

menu

McCain

real value for you



drive traffic

McCain® happier hour\$ drinks & appetizers promotion operations guide and worksheet

>> drive traffic and impulse sales with this simple, proven promotion to make the most of every patron visit

step 1 get started

promotion idea: drinks & appetizers specials

>> use drink & appetizer paired specials to turn your operation into a prime destination

benefit to you

- >> drive traffic with value-based offerings to maximize customer appeal
- >> increase sales with incremental orders of profitable items
- >> encourage guests to sample new items with potential to convert to repeat orders

why it makes sense*

- >> over half of target consumers said they would order a drink & appetizer special if offered at a casual dining restaurant
- >> among casual dining operators, about 50% offered a drink & appetizer special which was successful in impacting multiple areas:
 - 56% increased overall sales
 - 54% increased drink sales
 - 49% increased appetizer sales
 - 39% drove traffic
- >> successful drink & appetizer specials included a perception of a significant discount and at least one popular "go to" food or drink item

when to offer

>> target traditional Happy Hour, pre-dinner or late night to drive traffic and increase sales



Brew City® King Rings® Onion Rings #70010009
Brew City Jalapeño Bottle Caps® #70010518



Anchor® Fiesta Bold Poppers™ Cream Cheese
Breaded Stuffed Jalapeños #30010718



McCain® Harvest Splendor™
Sweet Potato Regular Stix #MCF03725

step ② create your own happier hour\$ drinks & appetizers promotion – supported by McCain Rewards Club

start selling more

- >> use the perception of a significant value to drive orders
 - half-off or "Buy 1, Get 1" drives sales
 - leverage the McCain half-price/half-portion appetizer concept to create sampler platters
 - keep it simple with a variety of choices for broadest appeal

draw a crowd

- >> create excitement with a fun or unique theme – some ideas to consider:
 - Movie Nights & Bites featuring **Anchor** Mozzarella Cheese Sticks, **Moore's** Onion Rings and wings sampler
 - March Madness slam dunk with **Brew City** Monterey Jack Cheese Sticks and dip
 - Motor Mouth Menu – perfect for racing fans – **Brew City** Beer Battered *Maxi Fry* Skin-On Maxi Cuts and **Brew City** Beer Battered *Jalapeño Bottle Caps* Sliced Jalapeños



Moore's® 3/8" Battered Onion Rings #40010043
Anchor® Old Fashioned Breaded Mozzarella Cheese Sticks #50004152



Brew City® Beer Battered Monterey Jack Cheese Sticks #70004007



Brew City® *Maxi Fry*® Skin-On Maxi Cuts #BCI00256
Brew City® *Jalapeño Bottle Caps*® Sliced Jalapeños #70010518

maximize awareness

- >> spread the word:
 - feature on exterior signage, banners, your website and email messages to your customer email database
 - use McCain Customizer Live Plus to design table tents and menu cards to highlight your featured selections
 - incent servers and bartenders to mention your special to every patron

step ③ sign up for McCain Rewards Club and get FREE serving ware and waitstaff incentives

- >> leverage McCain Rewards Club credits for serving ware to create special plates to pair with your signature drinks
- >> use free McCain waitstaff incentives to drive server recommendations with every patron
- >> post the McCain tracking poster to sell against a target, serve as a visual reminder and reinforce successful promotion results

products perfect for your promotion



Product Information		Packaging				Preparation†			
Code Number	Product Description	Case Pack	Case Wt. (lb.)		Piece Cost*	Count Per lb.	Cooking Method	Temp. °F	Time Minutes
			Net	Gross					
ONIONS									
<i>Onion Rings</i>									
40010021	Moore's 3/4" Gourmet Breaded Onion Rings	12/2-lb. ctn.	24	26	\$0.18	11 to 18	Deep Fry	350	1-1/2 to 2-1/2
40010023	Moore's 5/8" Gourmet Breaded Onion Rings	12/2-lb. ctn.	24	26	\$0.14	13 to 20	Deep Fry	350	1-1/2 to 2-1/2
40010081	Moore's 3/8" Gourmet Breaded Onion Rings	9/2-lb. ctn.	18	20	\$0.08	24 to 35	Deep Fry	350	1-1/2 to 2-1/2
40010043	Moore's 3/8" Battered Onion Rings	6/2.5-lb. bags	15	17	\$0.08	26 to 38	Deep Fry Bake Convection	350 475 450	2 to 2-1/2 11 4-1/2
40010048	Moore's 1/2" Battered Onion Rings	6/2.5-lb. bags	15	17	\$0.11	20 to 25	Deep Fry Bake Convection	350 475 450	2 to 2-1/2 11 4-1/2
40010027	Moore's 3/8" Homestyle Breaded Onion Rings	12/2.5-lb. ctn.	30	32	\$0.10	21 to 27	Deep Fry	350	1-1/2 to 2-1/2
40010031	Moore's 5/8" Steak Cut Breaded Onion Rings	12/2-lb. ctn.	24	26	\$0.14	13 to 21	Deep Fry	350	1-1/2 to 2-1/2
40010679	Moore's 1/2" Flour Flip [†] Flour Coated Onion Rings	4/2.5-lb. bags	10	12	\$0.11	20 to 26	Deep Fry	350	2-1/2
70010009	Brew City King Rings [®] Beer Battered Onion Rings	2/5-lb. bags	10	12	\$0.34	6 to 11	Deep Fry Convection	350 475	2 to 2-1/2 6 to 7
70010010	Brew City Beer Battered Thin Cut Onion Rings	6/2.5-lb. bags	15	17	\$0.09	24 to 36	Deep Fry Convection	350 475	2 to 2-1/2 5 to 6
70010011	Brew City Beer Battered Thick Cut Onion Rings	6/2.5-lb. bags	15	17	\$0.13	16 to 24	Deep Fry Convection	350 475	2 to 2-1/2 5 to 6
70010677	Brew City 5/8" Black & Tan [®] Onion Rings	6/2-lb. bags	12	14	\$0.17	16 to 24	Deep Fry Convection	350 475	2 to 2-1/2 5 to 6
<i>Straws, Petals and Slivers</i>									
40010505	Moore's Cheesy Onion Twiggs [®] Battered Onion Straws	9/2-lb. bags	18	20	\$0.18/oz.	NA	Deep Fry Bake Convection	350 450 450	1-1/2 to 2-1/2 7-1/2 5-1/2
40010038	Moore's Onion Twiggs [®] Battered Onion Straws	9/2-lb. bags	18	20	\$0.17/oz.	NA	Deep Fry Bake Convection	350 450 450	1-1/2 to 2-1/2 7-1/2 5-1/2
40010016	Moore's Onion Tanglers [®] Breaded Onion Slivers	6/2-lb. bags	12	14	\$0.17/oz.	NA	Deep Fry Bake Convection	350 400 400	1 3 8-1/2
40010041	Moore's Texas Toothpicks [®] Battered Jalapeño & Onion Strips	9/2-lb. bags	18	20	\$0.19/oz.	NA	Deep Fry Bake Convection	350 400 450	1-1/2 to 2 20 5-1/2
70010517	Brew City Beer Battered Onion Hot Scoopers [®] Onion Petals	9/2.5-lb. bags	22.5	24.5	\$0.04	48 to 64	Deep Fry	350	2-1/2 to 3
CHEESE									
50010102	Anchor Breaded Natural White Cheddar Cheese Nuggets	6/3-lb. bags	18	20	\$0.12	48 to 72	Deep Fry	350	1-1/2 to 1-3/4
50010109	Anchor Battered Mozzarella Cheese Sticks	6/2.5-lb. bags	15	17	\$0.36	12 to 14	Deep Fry Bake Convection	350 450 450	2-1/2 to 3 8 4
50004152	Anchor Old-Fashioned Breaded Mozzarella Cheese Sticks	4/3-lb. bags	12	14	\$0.29	16 to 19	Deep Fry	350	1-1/2 to 2
50006240	Anchor Italian Breaded Mozzarella Cheese Sticks	6/4-lb. ctn.	24	26	\$0.30	14 to 16	Deep Fry	350	2
50007400	Anchor Breaded Primo Mozzā Cheese Sticks	4/4-lb. ctn.	16	18	\$0.29	15 to 18	Deep Fry	350	1-1/2
50010335	Anchor Battered Mac & Cheese Wedges	6/3-lb. bags	18	20	\$0.23	18 to 20	Deep Fry Bake	350 450	2-1/4 to 2-1/2 7 to 7-1/2
70004008	Brew City Beer Battered Mozzarella Cheese Sticks	6/3-lb. bags	18	20	\$0.26	16 to 20	Deep Fry Bake Convection	350 475 475	2 6 to 8 3 to 4
POPPERS[®] STUFFED JALAPEÑOS									
30005620	Anchor Original Cream Cheese Breaded Stuffed Jalapeños	4/4-lb. ctn.	16	18	\$0.35	12 to 16	Deep Fry	350	3
30005630	Anchor Original Cheddar Cheese Breaded Stuffed Jalapeños	4/4-lb. ctn.	16	18	\$0.35	12 to 16	Deep Fry	350	3
VEGETABLES									
50010129	Anchor Battered Broccoli & Cheese Bites	6/2.5-lb. bags	15	17	\$0.21	18 to 23	Deep Fry Bake	350 450	3 to 3-1/2 10-1/2
50010138	Anchor Butter Breaded Mushrooms	6/2.5-lb. bags	15	17	\$0.09	25 to 39	Deep Fry	350	2-3/4 to 3-1/4
50005800	Anchor Italian Breaded Zucchini Sticks	4/3.5-lb. ctn.	14	16	\$0.09	22 to 32	Deep Fry	350	3
70010518	Brew City Beer Battered Jalapeño Bottle Caps [®] Sliced Jalapeños	6/2.5-lb. bags	15	17	\$0.03	84 to 132	Deep Fry	350	2 to 2-1/2
80008428	Golden Crisp [®] FRYER SAVER [®] Battered Sweet Corn Nuggets	6/2 lb. poly bags	12	14	\$0.07	30 to 36	Deep Fry Bake Convection	350 450 450	3-1/2 to 4 10 7

Product Information		Packaging					Preparation†			
Code Number	Product Description	Fry Length	Cut Size	Skin On	Case Pack	Case Wt. (lb.)		Cooking Method	Temp. °F	Time Minutes
						Net	Gross			
POTATOES										
MCF03725	McCain Harvest Splendor [™] Sweet Potato Regular Stix	XL	3/8"	Yes	6/2.5 lb.	15	16.5	Deep Fry Convection	350 425	2-1/4 to 2-3/4 10 to 12
MCF03731	McCain Harvest Splendor [™] Sweet Potato Thin Stix	XL	5/16"	Yes	6/2.5 lb.	15	16.5	Deep Fry Convection	350 425	2 to 2-1/2 10 to 12
MCF04566	McCain Harvest Splendor [™] Sweet Potato Deep Groove Crinkles	XL	7/16"	No	6/2.5 lb.	15	16.5	Deep Fry Convection	350 425	2 to 2-3/4 5 to 8
MCF04712	McCain Harvest Splendor [™] Sweet Potato Ridge Cut Wedges	NA	10 Cut	Yes	6/2.5 lb.	15	16.5	Deep Fry Convection	350 425	2-3/4 to 3-1/4 7 to 10
MCF04716	McCain Harvest Splendor [™] Sweet Potato Maxi Cuts	XL	1/4" x 1/2"	Yes	6/2.5 lb.	15	16.5	Deep Fry Convection	350 425	2 to 2-1/2 10 to 12
BCIQ0256	Brew City Beer Battered Maxi Fry [™] Skin-On Maxi Cuts	XL	1/4" x 1/2"	Yes	6/5 lb.	30	32	Deep Fry Convection	350 425	2-3/4 to 3-1/4 9 to 13

WEB VERSION

*Based on approximate delivered cost plus average distributor markup.

† Refer to product packaging for complete preparation instructions.