



FOODSERVICE
SOLUTIONS

UNLOCK YOUR MENU POTENTIAL WITH LIMITED TIME OFFERS

LOOKING for a proven and effective way to drive traffic at your restaurant? Look no further. LTOs (limited time offers) are promotional items that are briefly added to a restaurant's menu (usually 4 – 12 weeks).

They create a sense of urgency and FOMO due to their limited timeframe.

LTO TRENDS

To help you take advantage of your LTO strategy, we've highlighted four key areas that are trending among consumers and used them to develop turnkey LTO solutions for you.



VEGGIES IN DEMAND

Now is the time to add more veggie variety to your menu, and frozen options can work perfectly without worrying about shelf life.



COMFORT FOODS, ELEVATED

Customers are craving nostalgic, soothing dishes. Get creative with elevated ingredients or combine two comfort foods.



MAKE IT THEIR WAY

For customers seeking unique experiences, a build-your-own LTO lets them play with the menu and feed their creativity.



EXPECT THE UNEXPECTED

Social has changed the dining experience. Think about how you can reimagine and repackage familiar ingredients to build buzz and FOMO.

HOW LTOs BENEFIT YOU AS AN OPERATOR:



INCREASE TRAFFIC

LTOs create a sense of urgency, encouraging guests to visit your restaurant while the offer lasts.



CREATE BUZZ

Unique or seasonal LTOs can generate buzz and increase your restaurant's visibility.



MENU VARIETY AND INNOVATION

LTOs allow you to experiment with new dishes, flavors, or concepts using existing menu items — without permanently altering your menu.



INCREASE REVENUE

LTOs can drive higher sales and traffic by offering something exclusive or premium, often at a slightly higher price point.



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