

Anatomy of a Successful LTO



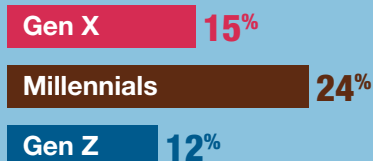
Limited-time offers (LTOs) are great for creating buzz, promoting an exclusive offer and getting customers to try something new. Planning a successful LTO takes a bit of strategy—here are some tips.

Is it Instagram-able?

Appealing to younger consumers is key with LTOs; they're more likely than other generations to **post pictures of food** on platforms like Instagram and Facebook



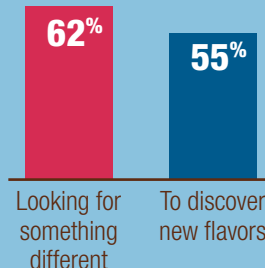
"I take pictures of food and post them on social media:"



TAKEAWAY: Look at restaurant trends like freak shakes, **unicorn drinks** and other unique treats for **optimal shareability**

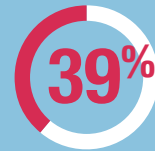
Consider buzzworthiness

Why do you order new foods and flavors?



TAKEAWAY: Get creative, research flavor trends and think outside the box when creating a new dish

Keep timing tight to build hype



"LTO menu items are likely to influence my decision to visit a foodservice location"

TAKEAWAY:

Clearly indicate when the dish or special will be available and when the offer ends, so that interested consumers can take advantage

Menu ideas

Global-inspired sauces (XO sauce, harissa, zhug) **for grain bowls**

Trending produce for sides (winter squash, pomegranate, brussels sprouts)



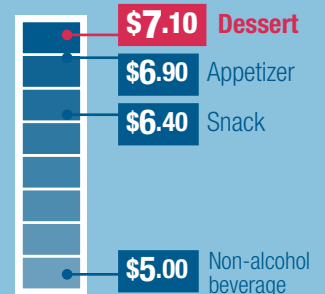
New preparations (smoked, blackened, fried) **for proteins**

Sweet 'n savory desserts (salted caramel, Mexican chocolate)



Offer dessert LTOs for maximum sales value

"The most I'll pay for a ___ is"



TAKEAWAY:

Consumers have a higher price threshold for desserts than other menu items. It can be beneficial for operators to offer these as LTOs to help increase check averages