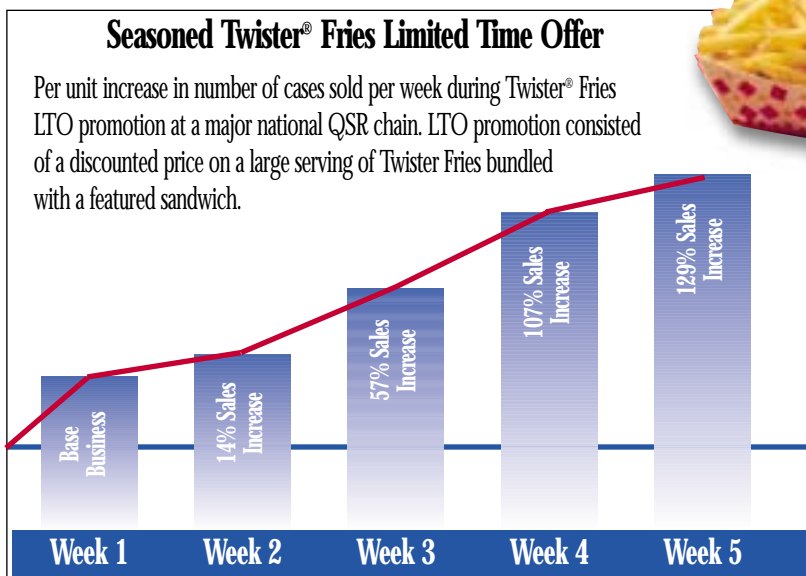


LAMB WESTON SALES SOLUTIONS

Operators are constantly searching for ways to generate increased profits. One strategy that has proven successful in every foodservice segment is the Limited Time Offer (LTO).

LTO's provide an opportunity to build profits through special promotions, as well as offer a low-cost, low-risk way to "test drive" a menu item without having to commit it to the menu.

LIMITED TIME OFFERS BUILD INCREASED SALES VOLUME AND PROFITS!



Whether it's a new product, a bundled meal, a unique pairing of existing items, an oversize serving or free fry refills, LTO's add up to big profits for operators!

UNLIMITED PROFITS for a LIMITED TIME



WHAT MAKES LTO'S TICK...

- ◆ A new item, bundled meal or combination is offered at a "special" price, for a limited time.
- ◆ Excitement is created by the time stipulation and novelty of the promotion.
- ◆ You can test the item or promotional offer without having to commit it to the menu.
- ◆ Repeat visits are invited as customers are eager to see the latest offer.
- ◆ The resulting incremental sales go straight to the bottom line.

Lamb Weston LIMITED TIME OFFERS



CHECK IT OUT!

- ✓ One successful LTO tactic is to offer an oversized serving of an existing menu item—like Twister® Fries.



- ✓ Adding a new product, like Lamb's Seasoned® Fries, for a limited time, generates excitement and increases sales.



- ✓ Pairing together two or more favorite menu items in a promotional combination offer is a proven profit producer!



- ✓ Lamb Weston offers an assortment of colorful and captivating merchandising materials to help execute the LTO strategy.



ANYTIME IS THE RIGHT TIME FOR A LIMITED TIME OFFER!

Making Limited Time Offers a part of your business helps you build your customer traffic. Both you and your customers benefit. They'll love the added menu excitement. You'll love the increased sales volume and higher profits during a specified period of time!



THE PROFITABLE BENEFITS OF THE LTO CONCEPT.

- ❑ From family and theme restaurants to bars, QSR's and more, LTO's are a successful sales strategy for any foodservice operation.
- ❑ LTO's allow you to test out possible new menu items without the trouble and cost of changing the main menu.
- ❑ Bundled meals, paired combinations, new products, oversized servings and free fry refills can all be successful strategies offered during different dayparts or seasons of the year.
- ❑ New product LTO items should fit within the food cost range of existing menu items.

PRODUCT, RECIPE AND PROMOTION TIPS

- ❑ Try items that either complement your menu or theme, or might succeed by being completely new and different. Try Twister® Fries, CrissCut® Fries, Munchers®, Lamb's Seasoned® Fries, Hand Fulls™ Fruit Turnovers and other items.
- ❑ Dip into the concept. Any finger food item can be embellished with a side of dipping sauce for a tasty LTO appetizer or snack creation.
- ❑ Suggest seasonal or daypart LTO's as a break from standard menu selections. Sports seasons, holidays and special events are perfect opportunities to promote!
- ❑ Double the excitement with larger servings of a popular existing menu item, like an oversize portion of Lamb Weston Stealth Twister® Fries.

ADDITIONAL SALES SUPPORT.

- ❑ Lamb Weston offers colorful merchandising materials to support the LTO program.
- ❑ Use Lamb Weston recipe and menu ideas to help generate new LTO concepts that fit your operations.

There's no limit to your profits with Limited Time Offers. For product, recipe and promotion ideas, call us today: **1-800-766-7783**.

Lamb Weston®

Lamb-Weston, Inc. • 913 W. River St., Suite 300 • Boise, ID 83702 • 208/388-4287



9/01-00M-7046