



**LIMITED-TIME
OFFERS.
UNLIMITED UPSIDE.**

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WHAT MAKES A SUCCESSFUL LTO?

LTOs are a great, low-risk way to test a new product before making it a permanent menu item.

PLUS...



UNIQUE AND
ON-TREND MENU
ITEMS BUILD BUZZ



SEASONAL
FLAVOURS ATTRACT
NEW CUSTOMERS



APPROACHABLE
PRICING
DRIVES TRAFFIC



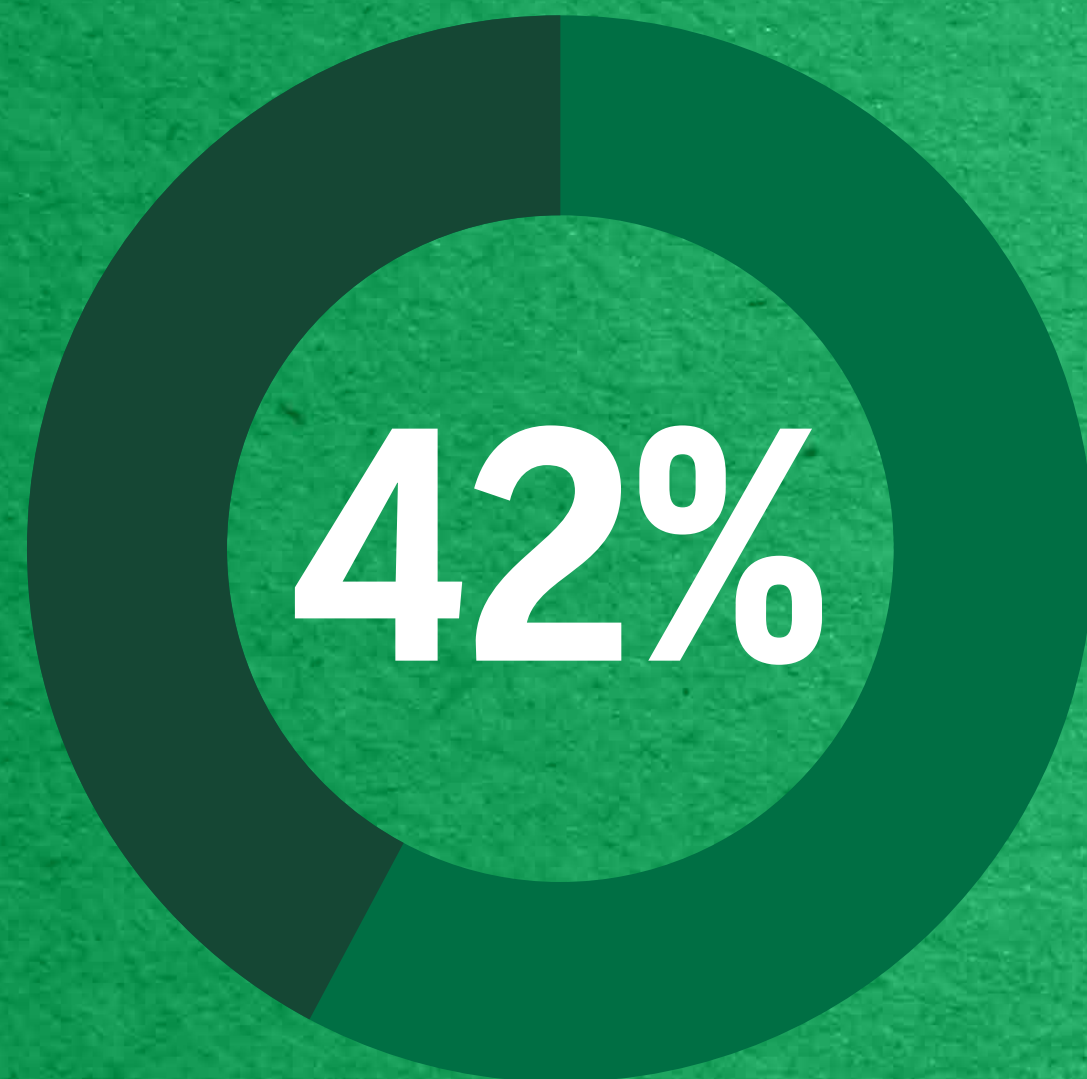
WHAT LTOs CAN DO FOR YOU

**BRING IN
NEW OR LAPSED
CUSTOMERS**

**BOOST VISIT
FREQUENCY**

**INCREASE
OVERALL
CUSTOMER
SPEND**

THE RESULTS ARE IN LTOs ARE WHAT PEOPLE WANT



42% of customers are more likely to try new or unique flavours when featured as a part of a limited-time offer.

Technomic Novel Menu Trends Report 2022

SOME GROUPS ARE ESPECIALLY INTERESTED IN LIMITED-TIME MENU ITEMS:

59% MILLENNIALS

56% AFRICAN AMERICANS

56% HISPANIC/LATINO

53% HOUSEHOLD INCOME >\$100

50% CONSUMER AVG.

Technomic Ignite Menu Trends Report Q1 2023

KEY CONSIDERATIONS



**HOW ARE POTATOES
ALREADY FEATURED
ON THE MENU?**



**WHAT POP MATERIALS
ARE IN PLAY
(i.e. tent cards, posters,
waitstaff buttons)?**



**WHAT SOCIAL MEDIA
CHANNELS ARE
BEING USED?**



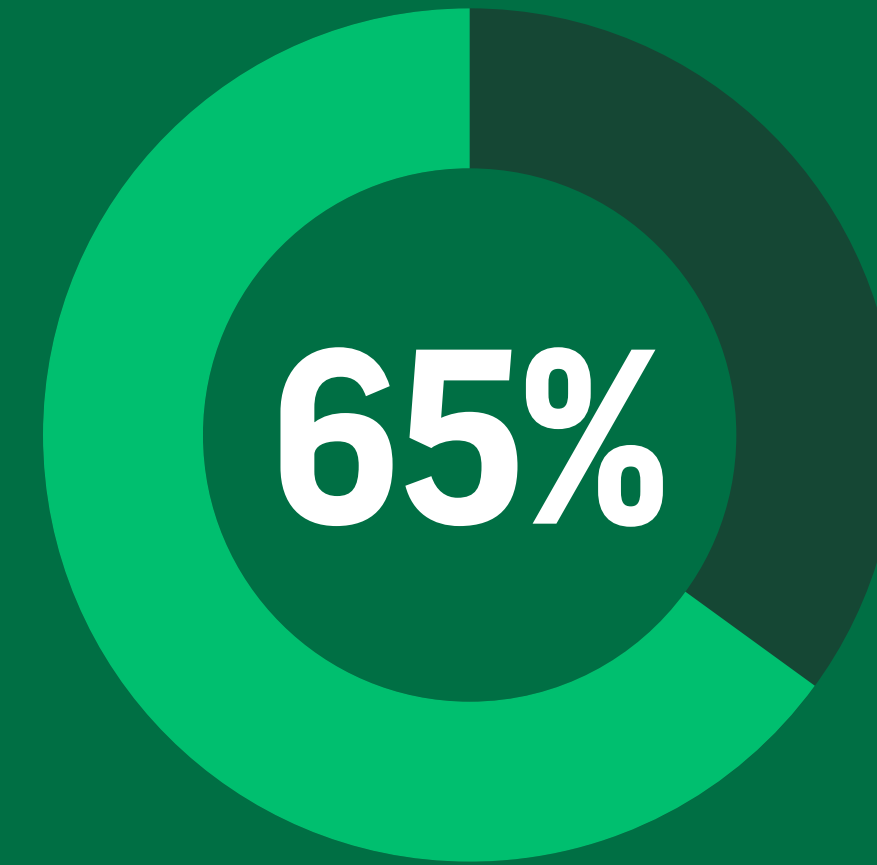
**IS THERE A NEW
CAVENDISH FARMS
PRODUCT TO BE
SAMPLED?**

FRIES ARE A KEY INGREDIENT TO INCREASING OPERATOR MARGINS

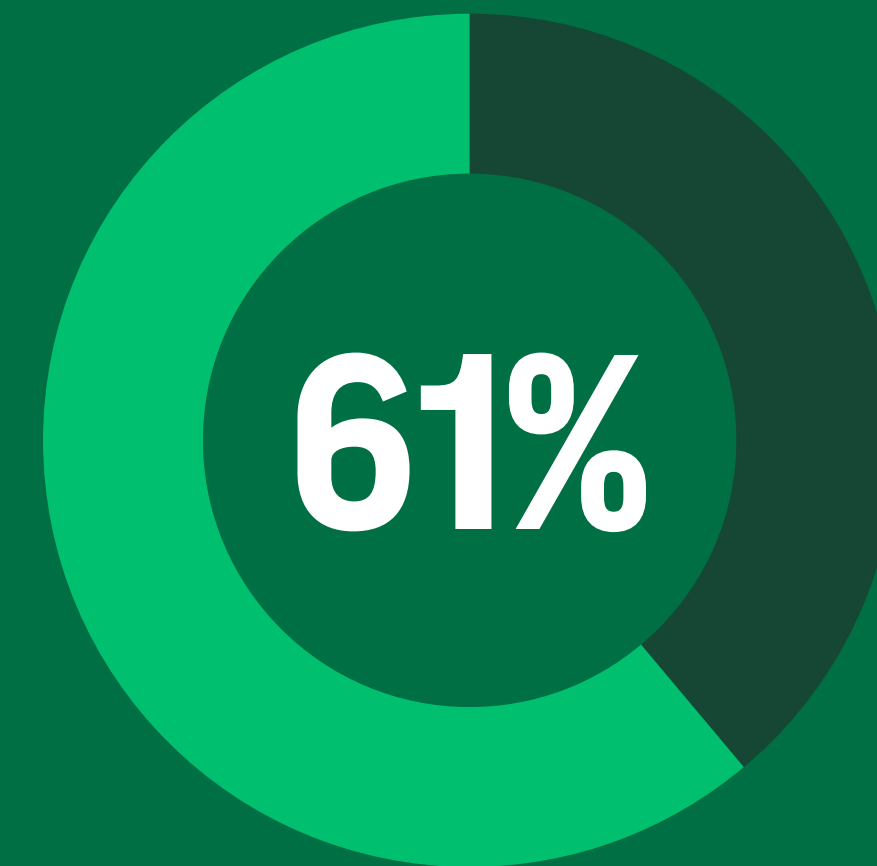
Next to soft drinks, fries are the most profitable item on your menu.

Add more fry-based options to your menu to give customers new reasons to visit.

ALL CAVENDISH FARMS VALUE-ADD PRODUCTS QUALIFY!



65% of consumers were motivated to visit specifically to order an LTO within the past month.



61% of operators say LTOs are a profit centre for their business.

Datassential Limited Time Offer Report Jun 2022 (US)

DELIVERY IS HOT!

More than half of Canadians want fries with that!



58% consider a side of fries to their carryout and delivery orders*

52% who order delivery order fries**



*Base: 516 Canadian consumers who order carryout. **Base: 484 Canadian consumers who order delivery. Source: Technomic 2022 Canadian Delivery and Takeout Consumer Trend Report

Dinner remains the biggest delivery driver, but other reasons to order are on the rise and Cavendish Farms has offerings to satisfy cravings at any time!

BREAKFAST	+13%	
LUNCH	+3%	
DINNER	+1%	
PM SNACK	+9%	



Fries are flying out restaurant doors faster than ever!

FRENCH FRIES HELP OFFSET DELIVERY COSTS.	FOOD COST (8 oz)	MENU PRICE	POTENTIAL PROFIT
	\$0.50	\$3.99	\$3.49

CONSULT THE CALENDAR

Consider which occasions call for Cavendish Farms and plan accordingly.



NEW YEAR'S
Midnight snacking



VALENTINE'S DAY
Date night deals



SUPER BOWL
Party platters



MARCH MADNESS
Snack brackets



THE MASTERS
Pre-tourney
pick-me-ups



MOTHER'S DAY
Family brunch



FATHER'S DAY
Dishes for Dad



**NATIONAL
ONION RING DAY**
Ring it in right!



CANADA DAY
BBQ bites



**NATIONAL
FRENCH FRY DAY**
Namesake nibbles



BACK-TO-SCHOOL
Brainfood



WORLD SERIES
Ballpark-inspired eats



HALLOWEEN
Sweet and salty treats



HOLIDAY SEASON
Festive favourites

CHOOSE A MENU CONCEPT

LOADED



SOLO



ON THE SIDE



FASTEST GROWING FRY PAIRINGS



Sauteed Onion 87%

PROTEINS

Steak +63%
Fried Chicken +41%
Sausage +28%



Steak 63%

SAUCES

Brown Sauce +19%
Hot Sauce +19%
Chipotle Mayo +15%



Buffalo Sauce 43%

CHEESES

Cheese Curds +21%
Cheddar +18%
Feta +16%

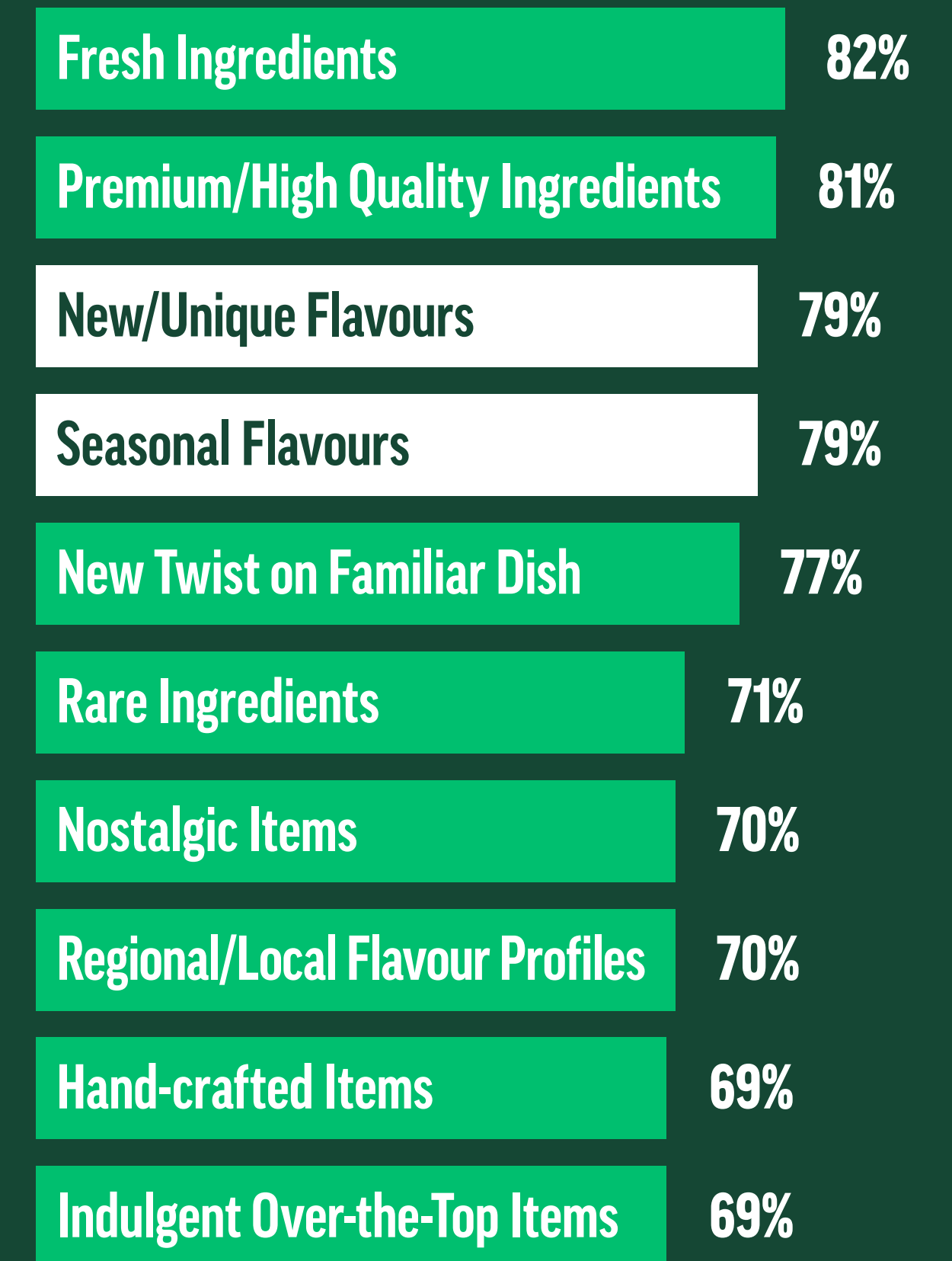
HERBS, SEEDS, SPICES

Peppercorn +10%
Dill +10%
Pepper +3%

Technomic Ignite Menu, Q4 2022 Fry Canada Menu Trends Report

CAVENDISH FARMS LIMITED-TIME OFFERS

TOP 10 LTO TYPES CONSUMERS ARE INTERESTED IN



Datassential Limited Time Offer Report Jun 2022

SHARING IS CARING

DRIVE SHARING AND IMPRESSIONS WITH SOCIAL.

HASHTAGS

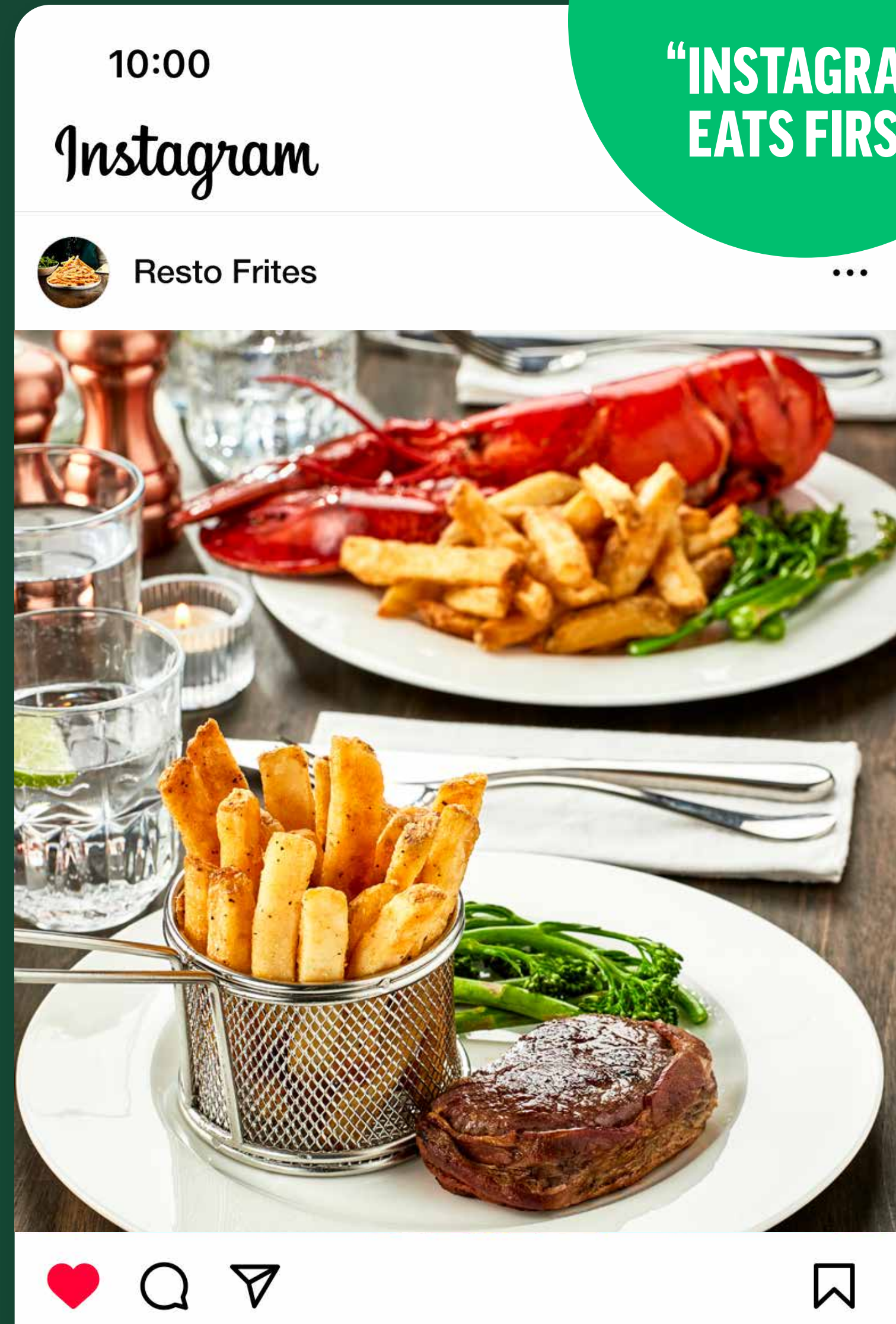
EVENTS

RE-POSTS

STITCHES

CONTESTS

PHOTOS



TAKE LTOs BEYOND THE MENU

TABLETOP POS

Deliver first-to-market flavours at value prices

MENU BOARD FEATURES

Enhance urgency

SERVER UPSELLING

Use uniforms, welcome messages, and take-out order selling

SIDE DISH UPGRADES

Add to your orders for a small upcharge, especially seasonally

LEVERAGE HOLIDAYS

Make LTOs events to look forward to with themes and unique formats



MORE WAYS TO WIN



**PUSH OFFERS OUT
ON LOYALTY APPS**
to drive traffic during
slow service windows



**OFFER
FREE DELIVERY**
with an LTO



**SUPPORT A
COMMUNITY CHARITY**
with a portion of the
LTO profits



**GIVE RESTAURANT
STAFF SAMPLES**
to promote upselling



**GIVE SERVERS
INCENTIVES**
with daily LTO
sales targets



INSPIRATION FOR YOUR NEXT LTO

LOADED BREAKFAST FRIES

INGREDIENTS

4 oz (113 g) Cavendish Farms Clear Coat $\frac{3}{8}$ " Straight Cut Pub Fries, 2 oz (57 g) egg, 1 oz (28 g) smoked bacon, 1 oz (28 g) shredded cheddar cheese, Drizzle of hot sauce (optional)

Wakey-wakey, fries and bakey! Your customers will want to make this tasty breakfast a part of their regular morning routine.



DEEP FRY CLEAR COAT PUB FRIES
TEMP: 350°F (180°C) COOK TIME: 3 MINS.

- 1 Place cooked fries in takeout serving container.
- 2 Top with egg, sprinkle with shredded cheddar cheese and finish with chopped smoked bacon and optional hot sauce drizzle.



FIRECRACKER ONION RING BITES

INGREDIENTS

3 oz (85 g) Cavendish Farms CrispToGo Onion Rings, 3 oz (85 g) shredded BBQ pork,
1 oz (28 g) Chihuahua cheese

Onion rings sing when loaded with BBQ pork and cheese.
These are sure to become a customer's go-to!



DEEP FRY CRISPTOGO ONION RINGS

TEMP: 350°F (180°C) COOK TIME: 2¾-3 MINS.

- 1 Lay onion rings on serving platter, add premade shredded BBQ pork and top with Chihuahua cheese.
- 2 Heat through until cheese is melted and serve hot.



CANDIED MAPLE BACON SWEET POTATO FRIES

INGREDIENTS

8 oz (227 g) Jersey Shore® Sweet Potato Fries, 4 oz (113 g) maple glaze icing,
2 oz (57 g) cinnamon sugar, 4 oz (113 g) smoked bacon

A little sweet, a little savoury – this unique dessert or snack option combines Jersey Shore® Sweet Potato Fries and smoked bacon to leave your customers drooling.



DEEP FRY **JERSEY SHORE® SWEET POTATO FRIES**
TEMP: 350°F (180°C) COOK TIME: 4-4½ MINS.

- 1 Plate Jersey Shore® Sweet Potato fries in a serving vessel.
- 2 Top with maple glaze icing, chopped smoked bacon, and a blend of cinnamon and sugar.





**ASK US FOR MORE WAYS TO
UP YOUR GAME WITH LTOs.**