



The 7-Second Counter Audit

Tick and score each statement (1–5)

1. First Impression

- Hero product stands out immediately
- Offer understood in 5–7 seconds
- Display looks full and fresh
- Strong colour & contrast
- No confusion at first glance

2. Layout & Hierarchy

- 1 hero + 2–3 backups
- Best sellers front/centre
- Logical grouping
- Easy visual flow
- No overcrowding

3. Product Quality

- Crisp, structured pastry
- Consistent bake and colour
- No tired items
- Consistent quality
- Feels premium

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4. Decision Clarity

Names instantly clear

Pricing easy to read

No messy signage

No need to ask staff

Offer feels simple

5. Flow & Performance

Display full at peak

Replenished little & often

No empty gaps

Strong at busy times

Quality holds

6. Upgrade Opportunity

Meal deal visible

Staff suggest add-ons

Add-ons easy to reach

Upgrade after decision

Clear path to higher spend

Total Score

140–175: High performing

100–139: Opportunity

Below 100: Losing sales