

BIG

TIPS TO MAX YOUR SALES



APPET!ZERS



FOODSERVICE
SOLUTIONS

CUSTOMERS ARE EAGER FOR WAYS TO ADD EXTRAS TO THEIR ORDERS AND EXCITEMENT TO THEIR MEALS.

As a Foodservice professional, your main objective is of course to satisfy your customer demand and needs, but also to maximize your sales and revenue, thanks to an efficient and profitable menu. In this guide, we provide easy tips to sell even more appetizers without changing your usual snacks and sides offer.



HERE ARE OUR

6 TOP TIPS

#1 BUNDLE THEM

#2 SIZE MATTERS

#3 BIG DEALS

#4 LIMITED TIME OFFERS

#5 SHOUT OUT

#6 SUGGEST EXTRAS

#1 BUNDLE THEM

Combine appetizers together with **drinks** or **sauces** to create a **ready-to-order offer**. Make it easier for your customers to try a variety of appetizers.

For your customers:

- ✓ Easy ordering with ready-made combinations
- ✓ Great deal offering

For you:

- ✓ Additional sales
- ✓ Encourage trial of your appetizers

Example:

After-work/school special offer
(available from 4 to 6 pm only):

3× appetizers single portions + 1 French fries portions
+ 2× 50 ml drinks for × \$



#2

SIZE MATTERS

Adapt and vary the piece number per portion to ensure consumers find a perfect fit to their consumption needs. Make sure you promote super-size and combo offers to meet the demand of family feasts and large groups.



For your customers:

- ✓ Find the right offer that fits their mood
- ✓ Great deal offering



For you:

- ✓ Maximize your profit thanks to correct portion sizes and perfect piece count control
- ✓ Increase chances of sellout (especially on the middle-size option)
- ✓ Tackle different consumption moments and usages (little extra, snack, sharing box...)



Single portion
(4 to 6)



XL or bigger
portion (6 to 9)



Combo mix
(sharing –
over 9 pieces)

#3

BIG DEALS

Help your customers embrace a safe adventure by offering appetizers at a lower deal price. This is a great way to get them to try new products in a short time period, to benefit from the promotion.



For your customers:

- ✓ Good offers for a small snack or side
- ✓ Opportunity to try without the risk



For you:

- ✓ Additional sales
- ✓ Encourage trial of appetizers
- ✓ Foster impulse purchases
- ✓ Potentially clear high product stocks



#4

LIMITED TIME OFFERS



A themed LTO menu is a great opportunity to give a fresh new look to your existing appetizers and efficiently promote your new items. Customers are looking for something special with a sense of urgency.



For your customers:

- ✓ Excitement around the new offer
- ✓ Need to try before the offer ends



For you:

- ✓ Reinvent your current appetizer offering
- ✓ Easy to customize for LTO's appetizers
- ✓ Please your loyal customers



Family Get Together
Camembert Bites for the festive period



Game day
Chili Cheese Nuggets during football season

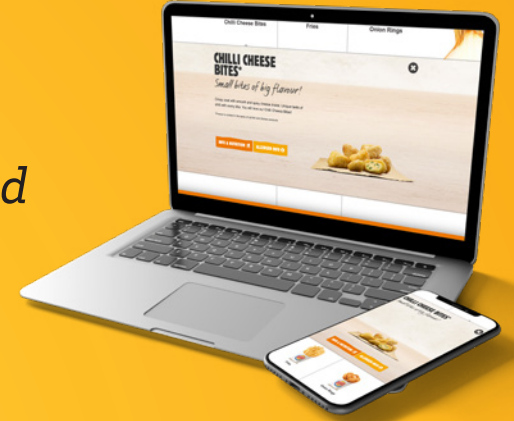


Grab it while you can
Queso Triangos for limited time only

#5 SHOUT OUT



Raise awareness of your range of appetizers by advertising them in store and online to create interest and encourage customers to add extras to their orders



For your customers:

- ✓ Be fully informed of appetizers usage and offer
- ✓ Know what's on offer that meets their needs
- ✓ Stay in touch even outside the restaurant

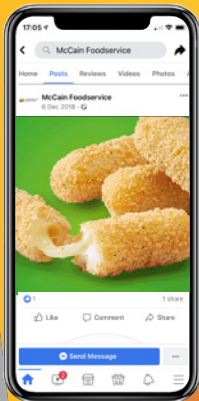


For you:

- ✓ Increase sales and average ticket
- ✓ Create awareness and interest
- ✓ Create loyalty and drive digital traffic

Example of tools:

Promote your appetizers visibility in store with your staff, table tents and menu boards, but also online with website banners and social media posts!



#6 SUGGEST EXTRAS



Example:

For on-premises or take-away orders, don't forget to brief your crew! They can suggest extras as well when taking the order

When ordering online, your customers have more time to choose what to order and are more willing to add some extras. Add a last appetizers suggestion before payment, grow your online sales and increase the average ticket!



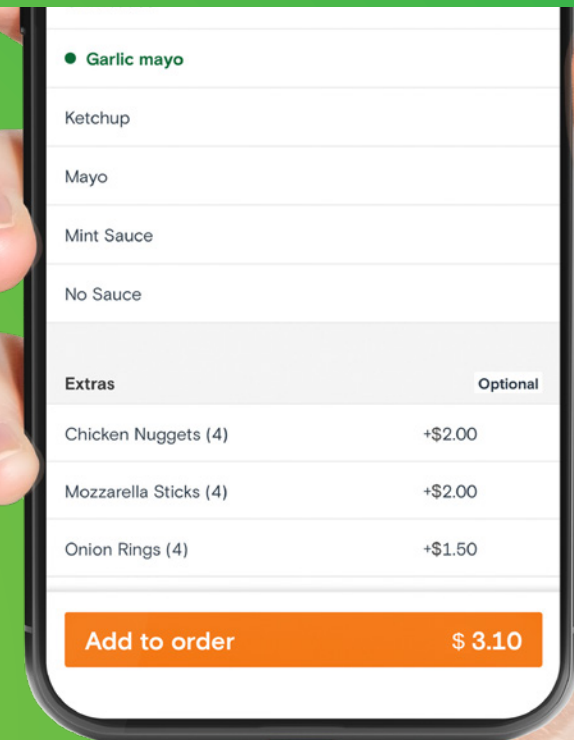
For your customers:

- ✓ Prompted on special offers and items they may like
- ✓ Easy to order online



For you:

- ✓ Increase sales
- ✓ Help customers choose extras



PICK UP YOUR APPET!ZERS

APPET!ZERS
BY  **FOODSERVICE SOLUTIONS**