



THE SCOOP

SERVING UP FOODSERVICE INSPIRATION

BRING SALES
HOME
FOR THE
HOLIDAYS

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Domino Foods, Inc.



HOW TO DELIVER ON TODAY'S HOLIDAY DEMANDS

OFFERING VALUE AND INNOVATION ARE KEY

For many, the New Year can't get here soon enough. But, at least for this year's holiday season, adapting to today's challenges and opportunities is imperative for your business. How you bring that sense of holiday giving and sharing to people's homes can play a big role in your success. Meet consumers where they are this holiday – at home.

52% OF

CONSUMERS SAY THEY FEEL
UNCOMFORTABLE
DINING AT RESTAURANTS
EVEN AFTER
THEY ARE GIVEN THE OKAY*

62% OF

CONSUMERS SAY THEY ARE
"TIRED OF COOKING
MEALS AT HOME"*



SWEET-INTEL



FOR HOLIDAY SALES SUCCESS

This holiday season may well be unlike any other in recent memory. Consumers will be increasingly concerned with making sure they get the best value. Safety remains paramount, so fewer groups will be venturing out to celebrate the season in large gatherings. Online shopping (for gifts and meals) is certain to surge. And new traditions will begin to develop as people approach their holidays in a different way. Discover how you can set your operation apart during this new unique holiday season.



THE SCOOP



STILL A TIME FOR GATHERING

The gatherings may be smaller, but that doesn't mean they'll be less celebratory. You can make holiday get-togethers more festive by offering convenience, quality, and value to help guests enjoy their simpler celebrations without being tied to their kitchens.

FAMILY MEALS ARE ALWAYS POPULAR

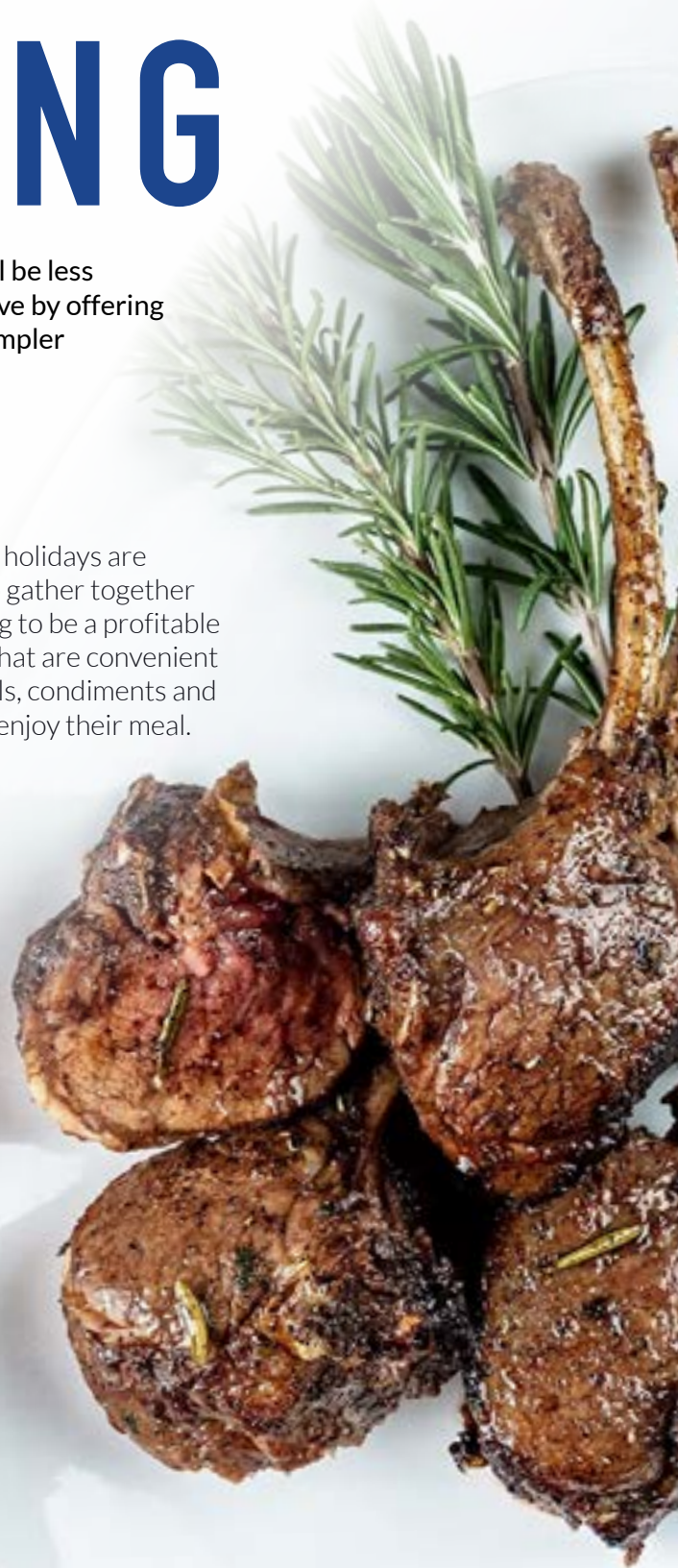
Family meals have seen quite a rise in recent months, and the holidays are traditionally an even more popular time of year for families to gather together at the dinner table. Family packs and meal bundles are proving to be a profitable way to cater to those who are looking for at-home solutions that are convenient and tasty as well. Don't forget to offer disposables and utensils, condiments and sweeteners so that consumers have everything they need to enjoy their meal.

OFFER HOLIDAY FARE FOR SMALLER GATHERINGS OF 8 PEOPLE

Consider protein-only options like turkey or prime rib as well as dessert options sized for smaller groups. Packaging is critical; choose quality containers that deliver the restaurant experience at home while also meeting consumer demands for safety, neatness and eco-friendliness.

CONSIDER A "KIDS EAT FREE" BUNDLE ADDITION

Include kids meals gratis to cater to busy families looking to forgo cooking at home. Offset food costs by making this an incentive for larger purchases.





MORE FAMILY MEAL IDEAS

USE SIDES AND BEVERAGES AS SELLING POINTS

Successful family packs include generous portions of top-quality sides as well as optional add-ons like multi serve-sized beverages. Use pre-measured sugar packages like Domino® Batch Ready Bag® to make sure your multi-serve beverage offerings are simple to execute, readily available and always taste great.

OFFER THOSE NECESSARY EXTRAS

Complement your family meals with eco-friendly Tellus® containers, bowls and plates made from upcycled sugarcane fiber.



MEAL KITS CAN HELP CREATE HOLIDAY MEMORIES



Meal kits are not only a great value, but they provide a sense of “eatertainment” for consumers preferring to eat at home. Also, they may be perceived by some as a safer choice than prepared foods, since they control the cooking. Traditionally, meal kits have focused on dinners, however other dayparts, beverages and desserts are viable options as well. During the holidays, providing kits is a great way to get customers engaged with your brand.



MEAL KIT IDEAS



Consider a holiday focused kit: for example, seasonal holiday cookie or cake decorating kits that come with already-baked desserts ready to be dressed up.

Various pizza chains and taco chains are offering build-your-own pizza and taco meal kits that are perfect for busy weeknights and can be customized to consumer tastes.

A popular ice cream chain now offers DIY Sundae Kits with your choice of one wet topping, two dry toppings, a full can of whipped cream and cherries. A perfect idea for dessert-only celebrations.

DIY cocktail kits are ideal for this time of year. Provide all the component parts to preserve quality (no watering down in transit) and let customers have fun while making beverages to their liking. An operator in Seattle provides cocktail kits packaged with a recipe card, ice and garnish.

Learn more about signature cocktails and mocktails [here](#).

DID YOU KNOW?

The average American doubles their consumption of alcoholic beverages between Thanksgiving and New Year's.*





'TIS THE SEASON FOR SWEETS

Sweets and desserts have always been a huge part of holiday diets (or lack thereof.) Where operators once struggled to see dessert delivery as a practical option, they now recognize it as an opportunity for growth.* To encourage dessert add-ons, offer BOGO or “two desserts for the price of one” deals. It’s a great way to appeal to families and to those who want to share and sample desserts with others.



WHAT MAKES FOR A SUCCESSFUL DESSERT DELIVERY?

According to a recent Technomic survey of operators that offer dessert for delivery:

74% say food integrity is their #1 concern with regard to dessert delivery.

40% say they have changed their dessert menu to include new items that hold up well for delivery orders.

32% say getting consumers to add dessert to their delivery orders is a key initiative.

Packaging plays a vital role in all of your delivery, especially when it comes to delivering dessert. Choose packaging that keeps your offerings looking and tasting good while meeting the demand for environmentally-friendly disposability.

Get the latest dessert trends [here](#).



SWEETLY DISTINCT



SALES-BUILDING IDEAS FROM ASR GROUP

BRING VALUE AND INNOVATION TO THE TABLE

Budgets are tight and the holidays are financially demanding. Anything you can do to make your customers feel comfortable and engaged can position you as a go-to operation.

Cater to Holiday Budgets

A growing list of chains are engaging in trims, tweaks, and discounting of their menus.

Bring Holiday Meals Home

A luxurious Michelin-starred restaurant in Chicago, where a dinner usually costs around \$300, offered a to-go meal deal for one day, costing just \$35 for a Beef Wellington with sides.

GREAT GIFT IDEAS

Gift ideas are ideal for this time of year. It's a great way to generate extra revenue, and it gives consumers another way to support their favorite local establishments. Along with offering gift cards, other ideas include: selling bottles of wine from your collection (in accordance with local regulations), selling restaurant branded merchandise, and selling bottles of your establishment's signature sauces and condiments. Also, coupon books make a great stocking stuffer (and ensure repeat visits as well.)



Seasonally relevant branding ideas include "12 days of cocktails" kits or branded advent calendars with a different offering every day.



FEATURED RECIPE



SHERRY COBBLER COCKTAIL

Created by: Dennis Gobis

Co-owner, The Roosevelt Room, Austin TX

Add some holiday festivity to your beverage menu with this sophisticated digestif. It's a flavorfully robust blend of dark and light sherries with the distinctive sweetness of our Cinnamon Bun Beverage Syrup. Garnish with a mint sprig, seasonal berries and powdered sugar for a retro cocktail creation.

HOW TO MAKE:

Yields 1 serving

Ingredients:

- 1.5 ounces manzanilla sherry
- 0.5 ounce amontillado sherry
- 0.5 ounce Tate+Lyle® Cinnamon Bun Beverage Syrup
- 2 slices orange

Instructions:

1. Combine all ingredients and short shake in a cobbler shaker.
2. Single strain directly from the cobbler shaker over crushed ice in a stemmed julep glass.
3. Garnish with a mint sprig, seasonal berries, and powdered sugar.



FEATURED PRODUCT



With the growing demand for delivery this coming holiday season, it's important that you provide your menu items with utmost quality and aesthetic appeal. This month's featured product helps ensure you deliver. Discover **Tellus® clamshell containers**, available in five sizes from 6X6 to 9X9, including a hoagie and compartment clamshell as well. Made from upcycled sugarcane fiber, these containers are 100% grown and made in the USA. They are part of the Tellus plant-based line of disposable products that include plates and bowls as well.



BROUGHT TO YOU BY ASR GROUP.

This exclusive newsletter has been brought to you by ASR Group. Domino Foods, Inc. is a leader and innovator in sweetening solutions with more than 150 years of experience taking sugarcane from the farm to the table. We are proud to provide the brands of sugar, sweeteners, and syrups that foodservice professionals know and trust, including Domino®, C&H®, Florida Crystals® and Tate+Lyle®.

Tellus Products, LLC is a vertically integrated packaging company based in Belle Glade, Florida. With sugarcane fiber grown and made in the USA, it is upcycled from the sugar milling process and converted into foodservice products such as plates, bowls and take-out containers.

To learn more, contact your ASR Group sales manager or visit us at dfifoodservice.com and tellusproducts.com.

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