



**HOW TO MAKE
LIMITED TIME OFFERS
WORK FOR YOU**

HOW TO MAKE LIMITED TIME OFFERS WORK FOR YOU

Menu change can be daunting.

But using LTOs (limited-time offers) can provide a culinary playground for adding innovation without the commitment. Successfully executing an LTO offers a potential sales lift of as much as 20%, and can bring back old customers while enticing new ones.

LTOs are an opportunity to offer your customers a new experience while giving your operation a great testing ground and increasing your marketing opportunities.

LTO OFFERS A
POTENTIAL
SALES LIFT OF
AS MUCH AS
20%



LTO CHECKLIST

1. Why are you adding an LTO? If you don't know what you want from it—new customers, increased check size, acceptance of bolder flavours on the full menu—how will you know it was successful?
2. Ensure the LTO will be profitable. Plan in advance, be attuned to trending menu items, product/ingredient availability, and maintaining your brand image.
3. Push at the boundaries acceptable to your customers' preferences by experimenting with bold flavours or new cuisines. Change doesn't have to be crazy. Start smaller and work up to bigger flavour experiences.
4. Think of your LTO as conversation starters: at the table or counter, online, via social media, and business to business.
5. Ensure the message about your LTO is clear and consistent across all your communication channels.
6. Expect to increase the pantry list, add to the skillset and push the kitchen's ability to execute the LTO.
7. Your entire team needs in on the plan to ensure consistency without compromising the existing full menu.



LTO CHECKLIST

8. Determine the frequency with which you implement LTOs, customers are programmed to search for change seasonally. So a seasonal LTO naturally allows for use of local and seasonal ingredients that might be too expensive to use on a full menu.
9. LTOs need a defined end date. Use your customers' fear of missing out to your advantage and time your LTO. It doesn't mean you can't make it a permanent addition – adding an LTO to the full menu gives you yet another conversation starter.
10. Talk and listen and measure results, was all the extra work with it? Talk with your customers and your front and back of house employees. They will have something to say. Listen and learn from their observations.
11. Finally, return to the original purpose of your LTO. Did it meet your criteria? If not, what didn't work? How would you do it differently next time? If you did meet your goals, pat yourself on the back and then start planning the next one. And if you won BIG going off menu, you might need to change your old menu after all.



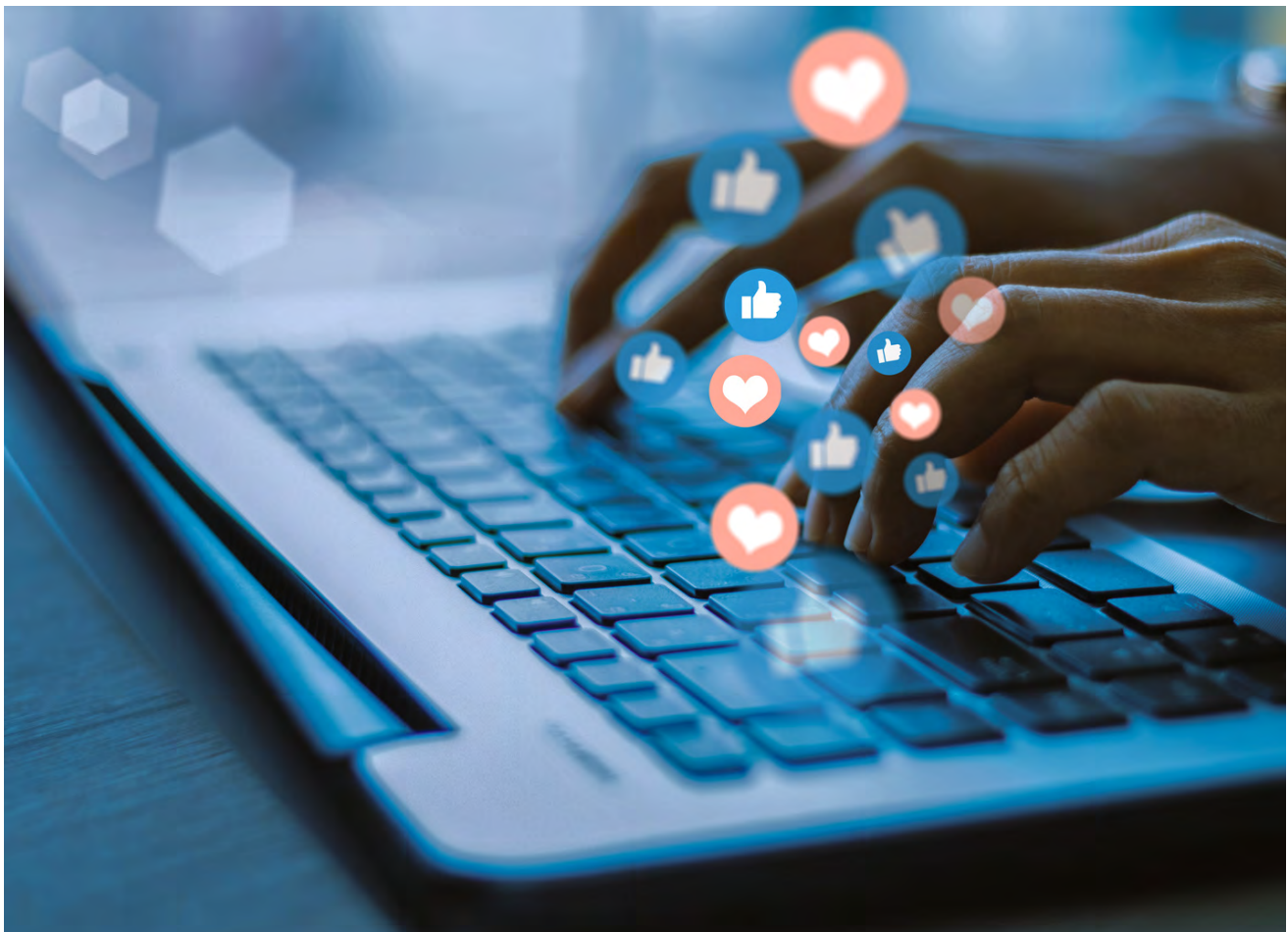
WHAT TYPE OF RESTAURANT LTO WORKS FOR YOU?

- Menu features – for a limited time, whether a few weeks or over a holiday weekend.
- BOGO (buy one, get one) features – for takeout, this could be buy one hot item and get a cold item to heat up the next day.
- Discounts on your menu – offer specials at a percentage off.
- Merchandise promotions – offer a brewery’s mug or ball cap with the first 25 orders that include one of their products while supplies last.
- Complimentary merchandise – add a piece of your own or a supplier’s merchandise to off-site orders as a surprise gift to thank your community for their loyalty.
- Community support – promote a “burger of the month” program where you donate a portion of sales to a different cause each month.



TOP TIPS TO ROLL OUT A SUCCESSFUL LTO

- Give your LTO ample planning time as you may need to source new ingredients, plan for menu changes, and pay for advertising.
- Consider using customer comment cards, then focus on providing something new that people want.
- Utilize social media and your restaurant's email marketing as a tool to promote your limited-time offer.
- Keep it simple. LTOs don't need to be complicated; the easier they are to describe, promote and sell, the better.



SPREAD THE WORD



ALL THE ARTWORK ON THIS PAGE WAS EASILY CREATED IN CANVA.

To use these recipes in your LTO please visit flanagan.ca. Need the photos too? Simply reach out to jackie@flanagan.ca.

Free Online Graphic Design Tool

Share your LTO on social, website and in house signage. If you need some help with it, give Canva a try. Canva is a free-to-use online graphic design tool with templates ready to go! Use it to create social media posts, presentations, posters, videos, logos and more.



[Visit canva.com and get started](https://www.canva.com)



flanagan.ca

KITCHENER
100 Sasaga Drive
Kitchener ON
N2C 2G7

519- 748-6878
1- 800-265-6550

WHITBY
295 South Blair St.
Whitby ON
L1N 9V9

519- 748-6878
1- 800-265-6550

SUDBURY
69 Magill Street
Lively ON
P3Y 1K6

705-692-5850
1-800-565-5850