



RECOVER AND GROW YOUR BUSINESS: Specials & Limited Time Offer Best Practices

As the country begins to open up and more people are venturing out to restaurants, your customers are craving high quality, delicious food even more. Whether you minimized your menu offerings during the pandemic, are adding new items back in or continue to provide your full menu, people are looking for something unique and different. Rather than your customers seeking out something new elsewhere, provide limited time offers to encourage people to safely dine out again when they're ready – and choose your restaurant for their next meal.

LTO CONSIDERATIONS DURING RECOVERY

Providing specials for a limited time period are the perfect way to bring excitement to your customers and increase your sales. Since you may be in recovery mode and 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 - NOW AND IN THE FUTURE

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.

Stay True to your Brand

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



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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 a perfect combo when summer begins. Check out this travel friendly recipe for [Caprese Skewers](#).
- Consider adding a pizza featuring [avocado](#), a healthier option that has grown 97% as a pizza ingredient over the past 4 years.²

Communicate your LTO

- People can't take advantage of your offer if you don't let them know about it - and continue to let them know during the entire length of your promotion.
- 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 and in your store for those dining in.
- Encourage and train your employees to let customers know about the promotion when ordering.

**FOR STEP-BY-STEP INSTRUCTIONS ON DEVELOPING, PRICING
AND EXECUTING LIMITED TIME OFFERS, [READ OUR BLOG POST](#)**

VISIT [GRANDCHEESE.COM/COVID-19-TOOLS](https://www.grandcheese.com/COVID-19-tools) FOR MORE TOOLS AND INFORMATION

¹ Technomic, June 2020

² Datassential Menu Trends, 2020