

A Little Sweet Talk

FOODSERVICE OPERATOR E-NEWSLETTER
From The Original Cakerie | September 2017



Using Beautiful Plating and Imagery To Drive Restaurant Sales

The eye is an entryway into your customer's wallet! And for good reason: [the brain and eyes are intimately linked when it comes to food consumption](#). As such, Foodservice operators need to find profitable ways to delight patrons. Some considerable tactics are: **Beautiful Plating and Digital Menu Boards.**

An [Oxford University study](#) found that the thoughtful presentation, such as digital displays or menu image callouts, not only made the food items tastier, but also encouraged people to pay more. For example, slicing a fillet horizontally - thereby showing the inner color of the meat - or serving a cucumber thinly sliced on top of the other salad ingredients, made both dishes considerably more appetizing and expensive (diners were willing to spend three times more).



To excite your customers and ensure their desserts become the new social media all-star, try the Confetti Fun Cake. Check out this video to learn how to really WOW your customers with this celebratory treat!

CLICK!

Desserts are no exception! A beautifully plated treat communicates skill, attention-to-detail, quality, and most importantly, increases consumption. All four factors have been baked into the core of every product from The Original Cakerie and Lawlers.

Our goal: striking plating made easy.

In the era of "[Instagrammable desserts](#)" (where beautiful and trendy desserts go viral - think [Starbucks' quirky and lucrative Unicorn Frappuccino](#)) featuring products from The Original Cakerie and Lawler's that look good, taste great and are profitable is what is needed to get the attention of your patrons.

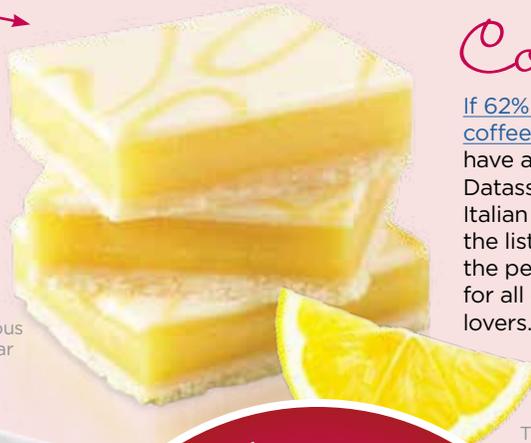
Digital menu boards and menu mentions offer operators another opportunity to delight consumers and prompt purchase. Here are some noteworthy ROI numbers to consider:

- ✓ Average sales uplift of 3% - 5%
- ✓ Average increase of margin per transaction of 2.5% - 3%
- ✓ 29.5% of customers find digital menus influential for purchase of a product
- ✓ 1 in 5 people make an unplanned purchase after seeing items featured on digital screens.
- ✓ Featured menu images increase sales by 30%



Citrus

Citrusy flavored desserts, such as this [Lemonicious Lemon Bar](#), are a sweet-and-tarty treat for all. Proof: 57% of U.S. menus have Lemon Cake on them. Describe it as an alternative for non-chocolate fans looking for a refreshing fix.



Lemonicious Lemon Bar

Coffee

If 62% of consumers have reached for a [coffee within the past day](#), and 7% of menus have an espresso-based dessert according to Datassential, you definitely want to add an Italian standard like our [Tiramisu Layer Cake](#) to the list. Position the dessert as the perfect indulgence for all espresso lovers.



Tiramisu Layer Cake

Your 5 C's to Crafting a Flavorful Dessert Offering

Deep Chocolate Cocoa Cake

Chocolate

Chocolate is a preferred classic - it's on 68% of all restaurant menus! Have at least one dark chocolate dessert (like [our Deep Chocolate Cocoa Cake](#)) with the phrase "crowd-pleaser" on the menu.

It's one thing delighting customers with a variety of dessert flavors, ensuring the flavors are visually adventurous yet accessible is another thing. That said, **here are five simple taste and marketing suggestions to get you going:**

Cheesecake

Cheesecakes are the duvets of desserts: they're comfortable, rich and familiar. Every menu should have these creamy textured treats. Cheesecakes are not only America's second favorite dessert variety (at 17%), they're also the third most menued and fastest growing dessert (at 36%) according to Datassential Dessert Keynote 2016 report.



Colossal New York Cheesecake



Pecan Caramel Brownie

Caramel

Desserts made or garnished with caramel are timeless and the gateway to other desserts. So, if you're menuing our prized "Pecan Caramel Brownie" for example, show some personality by visually emphasizing each word.

As Food Operators go about incorporating the 5C's into their dessert menu design, they should be mindful of the conscious (and unconscious) color associations consumers have; it can be the wafer-thin difference between a terrific and terrible dining experience.

Is Your Dessert Menu Offering the Perfect Customer Mix?

Devising the perfect dessert menu with the right mix of offerings requires proper planning. Once you've got a sense of the flavors and ingredients to be featured, how then do you actually design the menu? What does the perfect dessert menu mix look like? Well, see below to learn more!

What does the perfect dessert menu look like?



How do you design your dessert menu?

Sweet and Simple Sells: Don't overcomplicate things! As you go about your menu planning you should avoid confusing your customer - the goal is to delight not distract them - since [53% of consumers are interested in simple nostalgic desserts](#) according to Datassential.



Leverage Limited Time Offerings (LTOs): While we advocate for keeping things simple, by no means does that mean you shouldn't experiment with seasonal flavors. In fact, [67% of Americans say they enjoy being able to consume specific seasonal ingredients year-round](#). Furthermore, another 42% of U.S. consumers, [according to Mintel's 2017 report](#), say they are willing to pay more for a seasonal dish when dining out.



Include Fruits: Desserts with notable flavors like strawberry, grape, raspberry, peach, orange and apricot are popular with 31% of consumers and 30% of operators according to Datassential 2016 Menu Trends.



Frozen Treats are Premium Treats: If [34% of Americans are willing to pay more for frozen treats they consider premium](#), you shouldn't shy away from including frozen desserts on the menu.



Passionately Creating Delicious Eating Experiences

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