



# MIX

FOOD | FLAVORS | IDEAS | 2014

## More in the Door



**Attract New Customers, and Boost Your Sales**

# Business Builders 101

Attract new customers. Increase average checks. Repeat.

It doesn't matter what anyone says about the economy: The difference between success and failure will always depend upon an operator's ability to build sales. And that means increasing traffic and finding new sources of revenue.

According to the National Restaurant Association's 2014 *Restaurant Industry Forecast*, restaurant sales are expected to grow by 3.6% this year, to more than \$683 billion. However, this growth rate is modest compared to the pre-recession era, as consumers remain cautious with their spending, and many segments continue to experience difficulties.

"The good news is that Americans love to dine out and try to do so as much as they are able," says Hudson Riehle, senior vice president of research for the Association. "While the financial situation of many consumers is not yet strong enough to fully support that desire for restaurant-prepared meals, the right value incentives and loyalty programs can attract diners."

## Attract New Customers

It goes without saying that most foodservice operators are looking to get more people in the door. Reaching out to new customers is a fine way to do this, so long as you don't alienate your existing base.

**Healthier Offerings:** Despite the dichotomy that exists between what some customers say they want to eat and what they actually order, it makes sense to offer options that

appeal to more health- and diet-conscious customers, including not only calorie counters but also vegetarians and vegans and those who are avoiding certain foods, such as wheat and dairy.

There are all kinds of different ways to achieve this, and to announce it to your customers (some respond to identifying symbols or new menu sections, for instance, while others want to find it for themselves). But putting extra effort into making any special options appealing to as much of your customer base as possible will pay off in greater success. For example, a delicious recipe that showcases fresh flavors, seasonal produce, and protein in the form of cheese, eggs, and grains or legumes instead of meat screams "Try Me!," not "Vegetarian."

### Shareables and Casual Options:

Putting items on the menu that people are encouraged to share does several things: It makes dining more exciting and varied,

**TIP**

For customers who are avoiding gluten, Minor's® offers a wide range of gluten free products from bases to signature-building flavor concentrates, including Latin flavored Fire Roasted Jalapeño, Poblano, and Fire Roasted Red Chile Adobo.



Scallop and Jalapeño Ceviche (Gluten Free)\* featuring Minor's Fire Roasted Jalapeño Flavor Concentrate (Gluten Free)

\*When using Gluten Free ingredients, recipes, and proper back of house procedures



## TRIO get recipe

Ploughman's Lunch featuring Shepherd's Pie made with Trio® Brown Gravy Mix

### GET STARTED →

With products such as *Lean Cuisine®* Whole Grain Lasagna with Meat Sauce and *Stouffer's®* Macaroni and Cheese Pasta Made with Whole Grains, Nestlé Professional® is out in front of demand for whole grains.

and it also lowers the *perceived* price, without actually lowering overall menu prices. This works especially well with categories like appetizers, side dishes, desserts, and pizza.

Many customers are still looking for ways to spend less, without giving up on fun and pleasure. By offering several menu items that speak to value, you can woo the budget-conscious (young and old alike) without compromising your price point. That's why some of even the most upscale restaurants have a burger on the dinner menu—albeit one made with prime, hand-chopped beef and truffle mayo.

## DID YOU KNOW?

*Stouffer's* Parmesan Risotto can be finished in minutes, and customized almost endlessly to produce a sophisticated menu signature or luxurious side dish.

Other dishes that can be prepared and sold more affordably without seeming low-end include pastas and risotto, alternative cuts of meat such as skirt steak rather than tenderloin, and composite dishes like stews and braises which depend on technique rather than high-priced ingredients.

**Customer's Choice:** These days, it's all about letting the customer choose: large portion or small; spicy or delicate; vegetarian or meaty; and so on. Pick a carrier: bread, wrap, rice, or salad. Pick a protein topping: steak, chicken, tofu, or falafel. Add your choice of veggies, cheeses, and other ingredients, from cashews to cucumbers, cheddar to zucchini. Tie it all together with a flavorful sauce selection and customers have their own special meal, built to their own specs.

These DIY menu concepts also help build repeat sales by encouraging patrons to come back again and again to try different combinations. And there you have the reasons why so many hot new concepts, including new fast-casual entries, are based on customizable and mix-and-match menu platforms.

*Continues on next page.*



Chicken Under a Brick For Two featuring *Minor's* Red Chile Adobo Flavor Concentrate (Gluten Free), *Stouffer's* Broccoli Au Gratin, *Stouffer's* Spinach Artichoke Dip, & *Stouffer's* Whipped Sweet Potatoes



# How To... Spatchcock (Butterfly) a Chicken



**STEP 1** With the breast side of the chicken down, use poultry shears to cut through either side of the backbone; remove and discard, or save for stock.



**STEP 2** Remove the breastbone and loosen the attached muscles so that the chicken can be pried open and flattened.



**STEP 3** Flip the chicken breast side up and flatten completely. At this point, the bird can be seasoned.



**STEP 4** Grill under a weight, skin side down, until crispy. Flip and continue cooking until the entire chicken is golden-brown, about 30 minutes.

An instant-read thermometer should read 165°F when inserted into thickest part of a thigh, avoiding bone.

Above left: A dramatic chicken for two makes for a satisfying—and profitable—signature item.



For the entire free collection of More In The Door recipes, visit [www.NestleProfessional.com/MoreInTheDoor](http://www.NestleProfessional.com/MoreInTheDoor) by 12/31/14.

But even without building the whole menu around mix-and-match options, you can tap into their appeal by offering à la carte toppings for a few basic building-block salads, or menuing a sandwich selection that allows customers to pick bread, filling, condiment, and garnish from ingredients that you have on hand anyway for existing sandwiches. In some settings—such as hotel restaurants and catering, colleges, and employee cafeterias—a demonstration or self-service station can accomplish the same goal; for more information, see the website [www.nestleactionstations.com](http://www.nestleactionstations.com).

**Family Friendly:** Families with kids represent a great target market for many kinds of operations. This is especially true of older kids, including tweens and young teens, who are out of the chicken-nuggets-and-crayons phase but may still need a little special handling. They—and their parents—may appreciate more sophisticated flavors and ingredients in menu selections that are specially designed to appeal to younger diners, along with shareable choices like pizzas, chips and dips, family-style soup-and-sandwich platters, and more.

Another great option for families is takeout combo meals, offering a complete dinner with appropriate accompaniments for four to six people.



Salad 3 Ways featuring Stouffer's Parmesan Risotto, Minor's Sautéed Vegetable Mirepoix Base (No Added MSG,\* Gluten Free), Minor's Roasted Garlic Flavor Concentrate (Gluten Free), Minor's Ancho Flavor Concentrate, & Minor's Bourbon Style RTU Sauce

\*Other than that which naturally occurs in the hydrolyzed proteins and autolyzed yeast extract

**GET STARTED** →

Make-ahead

items such as marinated olives, chilled shrimp, and hummus with veggies and pita are perfect for late night. So is the Hot Pockets® BBQ Recipe Chicken in a Cornbread Crust, filled with pulled chicken in a smoky-sweet sauce.

**Increase Frequency**

It's fine to get new folks in the door the first time, but ideally you want them coming back. And there's more to repeat business than just increased volume, since regulars also tend to spend more money. In fact, according to the Center for Retail Management at Northwestern University, about 12%–15% of a business's most loyal customers contribute 55%–70% of the company's total sales.

**New Dayparts:** One strategy for increasing repeat business is increasing your hours of operation, including between-meal time slots such as midday and late at night. Although the ability to do this depends a lot upon location and customer demographics, it makes sense to leverage the loyalty of existing guests by adding to the number of occasions they can visit you.

It needn't be an all-or-nothing effort, either. Consider extending hours with a late-night menu on weekends, taking advantage of lunch opportunities toward the end of the week when office workers tend to go out more, or opening early on Sundays as a mid-afternoon option.

Many restaurants have added features like 4–8 p.m. Sunday suppers, consisting of family-style portions of casual items like roasts or fried chicken along with appetizers, sides, and dessert for a complete per-person price.

**Special Promotions:** Another time-honored way to build business, especially among regular customers, is through promotions. Particularly on slower nights of the week or out-of-prime-time season, events like Wine Dinners, Farmers' Market menus, cooking classes, or global themes (for example, A Night in Tuscany) will build interest among your mailing list—and you do have a mailing list, right? If you don't, try presenting a small card along with the check, in order to solicit customers' names and email addresses. Put the registration on your website too.

Slower periods are also a good time to implement programs such as a Blue Plate Special rotation (Monday night, lamb shank; Tuesday night, roast chicken for two; and so on) or buy-one-get-one price breaks. And with special prices, customers are more likely to indulge in a second glass of wine or their favorite dessert. The extra business is good for your staff, too, making traditionally slow nights a more popular shift.



Kids' Mini Sopes featuring Stouffer's Macaroni and Cheese, pasta made with whole grains





**Menu Rotations:** A Soup of the Day program is great for bringing customers back. Establish a calendar so regulars know when they can get their favorites, and try to offer a variety of different kinds of soup, including hearty chowders, ethnic specialties such as Asian noodle soups, and vegetarian or even vegan options. This is also a good way to keep your soup selections on a seasonal track, and to test new recipes. You might even want to implement a punchcard-type loyalty program: Every fifth bowl or soup takeout order is free, for instance. And selling soups in large-format containers like 16 and 32 ounces *will* build those takeout orders, both at lunch and for dinnertime pickup.

## Build Check Averages



The final piece of the puzzle, in reaching out to both new and regular customers, is enticing them to spend a little bit more money every time they visit. Desserts are the ultimate add-on, especially when the sweet sizzle is merchandised with separate dessert menus or displays and handselling.



**Add-On Items:** Ever noticed a menu promoting something like Snacks or Nibbles in a separate section? This is check-building in action. Small, tasty little bites of items that can be served quickly—such as marinated olives, spiced house-roasted nuts, pate and cheese, housemade potato chips with dip, deviled eggs, and other inexpensively priced treats—can be merchandised as part of a bar or appetizer menu, on a special table tent or blackboard, or suggested by a server.

Customers love to order snacks to share while they're having a cocktail, to nibble on while they're waiting for a table or reading the menu, or at any time when they're hungry for a little something but aren't in the mood for a traditional menu item.

Another idea, especially at a time when many restaurants are no longer serving bread automatically because so many people are gluten-averse, is the *à la carte* bread basket. A selection of different breads, attractively presented and served with infused oils, flavored butters, dips, cheeses, and other spreads, can be offered on the menu as an item for the table, and priced in the appetizer price-point range.

   
FroYo Concrete featuring Butterfinger® Candy Pieces

Soup of the Day featuring Minor's Natural Gluten Free Chicken Base, Minor's Mushroom Base (No Added MSG,\* Gluten Free), Minor's Shrimp Base, Minor's Fire Roasted Jalapeño Flavor Concentrate (Gluten Free), & Trio White Sauce Mix

\*Other than that which naturally occurs in the hydrolyzed proteins and autolyzed yeast extract

Make sure that the bread selection represents a significant quality upgrade from standard-issue bread and butter.

The concept can also encompass items like an assortment of breakfast or brunch baked goods (including favorites from a well-known local bakery), hot pretzels with specialty mustard or pimiento cheese, or a basket of chips that buys access to the salsa bar.

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Specialty Bread Basket featuring New Chef-mate® ¡Que Bueno!® White Queso Sauce, Minor's Fire Roasted Jalapeño Flavor Concentrate (Gluten Free), & Libby's® 100% Pure Pumpkin

**Side Dishes:** Distinctive side dishes have become a very popular tool in the check-building arsenal, giving customers more variety at the same time. Vegetables, salads, starches, rice and potato dishes, and other main-course accompaniments can be merchandised in a number of ways:

- As a choice of one or more options included in the price of an entrée
- In individual portions
- Portioned and suggested as an item for the table to share
- Tavern-style, as part of a selection of different small plates that can be enjoyed on their own or as a side dish

À la carte side dishes can duplicate the same preps that accompany entrées; for instance, if your Southern-style Buttermilk Fried Chicken includes a side of popular macaroni and cheese, you are almost certain to get requests for the mac and cheese as an add-on extra. Certain side dishes can even help sell entrées because people are attracted to the combination.

**GET STARTED →**

Want more sides?

Nestlé Professional has a number of products that will help you serve better sides, from such fully prepared *Stouffer's* items as Whipped Sweet Potatoes, to *Chef-mate* and *Trio* sauces and gravies for upgrading vegetable and potato recipes.

**Premium Pricing:** Menu items that feature unique ingredients or preparation methods, extra portion size (such as a 24-oz. steak), a luxury reputation, a service upgrade like tableside preparation, or an unusual source can be offered as signature items with an uptick in price.



Banh Mi featuring *Minor's* Pork Base (No Added MSG)\* & *Minor's* Red Chile Adobo Flavor Concentrate (Gluten Free)

\*Other than that which naturally occurs in the hydrolyzed proteins and autolyzed yeast extract

**DID YOU KNOW?**

**New *Chef-mate ¡Que Bueno!* White Queso Sauce is a creamy blend of aged white cheddar, green chiles, and jalapeño peppers that adds the kind of flavor and value customers are willing to pay extra for.**

Housemade pastas, aged or specialty meats, imported cheeses, top-shelf spirits, and organic or locally sourced produce are all examples of items that many customers are willing to pay more for.

But there are also more familiar examples, such as sandwiches, which are often upscale enough to become menu specialties. Swap out the garden variety BLT for house-cured bacon, arugula, and heirloom tomatoes on artisan wheat bread with caramelized onion aioli and you can probably charge anywhere from 15% to 50% more for the sandwich.

Cocktails are another area where there's plenty of room for going premium, from round ice cubes to locally distilled craft bourbon. Upgrades like fine glassware or presenting a martini in a small carafe on ice so that it stays colder longer are also part of the strategy.



Super Veggie Hash with Basted Egg featuring **New *Chef-mate ¡Que Bueno!*** White Queso Sauce

And of course any menu item that you do better than or differently from any of your competitors is also worthy of signature stature. Serve ribs? Yours are slow-smoked for 15 hours in a secret barbecue sauce. Have salmon on the menu? Yours is wild-caught from Alaska. Cook a mean burger? Yours is served with unlimited french fries and housemade pickles. That's what you call a sales builder.

**How to Build a Premium Item**

**Dress:** Add a *Minor's* Flavor Concentrate to vinaigrette or Ranch Dressing.

**Sauce:** Bring elegance to entrées with *Minor's* Hollandaise and Demi Glace.

**Dip:** Serve fries and other finger foods with sauces and gravies from *Trio* and *Chef-mate*.

**Garnish:** Sprinkle Nestlé Branded Dessert Ingredients on ice cream specialties, cakes, and other dessert items.

**Layer:** Use *Stouffer's* Alfredo Parmigiana in pasta dishes, gratins, and casseroles, instead of plain cream sauce.

**Flavor:** Blend a *Minor's* RTU into mayonnaise or cream cheese for sandwiches.

Glazed Pepper Salmon Salad featuring *Minor's* Sautéed Vegetable Mirepoix Base (No Added MSG,\* Gluten Free) & *Minor's* Roasted Garlic Flavor Concentrate (Gluten Free)



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## Glazed Pepper Salmon Salad

Yield: 8 lb  
Prep Time: 15 min

Servings: 16  
Cook Time: 15 min

| INGREDIENTS   | MEASURE |
|---|---------|
| Water   | ¼ cup   |
| <i>Minor's</i> Sautéed Vegetable Mirepoix Base (No Added MSG,* Gluten Free) | ½ cup   |
| Oil, vegetable  | ¼ cup   |
| Black pepper, ground  | 2 tsp   |
| Thyme, fresh  | 1 Tbsp  |
| Salmon fillet, 4 oz portions  | 4 lb    |
| Lemon juice   | ½ Tbsp  |
| Oil, vegetable  | ½ cup   |
| Cider vinegar   | 3 Tbsp  |
| Water   | 2 Tbsp  |
| <i>Minor's</i> Roasted Garlic Flavor Concentrate (Gluten Free)              | 1 tsp   |
| Mustard, dry  | 1 tsp   |
| Basil, dried  | ¼ tsp   |
| Salad greens, washed  | 48 oz   |

### PROCEDURE

- In a bowl combine ¼ cup water and *Minor's* Sautéed Vegetable Base.
- Add ¼ cup oil, black pepper, and thyme. Mix well using a whisk.
- Brush each salmon fillet with the marinade.
- Bake in a 350°F oven for 10-15 minutes or until cooked through. Reserve.
- Combine lemon juice, ½ cup oil, vinegar, 2 Tbsp water, *Minor's* Roasted Garlic Flavor Concentrate, dry mustard, and basil with a wire whip.
- Serve 3 oz salad greens, 1 oz dressing, and 4 oz salmon fillet per order.

## Scallop and Jalapeño Ceviche (Gluten Free)\*\*

Yield: 6 ½ cups  
Prep Time: 15 min

Servings: 6  
Refrigeration Time: 12 hrs

| INGREDIENTS   | MEASURE |
|---|---------|
| Bay scallops, raw   | 2 lb    |
| Lime juice, fresh   | 1 cup   |
| Onions, diced   | ½ cup   |
| <i>Minor's</i> Fire Roasted Jalapeño Flavor Concentrate (Gluten Free) | 3 Tbsp  |
| Avocados, medium diced  | 2 cups  |
| Tomato, concasse  | 1 cup   |
| Olive oil   | ¼ cup   |
| Cilantro  | 4 Tbsp  |

### PROCEDURE

- Clean and dry scallops of any excess moisture. Add 2 Tbsp of *Minor's* Fire Roasted Jalapeño Flavor Concentrate, lime juice, and onions. Mix gently so everything has been completely coated in lime juice. Refrigerate for 12 hours.
- Drain scallops and discard lime juice.
- Gently toss scallops with the remaining 1 Tbsp of Fire Roasted Jalapeño Flavor Concentrate, avocados, tomatoes, oil, and cilantro.
- Season to taste.



Scallop and Jalapeño Ceviche (Gluten Free)\*\* featuring *Minor's* Fire Roasted Jalapeño Flavor Concentrate (Gluten Free)

\*\*When using Gluten Free ingredients, recipes, and proper back of house procedures

Here's a list of the new recipes available for your enjoyment and key ingredients you can use throughout the day in recipes of your own.

| RECIPE NAME   | KEY INGREDIENT   |
|---|--|
| Salad 3 Ways:<br>• Basil Pesto Risotto Cake Salad<br>• Bourbon Glazed Steak Salad<br>• Glazed Pepper Salmon Salad | <i>Stouffer's</i> Parmesan Risotto, <i>Minor's</i> Sautéed Vegetable Mirepoix Base (No Added MSG,* Gluten Free), <i>Minor's</i> Roasted Garlic Flavor Concentrate (Gluten Free), <i>Minor's</i> Ancho Flavor Concentrate, & <i>Minor's</i> Bourbon Style RTU Sauce |
| Specialty Bread Basket  | <b>New</b> <i>Chef-mate ¡Que Bueno!</i> White Queso Sauce, <i>Minor's</i> Fire Roasted Jalapeño Flavor Concentrate (Gluten Free), & <i>Libby's</i> 100% Pure Pumpkin   |
| FroYo Concrete  | <i>Butterfinger</i> Candy Pieces   |
| Kids' Mini Sopes  | <i>Stouffer's</i> Macaroni and Cheese, pasta made with whole grains  |
| Ploughman's Lunch featuring Shepherd's Pie  | <i>Trio</i> Brown Gravy Mix  |
| Chicken Under a Brick For Two   | <i>Minor's</i> Red Chile Adobo Flavor Concentrate (Gluten Free), <i>Stouffer's</i> Broccoli Au Gratin, <i>Stouffer's</i> Spinach Artichoke Dip, & <i>Stouffer's</i> Whipped Sweet Potatoes   |
| Super Veggie Hash with Basted Egg   | <b>New</b> <i>Chef-mate ¡Que Bueno!</i> White Queso Sauce  |
| Banh Mi   | <i>Minor's</i> Pork Base (No Added MSG)* & <i>Minor's</i> Red Chile Adobo Flavor Concentrate (Gluten Free)   |
| Scallop and Jalapeño Ceviche (Gluten Free)**  | <i>Minor's</i> Fire Roasted Jalapeño Flavor Concentrate (Gluten Free)  |
| Soup of the Day:<br>• Home-Style Chicken and Macaroni Soup<br>• Mushroom Soup<br>• Shrimp Tom Yum Kung            | <i>Minor's</i> Natural Gluten Free Chicken Base, <i>Minor's</i> Mushroom Base (No Added MSG,* Gluten Free), <i>Minor's</i> Shrimp Base, <i>Minor's</i> Fire Roasted Jalapeño Flavor Concentrate (Gluten Free), & <i>Trio</i> White Sauce Mix                       |

## FREE Exclusive Recipe Offer



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