



Increase profits and foot traffic with mini desserts.

Small indulgences never go out of fashion, always an easy sell.

With more and more consumers finding less discretionary income, restaurant operators are being forced to revise their thinking about how they menu appetizers, side dishes and especially desserts.

According to a survey of 1,600 American Culinary Federation chefs, bite size desserts are among the top trends in foodservice. Smaller size desserts provide consumers with a guiltless pleasure in times when personal satisfactions are hard to come by.





Many restaurant operators have also shifted their focus to traffic building programs. As the industry is challenged in regard to sales, savvy operators recognize the need to have items on their menu that can attract and build healthy traffic into their restaurant. Because desserts are incremental in nature, a small lift in sales per customer can provide large results to bottom line profits.

Restaurant operators can usually count on an entrée order from a consumer. Because dessert is always an option, serving small, high-quality desserts like Bon Petites increases the likelihood to sell an incremental dessert and along with it increase sales and profits.

To help increase sales of desserts here are a few best practices that are sure to drive results:

- Balance your offering, providing enough variety to keep your customers interested, but not too many that you may overwhelm your guests
- Make sure your servers have sampled the desserts. Servers are an excellent source to offer helpful information about the desserts when asked
- Use dessert trays, separate dessert menus and suggestive selling to help entice a dessert order
- Make sure your servers ask for the dessert order early and often – the more they ask, the more you sell
- Use table tents and point of purchase materials, especially if a new item is not included on the menu
- When writing menu copy, use descriptive copy such as creamy, gooey, and chocolaty to wet the appetite
- Insist on high quality desserts that are easy to prepare and serve so you can continue to sell even when you're busy

Blue Bunny has the perfect solution for many restaurant operators with the launch of Bon Petites™. Available in three popular flavors, Bon Petites are made using premium ingredients that operators are looking for in bite-size, center-of-the-plate dessert. Easy to store and serve, Bon Petites require little preparation, and offer a perfect ending to any meal. They are designed to be menued for as little as \$1.79 and still offer an incremental lift in both sales and profits.

For more great product and menu trend information please visit www.foodservice.bluebunny.com.