

Lamb Weston®

# Limited-Time Offer Playbook



With this guide, you'll learn about the **power** of limited-time offers (LTOs) and how to build a **successful LTO** for your restaurant and business.

# Table of contents

The power of limited-time offers	2
How LTOs can drive success	3
Why fries for LTOs?	4
Building your LTO	5
Food holidays	6
Inspiration for your LTO recipe	7-8
Spread the word about your LTO	9

# The power of LTOs

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Limited-time offers are an **approachable and creative way** to help your restaurant:

- Drive **innovation**
- **Increase** traffic
- **Boost** sales
- **Maximize** margins

LTOs can be a **low-risk way** to introduce guests to a new menu item before actually rolling it out.<sup>1</sup> These dishes could result in **popular, permanent menu items** your guests keep coming back for!



## 20%

The average LTO can help **boost sales up to 20%**<sup>2</sup>



## 74%

of consumers are **looking forward to new food and beverage trends in 2021**<sup>3</sup>



## 81%

of guests are **more likely to visit during an LTO**<sup>1</sup>

<sup>1</sup> Datassential Trendspotting: Making a Menu, Oct 2020

<sup>2</sup> Datassential LTO Report, U.S. 2017

<sup>3</sup> Datassential Research, 2020



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# How LTOs can drive success

To help drive revenue growth, consider focusing on 1 out of the 3 levers of LTO success:



### Drive purchase frequency

Focus on driving additional visits with the guests who already frequent your restaurant.



### Lift check size

Focus on lifting your average check size with a premium (but profitable) LTO menu item.



### Attract new customers

Offer an incentive for new guests, or create a competitive offering that stands out against other restaurants.



Many LTOs will succeed by pulling **just one of these levers!**



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# Why fries for LTOs?

Fries are popular, profitable and **operators rank fries as one of the easiest sides to turn into an LTO.**<sup>1</sup>

Fries are a versatile ingredient that can serve as a platform for endless LTO creations and **fit 6 of the top 7 things operators seek in innovation.**<sup>2</sup>

- Versatile
- Craveable
- Maintains quality off-premise
- Customizable
- Comfort food
- Lower cost for the operator



→ [Download our Fresh-to-Frozen Calculator](#)

Compare the cost of using fresh vs. frozen fries.

<sup>1</sup> Sysomos, 2019  
<sup>2</sup> Technomic Foodservice Planning Program, January 2021



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# Building your LTO

When getting started with creating the right LTO concept for your restaurant, **consider a few best practices:**



**Tie to a season, sporting event, daypart, flavor or even a food holiday** to generate buzz.



Establish how long your LTO will run. The average LTO lasts about 4-6 weeks, **but use a length of time that works for you**, whether it's three days or three months.



**Determine the right fry type/cut** for your recipe creation.



**Price your LTO right** to control food costs and maximize profits.



Estimate the differences in cost, by cut type, based on operator sales volume.



See how fries can help boost your bottom line

[Download our Do the Math Tool](#)

[Download our Recipe-to-Revenue Calculator](#)

# Food Holidays

FEB 2

National Tater Tot Day



FEB 9

National Pizza Day

FEB 22

National Cook a Sweet Potato Day

MAY 28

National Brisket Day



MAY 28

National Hamburger Day

JUN 4

National Cheese Day

JUL 13

National French Fry Day



JUL 23

National Vanilla Ice Cream Day

AUG 19

National Potato Day

AUG 24

National Waffle Day

SEP 4

International Bacon Day



SEP 18

National Cheeseburger Day

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# Inspiration for your LTO recipe

Create menu opportunities that are elevated, yet familiar for your guests.

Develop a special version of one of your restaurant's regular menu items.

66%

of consumers want a different twist on a classic menu item.<sup>1</sup>

Incorporate trending, seasonal flavors.

78%

of consumers are interested in seasonal LTOs.<sup>2</sup>

Pair fries with unique, premium ingredients.

41%

of consumers say exclusive dishes they can't get anywhere else motivates them to order LTOs more often.<sup>2</sup>



**Use popular ingredients already available in your back of house.**

The fastest-growing menu category in terms of LTOs are often common ingredients used in novel ways.<sup>2</sup>



**Use ingredients that hint at the nostalgia of popular comfort foods, or bring back a fan favorite.**



**Use globally inspired foods and ingredients, such as gochujang or mango habanero.**



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### Make it craveable

- Topped & loaded
- Sweet treats
- Savory seasoning



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### Make it an experience

- Fry flights & dips
- Family-style fry sampler
- Bottomless fries



#L8000

### Make it customizable

- Build your own fry bowl
- Pick your cheese, cheese bar
- Seasonal flavor combinations



Browse all recipes at [lambweston.com/recipes](http://lambweston.com/recipes)

### Package your fry LTO for a great off-premise experience:

- Pack fries separately from other ingredients to help keep crisp
- Place fries on top of the order to allow for ventilation
- Keep the entire order upright
- Provide guests with reheating instructions



# Spread the word about your LTO

After you've created your craveable LTO, it's time to **let your guests know and encourage them to spread the word!**



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**3 out of 4 consumers** say they'll **tell others** about an LTO they **love**.<sup>1</sup>



Showcase on your menu, table tents and other in-store signage.



Update your website and online review platforms like Yelp®, Google®, Bing® and OpenTable®.



Alert your local radio stations, print or online news publications.



Share on social media with the latest details and updates to get your guests excited.



Download our **Lamb Weston Social Media 101 Guide** for more tips on how to promote your LTO.

For more information on LTOs, **contact your Lamb Weston Fry Expert.**

<sup>1</sup>Datassential Blueprint for LTO Success Report, 2017