

Customer Pleasing Appetizers and Snacks



Land O'Lakes Dairy Solutions
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The Appetizers and Snacks Opportunity

The Landscape

- Snacks are a \$46 billion restaurant business, up 30% since 2004
- Over 12 billion snacks were served in restaurants in 2008, up 11% since 2004
- Over 5 billion appetizers were served in restaurants in 2008, up 2% versus year ago
- Patrons are trading menu items for Appetizers or Snacks

The Opportunity

- Feature innovative snacking and appetizer items in order to...
 - Increase menu options
 - Lower price point alternatives
 - Grow off-peak dining occasions



Winning With Customer Pleasing Appetizers and Snacks

Agenda

- Trends
- Top 10 Insights
- Flavorful Solutions
- Questions & Answers



Trends

**What are the consumer trends?
Why are patrons choosing appetizers?
What are the most popular items?**



Top 10 Insights

- #1 Combos are in
- #2 Bring on the taste ... not health!
- #3 What time is it?
- #4 Let's share
- #5 Dipping is appealing
- #6 What should I have for my 4th meal?
- #7 Bold is in
- #8 Sweet versus Savory
- #9 Let's bring it with us
- #10 Who I am makes a difference



Key Insights

Combos are in!

- Sampler platters are the top selling appetizer:
- Many restaurants are offering combination deals to lure consumers in



Bring on the taste ... not health!

Consumers are willing to sacrifice some healthy food choices for great taste:

Most appetizers are fried

Most snacks are fried or sweet, like chips, ice cream, burgers, fries, donuts, candy



Key Take Aways

Key ideas

- Snacks and appetizers can help you differentiate your menu!
- Snacks must be portable - 1/3 of snacks are consumed in the car
- Late night snacking is growing
- Dipping and sharing are popular with guests
- Appetizers and snacks can offer hot flavors and to your menu

For more information and ideas on how to help grow your business contact your Land O'Lakes National Account Manager.
