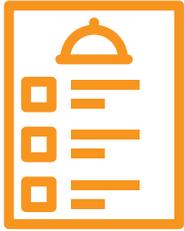


PRODUCT CROSS-UTILIZATION BENEFITS AND INSIGHTS TO SUPPORT MENU INNOVATION



As the restaurant industry pivots to reopening, the cross-utilization of products on your menu is an important solution to the supply and cost challenges you are facing. Cross-utilization is the use of a single ingredient across two or more menu items. This strategy can help you revamp your menu to better keep up with consumer trends while maximizing profits.



Maximize The Benefits And Profitability Of Product Cross-Utilization

1. Cut down on spoilage and waste.
2. Simplify the inventory process.
3. Make it easier to know how fast you go through a particular product.
4. Cut down your need for storage space.



Make Your Menu Standout From the Rest

Be creative in writing the romance-copy on your menu. A menu that reads the same dish-over-dish will be less appealing to your regular patrons. So a great deal of care must be taken with menu wording and layout. Because the same product is utilized across breakfast/brunch, lunch, and dinner menus, be strategic in writing the description of that particular item when used multiple times.



Create Unique Menu Offerings And Your Staff Will Shine

Your staff can still be creative and use their culinary skills to create delectable dishes. While some might think that limiting the number of different ingredients in stock might limit the creativity of a chef or kitchen manager, oftentimes the opposite is true. A little planning can go a long way to helping you delight consumers and maximize product supply and profits in the process.



Consumer Insights

- 50% of consumers who have tried it, love Greek yogurt
- 19% of Americans prefer crispy chicken on a hot sandwich
- Bread pudding is loved by 40% of consumers
- 68% of consumers love fajitas
- Cheesecake is loved by 78% of consumers



Menu And Flavor Trends

- Crispy chicken has grown 17.1%, which is a growth of 10% over the last 4 years
- Fajitas are on 14% of menus across the U.S.
- Bowls are on 34.4% of U.S. menus and growing fast
- Cheesecake is on 35% of menus
- Syrup has grown 36.3%, that's a growth of 17% in the last 4 years

Source: Datassential 07/13/2020

We care about your business and we are here to help.

contactus@asmwaypoint.com • www.asmwaypoint.com

