



FOODSERVICE
SOLUTIONS

LIMITED TIME OFFERS, UNLIMITED POTENTIAL

YOUR FALL/WINTER 2023 GUIDE TO LIMITED TIME OFFERS

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OFFERING EXCEPTIONAL FOOD & SERVICE

on a daily basis is hard work. It takes time, effort and commitment. But it's also table stakes, especially when you're vying for customers in an ultra-competitive market. Sometimes it takes a little more to get customers in the door — and LTOs can help with that.



HOW?

LTOs help generate additional revenue by encouraging frequent dining (including takeout and delivery), increasing cheque sizes and giving customers a reason to come in when they otherwise might stay home. Simply put, it's creating an occasion or fulfilling a need, which is what customers want in the first place.

This LTO guide features a range of exciting promotions, events and specials sure to coax consumers out for fun, frivolity and ultimately larger cheques.

Together, let's create some limited time offers that customers can't refuse!

MEETING CUSTOMERS WHERE THEY ARE

While most people consider “going out” to mean in-person dining at a restaurant or bar, there are still many who prefer takeout and delivery. The good news is your LTOs can be successfully applied to both on- and off-premises dining. What matters most is delivering the same quality experience no matter where your food is eaten.

LEVERAGING EVERY OPPORTUNITY

25% of Canadians say they order takeout and delivery at least once a week.

While the obvious choice for implementing your LTOs might be on-premises, neglecting delivery and takeout customers is leaving money on the table.

¹ Touch Bistro, “2023 Dining Trends Report,” September 14, 2023.

MCCAIN® FAVOURITES

These potato and appetizer products are versatile profit drivers that will keep both your customers and your books happy.

POTATOES

Crispy and delicious, these versatile products work perfectly across your whole menu as starters, sides or main ingredients.

- 1000009442 — McCain® British Pub Style Chips 7/16" Skin On
- 1000010868 — McCain Mini Mashers™
- MCF03783 — SureCrisp™ Crinkle Fries 3/8"
- 404897 — SureCrisp™ Skin On Fries
- 404896 — SureCrisp™ Shoestring Fries
- 1000005866 — SureCrisp™ Skin On Fries 3/16"
- 402573 — McCain® Spicy Lattice Fries
- 402571 — McCain® Crispy Lattice Fries
- 403070 — McCain® Thin Coated Skin On Spirals
- 402412 — McCain® Spicy Spirals



APPETIZERS

These irresistible, flavourful appetizers can live across the menu and appeal to a wide variety of guests.

- 1000010901 — V'DGZ™ BRUSS'LZ BATTERED BRUSSELS SPROUTS
- 1000010903 — V'DGZ™ CORN R'BZ BATTERED SWEET CORN RIBS
- 1000010902 — V'DGZ™ CAULI W'NGZ BATTERED CAULIFLOWER WINGS
- 482482 — McCain® Breaded Mozza Sticks (Processed Part Skim Mozzarella Cheese Product Sticks)
- 1000008534 — Brew City® Breaded Cheese Curds



THE POWER OF LTOs

Restaurants thrive on differentiation, and today's consumer is all about trying the next big thing. LTOs present an opportunity to add more creativity, novelty and share-worthy moments to your menu.

LTOs LET YOU:

- Create energy, excitement and hype around your menu.
- Experiment with a new menu offering without a big commitment.
- Capitalize on hot trends, seasonality, special events or unique flavours.
- Help to steal market share and bring in new customers.

IDEAS WITH LEGS

Your LTOs should work for in-person dining as well as takeout and delivery.

- Choose sealable packaging designed to retain heat.
- Package ingredients like sauces and toppings separately.
- Create an experience that adds to their lives: one they can't get at home.

72% of consumers say they are curious to try new foods, flavors & dishes they see showing up more often to
"SEE WHAT THE HYPE IS ALL ABOUT"²

² Datassential 2023 Midyear report

THE OCCASION CALLS FOR IT

What motivates somebody's decision to patronize a restaurant – whether dining-in, or taking out? Customers' reasons for dining range from wanting to celebrate to just not wanting to cook – but with the right LTO, we can encourage customers to come in (or take out) more often, with larger cheque sizes.

A FEW OF THE MOST COMMON REASONS TO DINE:

- **CELEBRATIONS:** It could be anything from winning the little league championship to an engagement party. People want to go out to commemorate special occasions.
- **TELEVISED SPORTS:** It's more fun to cheer on your favourite team with other diehard fans – especially friends and family – than it is to watch at home alone.
- **NOT IN THE COOKIN' MOOD:** Sometimes it just sounds (and tastes) better to opt for restaurant fare over cooking at home.
- **LOOKING FOR NEW EXPERIENCES:** Everyone from foodies to no-frill meat and potato eaters needs new experiences from time to time – trying new dishes or making new connections.

MAKING THE MOST OF YOUR VENUE:

WHAT DRAWS A CROWD TO A PARTICULAR EATERY?

- Good food and drink? That's a given.
- Great service? Check.
- How about an elevated experience? One that's alluring, intriguing and above all, fun.

MAKE IT SEASONAL

If you have an outdoor space at your establishment, be sure to use it to your advantage and incorporate it into your LTOs if practical. Fall and winter can carry extreme weather in parts of the country, so make sure to prioritize guests' comfort. Decorations should also reflect the season or LTO theme.



FREE SAMPLE SUNDAYS

If there's one thing that every customer loves, it's free samples. This promotion is a great and cost-effective way to reel in customers and showcase your newest menu items.

WHEN?

Consecutive Sundays for a minimum of 4 weeks

POTENTIAL LTO:

Receive a free appetizer sample (V'DGZ™ products or McCain® cheese products) with cheques over \$25 – or complimentary with a pitcher of beer.

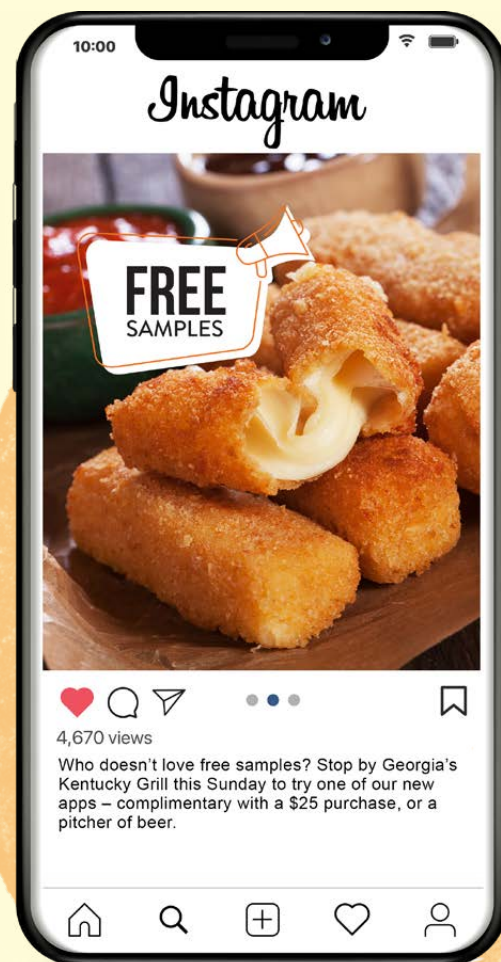
FOCUS PRODUCT:

V'DGZ™ or McCain® cheese products

MENU INSPIRATION:

MEDITERRANEAN CAULI W'NGZ

Cauli W'ngz tossed with Za'atar seasoning, drizzled with a lemon-honey yogurt



PROMOTE IT ON SOCIAL!





TO-GO KIT PROMOTIONAL IDEAS

LTOs don't need to be dine-in only, and great food enhances any social occasion. Let's create a one-stop-shop for customers to pick up, pack up and head out to the experiences they crave.

WHEN?

Throughout Fall/Winter

POTENTIAL LTO:

\$5 off a customer's first to-go kit. Kits could include SureCrisp® or McCain® cheese products—anything that travels well. Make sure the packaging is arranged neatly and the kit includes a meal that matches the experience.

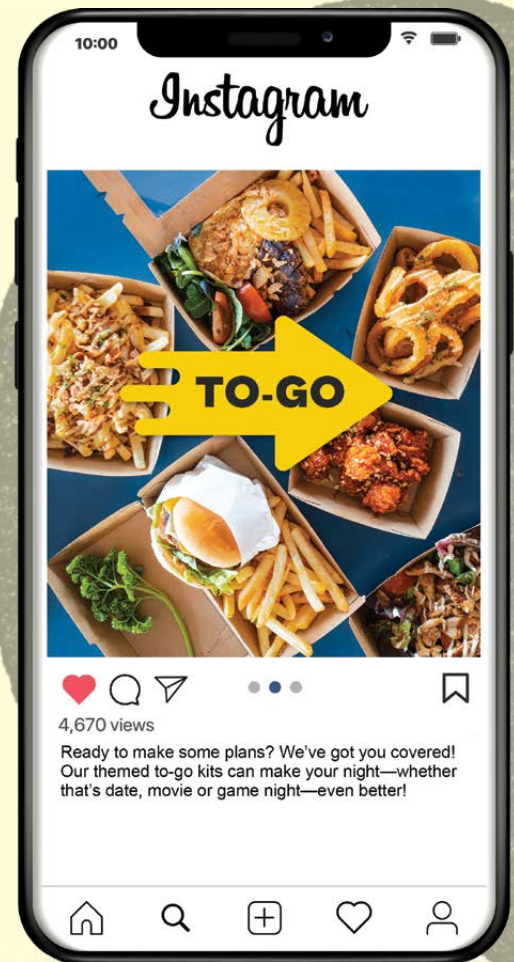
FOCUS PRODUCTS:

SureCrisp® or McCain® products

A FEW POTENTIAL KIT IDEAS:

- Date night for two
- Tailgating for four
- Movie night for two
- Game night for four

PROMOTE IT ON SOCIAL!



POST-GAME FRIES

It might be the thrill of victory, or the allure of a first-place medal that motivates junior athletes — or maybe it's simply that post-game treat. Win or lose, give kids a reason to smile ear-to-ear with a tasty fry promotion.

WHEN?

Coinciding with youth sports seasons
(Ex: August–November for football, swimming, volleyball and soccer)

POTENTIAL LTO:

For youth sports teams that visit post-game, buy any two lattice or spiral fries, get the third for free.

FOCUS PRODUCTS:

- 404896 - SureCrisp™ Shoestring Fries
- 402412 - McCain® Spicy Spirals

PROMOTE IT ON SOCIAL!



MENU INSPIRATION:



FETA LEMON FRIES

Golden skin on julienne fries, packaged with grated feta, oregano, sliced black olives, green onions, tomatoes, lemon wedges and red wine vinaigrette.



ZESTY CHORIZO AND ALFREDO LOADED FRIES

Top crispy, seasoned spiral fries with roasted red pepper and Parmesan cheese. Spoon on with chorizo-infused cream sauce.

OKTOBERFEST

Prost to Oktoberfest! It's a timeless Bavarian tradition and your opportunity to combine classic pairings: Apps (or sides) and beer (we recommend Märzen).

MENU INSPIRATION:



FRESH ROSEMARY PUB FRIES

Toss fresh-style fries with fresh-chopped rosemary and sprinkle on Kosher salt. Serve with horseradish sour cream and lemon aioli.



CLASSIC BASKET

Serve breaded mozzarella cheese sticks with classic marinara dipping sauce.



RANCH CHEESY BITES

Dust crispy cheddar curds with ranch seasoning. Serve with buttermilk ranch on the side.

WHEN?

September or October

POTENTIAL LTO:

Receive half-off any order of pub fries, cheese sticks or cheese curds with the purchase of an Oktoberfest beer.

FOCUS PRODUCTS:

- 1000009442 - McCain® British Pub Style Chips 7/16" Skin On
- 482482 - McCain® Breaded Mozza Sticks (Processed Part Skim Mozzarella Cheese Product Sticks)
- 1000008534 - Brew City® Breaded Cheese Curds

PROMOTE IT ON SOCIAL!





FRY-CUTERIE FRYDAYS

TGIF! Give your customers respite from the workweek and food they crave with a smorgasbord of appetizer combo platters. Even better, pair them with their favourite alcoholic beverages for unbeatable savings.

WHEN?

Every Friday from 3:00 p.m. – 6:00 p.m.

POTENTIAL LTO:

Pick up to three different assorted fry and McCain® cheese stick combinations for \$9.99. Or get half-off drinks with the purchase of a Fry-cuterie board (limit 1 drink per customer). Want to kick things up a notch? Pair Fry-cuterie with a trivia happy hour for a fun way to unwind after a long week.

FOCUS PRODUCTS:

- 1000009442 - McCain® British Pub Style Chips 7/16" Skin On
- 482482 - McCain® Breaded Mozza Sticks (Processed Part Skim Mozzarella Cheese Product Sticks)
- 1000008534 - Brew City® Breaded Cheese Curds

MENU INSPIRATION:



FRY-CUTERIE BOARD

Fill a charcuterie board with your most popular appetizers and fries with accompanying dips and sauces.

PROMOTE IT ON SOCIAL!



#BOOKTOK WINE-DOWN WEDNESDAYS

MENU INSPIRATION:



KOREAN SWEET SOY GLAZED MINI MASHERS
Toss crispy fried McCain Mini Mashers™ in a homemade sweet soy sauce. Sprinkle with black and white sesame seeds.



BRUSS'LZ & MUSHROOM PINCHOS
Top crispy BRUSS'LZ and mushrooms with a jerk BBQ seasoning and spiced oregano, then finish with a pearl onion confit.

It's part book club, part social media experience, and it's one of the fastest growing social communities: #BookTok. This is a great opportunity for both on- and off-premises promotions. Create a space for booklovers to gather – or meet them with tasty promotions where they are.

WHEN?

Throughout Fall/Winter

POTENTIAL LTO:

Receive half off an order of V'DGZ™ BRUSS'LZ or McCain Mini Mashers™ when ordering a bottle of wine on Wednesdays with the mention of #BookTok.

FOCUS PRODUCT

- 1000010868 - McCain Mini Mashers™
- 1000010901 - V'DGZ™ BRUSS'LZ BATTERED BRUSSELS SPROUTS

PROMOTE IT ON SOCIAL!



FALL/WINTER SPORTS CELEBRATIONS

Fall is that time of year when many major sports seasons converge. As sports naturally bring spectators together, create a reason for them to watch at your operation. Promote shareable apps and pair them with enticing drink specials — with the game on, and the volume up.

WHEN?

Gamedays for regional pro sports teams (NFL, CFL, MLB, NBA, NHL)

POTENTIAL LTO:

On game day, buy any two appetizers/sides (V'DGZ™ CAULI W'NGZ, McCain® Cheese Sticks, Brew City® Breaded Cheese Curds, McCain Mini Mashers™) and receive ½ off drinks. Limit two per customer.

FOCUS PRODUCTS:

- 1000010902 - V'DGZ™ CAULI W'NGZ BATTERED CAULIFLOWER WINGS
- 1000010868 - McCain Mini Mashers™
- 482482 - McCain® Breaded Mozza Sticks (Processed Part Skim Mozzarella Cheese Product Sticks)
- 1000008534 - Brew City® Breaded Cheese Curds

PROMOTE IT ON SOCIAL!



MENU INSPIRATION:



CAULI TACOS

Fill corn tortillas with CAULI W'NGZ, lettuce and Oaxaca cheese. Top with pico de gallo.



NASHVILLE HOT AND RANCH MINI MASHERS

Dust Nashville hot seasoning and ranch seasoning over crispy and creamy McCain Mini Mashers™



THE ART OF ADVERTISING LTOs

Planning your LTO is only half the battle. Getting customers to participate is the other half, and that all begins with an effective marketing approach. It may sound like extra work, but the good news is you don't need a fancy commercial during the big game to get the word out. Here are a few tried and true — and simple — methods you can use to entice customers.

GETTING **THE** WORD OUT

Social media is one of the easiest and most cost-effective ways to promote your LTOs. You can use a combination of organic and paid media posts on platforms such as Instagram, Facebook and TikTok for maximum effectiveness. Be sure to keep your content short and sweet. Get to the point and always include a clear call to action.

PROMOTE IT ON SOCIAL!

Ready to start promoting your LTOs on social? Get all the graphics you need to get started:

DOWNLOAD SOCIAL ASSETS

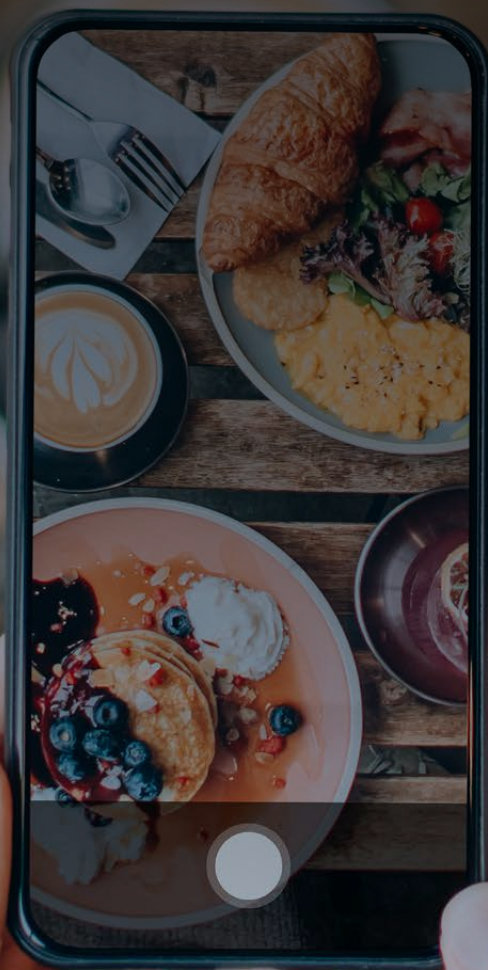


WITH
88% OF ONLINE USER
DECISIONS REPORTED

as being influenced
by online reviews/
comments, having a strong
social media strategy
should be at the forefront
of your marketing plan.

ORGANIC CONTENT TIPS

Having the right gameplan for social media can help increase your brand awareness, following, traffic to the store, traffic to the website and more!



GENERAL BEST PRACTICES

- Create content in the correct sizes to fit each platform. Free tools like Canva can be helpful for creating social graphics.
- Stay consistent in your brand voice, tone and style. It helps to develop a persona that your brand can own, as well as a colour palette.
- Be responsive to online questions, and make sure to answer consistently. Effective community management is important for building trust with your audience.

CONTENT IDEAS TO TRY

SHOW OFF BEHIND THE SCENES

- Alongside LTO content and high-quality photos of your plated food, try sharing behind the scenes videos and photos from what goes on when the guests aren't looking. Hilarious staff? Impressive line cooks? Take a video!

SHARE CONTENT FROM YOUR BIGGEST FANS

- Use signage and social media posts to encourage your customers to share pics of their favourite meals. Encourage guests to tag your operation in their photos – along with the location.

HOST SOCIAL CONTESTS

- Everyone loves free food. Try running a giveaway on social media to grow your following, attract new diners and reward your loyal customers.

PAID SOCIAL ADVERTISING TIPS



While organic content is a great way to connect with guests and grow your following, paid advertising is a great way to boost the number of eyes on your content. Paid advertising differs from organic, in that advertisers can choose who will see your content, and increases your reach, traffic and engagement exponentially.

CHOOSE THE CORRECT OBJECTIVE

No matter the platform, all ad management systems allow you to choose your objectives. The objective you choose is directly related to the outcome you hope to achieve with the campaign.

Example:

- Traffic ➔ Driving traffic to your website.
- Leads ➔ Push for lead form fills/submits on the website or within the platform.

KNOW YOUR AUDIENCE

Targeting precisely is key to reaching your audience. Know audience age range, interests, geographic locations and other relevant details to effectively build campaign targeting.

INCLUDE A CLEAR AND DIRECT CALL TO ACTION (CTA)

Paid advertising best practices differ across social media platforms, but one thing is consistent: A direct CTA performs well.

Adding a button to your ad or boosted post is easy to do in any paid format.

For example: **Order Now**, **See Menu** or **Make a Reservation** are all available as CTA buttons within ad managers on Facebook and Instagram.



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HAVE QUESTIONS? WE CAN HELP!

Contact your local McCain®
Sales Representative or visit
mccainfoodservice.ca/en for
more information.