



FOODSERVICE
SOLUTIONS

GROWTH STRATEGIES THAT MAKE THE DIFFERENCE

for both on-prem and off-prem success



To drive traffic, check size, profitability and growth, operators need to meet customers on their level. **Right now, consumers are looking for "worth it" moments** — positive experiences that drive traffic, return visits and higher check averages.

We've identified six winning tactics for both on-prem growth and off-prem growth. There's some overlap in how these strategies can be used, so like any foodservice pro, you can curate your own delicious results.



ON-PREMISE GROWTH STRATEGIES

LIMITED-TIME OFFERS (LTOs) ***

Leverage a feeling of urgency to drive traffic to your restaurant (and away from competitors) — and grab the attention of potential patrons. Increase order and check size with LTOs that try new ingredients or spark dishes that could become a new favorite.



Game Day Curds every Sunday during NFL regular season for \$11.99.

1000005885 **Anchor®**
Breaded Wisconsin
Cheese Curds

HALF-SIZED ** APPS **

Smaller portions of appetizers appeal to friends on a night out, families with hungry kids and seniors on a budget. The smaller portion size and lower cost encourage people to try new ingredients and flavors, all while increasing check averages.



Half order of mozzarella sticks and more for \$3.99 during happy hour.

50006240 **Anchor®** 3 1/4"
Breaded Italian Mozzarella
Cheese Sticks

*** DISCOUNTS AND DEALS

Reducing the regular prices of menu items or entire bills grabs the attention of cost-conscious customers, like families who bring higher check averages. Promotional pricing fosters loyalty, too, so customers are likely to return for a special meal on a given night of the week.



Solo combo + medium soft drink for \$15.99.

40010043 **Moore's®**
3/8" Battered Onion Rings



OFF-PREMISE GROWTH STRATEGIES

★★★ OFF-PREM-READY PRODUCTS ★★★

Customers are craving the restaurant experience at home. To ensure takeout and delivery stand up, operators need to re-think their products. Higher-quality products, such as McCain® SureCrisp® fries, which have longer hold times, result in greater customer satisfaction. That means more orders and fewer complaints.



Use coated fries (like McCain® SureCrisp®) that stand up to takeout and delivery.

1000011438 McCain® SureCrisp®
Skin-On Spiral Fries

★★★ FAMILY ★★★ BUNDLES

A combination of menu items for the whole family — shareables, entrees and sides — at a discounted price is a winning strategy to woo price-sensitive customers and earn loyalty. For customers, it eliminates the need to cook and encourages greater order quantities while helping them explore a variety of menu offerings.



Family Bundle for \$20.99.
Shareable: Mac and Cheese Wedges
Sides: Broccoli and Rolls
Entree: Meatloaf
Dessert: Chocolate Chip Cookies

50010335 Anchor® Battered Mac
& Cheese Wedges

★★★★ UPSELL ★★★

Increase check sizes by encouraging customers to make their takeout more special with additional items, upgrades or add-ons. Operators will see an uptick in average transaction value, and placing their key products front-and-center makes them stand out from the competition.



Ordering a burger? Upgrade your side to waffle fries, mozzarella sticks or cheese curds for \$2.99 more.

1000001354 McCain® SureCrisp®
Skin-On Waffle Fries

THESE STRATEGIES WILL HELP OPERATIONS BE MORE SUCCESSFUL AND SUSTAINABLE FOR THE LONG RUN AND WILL HELP MAKE THE MOST OUT OF EVERY ORDER.



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