

Card 1: The benchmark bands

Healthy bands for full service. A number outside its band is a map, not a verdict.

Category	Healthy band	Measured against
Food cost	28% to 35%	Food sales
Liquor pour cost	18% to 24%	Liquor sales
Beer pour cost	22% to 26%	Beer sales
Wine pour cost	28% to 34%	Wine sales
Total labor, fully burdened	25% to 35%	Net sales
Prime cost	Under 62%	Net sales