FOR PROFITS TH!NK SMALL



PICK UP YOUR APPET ZERS

www.mccain-foodservice.me





WHAT IS DRIVING YOUR CUSTOMERS APPETITE FOR APPETIZERS?

Unlock your biggest profit opportunity by satisfying the 3 main consumer needs.



EXTRA HUNGRY MOMENTS

These customers just want more! A single meal is just not enough to keep them full. They look to favourites they know and love such a cheese high protein sides



HUNGER FOR FLAVOUR

Customers want a hint of flavour to add a twist to their meal. These customers look for tempting extras that are low risk but tasty.



A DESIRE TO BE DIFFERENT

These customers want new and exciting extras to keep them interested and help them personalise their main meals. They look for special sides that are around for a limited time.

A profitable appetiser menu should consist of at least one item across the 3 key area of desire. That's why we have created a category range that can help build your appetiser business and deliver BIG on profit and appeal.

TURN OVER TO SEE THE RANGE >>

MEET THE BIG APPET ZERS RANGE

AND MAKE THE MOST OF YOUR MENU!



A menu essential! Favourites customers seek out on your menu. High protein, easy to eat and really hit the spot when it comes to filing up and staying satisfied for longer.



Tempting sides that meet those flavour cravings and take customers on a safe adventure with out the risk of spoiling their main meal.



The range that really appeals to those wanting to personalise their meal with something that stands out. Sides that are a little bit special – perfect for limited time menu offerings







Offering at least one APPET!ZERS from each range will help you:-



Satisfy all your customers needs and desires for appetizers



Build the most efficient menu to get the maximum profit



Extend the sides menu to the whole family



Sell more sides with family feast meal deals

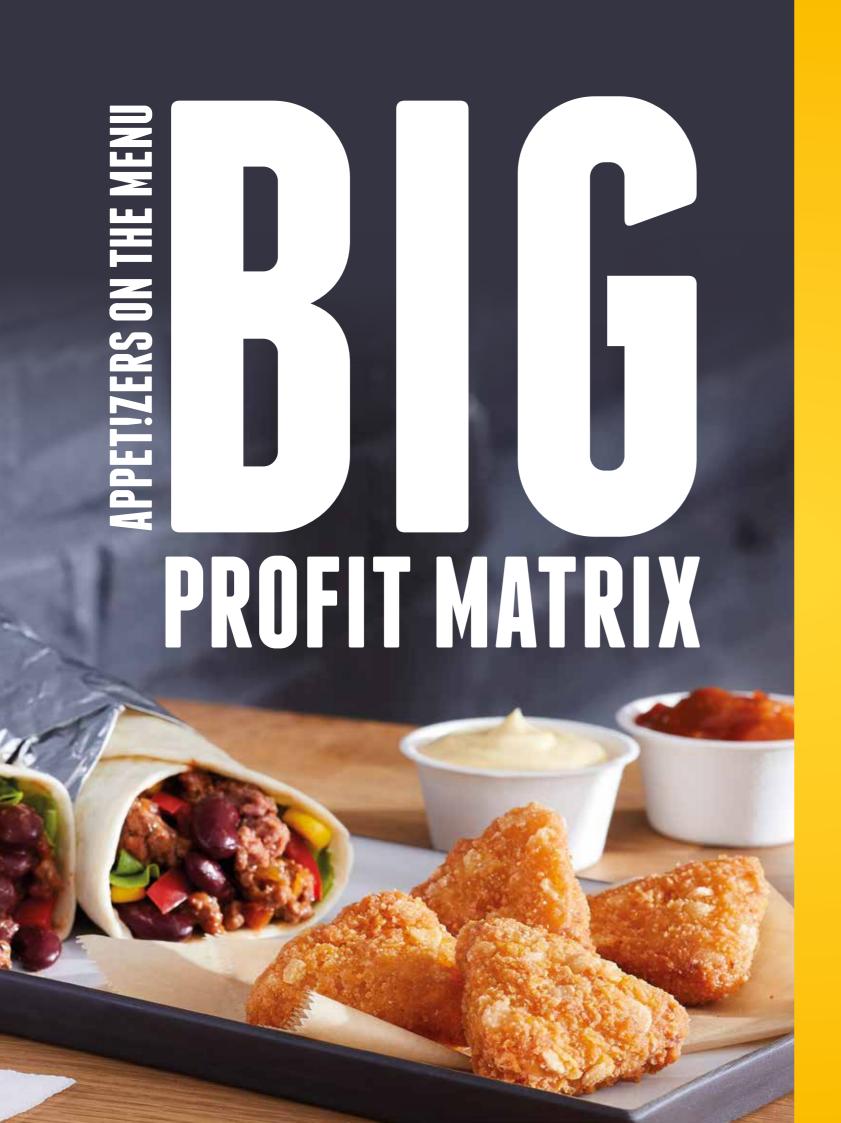


Let your customers personalise their meal



Keep it simple in the kitchen - all fried in short cook times







SNACK FOR ONE

Format: Single standard portion (4 pieces)

Tip: Propose 6 or 9 piece portions for bigger appetites

Recommended selling price: **3€ (4 pieces)**

Approximate revenue: **€x euros**



SNACKS FOR MORE

Format: 3/4 XL portions (6 or 9 pieces)

Tip: Offer a menu deal with drinks + fries for after-school times

Recommended selling price: 9€ (18 pieces)

Approximate revenue: **€x euros**



COMBO SHARING BOX

Format: Mixed box to share (10 to 20 pieces)

Tip: include one P!CKERS from each category to please them all

Recommended selling price: 7,50€ (12 pieces)

Approximate revenue: **€x euros**



SIDE ORDER

Format: Single portion (4/6/9 pieces)

Tip: Propose a portion of P!CKERS as side alternative to French Fries

Recommended selling price: Same as

standard menu offer

Approximate revenue: **€x euros**



INGREDIENT

Format: 3 onion rings extra in a burger

Tip: Use some Pickers as ingredients in a burger, salad, wrap, taco...

Recommended selling price:

+2€ versus classic burger

Approximate revenue: **€x euros**

DELIVERY IS THE

Get your sides & snacks menu good to go with APPET!ZERS range of appetisers specially selected for delivery. Your delivery needs to be offered at a high standard to ensure food is delivered in the same optimum condition it leaves the kitchen.



STEP #1: CHOOSE THE RIGHT PRODUCTS FOR YOUR **DELIVERY OFFER**

The appetizers below have been selected with rigour within the APPET!ZERS range, for their quality and crispiness in delivery













ANCHOR POPPERS CHEDDAR CHEESE Breaded Stuffed Jalapeños



CHILLI & CHEESE NUGGETS



QUESO Triangos

MIX & MATCH THEM TO CREATE OUTSTANDING DELIVERY COMBOS

Here are some combos suggestions that you can cook in the fryer with one single cooking time in order to optimize your time in the kitchen

CAN'T GO WRONG

1. Queso Triangos 2. Battered Onion Rings 3. Primo Mozzarella Sticls

(a) 2:15 mins

MELTING MIDDLES

1. Camembert Bites 2. Battered Mozzarella Sticks 3. Cheese pillow



(a) 3:00 mins

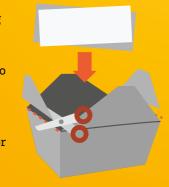
MEXICAN CHEESE MEDLEY

- 1. Chili cheese nuggets 2. Queso Triangos
- 3. Jalapeño Poppers



STEP #3: PACK THE PRODUCTS IN THE BEST DELIVERY BOX OPTION

- Use a large enough bag or a box to contain all products
- Place a napkin under to absorb moisture.
- Close lid to retain heat and clamshell in bag.
- Roll and seal the bag for secure travel



STEP #4: PROMOTE YOUR **DELIVERY COMBOS**

Inform your customers of your appetiser options and combos in store, on your website and social media







