



PROGRAMS FOR WAITSTAFF

INTRODUCING NEW TAVERN TRADITIONS.[™] FROM LAMB WESTON,[®] OF COURSE.

Pub food is more popular than ever. Now, Tavern Traditions helps you capture that hungry audience with an authentic and irresistible crunch...real beer batter flavor that you'll find nowhere else...and the most powerful tradition of all: your waitstaff's compelling ability to create excitement, inspire trial and build repeat sales. Tavern Traditions gives you all the materials—and the ideas—you need.

MOTIVATE, RECOGNIZE & REWARD YOUR WAY TO SUCCESS

#1

CREATE A CONTEST. KEEP IT SIMPLE.

- Short, uncomplicated selling programs (30-days) are more likely to succeed, keep interest levels high, and keep goals attainable.
- Keep sales goals manageable and easy to understand. For example, rather than saying “increase appetizer sales by 10%”, describe the goal as “2 more sales per server, each shift.”
- A great reminder: raising check averages raises tips.

#2

STAFF INVOLVEMENT=SUCCESS.

- Give your staff a sense of ownership. Make the product launch theirs. Get their input & ideas. Do a preview sampling just for them. Make them know that success belongs to them.

#3

MAKE IT COMPETITIVE. AND FUN.

- Offer regular chances to win to keep things interesting: Offer prizes weekly and/or per-shift. Offer grand prizes, too.
- Reward top performers, teams/shifts—or both. Build team enthusiasm: Let waitstaff, bartenders, kitchen staff and managers all share in the rewards.

MAKE PRIZES SIMPLE. DESIRABLE. INVITING.

- Talk to your waitstaff before you launch; get their ideas about what the prizes should be. Input keeps participants involved.
- Offer multiple reward levels, not just one prize: Keeping rewards accessible keeps your staff engaged.

#4

KEEP THE INTEREST ALIVE.

- Keep the excitement high: Post results weekly. Follow each promotion with a new one without too much “down” time; change the structure and prizes to keep interest fresh.

#5

KEEP CUSTOMERS INTERESTED.

- Keep the business coming in: Support your staff promotion with customer specials, merchandising materials, advertising, and text and email blasts. Your waitstaff can take it from there.

#6

LEARN, ADJUST AND EVOLVE.

- Build on what works. Learn from what needs improving. Interview staff winners and non-winners; make those learnings part of new internal promotions.

#7

ALL THE FLAVORS, IDEAS AND SUPPORT MATERIALS TO BUILD A SUCCESS THAT'S ALL YOUR OWN

FEED THE EXCITEMENT

WAITSTAFF CONTEST TRACKING POSTER



Who's ahead of the pack? Who's challenging for the lead? This customizable contest poster helps you keep the challenge front and center for the staffers who'll live it every day.

CUSTOMIZABLE TABLE TENTS

Operators report that table tents are one of the top ways to merchandise new products.*

These attention-getting, supremely customizable Tavern Traditions tents will create the interest and the demand you require.

*Lamb Weston Proprietary Operator Survey



CREW BUTTONS



Tavern Traditions fun speaks to your customers through these crew buttons before a word is spoken.

PULL CUSTOMERS IN BEFORE THEY ARRIVE

MEAL TICKET® IPHONE® MOBILE & SOCIAL APP



Meal Ticket

Reach hungry customers easily: Serve up deals, coupons, events and other key messages. Post simultaneously to Facebook® and Twitter® to broaden reach (Meal Ticket can even create those pages for you.) Real-time analytics and reporting help you track activity and redemption rates, so you can continuously improve promotions. Visit Getmealticket.com/lambweston for details.

TEXT CLUB PROMOTION PROGRAM

Instant customer reach: Lamb Weston helps you make more of it with the Text Club Messaging Program from Call-em-all.* Explore the possibilities at Call-em-all.com (Group Code "lambweston"). Or get details—and special pricing—from your Lamb Weston representative.



Examples

"Hey—what's a beer without great eats? Show this text to your server and save \$X on our new Tavern Traditions Appetizers!"

"Aren't U hungry right now? Come check out our big-crunch new Tavern Traditions Beer Battered Onion Rings FREE. Tonight only!"

YOUR TAVERN TRADITIONS PROMOTION BUILDER

These few simple steps will help you create a path to customer popularity and staff enthusiasm. And our great beer-battered products will take you the rest of the way.

- Pick your Products for the Promotion

- Decide on some Waitstaff Prizes

- How long will your Promotion be? _____
- Determine your Promotion's payout date _____
- Set up Promotion: Text Club or Meal Ticket iPhone Mobile & Social App
- Order your Merchandising Tools # of Table Tents _____ With Text Club Info _____ With Meal Ticket Info _____ With Neither _____
of Back-of-House Contest Tracking Posters _____ # of Crew Buttons _____
- Get Your Customers Crunching—and have fun!



For more great sales-building ideas—and even more ways to create customer excitement—call your Distributor Sales Representative. Or call the experts at Lamb Weston, 1-888-593-7866, or visit us at lambweston.com. In Canada, call 1-888-593-7866, or visit lambweston.ca



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