

A close-up photograph of a fast-food meal. In the foreground, a large pile of golden-brown french fries is piled up. Behind them, a hamburger with a sesame seed bun, melted cheese, a beef patty, and a slice of red onion is visible. To the right, a small white bowl contains a green dipping sauce. The background is dark and out of focus.

- WINNING WITH -  
**LIMITED-TIME  
OFFERS**

# WHAT MAKES A SUCCESSFUL LTO?

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

**UNIQUE AND BUZZWORTHY  
MENU ITEMS TO CREATE BRAND EXCITEMENT**

**SEASONAL AND TRENDING  
FLAVOURS TO ATTRACT NEW USERS**

**APPROACHABLE PRICING TO DRIVE  
TRIAL AND CORE MENU TRAFFIC**



WHAT'S AN LTO?

WHY LTOs?

KEY INSIGHTS

ASK YOURSELF

FRIES = PROFIT

DELIVERY IS HOT

SEASONAL PROMOS

MENU CONCEPTS

GET SOCIAL

BEYOND THE MENU

WAYS TO WIN

# WHAT LTOs CAN DO



BRING IN  
**NEW**  
AND/OR LAPSED  
CUSTOMERS



**BOOST**  
FREQUENCY OF  
VISITS AMONG  
EXISTING  
CUSTOMERS



**LIFT**  
OVERALL  
CUSTOMER  
SPEND



WHAT'S AN LTO?

WHY LTOs?

KEY INSIGHTS

ASK YOURSELF

FRIES = PROFIT

DELIVERY IS HOT

SEASONAL PROMOS

MENU CONCEPTS

GET SOCIAL

BEYOND THE MENU

WAYS TO WIN

# LTOs BY THE NUMBERS



WHAT'S AN LTO?

WHY LTOs?

KEY INSIGHTS

ASK YOURSELF

FRIES = PROFIT

DELIVERY IS HOT

SEASONAL PROMOS

MENU CONCEPTS

GET SOCIAL

BEYOND THE MENU

WAYS TO WIN



**LTOs HAVE INCREASED 80%  
OVER THE LAST SIX YEARS.**



**35% OF CONSUMERS SAY THEY'RE MORE LIKELY  
TO VISIT RESTAURANTS THAT OFFER LTOs.**



**AMONG THE TOP 250 CHAINS, FSRS OFFER TWICE  
AS MANY LTOs PER YEAR AS LSRS (20 VS. 9)**

# KEY QUESTIONS FOR LTO PREP



How are potatoes already featured on the menu?



What POP materials are being used (i.e. table tents, posters, waitstaff buttons)?



What social media channels are being used?



Is there a new Cavendish Farms product that can be sampled?



WHAT'S AN LTO?

WHY LTOs?

KEY INSIGHTS

ASK YOURSELF

FRIES = PROFIT

DELIVERY IS HOT

SEASONAL PROMOS

MENU CONCEPTS

GET SOCIAL

BEYOND THE MENU

WAYS TO WIN

# THE MORE FRIES, THE MERRIER

Fries are the most profitable item on the menu next to soft drinks. Adding another fry option gives customers another reason to visit.



## REMEMBER

All Cavendish Farms value-add products qualify!



WHAT'S AN LTO?

WHY LTOs?

KEY INSIGHTS

ASK YOURSELF

FRIES = PROFIT

DELIVERY IS HOT

SEASONAL PROMOS

MENU CONCEPTS

GET SOCIAL

BEYOND THE MENU

WAYS TO WIN



# DELIVERY IS HOT!



**54% OF CONSUMERS** SAY DELIVERY REPLACES COOKING FOOD FROM THE GROCERY STORE.

**DELIVERY HAS GROWN ALMOST 60% IN THE PAST 12 MONTHS**



**FLAVOR CRISP CRINKLE MEDALLIONS**



**FLAVOR CRISP SEASONED WEDGE**



**FRESHCUT CHIPS**



**COATED FRIES AND MEDALLIONS**



**STRAIGHT-CUT FRIES**



**HASH BROWN PATTIES**

WHAT'S AN LTO?

WHY LTOs?

KEY INSIGHTS

ASK YOURSELF

FRIES = PROFIT

**DELIVERY IS HOT**

SEASONAL PROMOS

MENU CONCEPTS

GET SOCIAL

BEYOND THE MENU

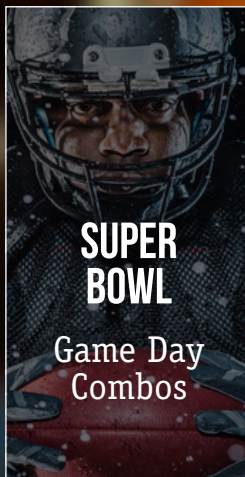
WAYS TO WIN

# PICK PROMOTION DATES

Choose from the most popular, crowd-pleasing dates – or create your own special occasion!



  
**NEW YEAR'S**  
Midnight Snacking



**SUPER BOWL**  
Game Day Combos



**MARCH MADNESS**  
Party Pickings



**THE MASTERS**  
Pre-Tournament Eats




  
**MOTHER'S DAY**  
Fun Family Brunch



  
**FATHER'S DAY**  
Dishes for Dad



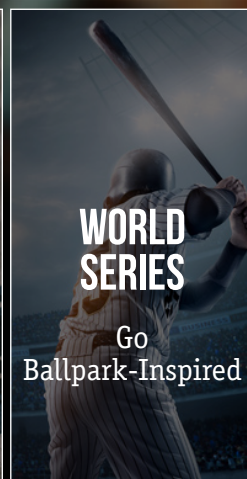
**FOURTH OF JULY**  
BBQ-Inspired Bites



**BEAT THE HEAT**  
Afternoon Appetizers



**BACK TO SCHOOL**  
Weeknight Family Dinners



**WORLD SERIES**  
Go Ballpark-Inspired



**HALLOWEEN**  
Sweet and Salty Snacking



  
**HOLIDAY SEASON**  
Decadent Specials



WHAT'S AN LTO?

WHY LTOs?

KEY INSIGHTS

ASK YOURSELF

FRIES = PROFIT

DELIVERY IS HOT


SEASONAL PROMOS

MENU CONCEPTS

GET SOCIAL

BEYOND THE MENU

WAYS TO WIN

 - Click to see recipe



# CHOOSE A MENU CONCEPT



**SMALL PLATES**



**STANDALONE APPETIZERS**



**SHAREABLES**

WHAT'S AN LTO?

WHY LTOs?

KEY INSIGHTS

ASK YOURSELF

FRIES = PROFIT

DELIVERY IS HOT

SEASONAL PROMOS

**MENU CONCEPTS**

GET SOCIAL

BEYOND THE MENU

WAYS TO WIN



## DID YOU KNOW?

61% of consumers are more likely to buy menu items with brand-name ingredients vs. unbranded!



# BE SOCIAL MEDIA-SAVVY

Build social sharing and social rewards into LTOs.

## DRIVE SHARING AND IMPRESSIONS WITH



HASHTAGS



RETWEETS



RE-POSTS



YOUTUBE



## DID YOU KNOW?

69 percent of millennials take a photo (or a video) of their food before eating

WHAT'S AN LTO?

WHY LTOs?

KEY INSIGHTS

ASK YOURSELF

FRIES = PROFIT

DELIVERY IS HOT

SEASONAL PROMOS

MENU CONCEPTS

GET SOCIAL

BEYOND THE MENU

WAYS TO WIN

# TAKE LTOs BEYOND THE MENU



WHAT'S AN LTO?

WHY LTOs?

KEY INSIGHTS

ASK YOURSELF

FRIES = PROFIT

DELIVERY IS HOT

SEASONAL PROMOS

MENU CONCEPTS

GET SOCIAL

BEYOND THE MENU

WAYS TO WIN



## TABLETOP POS

Deliver first-to-market flavors at a value price



## SIDE DISH UPGRADES

Add on to main course orders for a small upcharge, especially seasonally



## MENU BOARD FEATURES

Enhance "limited-time" urgency



## LEVERAGE HOLIDAYS

Make LTOs an annual event with unique formats, like Loaded Breakfast Fries with FlavorCrisp Medallions as the base



## SERVER UPSELLING

Use seasonal, themed server uniforms, welcome messages and take-out order selling

# MORE WAYS TO WIN

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

**OFFER FREE DELIVERY**  
with an LTO order

**OFFER A PORTION OF THE LTO PROFIT**  
to a community charity to boost volume

Offer restaurant staff  
**SAMPLES**

**ORGANIZE SERVER INCENTIVES**  
with daily LTO sales targets



## REMEMBER

Use Cavendish Farms' Digital Toolkit for ready-to-post digital ads, formatted photography, and videos to promote LTOs!



WHAT'S AN LTO?

WHY LTOs?

KEY INSIGHTS

ASK YOURSELF

FRIES = PROFIT

DELIVERY IS HOT

SEASONAL PROMOS

MENU CONCEPTS

GET SOCIAL

BEYOND THE MENU

WAYS TO WIN

# APPENDIX

# FLAVOR CRISP CRINKLE MEDALLIONS

When asked to name the #1 attribute of a great French fry, an overwhelming majority of consumers answer “Crispiness”. Flavor Crisp Crinkle Medallions stay hot and crispy all the way home. Great for Sharing, Snacking and Dipping.



[BACK](#)

# FLAVOR CRISP SEASONED WEDGE 8-CUT, SKIN ON

Flavor Crisp Seasoned Wedges are great for delivery and are versatile enough to use any time of day. Perfect with a take-out breakfast sandwich or top them up for snacking. They are perfect as a side for a quick lunch or plated with a great dinner meal.

[BACK](#)



# FRESHCUT CHIPS, SKIN ON

FreshCut Chips are a versatile and tasty option for Delivery. Made ahead and served crispy and seasoned on the side, they hold flavor and crunch while delivering maximum profit.

[BACK](#)





# CAVENDISH FARMS COATED FRIES AND MEDALLIONS

Offer patrons a choice of Cavendish Farms Fries, Chips or Medallions for Take-out or Delivery. Dip them, toss them with spices and seasonings or load them up with toppings to offer personalized solutions for hot and crispy on the side.

[BACK](#)

# CAVENDISH FARMS COATED STRAIGHT-CUT FRIES

Cavendish Farms coated fries are full of flavor and deliver on two very important attributes; enhanced crispiness and extended hold time. Coated fries are the perfect side for a burger combo to satisfy consumers' craving for hot and crispy french fries.

**BACK**



# HERB AND CRACKED PEPPER HASH BROWN PATTIES

Tap into the “Grab & Go” Breakfast daypart with Herb and Cracked Pepper Hash Brown Patties. Made from 100% real potatoes, specially selected herbs and spices with a hint of cracked black pepper, these patties provide a taste that can’t be beat!



[BACK](#)

# RING IN THE NEW YEAR WITH CAVENDISH FARMS® FRIES

Frozen French fries guarantee consistency year round. Expertly cut from premium quality potatoes to produce quality fries. Topped up with cheese and gravy, FreshCut Russet ½ inch fries work as an appetizer and main course menu on your New Year's Eve menu.

[BACK](#)

# **PREMIUM CAVENDISH FARMS® FRESHCUT RUSSET SHOESTRING FRIES FOR MOTHER'S DAY CELEBRATIONS**

Russet potatoes deliver premium extra-long fries with a wholesome and hearty skin. They fry up crisp and golden with a creamy potato taste which is why chefs agree: the Russet is the potato that makes the perfect fry – nothing but the best for Mom on her special day.

**BACK**

# FATHER'S DAY MENU FEATURES

Treat Dad to a Father's Day Cavendish Farms® FreshCut Russet Fries - hearty and tasty with a made-from-scratch look and taste. Perfect to accompany a "Dad-Sized" sandwich special for Father's Day.

[BACK](#)

# HAPPY HOLIDAYS WITH CAVENDISH FARMS® HEARTY-CUT ROASTS

Customers will love the authentic roasted potato taste, and Operators love the ease of prep! No washing, peeling, or cutting required! Top Cavendish Farms® Original Hearty-Cut Roasts with flavorful, fresh add-ons to create a loaded bowl main course dish – perfect for those busy and hungry Holiday Shoppers.

[BACK](#)

