

A Little Bit Extra on the Side! (And in the till!)



Customers do like a bit of variety. Adding items to your menu which are a little bit different to your usual offering but which still complement your main products, can persuade them to spend more than planned and it is this additional spend that can make a big difference to your takings.

Customers, however, need to be persuaded to buy something extra and the best time to do this is when they are already in buying mode.

If you're not sure what to do or what will work then have a look at these simple guidelines;

- Start small and do some experimenting.
- For one week only feature one of the products we've highlighted. Advertise them somewhere prominently where customers won't fail to see them.
- Keep the descriptions short and simple but make sure they're tempting enough to make customers want to buy.
- For example - supposing you choose to promote Mozzarella Sticks.

Which description would tempt you into buying them?

This?

Mozzarella Sticks

Or This?

Delicious mozzarella cheese in a four inch stick coated with a rustic parsley breadcrumb coating served with a tomato dip.

Involve your staff - they are crucial in making sure it works! Let them taste any new products and give them all of the product information they need to sell. Instruct them to ask every customer that week if they would like to try a portion of your new Mozzarella Sticks. Make sure they ask directly. Some customers will say no BUT some will say yes. It is these extra sales that will generate extra profit for you.

Keep experimenting! You may have to try one or two products before you find out what tempts YOUR customers.

Breaded Mozzarella Sticks

Mozzarella cheese in a 4 inch stick coated with a rustic parsley breadcrumb coating.



Serve 4 in a portion.
Approximate cost per portion 70p
Recommended selling price between £2.00 - £2.50

Cook in the fryer from frozen for only 2 minutes at 180°C. Drain well before serving.

1kg, average 33 sticks per pack

Code 810053



Mini Haggis "Tweeds"

These haggis balls are made to a 150 year old family recipe using the finest natural ingredients and coated in crunchy breadcrumbs. They have a light texture with a warm peppery after-taste.

Serve 4 in a portion.
Approximate cost per portion 70p
Recommended selling price between £2.00 - £2.50

Cook in the fryer from frozen at 180°C in just 4 minutes. Drain well before serving.

1kg, 40 per pack

Code 890053

Mini Black Pudding and Apple Bramley Fritters

Mini rounds of mouth-watering Scottish black pudding blended with Bramley apple sauce coated in a rustic home-style breadcrumb coating.



Serve 3 in a portion.
Approximate cost per portion 81p
Recommended selling price between £2.00 - £2.50

Cook in the fryer from frozen for only 4 minutes at 180°C. Drain well before serving.

1kg, 28 per pack

Code 890050

Crispy Breaded Garlic Mushrooms

White, hand-picked fresh button mushrooms coated in a mild garlic butter and crispy breadcrumb.



Serve 8 in a portion.
Approximate cost per portion 48p
Recommended selling price between £2.00 - £2.50

Cook in the fryer from frozen at 180°C in just 4 minutes. Drain well before serving.

900g, 56 per pack

Code 890051

Remember, if you're not Cross-Selling then you are missing out on extra sales that you could be adding to every single order.