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INGREDIENT INDEX · SAMPLE REPORT

The Truffle Index

Who puts truffle on a menu in Dubai, how far a kitchen takes it once it is in the building, and how much more a truffle dish costs than the dishes printed beside it.

This is a sample report: a shorter edition of the ingredient indexes MenuIndex produces to order. It describes how the city prices truffle, not what one day cost.

MARKET

Dubai, UAE

SEGMENT

\$\$-\$\$\$\$

BASIS

Published menus, à la carte

EDITION

Sample

KEY FINDINGS

A truffle dish sits at 65 of 100 on its own menu and costs 1.08 times the dishes beside it.

Truffle travels across the whole menu and asks very little for itself. The median truffle menu prints three truffle dishes, and more often than it is the name of a dish, truffle is one line inside a description. The addition it carries is small and nearly the same on every course, with one clear exception.

01	A truffle dish costs 1.08 times the dishes printed beside it	1.08 times its neighbours	Measured against the other dishes under the same heading on the same menu, never against the city. Section 02 prints the figure for each course.
02	Its place on the menu comes from the course, not from the truffle	83 in mains 38 in small plates	Across everything it is 65 of 100. A truffle main course sits high because main courses sit high, and the addition there is still only 1.07.
03	Pizza is the one course that charges for truffle	1.25 times other pizzas	The cheapest base in the table carries the largest addition. Everywhere else the figure sits between 0.96 and 1.09.
04	On salads and small plates the market pays nothing for it	0.96 and 1.00 times their neighbours	A truffle salad costs slightly less than the salads printed beside it. The ingredient is there, the price does not follow.
05	The median truffle menu prints three truffle dishes	3 dishes on one menu	A kitchen that buys the ingredient spreads it rather than building a single dish around it. Half of those menus carry it among the main courses.
06	Truffle is the name of the dish four times in ten and a line in the description six times in ten	44% named 56% described	Both are truffle dishes. The difference is whether the kitchen is selling the ingredient or cooking with it.

THREE RULES BEHIND EVERY FIGURE

Every figure is read inside one menu. A truffle dish is compared with the dishes printed beside it on the same menu, not with the city. A figure built across the city moves whenever our coverage grows; a figure built inside one menu does not.

We publish the median, never the average. One tasting plate at several hundred dirhams moves an average and leaves a median where it was.

A figure that moves as our coverage grows is not printed. Where a figure moved by more than a twentieth, the movement is printed beside it. Where it moved by more than an eighth, the row is withheld and marked as withheld.

SECTION 01

A truffle kitchen prints three truffle dishes and spreads them across the menu.

Two questions a supplier asks before anything else: which restaurants carry the product, and how far they take it once they have it. **Both are read from the menus themselves**, and neither depends on how many restaurants we have collected.

READ FROM THE MENUS THAT CARRY TRUFFLE	FIGURE	MOVED WHILE COVERAGE GREW
Truffle dishes on the median truffle menu	3	0%
Truffle menus that print it among the main courses	50%	9%
Truffle menus that print it on a pizza	28%	12%
Truffle menus that print it among the small plates	27%	4%
Truffle menus that print it on sushi	22%	7%
Three courses for one guest at restaurants printing truffle	withheld: the figure moved by more than an eighth	
Share of truffle restaurants in each price group	withheld: the figure moved by more than an eighth	

Base: the main menus of Dubai restaurants in the \$-\$\$\$\$ segment that carry at least one priced truffle item, read from menus the restaurants publish themselves.
Courses whose share moved by more than an eighth are not listed, among them starters, pasta, rice and salads.
Source: MenuIndex.

READING THE TABLE

Three dishes is a stocked ingredient.

A kitchen holding truffle has a shelf life to work against, and the menu shows it: the product is spread over several plates rather than confined to one.

Truffle does not belong to one section of the menu.

It appears among main courses, on pizza, among small plates and on sushi, and the shares are close together. Few ingredients move across a menu that freely.

Two rows are withheld, and that is the test working.

What kind of restaurant buys truffle moved by more than an eighth while our coverage grew, so it is held rather than printed. Everything read inside a menu held still.

SECTION 02

Truffle adds about a twelfth wherever it lands, and a quarter on a pizza.

Two figures, both read inside the menu that prints the dish. **Position** is where the dish stands by price among the food on that menu, from 0 for the cheapest to 100 for the dearest. **Against its neighbours** is how much more it costs than the other dishes printed under the same heading.

COURSE	POSITION 0 TO 100	AGAINST ITS NEIGHBOURS	MOVED WHILE COVERAGE GREW
Main courses	83	1.07	8%
Pasta	74	1.08	10%
Pizza	74	1.25	7%
Rice	63	1.02	11%
Starters	55	1.09	2%
Salads	43	0.96	4%
Small plates	38	1.00	4%
Sushi; soups	withheld: both moved by more than an eighth		

Base: 484 priced truffle items on the main menus of Dubai restaurants in the \$-\$\$\$\$ segment. Across all of them the position is 65 and the neighbour figure is 1.08. The neighbour figure rests on the items that have at least three comparable dishes under the same printed heading. Source: MenuIndex.

READING THE TABLE

The two columns answer different questions.

Position says where the guest meets the dish on the page; the neighbour figure says what the kitchen charges for the truffle itself. A main course sits at 83 and still adds only 1.07.

The cheapest base carries the largest addition.

Pizza at 1.25 is the one course where the ingredient is clearly paid for, and a pizza is the cheapest thing in the table to put truffle on.

Seven courses, and six of them sit between 0.96 and 1.09.

That flatness is the finding: what the menu charges depends far more on the dish than on the truffle in it.

EXAMPLE Truffle fries is the most common truffle dish name on Dubai menus, and it is the clearest case of the pattern above: a cheap base carrying an expensive word.

SECTION 03

Truffle is a line in the description more often than it is the name of the dish.

Every item counted here is a truffle dish. What separates them is the job the ingredient does: whether it is the reason the dish is on the menu, or one ingredient in a description that names several others as well.

HOW THE MENU PRINTS IT	SHARE OF TRUFFLE ITEMS	MOVED WHILE COVERAGE GREW
Truffle is named only in the description of the dish	56%	6%
Truffle is named in the dish itself	44%	8%
Named as a paste, a sauce, a mayonnaise, a honey or a butter	44%	6%
Named as fresh, shaved or grated	19%	10%
Named as an oil	15%	9%

Base: 484 priced truffle items on the main menus of Dubai restaurants in the \$\$-\$\$\$\$ segment. A word counts only where it is printed next to the ingredient; the last three rows overlap with the first two and do not sum. Source: MenuIndex.

FOR AN OPERATOR

The question is not what truffle adds, because the answer is much the same everywhere. It is **where to put it**: the same ingredient returns 1.25 on a pizza and 0.96 on a salad, and that decision is made when the dish is written, not when it is priced.

FOR A SUPPLIER

Forty four per cent of truffle items name a **prepared form**: a paste, a sauce, a mayonnaise, a honey or a butter. Nineteen per cent name it fresh or shaved. The two buy from different shelves and reorder on different cycles.

How this index is built

- **What counts as a truffle item.** Any priced menu item where the restaurant names truffle, in the dish or in its description. A dish made with a truffle oil, paste or butter counts exactly like a dish made with the fresh product: we record what the menu says, and the menu says truffle. Items where the word belongs to a different product are removed, as are set and tasting menus, side orders and additions, whose printed price is not the price of a dish.
- **What it is compared with.** The other dishes printed under the same heading on the same menu. Where that heading holds fewer than three other dishes, the comparison is made against the other dishes of the same course on the same menu instead.
- **What is withheld.** Any figure that moved by more than an eighth as our coverage grew, and any breakdown drawn narrowly enough to point at one business. A withheld row stays in the table, marked as withheld.
- **What is not here.** No restaurant is named. No figure belongs to a single restaurant. Nothing is estimated: a price is never inferred, modelled or carried across from a similar dish.

Disclaimer. This report is built entirely from menus that restaurants publish openly themselves. MenuIndex records those menus as published, does not verify them, and accepts no responsibility for their accuracy or for any decision taken on the basis of this report. The figures are aggregated market statistics. No individual restaurant is identified, and the report is market intelligence rather than advice. Full methodology at menuindex.net · team@menuindex.net