



DETOUR

TIPS FOR AVOIDING THE ECONOMY'S ROUGH PATCH

Use Promotions to Keep Business Going

- ▲ Consumers are eating closer to home—mail coupons and your takeout menus to carrier routes near your operation
- ▲ Parties with kids are growing in casual dining¹—perhaps due to the cost of babysitters—consider a “**Kids Eat Free**” Night
- ▲ Offer discounts if diners return within a certain time frame, using their receipt as the “coupon”—it will **encourage repeat visits**
- ▲ Send breakfast, lunch or dinner to local radio DJs or TV stations who will likely talk you up and give you free advertising
- ▲ Drive traffic with **Limited Time Offers**—the strategy drives urgency, communicates value and keeps your regular customers coming back

Make Your Staff Your Roadtrip Partners

- ▲ Having a friendly staff will influence customers to spend more²—enroll in **Foodservice Rewards**[®] and earn free gifts to motivate and reward staff—visit perduefoodservice.com[®] for more information
- ▲ Training your staff to recommend specials and upsell will increase your check averages—check out waiter-training.com
- ▲ Increase your employees' satisfaction with free employee meals—they're feeling the pinch too, and they'll be able to **sell your menu better**

Power-Up Your Menu

- ▲ **Drop the dollar sign** from your menu—new research shows diners will spend more if they don't see a dollar symbol—5.55 more on average³
- ▲ Ensure menu descriptions are well written—effective descriptions can **drive sales of high profit items** and increase incremental sales, boosting your check averages
- ▲ List your highest grossing items first and last—first and last items in a section are more likely to be ordered
- ▲ Use graphic elements on your menu like “**NEW!**” or “**House Special**” to steer customers toward high-profit dishes

FRONT-OF-HOUSE



Visit perduefoodservice.com[®] for more tips and information on PERDUE[®] products that can help pull you through.

Make Your Menu a Landmark

- ▲ **Raise Prices**—but make adjustments to menu items (like a new side, ingredient or sauce) to justify the higher cost to the consumer
- ▲ **Don't Cut Quality**—instead put a little less on the plate or go to a house brand for non-essential ingredients that have little impact on the final product
- ▲ **Include Premium**—(especially meats) consumers are willing to pay more for premium ingredients even in these times¹
- ▲ **Offer Smaller Portions**—not only are they in demand, it can cut costs and increase sales, as customers are likely to buy more than one

Exit High Costs and Waste

- ▲ Lower costs by using fewer distributors and ordering less frequently
- ▲ **Avoid per-delivery surcharges** by ensuring all deliveries are over the minimum drop amount
- ▲ Find and use products with innovative processing and packaging technologies that **guarantee longer shelf life**, reducing your need for frequent deliveries
- ▲ Be sure you are using your products across multiple parts of your menu (each product should fit on your menu at least three ways)



Shift Out of High Operational Costs

- ▲ Use online ordering and bill pay to **eliminate time** spent on paperwork and save money on envelopes and postage
- ▲ Establish equipment startup and shutdown times to conserve energy
- ▲ Examine your cooking procedures to ensure that the most **energy-efficient** methods are being used
- ▲ Remember that while energy costs may represent less than 10% of your costs, savings in this area can really add up over the course of a year

Opportunities Ahead

- ▲ **Add Delivery**—Delivery sales will increase incremental sales revenue, and delivery vehicles can act as brand awareness billboards and cheap advertising
- ▲ **Sports Appeal**—Many consumers cut out their cable sports packages to save money, so make your place a destination to watch the big game
- ▲ **Offer Catering**—Consumers still don't feel like cooking when entertaining, and businesses are cutting costs by ordering in for office meetings
- ▲ **Try a Frequent Diner Program**—Drive traffic on slower days by offering extra points; increase business on special occasions—"eat free on your birthday" drives loyalty and keeps patrons coming back