



# LOOKING TO MAKE YOUR RETAIL OPERATIONS **MORE PROFITABLE?**



## **Caféssentials<sup>®</sup>**

is a practical, step-by-step program that provides solutions for your retail challenges by helping you understand how to:

- 
- Optimize the success of your retail food operation
  - Deliver revenue growth
  - Increase profitability
  - Improve customer satisfaction
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**Caféssentials<sup>™</sup>**  
**Blueprint for Retail Success**

## How does it work?

**Caféessentials**<sup>®</sup> begins with a meeting with your US Foods<sup>®</sup> Senior Business Solutions Specialist. Together you will:

- **Establish a Baseline** - To measure the success of any project, you first need to know where you are today. Your Senior Business Solutions Specialist will assist in establishing both an operational and financial baseline.
- **Set the Target** - You and your team set the target. Your Senior Business Solutions Specialist will help you develop a plan, utilizing the parts of Caféessentials that you need to meet your objectives.
- **Measure the Success** - Your Senior Business Solutions Specialist will help you track and measure your progress to ensure your objectives are being met.

## The Essentials of Caféessentials<sup>®</sup>

You'll get practical insights and tools to help you optimize results through creative utilization of:

- Pricing strategies
- Staff training
- Retail promotions
- Menu planning
- Points of service survey — Operational analysis
- Marketing communications
- Equipment and furnishings
- ROI analysis

## Retail Promotions

US Foods<sup>®</sup> is proud to offer eight new promotional programs. These programs feature an operator's guide and specific marketing materials aimed at increasing your profits. The guides provide product-specific menu recommendations and essential how-tos to help make the food preparation process easier. The marketing materials offer a poster, three different table tents and an editable flyer to promote menu items.



### Sliders: Big Flavor, Small Package

Find out how to get the perfect slider on your menu while increasing profitability! Food trends come and go, but the popularity of these little burgers suggests they're here to stay. We offer many variations on the slider theme: cheesesteak, pulled pork, breakfast, fried chicken and more.



### Burger Days: It Can't Get Any Better

Burgers are the most popular menu item in the United States. In 2013, 14 billion were served in commercial restaurants and another 15 billion in people's homes. Bring some of the best burgers and more customers to your café – this guide features the most favored food across America.



### Breakfast for Lunch: So Sweet

People's love for breakfast at any time of day makes this event a field-proven favorite. Behind this unassuming idea is a promotion that has it all: popularity with customers, easy menu planning, lower food costs and a nice bump in profits.

# Retail Promotions (cont.)



## The Great BBQ Slider Showdown

We've created several amazing slider recipes featuring slow-roasted, pit-smoked pulled pork and pit-smoked BBQ beef brisket. Offer three sliders at a time, each featuring one of the US Foods® authentic regional BBQ sauces.



## Naan Pizza: This Crust Cuts It

The hottest new spin on pizza these days is flatbread pizza. This program is easier on the kitchen, as it's easy to prepare and make fresh right in front of the customer. This guide is full of exceptional recipes and original ideas that will boost profits and satisfaction.



## Chicken Tenders: Go for Crunchy

Don't miss an opportunity to add chicken tenders to your menu in fear of adding an additional expense. This guide helps expand your menu without expanding your costs with Patuxent Farms® Premium Beer Battered Chicken Tenderloin and Chicken Breast Chunks.



## High Traffic Lunch at Wrap Speed

Offer up a healthy wrap on your menu. Fast to make, faster to serve and very likely to be the most effective sandwich promotion you'll run all year. When you run "Wrap Speed," you'll see your profits soar and customers returning every day. Keep it simple, and keep it fast!



## Pita Panwiches: Grab a Hold of This Trend

This promotion is a world tour of gourmet griddled or pressed pita sandwich wedges, paired with regional soups, salads and chilis. Prep is easy, and the results are downright magical!





# LOOKING TO MAKE YOUR RETAIL OPERATIONS **MORE PROFITABLE?**



- Do you have the committed support of your administration to make the necessary changes that will improve retail sales and profitability?
- Have you developed a strategic plan for retail growth and improvement?
- Can you commit the time, energy and resources necessary to accomplish your plan?
- Are you willing to partner with US Foods® by sharing detailed information about your retail operation?
- If you could change just one thing about your retail operation today, what would it be?

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### **GET STARTED WITH CAFÉSENTENTIALS® TODAY!**

**Caféssentials** is available at no charge, exclusively to US Foods customers. For more information about Caféssentials and the entire Business Solutions portfolio, e-mail [businesssolutions@usfoods.com](mailto:businesssolutions@usfoods.com) or contact your US Foods representative.

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