



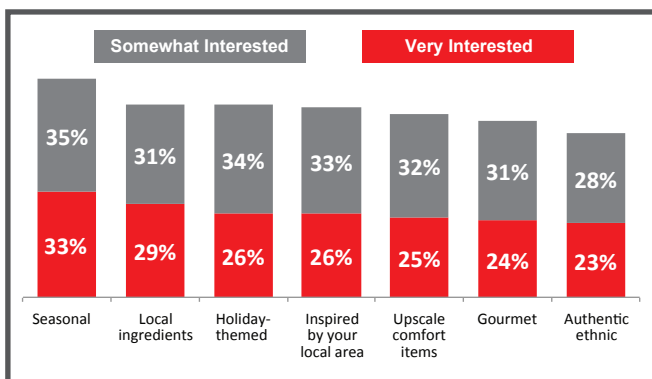
Brought to you by ConAgra Foodservice

## LTOs Give You Limitless Traffic Opportunities

The foodservice industry is no stranger to limited time offers (LTOs) and using them as business builders; many Operators recognize their value. As a result, LTOs have increased over 42% since 2006. They give Operators a great tool to introduce and test new menu items and provide a point of difference from their competition. However, too many LTOs can diminish their value. Operators should focus on LTOs that align with their restaurant concept, fill a need and are truly offered for a limited time so they can be an asset and have a lasting impact on traffic.

### Tempt Your Patron

LTOs are a simple way to appeal to your patrons' changing interests. But what are they interested in? In a recent survey, 68% of respondents said they were very interested or somewhat interested in seasonal LTOs. Think refreshing summer salads or warm winter comfort foods. Also ranked highly were the use of local ingredients and holiday-themed LTOs.



Another way to appeal to your patrons is to ensure your LTOs are unique because uniqueness is the key driver for ordering. In fact 35% of respondents said

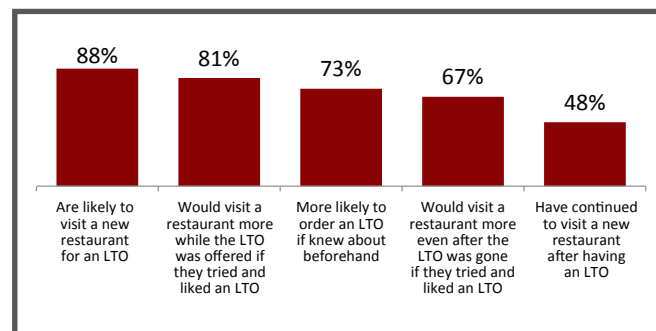
***LTOs give Operators a great tool to introduce and test new menu items and provide a point of difference from their competition.***

they were more likely to order an LTO if they couldn't get it anywhere else. There are two major categories trending within uniqueness: mashups and extreme indulgences.

A mashup is simply taking two menu items and "mashing" them into one. For example, chicken biscuit bites are a fun twist on chicken nuggets and biscuits. Or there's the cronut, which is the very tempting croissant and donut mashup. Extreme indulgences are just that – extreme and indulgent. How about a deep-fried bacon cheeseburger on a glazed doughnut bun?! Your LTO menu is only limited by your imagination.

### Anticipation

LTOs can generate great buzz and excitement for a restaurant. Operators may believe that if they have a successful LTO, they should extend the offer to keep up traffic. The truth is that if an LTO is not for a "limited time" or "while supplies last," the momentum can easily be lost. A good LTO can have a lasting impact on visitation even past the offering of the LTO. In fact 67% of those surveyed indicated they would visit a restaurant more even after the LTO was gone if they tried and liked it.



If you do find your patrons consistently asking for an LTO past its expiration date, consider making it a permanent item on the menu or bringing it back again. Make sure your patrons know the item is back by popular demand. Operators should use LTOs as a tool to build patron trust while also attracting traffic and encouraging repeat business.

## Key P.A.T.R.O.N.® Segment

### Social Butterflies – Millennials and Boomers

- Ages: 21-34 and 55+
- Single with a moderate income and living in large metropolitan areas
- Love a lively atmosphere and want to have a good time
- Less health-conscious, desiring more adventurous, trendy and craveable foods
- Restaurants can be like a second home

SIDE DISH

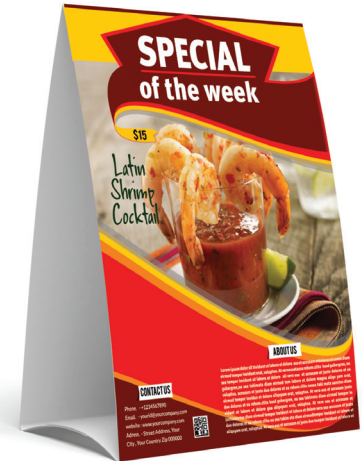
Source: ConAgra Foodservice  
Proprietary Food Away  
From Home Study, 2009

For more targeted recommendations to grow your business, ask your ConAgra Foodservice representative for a customized P.A.T.R.O.N. profile report.



## Patron Key Insights

Limited time offers (LTOs) can bring a lot of positives to a restaurant business, such as attracting new business or reigniting interest with current customers and encouraging them to try new menu items. A successful LTO campaign can provide something special for your customers and generate bigger sales for your business.



## Top 5 Actions

1. Create a calendar of your planned LTOs. This will allow you plenty of time to source new ingredients, plan for menu changes and create your marketing messages.
2. Update your website and social media pages. Use email marketing and your preferred social media platforms, like Twitter or Facebook, to communicate your LTOs.
3. Use in-store merchandising. Table tents and coasters are great low-cost items to communicate LTOs to patrons.
4. Train your waitstaff. Ensure they are well-informed on your current LTOs and have them encourage trial.
5. Listen to the customers. Use customer comment cards and restaurant social media communications to secure feedback on your LTOs.



to go...

Sources: Dataessential, "LTOs," May 2015  
NPD, "New Item Trial Report," 2014  
FoodServiceWarehouse.com, "How to Promote a Successful LTO," July 2015

For more information on ConAgra Foodservice products, insights and support, call 800-357-6543 or visit our website at [www.conagrafoodservice.com](http://www.conagrafoodservice.com)

ConAgra  
Foodservice  
FOOD | SERVICE | SMART.