



Help Boost Your Bar Sales With Innovative and Easy Snack Ideas!

Tapping into the current trend toward small plates, or tapas, can be a way for independent operators to create some excitement and generate extra revenue. Many operators are turning their entire menus into this type of offering. Others are incorporating the trend onto their menus by providing "small plates" as either complimentary snacks or by charging a nominal price for bar-served food during specific hours.

This concept can be readily adapted to your bar or lounge menu. Creating a bar-snacks menu, along with a list of specialty cocktails, can distinguish you from the competition, providing a memorable experience that will keep your customers coming back for more. >>





Here are 11 culinary ideas that can help boost your bar sales and create a lively bar scene in your restaurant:



1. If you have a house specialty, provide small bite-sized portions for your bar patrons. It's a great way to get them to try something new. Ensure that the snacks are easy to eat, such as mini empanadas, a smoked fish plate, or soup shooters. Avoid items that require a knife and fork.
2. Bite-sized sandwiches served on tiny rolls or biscuits are a great bar snack. Have the kitchen prepare a platter of these, and have the bartender serve them on small plates with cocktail napkins.
3. Marinated olives are popular tapas. Purchase the olives already marinated, or do it yourself by adding a high-quality olive oil, fresh herbs, garlic, and lemon.
4. Small chicken croquettes or "arancini" (Italian rice balls filled with cheese) can be quickly prepared by the kitchen and distributed to your bar patrons while still hot and crispy.
5. Mini quesadillas filled with shredded roast chicken and cheese can be prepared ahead of time and quickly grilled or baked as needed.
6. Bite-sized crab cakes with a garlicky aioli and a tangy vegetable slaw can seem upscale, but they are really easy to prepare and serve.
7. Japanese "edamame" are also gaining popularity. These are fresh soybeans, still in the pod which are steamed or boiled, then tossed with sea salt, chili powder, and sesame seeds. They are served warm in the shell, and the customers pop the seeds out of the shell directly into their mouths. Edamame are inexpensive and readily available frozen.
8. Familiar items, such as chicken wings and ribs, can be given a twist with unique spices and glazes. For example, try Malaysian glazed ribs and Tandoori-spiced chicken wings.
9. Something as simple as a small plate of sharp, tangy cheese can be a perfect contrast for a complex cocktail or a glass of wine.
10. Liven up popcorn and French fries with flavors of fresh chopped herbs, grated Parmesan cheese and specialty salts. Nuts can also be toasted and spiced to enhance flavor.
11. Homemade cheese straws can be quickly made with puff pastry and grated cheese seasoned with smoked paprika and herbs.

Remember, bar snacks should be easy to eat, flavorful, satisfying, and not too complicated.

For recipe and ingredient details, please visit www.kraftfoodservice.com/recipes