

## CASE STUDIES

# Serving up success.

### ACTUAL OPERATOR

<b>Type of operation:</b>	24 hour Diner
<b>Products featured:</b>	Sweet Things® sweet potato fries
<b>Contest goal:</b>	Upgrade conventional fries to sweet potato fries
<b>Contest time frame:</b>	30 days
<b>What was unique:</b>	Promotion was designed to support a Limited Time Offer. Its success moved the product to a permanent place on the menu.

Located on a busy highway, this classic diner added Sweet Things sweet potato fries to their menu and ran a wait staff promotion at the same time.

The owner held a kick-off meeting introducing the product and the promotion to the staff. A customized contest poster was used to track progress and custom merchandising introduced the product to customers.

The promotion goal was to up-sell customers from regular fries to sweet potato fries at a premium price and sell a total of 2 cases of product each week. Prizes set for the top 3 performers were Jump Card gift certificates valued at \$100, \$50 and \$25.

**Results:** The staff completely embraced the program and the opportunity to build their tips. The restaurant sold an incremental **10 cases per week** during the promotion. Sweet Things® sweet potato fries are now a **permanent menu item**.

### ACTUAL OPERATOR

<b>Type of operation:</b>	Casual Theme Restaurant and Pub
<b>Products featured:</b>	Sweet Things® sweet potato fries and Tantalizers® World Rings
<b>Contest goal:</b>	Upgrade conventional fries to sweet potato fries and sell appetizers.
<b>Contest time frame:</b>	30 days
<b>What was unique:</b>	Prize awarded to supporting kitchen staff member as well.

A casual theme restaurant catering to a wide variety of clientele – families, local businesses, sports fans and more – this restaurant's owners were looking to boost sales of a couple of items that had been recently added to the menu and build enthusiasm within their wait staff at the same time. With the help of their Lamb Weston representative, they launched a 30-day wait staff contest focused on upgrading orders to Sweet Things® sweet potato fries and boosting sales of new Tantalizers® Seasoned Peppercorn World Rings.

They structured the contest to reward the top 3 performers with cash gift cards totaling \$300, plus their distributor threw in hockey tickets to be awarded to the top winner's partnered kitchen staff member.

**Results:** In an extremely competitive contest, it came down to the last day of the promotion with just a slim margin separating the 1st and 2nd place performers. At the end, all agreed that the fun they had was as rewarding as the increased tips they made. The owners couldn't be happier having posted a **530% increase** in sales of Sweet Things® sweet potato fries and a **235% increase** in sales of Tantalizers® Seasoned Peppercorn World Rings.

For more information on Lamb Weston Sales Solutions for successful wait staff promotions, contact your Lamb Weston representative. Call 1-800-766-7783 or visit [lambweston.com](http://lambweston.com) today.

In Canada, call 1-888-593-7866 or visit [lambweston.ca](http://lambweston.ca).

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**SALES SOLUTIONS®**

## Waitstaff Programs

### INSIDE:

- **Do's and Don'ts.**  
Tips & strategies for success
- **What size prize?**  
Prize ideas to really motivate
- **The right tools.**  
Supporting your servers
- **Case studies.**  
Successful wait staff promotions

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# Reward and recognize while building sales and profits.

## DO'S AND DON'TS

### DO keep it simple and short.

- The less complex, the more likelihood of success.
- 30 days is ideal.
- Present goals in simple, individualized terms (e.g.: Instead of "increase fry upgrades by 10%", translate it to "2 upgrades per server per shift").
- **Remind them any effort to raise check averages raises their tips.**

### DO train them to succeed.

- Conduct a pre-shift launch. Taste the item.
- Give hints for describing it to customers.
- Ask for their input and ideas.

### DO build in flexibility.

- Monitor the activity and results. Find ways to encourage everyone involved. Make changes, if necessary, that make it easier to win, or add more support (training, menu discounts, POS, etc.) to help.

### DO make it competitive, but fun.

- Provide regular opportunities to win – consider weekly or per shift prizes, as well as grand prizes.
- Format to reward top performers, teams/shifts, or both. If hostesses, bartenders, kitchen staff and managers can share in the rewards, all the better.

### DO make the prizes simple, but desirable.

- Ask your staff for ideas before you launch.
- Reward multiple prize levels, versus a single prize. More opportunities to win keep your staff motivated.

### DO keep it going.

- Post results weekly, if not more often.
- Introduce a new promotion soon after the previous one.
- Change up the structure and prizes to keep it fresh.



### DON'T try to do too much.

- Focus on appetizers OR desserts. Fry upgrades OR beverages. Trying to push too much at once dilutes efforts, adds confusion and frustration.

### DON'T structure so only your top performers win.

- It's important to find ways to keep all your wait staff and team motivated and in the running for a prize.

### DON'T forget to support.

- Run customer specials at the same time. Communicate with merchandising materials, advertising, text and e-mail efforts to bring in the business.

### DON'T use cash prizes.

- While everyone likes cash, it has little "trophy" value and is quickly forgotten.

### DON'T stop learning and adjusting.

- Note what works and what can be improved. Interview winners and non-winners. Incorporate learnings into new promotions.



## WHAT SIZE PRIZE?

### Be creative.

You and your managers know what will motivate your staff the most.

- Movie, concert or sporting event tickets are always winners.
- Gas cards, music or movie downloads are hot.
- Stretch your budget – barter with other local merchants. Health clubs, spas, retailers and service providers need prizes for promotions too.
- Ask your distributor to participate.

### Customizable Wait Staff Promotion Tracking Poster

Your Lamb Weston representative will work with you to create a contest tracking poster specific for your business, your promotion.

- 1 Customize headline and copy
- 2 2, 4, 6 and 8 week chart
- 3 Choose from library of prize photos and add description (or use text only in prize area)
- 4 Wide variety of product images
- 5 Different background options
- 6 Fill in descriptive text
- 7 Add your logo



## THE RIGHT TOOLS

### Run your promotion your way.

Support your staff and excite your customers. Lamb Weston offers customizable tools for your wait staff promotion and the merchandising materials to support it. When surveyed, operators said their top 2 methods for merchandising new products are table tents and wait staff programs.\*



### Customized Merchandising Materials

Increase interest and sales with custom POS merchandising – posters, counter cards, table tents, menu cards, crew buttons and more. Use to communicate your Meal Ticket® or text club social media programs. Ask your Lamb Weston representative for more information.