

# **INCREASING RESTAURANT SALES**

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*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**

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## INTRODUCTION

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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!