



FOODSERVICE
SOLUTIONS

UNLOCK

YOUR MENU

POTENTIAL

Hello

Welcome to **Unlock Your Menu Potential**, McCain's guide to executing the ultimate LTO. We're excited to share this program with you and hope you find it instructive, engaging and ultimately profitable!

But first, what's an LTO?

Limited Time Offers are exclusive menu items available for a short time (generally 4-12 weeks).

And they're easier to implement than you may realize. That's right! Innovation doesn't have to demand a revolutionary concept or revamp your menu. Often, well-crafted and easily implemented simplicity prevails.

McCain is here to help in three ways:

-  **Ideation and inspiration**
-  **Ingredient planning and product recommendations**
-  **Promotional guidance**

Our strategies and sales support will help you unlock your menu potential.