



FOODSERVICE
SOLUTIONS

TEENY 'TIZERS

SMALL PORTIONS. MORE PROFITS.

Customers are more likely to order appetizers when you give them options that fit their appetite.

MAKING THE CASE FOR SNACKABLE PORTIONS

54%
OF GUESTS

SURVEYED ARE EAGERLY
SEEKING **REDUCED SIZES** IN
RESTAURANT PORTIONS.¹

41%
OF GUESTS

REPORT **SPLITTING**
RESTAURANT DISHES TO
CONTROL PORTIONS.¹

READY TO ADD SNACKS TO YOUR MENU?

1. Run a Teeny 'Tizers promo for 4 weeks and introduce 2 new items.
2. Price all items between \$4.⁹⁹ - \$6.⁹⁹ and outline portion size — about 1/2 to 1/3 the size of the original dish.
3. Contact your McCain® rep to create point-of-sale materials.



OPERATORS SAW A
10% TO 15% SALES LIFT
WHEN APPS WERE
PRICED UNDER \$5

Contact your McCain® sales representative to learn more.

¹: Cardello, Hank, et al. "The Power of Portions.", Portion Balance Coalition, Georgetown University McDonough School of Business, Mar. 2024, Accessed Apr. 2024.



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