



FOODSERVICE  
SOLUTIONS

# UNLOCK YOUR MENU POTENTIAL

## WHAT ARE LTOs?

LTOs (Limited Time Offers), unlike specials, are limited to a 4- to 12-week period. LTOs can use seasonal ingredients or flavours, but they don't have to. And best of all? LTOs are ideal for casual dining and fast casual restaurants and don't require you to revamp your entire menu.



of consumers say that the availability of an appealing, limited time offer is important when deciding which restaurant to visit.<sup>1</sup>

## HOW TO CREATE AN LTO

### STEP 1. SET YOUR GOAL



#### LTOs are ideal for:

- Driving traffic and increasing profitability
- Creating a safe way to test and experiment with new menu items

Identifying your primary goal can help you decide how far to push your LTO ideas.

### STEP 3. ESTABLISH YOUR PRICE



Your new LTO should be in line with other items on your menu. Follow your current pricing strategy to see where your LTO lands, then adjust the ingredients as needed to ensure you are creating good value while maintaining profit margins.

### STEP 2. EVALUATE YOUR MENU



A successful LTO is based on your menu potential to avoid adding complexity to the back of the house.

#### Start by:

- Looking at the current trends.
- Identifying what sells well on your menu and give it a creative twist.
- Involving your kitchen staff in LTO development.

### STEP 4. BUILD EXCITEMENT & FOMO



From photography that sells to limiting the length of your LTO to create urgency, promotion and timing are key. Get advice and tips on how to promote your LTO in our Promoting Your LTO Guide or at [McCainFoodservice.ca/LTOs](https://mccainfoodservice.ca/LTOs).

## QSRs GONE WILD: FINDING INSPIRATION IN RECENT LTOs

Even if you're not a QSR, looking to what's hot with customers can help guide your LTO development. It's where many trends bubble up.



### ALL IN ON VEGGIES



#### HARVEY'S PICKLE PICKLE POUTINE

Inspired by a TikTok menu hack, the chain jumped on creating an LTO. Deep Fried Pickles were the start, while diced pickles and a garlic ranch drizzle added some wow factor and added flavour punch.

### POPEYES ELEVATING A COMFORT FOOD

#### POPEYES TRUFF MAC & CHEESE

The chain teamed up with a luxury, truffle hot sauce brand to give their beloved cheddar mac & cheese an elevated kick. A great way to stand out and dial up the umami.



### CUSTOMIZABLE MEAL



#### PIZZA HUT MY HUT BOX

Simple but sales driving — let your customers create a combo meal from a curated list of entrées & sides.

### GOING FOR THE WOW FACTOR

#### WING IT ON! POP ROCKS CHICKEN WINGS

The taste may have divided the internet, but it drove traffic and visibility with its taste-bud tingling combo of sriracha and Pop Rocks dry rub.



### HAVE QUESTIONS?

Contact your local McCain® Sales Representative or visit [McCainFoodservice.ca/LTOs](https://mccainfoodservice.ca/LTOs) for more information.



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<sup>1</sup>Technomic Axios article accessed 7/26/24.



# ANATOMY OF A WINNING LTO

Use this as a starting point and dial up or down the number and ratio of ingredients to match your menu, pricing strategy and customers' preferences.

## BASE

Your primary ingredient you build around. This could be fries, crispy veggies, a burger or a wrap.



## CREAMY OR SMOOTH INGREDIENT

Think cheese, mayo, tahini-ranch or a tomato-based sauce (like bbq).



## GARNISH

An ingredient for added crunch/flavour like herbs, nuts or fried onions.



## SALTY OR SAVOURY INGREDIENT

Try pickles, pickled onions or even pepper jelly or bacon jam.



## DRIZZLE

Additional sauce for colour, texture and flavour.



## THREE TURNKEY & PROVEN LTO STRATEGIES TO TRY TODAY.

### 1 VEGGIE SWAP AS BASE

Whether because of dietary preferences or just liking the taste, consumers are looking for veggies on menus. Think about how you can swap a protein, like chicken, with crispy cauliflower bites or other breaded and battered veggies to create a unique offering.

### 2 SANDWICH AS BASE

If burgers, sandwiches and wraps are the mainstay of your menu, think about what you can add to create a special. Top a sandwich with onion rings, crispy potato rings or frickles, then pair with a special sauce to create an efficient but memorable LTO.

### 3 FRIES AS BASE

They're a perennial favourite for a reason. Think about how your menu can inspire a new twist on loaded fries, from letting diners "top" their own to piling on other top sellers from your menu, just in smaller portions.