



HOW TO ADAPT YOUR BUSINESS:

Limited Time Offer Best Practices

As we continue to react to the daily changes our various states and communities are imposing on businesses, one thing remains constant: your customers are still craving high quality, delicious food. Whether you minimized your menu offerings or continue to provide your full menu during the pandemic, people are looking for something unique and different. Rather than your customers seeking out something new elsewhere, provide limited time offers to keep them coming back to your restaurant.

LTO CONSIDERATIONS DURING THE PANDEMIC

While limited time offers may not be your first thought these days, 61% of operators are planning to introduce new LTOs over the next few months.¹ They are the perfect way to bring excitement to your customers and increase your sales. Since you will need to take into consideration factors that may differ from your usual LTO plan, we have gathered some ideas as you develop your promotions.

- Create unique menu items using what you have in your pantry to minimize the need for adding new ingredients. Try this recipe for [Cheesy Pepperoni Pinwheels](#).
- Ensure that the items you are offering for take-out and delivery will travel well or are packaged properly to maintain their freshness during the trip.
- Select seasonal ingredients that are easy to source, and also satisfy the cravings of your customer looking for their annual culinary binge.
- If your dining room is open or you offer outside dining, consider offering dine-in only specials that will entice patrons back into your restaurant.
- Develop bundled LTOs to appeal to different audiences, changing them up every week to keep regulars coming back and attracting new customers looking for a change.
 - A family bundle that includes a different appetizer and dessert each week.
 - Dinner for two special featuring a different shared meal paired with a bottle of wine or if you don't have a liquor license, suggested wine pairings.
 - "Today & Tomorrow" pizza promo featuring two different pizzas to feed diners with a hot meal today and leftovers tomorrow.

KEYS TO A SUCCESSFUL LTO

Create a Sense of Urgency

- When something is only available a limited time, it becomes more valuable.
- If there is a reason the offer is limited, tell the customer – it can increase the sense of urgency.
- Don't hide the deadline, make it prominent to encourage the sense of urgency.
- People don't want to miss out on the opportunity (FOMO = Fear of Missing Out).

Make it Exclusive

- Hungry diners can only find it at your restaurant.



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Offer a Good Deal

- Know what your customer wants and provide it.
- Make the offer valuable enough for people to respond. Offering \$1.00 off a regular menu item will not motivate people to order from your restaurant when there are so many other choices available.

Align Offers with what is Currently Trending or in Season

- Tomatoes and fresh mozzarella are perfect for the summer. Check out this travel friendly recipe for [Caprese Skewers](#).
- Arugula was the fastest growing pizza ingredient between 2015-2019.²

Stay True to your Brand

- Your customers expect a certain type of food from you, don't deviate from your brand with your LTOs.

Communicate your LTO

- People can't take advantage of your offer if you don't let them know about it.
- Use your website and social media, sharing photos of the offer to further entice diners.
- Attach box toppers to your to-go and delivery orders to promote future orders.
- Send an email to current customers with offers.
- Post signage on your windows for patrons to see when picking up orders.
- Encourage your employees to let customers know about the promotion when ordering.

VISIT [GRANDECHEESE.COM/COVID-19-RESOURCES](https://www.grandcheese.com/covid-19-resources) FOR MORE TOOLS AND INFORMATION

¹ Technomic, June 2020

² Datassential Menu Trends, 2019