

**COULD GARLIC BREAD BE
A QUICK WAY TO INCREASE
YOUR SALES AND PROFITS?**



**STURDY
FOODS**

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Imagine you had a menu item that was highly profitable, increased your table spend, increased your chances of customers coming back and was a doddle to prepare and serve? Well, not only does it exist, but you possibly already sell it. We are talking about the often underestimated garlic bread.

Are you making the most of this menu item to improve your sales and profits?

Research shows that a huge part of overall customer satisfaction when eating out is related to how quickly they get something to eat after sitting down. Typically what will happen is that either everyone on the table will order a starter, or nobody will, depending on a few different factors.

Research also clearly shows that customers who do go on to order starters leave with an increased feeling of value and satisfaction. This is for many reasons including...

- ▶ Starters actually kick start our appetite and start the digestive processes
- ▶ People who are hungry are more likely to be grumpy. Starters shorten the 'hunger gap' that can lead to feelings of frustration and dissatisfaction, no matter how good the meal.
- ▶ Starters encourage and allow time to socialise before the main meal arrives
- ▶ People eating out want an eating out experience and starters/appetisers add to the experience
- ▶ Starters that can be shared, like garlic bread, are often popular as a table option where everyone can "dig in"
- ▶ They are social and emotional, they distract from waiting for the main course, they build social interaction, they can also show generosity when ordered for the table.



No waste: Garlic bread is a great way to use up any spare dough balls.

So how can you increase the chances of customers ordering starters and leaving happy?

Focus heavily on upselling garlic bread. Place it prominently on your menu so customer's eyes are drawn towards it before anything else. Train your serving staff to offer it as a matter of course. Garlic bread is perfect for sharing, so even tables who may not otherwise order starters will more than likely be open to ordering a garlic bread (or 2) to share on the table while they wait for their mains.



The benefits to you?

- ▶ Increase revenue per table. Customers are valuable, so get as much out of them as possible while they are in your restaurant
- ▶ Sell more drinks. Customers who order a starter are three times more likely to order more drinks before their main course arrives. More food makes you more thirsty!
- ▶ Increase the customer's feeling of satisfaction after leaving your restaurant meaning higher chance of repeat visits and most importantly, better online reviews!
- ▶ Sell more of a high GP item
- ▶ Very quick and easy to prepare for your chef, reducing strain on your kitchen

Now what if you could guarantee to get a delicious garlic bread on your customers table within no more than five minutes?

At Sturdy Foods, we have developed a part baked sourdough pizza base that can be topped within seconds to make an incredible garlic bread which you can then bake to perfection in your oven. By using a prepared base for your garlic bread, chefs time is kept to a minimum meaning reduced pressure on your chef and oven capacity. Your garlic bread needs cooking for just a minute or two, meaning you can get it on your customer's plate within just a few minutes of taking the order.

Tips for serving a great garlic bread

- ▶ Use a combination of fresh garlic, butter and a little olive oil to spread on your garlic bread
- ▶ Consider offering a few different types of garlic bread. Adding options such as Tomato, Mozzarella, fresh Basil or other fresh herbs such as Thyme, Rosemary or Oregano can make spectacular looking garlic breads that will have a wow factor.
- ▶ Experiment with different ways to cut and serve your garlic bread to encourage sharing on the table. You can also serve it in different ways such as squares/rectangles etc so it looks different to any pizzas that customers may also have ordered for their mains.



To find out how we could potentially help you attract more customers or for any other queries related to this guide, call us on 01765 641 200 or email info@sturdyfoods.co.uk