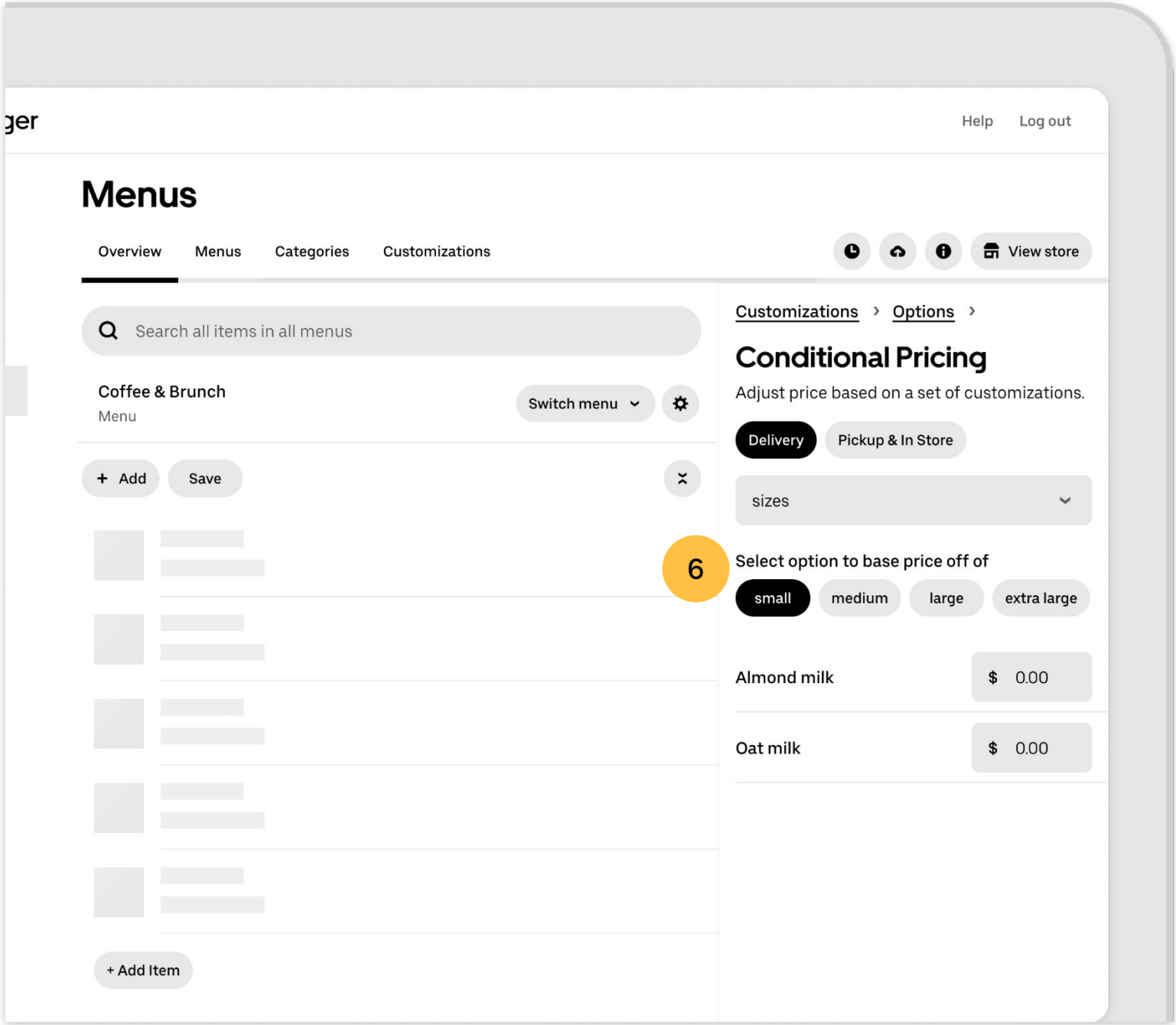
(continued)

To set varying customization group pricing using this pizza example:

- 5 A pop-up will appear for you to switch to using conditional pricing
- 6 You will now see **your customization option prices**, one for the Small size and one for the Large size. Mark the prices of all the **milk options** under the Small column \$1 and mark the prices \$2 under the Large column.
- 7 Click the black **Save** button.
- 8 Attach the **milk customization Group** to the **coffee Item** on the **Overview** tab.

Related topics

- > [Create a customization group](#)
- > [Set customization group rules](#)
- > [Attach a customization group to an item](#)



Varying customization group quantities

You can set the quantity rules for one customization group to be based on selections from another group. For some items, the quantity rules for a customization option may differ depending on the customer's selection.

For example: If a customer selects a small pizza, you may want to allow them to select up to 3 toppings. But if the customer selects a large size, they should be able to select up to 5 toppings.

To set varying customization group quantities using this pizza topping example:

- 1 Create the pizza **Item**.
- 2 Navigate to the **customization Groups** tab of Menu Maker.
- 3 Create the **Size customization Group** with **Small and Large as customization Options**.

Continued on next page →

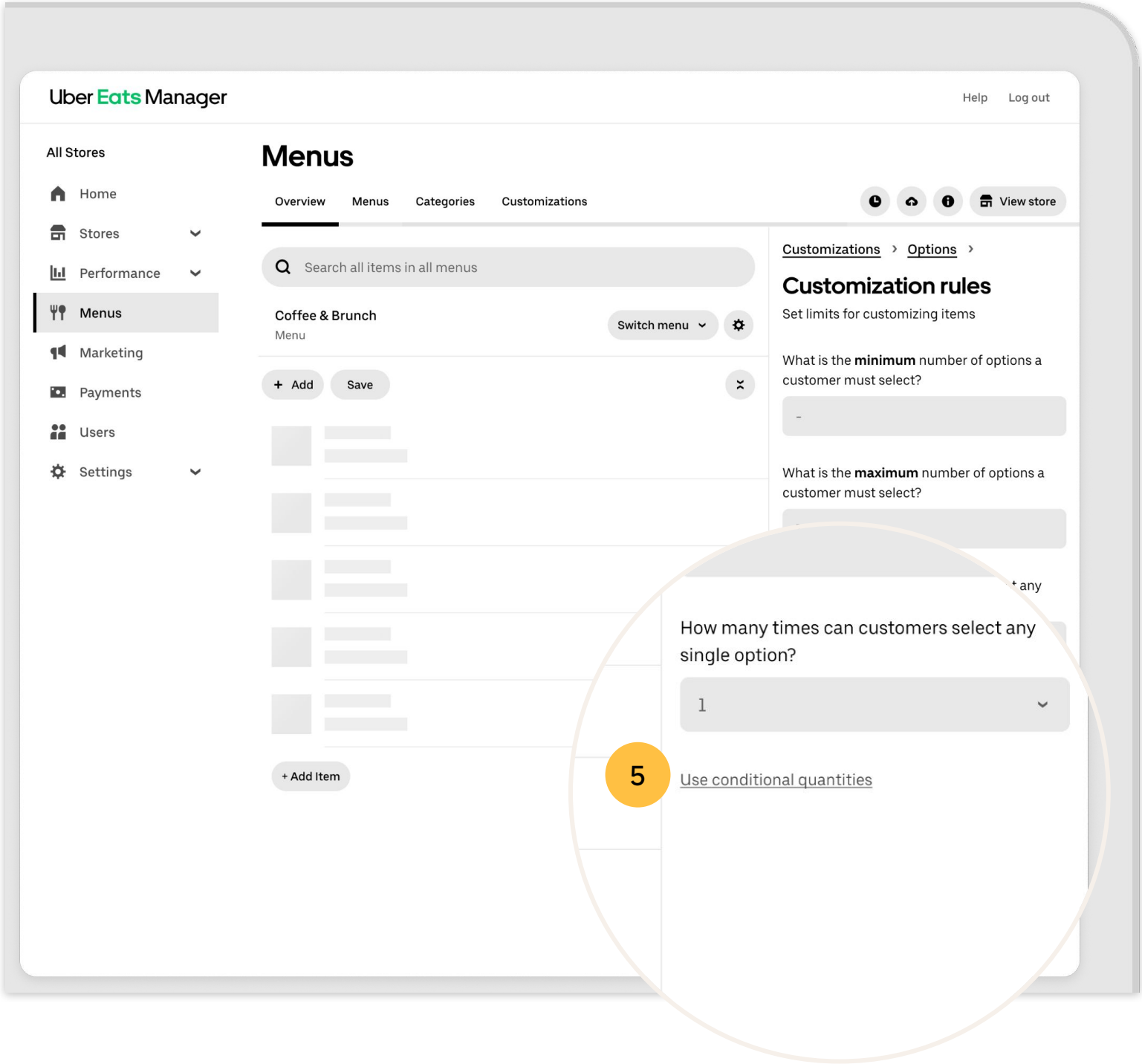
- > [Create a customization group](#)
- > [Set customization group rules](#)
- > [Attach a customization group to an item](#)

Advanced customization groups

Varying customization group quantities (continued)

To set varying customization group quantities using this pizza topping example:

- 4 Create the **Toppings customization Group** with various customization options.
- 5 Below the list of customization Group Rules, click **Use Conditional Quantities**.
- 6 From the **Select customization Group** drop-down bar that appears, select **Size**.
- 7 You will now see **separate buttons for Small and Large**. Click **Small** and set the maximum count as 3. Click **Large** and set the maximum count as 5.
- 8 Click the black **Save** button.
- 9 **Attach the Toppings customization Group** to the pizza item on the **Overview** tab.



5 Optimize your menu

Tips for elevating customer experience

General menu tips

Menu quick tips

Offering menu items that are easy to understand (and even easier to order) is important. Here are a few tips to keep in mind as you create your menu:

Customization is key

Give customers the ability to fully customize their order. They should be able to remove ingredients from a dish without having to type special instructions like “hold the jalapeños.” Add customization groups to menu items to allow for customization.

Write thorough descriptions

Include a detailed description for each menu item. Each description should clearly state the ingredients of the dish, plus any sides that are included. The best description length for a menu item is between 140 and 260 characters.

Break out cuisine types

Try not to include multiple types of cuisines in one menu (like sushi and Mexican food). Too many cuisine types in one menu can leave customers confused and cause them to abandon their order.

Specify item quantities

Tell customers how many items are included in a dish, either in the description or name. For example, “There are 6 dumplings in each order.”

Photos, photos, photos

Always try to include photos of your menu items. Menus with more photos are more likely to drive customers to a final purchase.

Give drink details

Include specific sodas or drink flavors as menu options so that customers can select the beverage they want. If possible, give them a choice of size.

- › [Create a customization group](#)
- › [Set customization group rules](#)
- › [Assign customization group to multiple items](#)

General menu tips

Customization quick tips

Your customers are happiest when they get exactly what they want. Using Menu Maker customizations allows you to give them more choices.

The right temperature

Meat, especially burgers and steak, should have a temperature customization group with the options: rare, medium rare, medium, medium well, or well done. When meat is served as a part of an item like steak and eggs, no need to create a temperature customization group.

Remove ingredients

Allow customers to remove certain toppings or ingredients by creating a customization group with all of the non-core ingredients listed. Core ingredients, like lettuce in a salad, or ingredients that are part of a premade ingredient, like the basil in tomato sauce, should not be listed if they cannot be reasonably accommodated.

Preparation preferences

Items that require a choice of preparation (like eggs, toast, potato, or coffee/tea) should have a customization group with all of the preparation options. For example, you can give customers the options for how eggs are prepared: over easy, over medium, scrambled, sunny-side up, or fried. For coffee/tea, you can offer a choice in milk types and if the drink should be hot or iced.

Varying spice levels

Items that have varying spice levels should have a customization group with options for mild, medium, or spicy.

Offer it on the side

Items with different sauces, dressings, salsas, or condiments should have a customization group with options like: sauce, dressing, salsa, or condiment on the side. This customization allows customers to add to an item to suit their taste.

Allow for substitutions

Can a customer substitute a side salad for french fries or onion rings? If so, include a customization group with the substitution options listed, like substitute default item for alternative item. In this example, the customization group would include: substitute side salad for french fries and substitute side salad for onion rings.

Go green

Unused ketchup, mustard, and other condiment packets can add up quickly when it comes to waste. Give customers the option of selecting whether they would, or would not, like condiments when they've selected a relevant menu item. Simply create a new customization group for Condiments and assign the customization group to all relevant menu items. The planet (and your customers) will thank you.

General menu tips

Photo quick tips

Follow these handy tips to feature your tasty menu items in their best light.

Frame it up

Set the camera's view to a horizontal landscape frame (technically, a 5x4 aspect ratio). Vertical, tall shots will not work in our app. When positioning food and other items in the shot, frame the food so it takes up ~70-80% of the picture. Try to get close-up shots of food to show off texture and details. Make sure the plates and/or packaging do not misrepresent the portion size.

Find natural light

If possible, set up the food on a table with indirect, natural sunlight coming from a window. Natural lighting can make food look fresh and appetizing. However, be careful to avoid very bright, direct sunlight as it can cast harsh shadows.

Angles are everything

It's up to you if you'd like to shoot your dishes top down or at a 45-degree angle. Top-down angles are better for plates of food or bowls, so that the customer can clearly see the ingredients or items. 45-degree angles (shot from the side) are better for burgers, sandwiches, or taller items.

Show what's inside

In the case of burgers, sandwiches, wraps, and burritos, it can be helpful to cut the item and stack the 2 halves so that the customer can see what's inside.

Keep it simple

Your photos must feature a single dish. That's because each photo will appear alongside a single menu item, giving customers a realistic idea of what they're getting.

Add your flair

Your style is part of what makes your restaurant special. Try to capture the essence of your location by using a variety of surfaces, plateware, glassware, napkins, and silverware. However, remember that the food is still the focus.

Breakfast menus

Give customers more options and details as they create their breakfast orders.

Best practices for breakfast menus:

- Let customers select how their eggs are prepared, such as over easy or scrambled.
- If you serve a variety of bagels, list each type as a separate menu option.
 - › **Pro tip:** Give customers the option to have their bagel toasted, not toasted, cut in half, or whole.
- Give customers the option to order a single donut or create a box of donuts (item by item).
- Allow customers to customize their coffee with selections for sugar, cream, and non-dairy options like soy milk.
- Let customers add fruits or toppings to their smoothie or juice, excluding certain ingredients if need be.
 - › **Pro tip:** Create add-on options for smoothies (like swapping almond milk for soy milk) and clearly include the pricing.
- Let customers know of any allergens, such as nuts or dairy, or potential cross-contaminations.

Related topics

- › [Create a new item](#)
- › [Create a customization group](#)
- › [Assign customization group to multiple items](#)



BBQ menus

You take pride in your special BBQ sauce—and rightly so. We suggest you give customers the option to add more sauce to their orders whenever possible and always be precise in your descriptions.

Best practices for BBQ menus:

- Allow customers to select a type of protein, and then let them add more protein if they want (at an additional cost).
- In your item description of each meal, include any side dishes that come with the item.
 - › **Pro tip:** Give customers a choice of side dishes to add to their meal.
- Specify the number of pieces or items that come in a specific dish, like 6 ribs or a dozen wings.
 - › **Pro tip:** If your menu has a small or large meal choice, include the number of pieces available in each.
- Provide the option to order more sauce with the appropriate dishes, either on top or on the side (for an additional cost).
- Let customers know of any allergens, such as peanut oil, or potential cross-contaminations.

Mediterranean food menus

Use descriptive language and provide order options to make items more appealing.

Best practices for Mediterranean food menus:

- Include a thorough description with each menu item, including the protein or vegetable it might come with.
- Allow customers to choose the size of their meal, if possible.
- Let customers choose how spicy they'd like their item to be.
- Give customers the ability to choose the sauce they want with their item or add extra sauce (for an additional cost).
- Let customers know of any allergens, such as shellfish or dairy, or potential cross-contaminations.

Burger menus

Allowing customers to build their own burger can be a huge selling point. We recommend you create a menu that pushes customers to lock in every detail of their burger before they submit their order.

Best practices for burger menus:

- Consider offering burgers with recommended toppings to give customers an idea of what might work best—and to streamline your restaurant operations.
- Give customers the option to build their own burger, with additional premium-topping add-ons, such as avocado or bacon.
- Allow customers to specify how they'd like their burger cooked, such as rare or medium well.
- Allow customers to choose a bun type (like brioche or whole wheat) or no bun at all.
- If possible, let customers choose a patty type, such as a turkey, beef, or vegetarian patty.



Cuisine-specific tips

Chinese food menus

Use detailed descriptions to encourage your customers to try new dishes.

Best practices for Chinese food menus:

- Allow customers to select a type of protein, and then let them add more protein if they choose (at an additional cost).
- Allow customers to add extra sauces or condiments to their meals.
- Let customers choose how spicy they'd like their item to be.
- Include a thorough description with each menu item, including the protein or vegetable it might come with.
- Specify the number of pieces or items they'll get in a specific dish, such as 6 dumplings.
- Specify whether a menu item includes rice or an egg roll.
 - › **ProTip:** If possible, offer a choice between white or brown rice.
- If an item doesn't include rice or an egg roll, build it in as an optional add-on.
- Let customers know of any allergens, such as shellfish or peanut oil, or potential cross-contaminations.



Indian food menus

Use detailed descriptions to encourage your customers to try new dishes.

Best practices for Indian food menus:

- Include a thorough description with each menu item, including the protein or vegetable it might come with.
- Allow customers to select a type of protein, and then let them add more protein if they choose (at an additional cost).
- Let customers choose how spicy they'd like their item to be.
- Specify the number of pieces or items they'll get in a specific dish, such as 2 samosas.
- Specify whether a menu item includes rice or bread, like naan.
- If an item doesn't include rice or naan, build it in as an optional add-on.
- Let customers know of any allergens, such as shellfish or peanut oil, or potential cross-contaminations.

Related topics

- › [Create a new item](#)
- › [Create a customization group](#)
- › [Assign customization group to multiple items](#)



Mexican food menus

Use detailed descriptions to encourage your customers to try new dishes.

Best practices for Mexican food menus:

- Clearly describe each dish so that customers can customize an order with their choice of protein or protein add-ons (for an additional cost).
- Give customers the ability to choose how spicy they'd like their item to be.
- Let customers choose between corn or flour tortillas.
- Allow customers to choose a different protein for each taco if you're offering a taco combo meal.
- Give customers as many options as possible, letting them choose which toppings they do or don't want, like beans, cheese, or sour cream.
- Include extra side dishes and drinks, like chips and salsa, as a separate menu section.
- Let customers know of any allergens, like dairy, or potential cross-contaminations.

Related topics

- > [Create a new item](#)
- > [Create a customization group](#)
- > [Assign customization group to multiple items](#)



Pizza menus

We recommend you add as many customizable features as possible so customers can craft the exact pizza they're craving. Be creative when highlighting your kitchen's capabilities from toppings to dough.

Best practices for pizza menus:

- Let customers choose the size of their pizza early in the order.
 - › **Pro tip:** Larger pizzas mean more toppings, driving the price of your pies.
- Give customers the option to build their own pizza.
- Give customers the option to create a pizza with half-and-half toppings, such as half cheese and half pepperoni.
- Provide the option to choose a preferred sauce (marinara or pesto).
- Provide the option to choose dipping sauces on the side.
- Let customers select how thick and crunchy they want their crust.

Related topics

- › [Price customization options](#)
- › [Varying customization group pricing](#)
- › [Varying customization group quantities](#)



Salad menus

Customers love to build their own custom salads. Give them more ways to do so, and also provide accurate and detailed descriptions of your featured salads.

Best practices for salad menus:

- Allow customers to build their own salad, if possible.
- Provide a clear description of ingredients included in each salad, as well as a recommended dressing.
- If possible, allow customers to choose their protein, and give them the ability to add extra protein (for an additional charge).
- Give customers the option to choose their dressing and whether it's applied on top or on the side.
- Let customers know of any allergens, such as peanuts, dairy, or shellfish, or potential cross-contaminations.

Sandwich menus

Nothing beats a fresh, tasty sandwich. We recommend adding as many customizable features to your menu as possible. That way, customers can craft exactly what they're craving.

Best practices for sandwich menus:

- Allow customers to build their own sandwich by customizing details such as sandwich size, choice of bread, the ability to toast the bread, and adding or subtracting toppings.
- Structure choice of spreads and sauces as separate order selections for customers to make when building their sandwich.
- If possible, let customers order their sandwich or wrap as a bowl with a rice or lettuce base.

Smoothie and juice menus

To help your kitchen operate smoothly, we suggest you create a menu that allows customers to lock in every detail of their beverage before they submit their order.

Best practices for smoothie and juice menus:

- Specify each ingredient (such as fruits, vegetables, or yogurt flavors) in the menu item's description.
- Give customers a choice of size if possible, and indicate how many ounces are in a small, medium, or large.
- Give customers add-on options (like swapping almond milk for soy milk) and clearly include the pricing.
- Allow customers to add fruits or toppings to their smoothie or juice, excluding certain ingredients if need be.
- Let customers know of any allergens, such as nuts or dairy, or potential cross contaminations.

Related topics

- > [Create a new item](#)
- > [Create a customization group](#)
- > [Assign customization group to multiple items](#)



Sushi and poke menus

Help your customers with ordering by being very clear with your descriptions and give them options too.

Best practices for sushi and poke menus:

- Clearly describe the ingredients that go into each roll, poke bowl, and dish.
- Let customers know how many pieces are in each roll.
- Clearly specify if the sushi roll comes with seaweed inside or outside.
 - › **Pro tip:** Allow customers to substitute soy paper for seaweed or rice.
- Separate raw and cooked sushi items so customers can navigate the menu faster.
- Give customers the option to substitute brown rice.
- Include extra sauces (such as spicy mayo) as an add-on for an additional cost.
- Specify **no customizations** in the description of a menu item if you don't want customers to make changes or substitutions (to a specific roll, for example).
- Let customers know of any allergens, such as shellfish or peanut oil, or potential cross-contaminations.

Related topics

- › [Create a new item](#)
- › [Create a customization group](#)
- › [Assign customization group to multiple items](#)



Thai food menus

Help customers enjoy your authentic Thai dishes by writing thorough descriptions and giving ample options.

Best practices for Thai food menus:

- Include protein or vegetable options that come with the dish.
- Specify the number of pieces or items they'll get in a specific dish, such as: 2 spring rolls.
- Specify whether a menu item includes rice.

➤ **Pro tip:** If possible, offer a choice between white or brown rice. If an item doesn't include rice, build it in as an optional add-on.

- Allow customers to select a type of protein and add more protein if they choose (at an additional cost).
- Let customers choose how spicy they'd like their item to be.
- Let customers know of any allergens, such as shellfish or peanut oil, or potential cross contaminations.

Wing menus

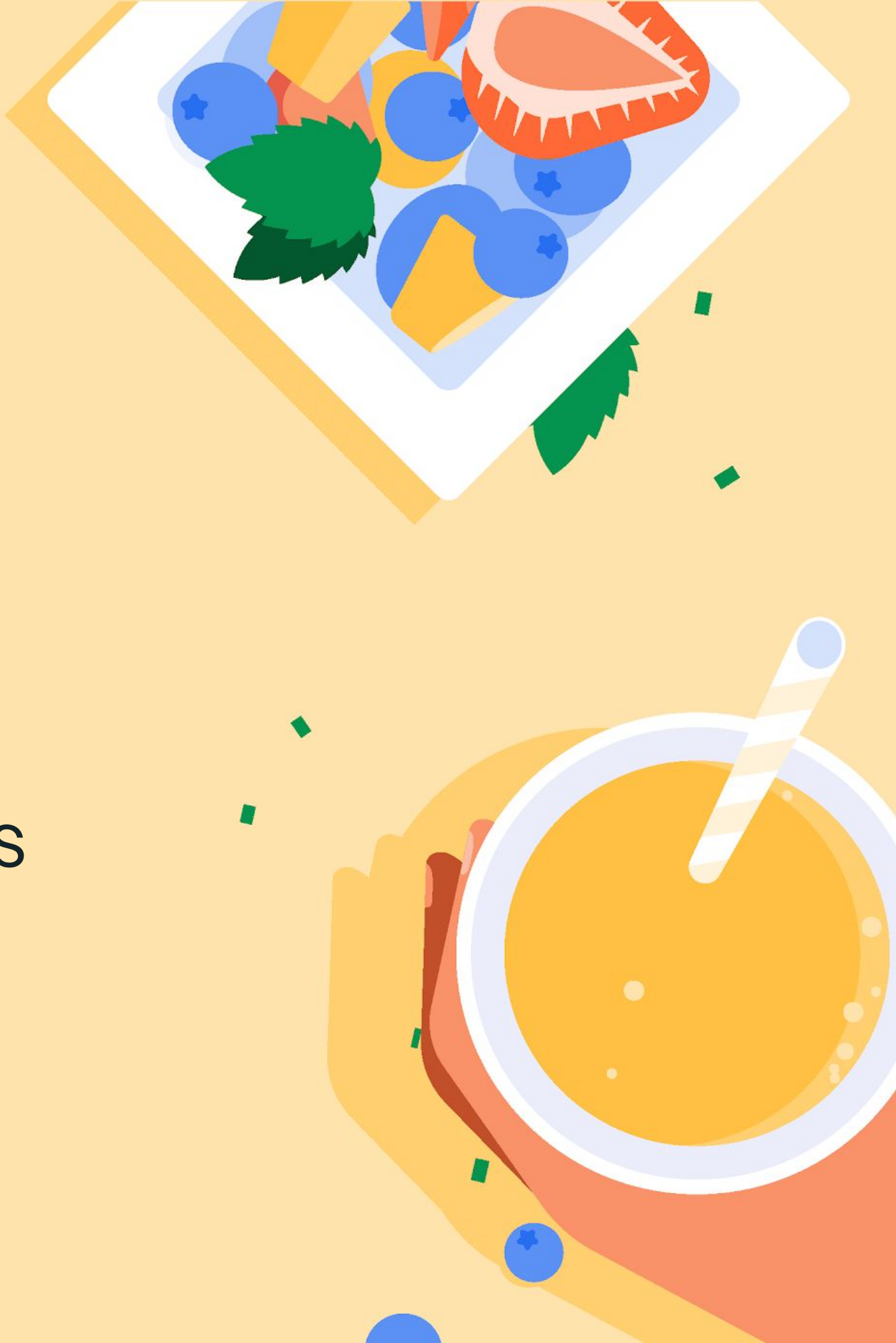
Want to streamline your operation? Provide clear, complete item descriptions and factor in the many ways customers may ask you to prepare their wings.

Best practices for wing menus:

- Allow customers to specify their preferred level of spiciness and crispiness for each flavor.
- Allow customers to specify how they'd like the wing sauce applied (on the side, light, or heavy).
- Let customers add extra dipping sauces for an additional cost.
- If possible, give customers the option of drumsticks or wings.
- Specify the number of pieces or items they'll get in a specific dish, like a half dozen or a dozen.
- Let customers know of any allergens, such as peanut oil, or potential cross-contaminations.

Related topics

- [Create a new item](#)
- [Create a customization group](#)
- [Assign customization group to multiple items](#)



6 FAQ

Get answers to common questions

- › [Refresh on key terms](#)
- › [Getting started](#)
- › [Create a new menu](#)

Answers to frequently asked questions

I have multiple store locations on Uber Eats. Can I make changes to all store menus at the same time?

At this time, menus for different store locations will need to be updated individually. Menu Maker does not currently have the ability to make menu edits that span multiple store locations.

How long does it take for changes that I make in Menu Maker to go live?

With the exception of uploading photos, any change saved in Menu Maker will be live to customers right away. You can see a log of all the changes made to your menu by clicking "See Changes" in the top right corner of Menu Maker. Uploaded photos need to be reviewed by Uber Eats before they go live. Reviews typically take 3-5 days. We'll either approve the photos or request that you take new ones and submit again. Upon approval, photos will be visible to customers right away. Click [here](#) to see Uber Eats photo guidelines.

What if my store is currently using the Menu API?

Merchants that are taking advantage of the Menu API will not be able to update their menus using Menu Maker at this time. You can make all menu updates via the API. Reach out to your Account Manager for support

Additional support

Not finding answers to your questions
or seeing an error message in Menu Maker?

You can always contact Menu Maker support at
help.uber.com/restaurants.

If your POS is integrated with your Uber Eats menu,
Menu Maker cannot be used to manage your menu.
You will instead use the Uber Eats Menu API. Contact
your **Account Manager** for assistance.



Index

Click a topic to jump to its section

1 Overview

1.1 Intro to Menu Maker

- Meet Menu Maker
- What you can do with Menu Maker
- Getting started with Menu Maker
- Glossary of key terms

1.2 How to navigate Menu Maker

- 3 main navigation buttons
- 3 helpful quick-link buttons
- Learn more about the Overview tab

2 Create a new menu

2.1 Create a menu

- Create a new menu

2.2 Create categories

- Create menu categories

2.3 Create items

- Create individual items

2.4 Add photos

- Add photos to menus

2.5 Create and attach customization groups

- Using customization groups with menu items
- How to attach a customization group to an item

2.6 Review menu online

- See how your menu looks to customers

3 Edit an existing menu

3.1 The basics

- View and update existing item
- Use the edit side panel for fast menu updates
- Change order of items or categories

3.2 Hours

- Set menu hours
- Update menu hours
- Set holiday hours
- Set custom hours for specific times

3.3 Out-of-stock status

- Mark items out of stock
- Mark items in stock

3.4 Photos

- Update menu photo
- Withdraw menu photo waiting for approval
- Delete menu photo

3.5 Item details

- Add or delete a category from an item
- Add or delete a customization group from an item
- Assign a category to uncategorized items
- Add dietary preference tags to an item
- Add calorie counts to an item

3.6 Pricing

- Change pricing
- Offer different prices for different order types
- Update customization option prices based on order type

3.7 customization group details

- Add or remove customization options from a customization group
- Set customization group rules
- Assign a customization group to multiple items at once

4 Use advanced settings

4.1 Advanced pricing

- Price customization options
- Apply menu-specific pricing

4.2 Advanced customization groups

- Add a secondary customization group
- Organize customization options
- Set default quantities for customization groups
- Varying customization group pricing
- Varying customization group quantities

5 Optimize your menu

5.1 General menu tips

- Menu quick tips
- customization group quick tips
- Photo quick tips

5.2 Cuisine-specific tips

- Breakfast menus
- BBQ menus
- Mediterranean food menus
- Burger menus
- Chinese food menus
- Indian food menus

- Mexican food menus
- Pizza menus
- Salad menus
- Sandwich menus
- Smoothie and juice menus
- Sushi and poke menus
- Thai food menus
- Wing menus

6 FAQ

6.1 Answers to frequently asked questions

6.2 Additional support

Thank you

Uber
Eats