

FOR

BIG

PROFITS

**THINK
SMALL**



PICK UP YOUR APPET!ZERS

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FOODSERVICE
SOLUTIONS

DESPITE BEING BITE-SIZED,
LITTLE EXTRAS CAN DELIVER

BIG

PROFITS VERY EASILY,
IF DONE RIGHT.

Customers are eager for ways to add extras to their orders and excitement to their meals. Weather they are extra hungry, serving a family feast or simply want to add a flavour twist, sides are their building blocks for the ultimate in satisfaction.

Offering the right range of appetisers is the easiest way to satisfy your customers hunger, meet their need for extra indulgence and increase your customers spend per order.

Not only are easy to eat appetisers a highly profitable menu item, they are also super easy to cook and serve when time is of the essence.

WHAT IS DRIVING YOUR CUSTOMERS APPETITE FOR APPETIZERS ?

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

**FIRM
FAVOURITES
APPETIZERS**

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

**GO ON
A SAFE
ADVENTURE
APPETIZERS**

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.

**PERSONALISE
YOUR MEAL
APPETIZERS**

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 and snack boxes



Let your customers personalise their meal



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

Look out for our cheese stars across the ranges - hungry customers crave sides that hit the spot and keep them fuller for longer with high protein cheese



APPETIZERS ON THE MENU

BIG PROFIT MATRIX



#.1

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



#.2

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



#.3

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



#.4

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



#.5

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 BIG THING

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.



BATTERED
MOZZARELLA STICKS



BATTERED
ONION RINGS



CHEESE PILLOWS
(3 VARIETIES)



CAMEMBERT
BITES



ANCHOR POPPERS CHEDDAR CHEESE
BREADED STUFFED JALAPEÑOS



CHILLI & CHEESE
NUGGETS



QUESO
TRIANGOS

STEP #2: 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 Sticks

🕒 2:15 mins

MELTING MIDDLES

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

🕒 3:00 mins

MEXICAN CHEESE MEDLEY

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

🕒 2:45 mins

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

