

ENTERTAIN

*The Senses*

IDEA

BOOKLET



# LITTLE IDEAS, **BIG** TRAFFIC BUILDERS

Sometimes it's the little things that mean the most. Yes, you can build volume by adding another dining room or creating a dedicated takeout service area, but these things cost money. Instead, increase your appeal with customers by maximizing what you've already got and keeping large-scale improvements to a minimum. Inside this booklet you will find easy-to-use ideas to help build stronger connections with customers by enhancing your operation and touching guests in ways that keep them returning time and time again.



# SIGHT



Sight is extremely powerful, in terms of first impressions, appetizing plate presentations, and the overall mood of your environment.

- Provide a more intimate, romantic ambiance by adding candles to each table in the evening and dimming your house lights.
- Delight guests with surprising presentations by serving meatballs or mashed potatoes in martini glasses, French fries in a paper cone, or onion rings stacked on a skewer.
- Give guests the chance to see the action up close by offering tableside prep and service of salads, guacamole, or flambé desserts.
- Research has shown that clean restrooms are crucial to customer satisfaction—ensure your restrooms are cleaned frequently and free of debris, and add an upscale touch by offering hand towels instead of paper.
- Create a fun communal area by adding a flat screen TV to your bar or gathering areas to take advantage of shared watching events like popular TV shows or sporting events.
- Subtly pull guests' attention to guide them to and through your environment, while also reducing energy costs, by spotlighting walking aisles, host/hostess stations, and menu boards with Efficient Fiber Optic lighting.



Sound, in terms of both music and ambient noises, can shape the impression guests have of your operation as well as influence their eating habits and check average.

- Use music wisely—don't make it too subtle or too loud. To help distribute sound evenly and clearly, try using smaller speakers in more places; ideally, one speaker every 10 feet.
- Reflect your operation's personality by utilizing music services like Trusonic®, an online service that allows you to easily select and modify music for your environment and on-hold messaging.
- Show your fun side and give guests the chance to politely embarrass their friends by developing a special “Birthday Song” unique to your operation's tone and theme.
- Keep your guests comfortable and entertained by turning up the music to fill the space when you have a limited number of guests or turn down the volume when it's crowded and noisy.
- Tempt their taste buds and generate excitement with dishes that have immediately recognizable sounds such as sizzling steak or chicken fajitas.
- Subtly create a more relaxing atmosphere by adding a water feature or fountain to your operation for its natural, calming effect on guests.

# SOUND

# TASTE



This is the reason guests come in the first place. Your ability to soothe, excite, and tickle their taste buds is the cornerstone to developing lasting connections.

- Tease palates before the main course by offering complimentary bite-sized bouchée pastries to large parties, special guests, or waiting guests on weekends.
- Jazz up your ketchups, mustards and mayos with bold flavors like ancho, chipotle, roasted garlic, cilantro, ginger, wasabi and miso, or with fresh herbs and offer them tableside.
- Add delicious, rich flavors to steaks by offering flavored "Steak Butters" or fancy steak "Smuthers," like béarnaise, hunter, and demi-glace.
- Allow guests to create perfect coffee flavor by providing a "Coffee-Bar" coffee cart full of special coffee enhancers like syrups, flavored sugars, and flavored creamers.
- Turn menu standards such as French fries into something special by developing a signature sauce for smothering or dipping.
- Tempt their tastes and encourage experimentation by offering sample platters of appetizers or desserts, or small tapas-style plates for groups.

In a dining environment scent can be perhaps the most powerful of all senses. If there is an appealing scent, you can attract those who are merely walking by; if unappealing you can lose even the most loyal guest.

- Put their mind on items that can lead to incremental sales by using “baked-goods” scented candles on tables or in waiting areas.
- Bring in the subtle scent of natural vibrancy by placing fresh flowers on stands throughout your operation.
- Instill a sense of excitement in the evening by offering invigorating rosemary scented warmed towels prior to serving entrées.
- Maximize the rich scent of caramelized juices by serving steaks on sizzler inserts and having the server take the long way around the restaurant to spread the fantastic aroma.
- Add the smell of fresh baked bread to your environment by adding aromatic breads to your menu and serving them hot from the oven with herbed butter.
- Keep even the most problematic areas pleasant by placing scented oils or candles in your restrooms and rotate the scents weekly.



# SMELL



# TOUCH

Touch is about more than tactile experiences, it's about staying in touch with your guests to generate interest and return visits. With so many options now available to consumers, being able to find new ways to interact with them is critical to long-term success.

- Build a database of loyal customers by allowing guests to deposit business cards in a fishbowl to win a free lunch, and then collecting the information from the cards. Then stay in touch with them and invite them to try your newest menu items.
- Discover what diners are saying about your operation by checking local websites to see your customers' reviews. Trip Advisor and AOL® Local Communities are popular sites to refer to.
- Appeal to guests who like to count calories and watch what they eat by utilizing Nutricate,™ a service that can print the nutritional information from guests' meals directly on their receipts.
- Celebrate special occasions with special mementos—take a Polaroid® picture of your special guest and give it to them with a customized paper frame reminding them of the great time they had.
- Thank loyal customers and leave a positive last impression by occasionally offering free desserts to frequent guests—a little appreciation can go a long way.
- Attract new customers with more than your food by hosting events such as a Scene It?™ Movie Trivia game tournament, complete with special menu items or offers and small prizes to the winners.



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