



# a breath of fresh air...

## patio season supporting the foodservice road to recovery

### THE PROPOSITION:

Restaurant traffic increases 5% during the summer season and last year produced as much as \$5.8M incremental vs. the rest of the year. Given the Covid situation, summer and patio season provide an opportunity to build consumer confidence in restaurant dining and make T&D enticing for consumers who want to bring the restaurant experience to their own backyard.

### THE INSIGHTS:

- **Seasonal Flavors:** are the most preferred attribute (52%) in successful LTOs.<sup>1</sup> While customers love the "tried and true" menu items, Summer offers operators the opportunity to mix things up and capture a new audience with relevant menu programming.
- **Holiday Programming:** Summer (25.8%) has the largest seasonal share of restaurant traffic during the year.<sup>3</sup> Consider National Fry Day, Independence Day, and Labor Day as a few examples to start conversations.

### KEY SELLING QUESTIONS:

- **What plans do you have to drive traffic as restrictions begin to ease on restaurants?** (lead into seasonal LTOs)
- **How do you plan to keep up with T&D as you manage reopening for dine-in?** (lead into T&D propositions)
- **Can you help me understand your strategy around the Summer Holidays this year?** (lead into Holiday Programming)

1. 2018. *LTO Demand*. DataEssential.  
2. "The State of What Feeds Us." *Bluedot*, 23 Apr. 2020, [bluedot.io/blog/the-state-of-what-feeds-us-study-covid-19/](https://bluedot.io/blog/the-state-of-what-feeds-us-study-covid-19/).  
3. 2018. *Measuring Restaurant Performance By Season*. Technomic..  
4. NPJ CREST 2020

# PROFIT ON THE PATIO...ON- OR OFF-PREMISE!

Outdoor patio seating can increase revenues by as much as 30%.

This is undoubtedly one of the most unique Summers for the restaurant industry. Operators need suppliers more than ever to present functional propositions, relevant marketing, and industry knowledge to navigate this landscape. Using these approaches will drive the right conversations to ensure Summer sales are just as hot as the weather.



## **PREPARE FOR POSSIBLE OBJECTIONS:**

**OBJECTION:** I like the idea of promoting the summer season but, I really can't bring in any more products right now

- **Versatility:** No new products required. One great thing about our products is that they are highly versatile. Have operators leverage them in different menu ideas like: a signature LTO, premium side, or a late night/happy hour menu favorite with the ingredients they already have back of house. That way, they increase their velocity without adding new SKUs. If they aren't currently buying from us, make the conversion leveraging our ability to service both categories, plus provide more promotional support than any competitor.

**OBJECTION:** Most of my business is T&D, how would promoting summer help when my patio is barely full?

- **Promote it and business will come:** Whether operators are helping consumers create a restaurant experience at home or giving them confidence to celebrate summer at the restaurant patio, leverage our social media tools and promotional tips to make sure they are the restaurant of choice.