

INCREASING RESTAURANT SALES

*Boost Your Sales & Profits By Selling More
Appetizers, Desserts, & Side Items*

By B.J.Granberg

**The Food Service Professional's Guide To:
Increasing Restaurant Sales Boost Your Sales &
Profits By Selling More Appetizers, Desserts, & Side
Items: 365 Secrets Revealed**

Atlantic Publishing Group, Inc. Copyright © 2003
1210 SW 23rd Place
Ocala, Florida 34474
800-541-1336
352-622-5836 - Fax

www.atlantic-pub.com - Web Site
sales@atlantic-pub.com - E-mail

SAN Number :268-1250

All rights reserved. No patent liability is assumed with respect to the use of information contained herein. Although every precaution has been taken in the preparation of this book, the publisher and author assume no responsibility for errors or omissions. No warranty is implied. The information is provided on an "as is" basis.

International Standard Book Number: 0-910627-25-8

Library of Congress Cataloging-in-Publication Data

Granberg, B. J., 1944-

Increasing restaurant sales: boost your sales & profits by selling more appetizers, desserts, & side items : 365 secrets revealed / by B.J. Granberg.

p. cm. -- (The food service professionals guide to)

ISBN 0-910627-25-8 (paper : alk. paper)

1. Restaurants--Marketing. 2. Food service management.

3. Appetizers. 4. Desserts. 5. Side dishes (Cookery) I.

Title.II. Series.

TX911.3.M3G72 2003

647.95'068'8--dc21

2002013543

Printed in Canada

*Book layout and design by Meg Buchner of Megadesign
www.mega-designs.com • e-mail: megadesn@mhtc.net*

CONTENTS

INTRODUCTION

1. MAKING \$\$\$ FROM SUPER SUB-MENU ITEMS

Customers for Life and a Word of Caution	7
Know What Your Patrons Want	8
Include Your Waitstaff in Sub-Menu Item Decisions	12
Place Side Items on a Pedestal	15
Preparation and Presentation of Side Items Promote Sales	18
Secret Specials to Showcase Your Sides	21

2. TRAINING GREETERS AND WAITSTAFF TO PROMOTE SIDE ITEMS

The Art of Suggesting Accompaniments	23
Know How to Serve Wine	26
Timing is Everything.....	27
Reinforce Customers' Decisions and Focus on Their Needs.....	30
Incentives to Sell.....	33

3. APPETIZER SAVVY

Appetizers – Tantalizers!	35
Kids Want Appetizers Too!	37
Appealing to the "Happy Hour" Crowd	41
Extra-Mile Appetizer Appeal	45

4. "BOTTOMS UP" - HOW TO INCREASE BEVERAGE SALES

Promoting Beverages.....	47
Product Knowledge is Key to Boosting Beverage Sales.....	52
Imaginative Presentation Will Boost Beverage Profitability	54
Let the Good Times Roll.....	56

How to Make Nonalcoholic Beverages Sell.....	59
Extra Tips for Boosting Beverage Profits	62

5. COMPLEMENT YOUR ENTRÉES WITH SIDE DISHES

Making Low-Cost Side Dishes	
Look Appetizing	65
Scrumptious Sidekicks!	68
Don't Forget the Garnish!	73
Appeal with Color	76

6. ADDING DECADENT DESSERTS TO YOUR MENU

Delicious Desserts = Big Profits!	79
Promoting Desserts.....	83
How to Showcase Your Desserts	88
Special-Occasion Desserts	91
“Desserts” with a Difference	93

7. USING SIDE ITEMS TO ATTRACT FAMILIES

Party Fun for Kids	95
Fighting Boredom and Disruptions with Side Items	99
Appealing to Families	101

8. SIDE ITEM PROMOTIONS TO GET YOUR RESTAURANT NOTICED

Stay Ahead of the Competition	103
Menu Makeovers.....	107
Take Your Guests on a Gourmet “Trip”	108
Follow Up on What Pleases Your Guests	110
Some Low- and No-Cost Employee Motivational Programs	111

APPENDIX

Appetizers.....	117
Specialty Drinks	130
Desserts	136

INTRODUCTION

Whether your restaurant is a mom and pop operation with paper napkins and plastic utensils or a gourmet, fine-dining establishment, with white linen table cloths, candlelight and polished silverware, you can increase sales and launch a great reputation by featuring “can’t pass up” menu sub-items such as appetizers and desserts.

For example, if your restaurant specializes in fried chicken, that’s more than likely what your clientele will be hungry for when they walk in the door. They probably won’t have given much thought to the delicious skins-on mashed potatoes or fresh green beans - or even the homemade peach cobbler topped with a scoop of vanilla bean ice cream.

But, never underestimate the power these items have to make your customers’ experience at your restaurant a memorable one. Promoting side items on your menu can be a money-making venture for you. It will help you establish a reputation that will spread word-of-mouth and keep your customers returning on a regular basis. Side items on any restaurant’s menu can bring in more profit for you - more tips for your waitstaff and more satisfaction for your customers if you know which side items to feature and how to sell them.

“Increasing Your Restaurant Sales By Selling More Appetizers, Desserts, Side Items And Beverages: 365 Secrets Revealed” will show you how to use side items such as desserts, appetizers and beverages to increase sales and profits – what works and what doesn’t – and how to keep your customers coming back for more!