



Café Counter Audit

Performance & Revenue Guide

Assess. Benchmark. Improve.

Audit Details

Name

Site

Date

Tick each box. 1 point per 'Yes'. Total your score at the end.

Clarity & Simplicity

- 6–10 core products
- Clear in under 5 seconds
- No duplication
- Easy to understand

Positioning

- Best sellers at eye level
- Hero product visible
- High-margin items prominent
- Logical flow

Visual Impact

- Products look fresh
- Strong contrast
- Consistent appearance
- Clear spacing

Hot Hold

- Maintains structure
- Remains appealing
- Easy to scan
- No deterioration

Ease of Decision

- Quick to choose
- Clear upgrades
- Simple pricing
- Not overwhelming

Operations

- Fast service
- No bottlenecks
- Easy handling
- Consistent output

Your Score

20–24 High Performing

14–19 Strong

0–13 Underperforming