



# 7 Secrets to Success

Optimizing your menu is **key to driving** consumer interest, profitable growth, **traffic and sales.**

## How hard is your menu working for you?

**1**  
GUESTS VALUE GREAT FRIES




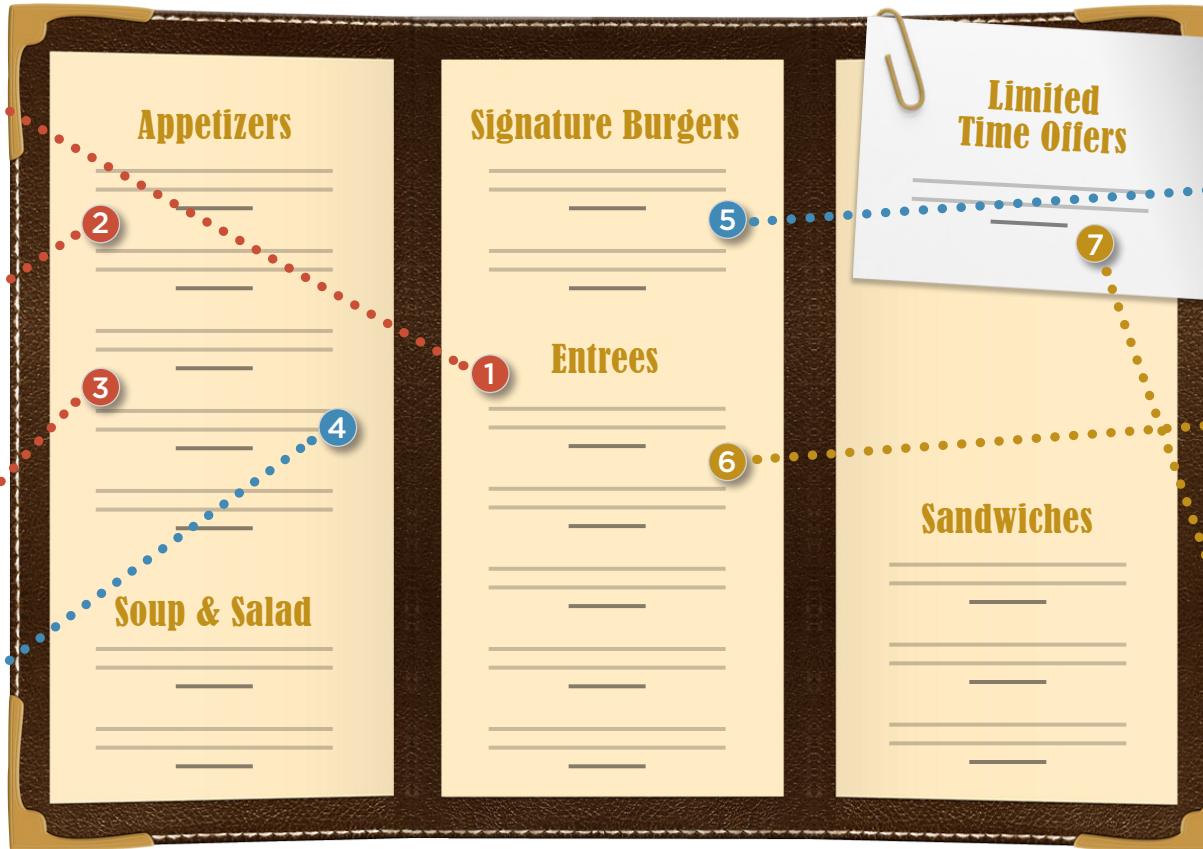
**2**  
NOTHING SATISFIES LIKE CHEESE



**3**  
RING UP IMPULSE PURCHASES WITH ONIONS



**4**  
SMALL PLATES, BIG \$\$

**5**  
TOP IT OFF



**6**  
TRADE UP CHOICES



**7**  
KEEP THINGS SPECIAL



You work tirelessly to satisfy patrons, unlock more profitable sales and increase traffic for your business. As a McCain Insiders Club member, you'll receive tips, tools and exclusive benefits to help your business succeed.



Talk to your McCain sales representative and sign up for McCain Insiders Club at [McCainInsidersClub.com](http://McCainInsidersClub.com) to access benefits that can help your business grow.

# Make More Money with 7 Easy Tips. Successful menus all have one thing in common. They give customers what they want.

You're committed to giving your customers the flavors and forms they love so they continue to come back more often. As you menu more proven McCain favorites, your profitable sales will increase—and so will your Insiders Club benefits.

## HOW TO ENHANCE YOUR PROFITABLE SALES

### CORE : MENU STAPLES

#### 1 GUESTS VALUE GREAT FRIES

At a 13% food cost, fries generate 87% profitability.<sup>1</sup> Give guests a crispy, golden, mouthwatering favorite such as McCain Flavorlasts® Julienne Cut, McCain Flavorlasts® Skin-On Julienne Cut, or McCain Signature® Crescent Cut® Fries.

#### 2 NOTHING SATISFIES LIKE CHEESE

Consumers love cheese, and they want more appetizers focused on cheese<sup>2</sup>. From classic mozzarella sticks to new varieties like Anchor Cheese Shotz™, McCain has the core cheese appetizer perfect for every menu.

#### 3 RING UP IMPULSE PURCHASES WITH ONIONS

Customer-favored crispy fried onion rings are one of the top 10 appetizers patrons crave<sup>3</sup>. From Moore's® line-up to all real-beer battered Brew City® Black & Tan™ Onion Rings, McCain has the variety you need to keep the register ringing.

### EXPLORE : DISTINCTIVE OPTIONS

#### 4 SMALL PLATES, BIG \$\$

Appetizer menus at successful operations have expanded beyond the traditional left-side bounds to create new menuing opportunities like bar menus and small plates. McCain brings you an array of price-point and portion-flexible items like New! globally-inspired Taste Travelers™.

#### 5 TOP IT OFF

Guests want customization now more than ever and are willing to pay 10% or more for options they want.<sup>4</sup> Deliver that "just for me" touch they desire with flavorful options to top their favorite sandwich or burger like Moore's Onion Straws and Brew City beer-battered Jalapeño Bottle Caps™.

### EXPLORE : PREMIUM UPGRADES

#### 6 TRADE UP CHOICES

Giving guests a premium side-dish upgrade option pleases palates and profits alike. Consider Harvest Splendor® Sweet Potato Fries, Brew City Bottle Neck Fries, Redstone Canyon® Spirals or Original 1853 Fresh Chips®.

#### 7 KEEP THINGS SPECIAL

Featured limited-time offers and sides keep the menu fresh and exciting. Draw guests in with tasty options such as Anchor® Crispy battered Green Beans or buttered mushrooms.

## HOW TO ENHANCE YOUR BENEFITS

### SILVER\*

#### 3 Eligible Products (7 case minimum for each):

- 50 promo store points twice annually for serving ware and waitstaff incentives
- Eligibility for up to \$300 cash back twice annually
- Basic membership includes access to Customizer Live™, Samples Express and AppWorks business optimization resources

### GOLD\*

#### 5 Eligible Products (7 case minimum for each):

- 100 promo store points twice annually for serving ware and waitstaff incentives
- Eligibility for up to \$600 cash back twice annually
- Basic membership includes access to Customizer Live™, Samples Express and AppWorks business optimization resources

### PLATINUM\*

#### 7 Eligible Products (7 case minimum for each):

- 200 promo store points twice annually for serving ware and waitstaff incentives
- Eligibility for up to \$800 cash back twice annually
- Basic membership includes access to Customizer Live™, Samples Express and AppWorks business optimization resources

Talk to your McCain sales representative, and sign up for McCain Insiders Club at [McCainInsidersClub.com](http://McCainInsidersClub.com) to access benefits that can help your business grow.

<sup>1</sup>Silver, Gold and Platinum benefits are offered by invitation to select McCain customers based on actual purchase validation by an authorized McCain sales representative.  
<sup>2</sup>McCain Fry Relevancy Study, <sup>3</sup>McCain AcuPOLL Research 2009, <sup>4</sup>McCain Radix Market Research (Menu Optimization) 2010, <sup>5</sup>McCain Proprietary Research, Datensentials.

Other eligibility rules may apply; visit [McCainInsidersClub.com](http://McCainInsidersClub.com) for complete details.