

A Little Sweet Talk

FOODSERVICE BROKER E-NEWSLETTER
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Using Beautiful Plating and Imagery To Drive Restaurant Sales

The eye is an entryway into your customer's wallet! And for good reason: [the brain and eyes are intimately linked when it comes to food consumption](#). As such, **Beautiful Plating and Digital Menu Boards** are profitable tactics your Foodservice clients should employ to delight their patrons.

An [Oxford University study](#) found that the thoughtful presentation, such as digital displays or menu image callouts, not only made the food items tastier, but also encouraged people to pay more. For example, slicing a fillet horizontally - thereby showing the inner color of the meat - or serving a cucumber thinly sliced on top of the other salad ingredients, made both dishes considerably more appetizing and expensive (diners were willing to spend three times more).



To excite your customers and ensure their desserts become the new social media all-star, try the Confetti Fun Cake. Check out this video to learn how to really WOW your customers with this celebratory treat!

CLICK!

Desserts are no exception! A beautifully plated treat communicates skill, attention-to-detail, quality, and most importantly, increases consumption. All four factors have been baked into the core of every product from The Original Cakerie and Lawlers.

Our goal: striking plating made easy.

In the era of "[Instagrammable desserts](#)" (where beautiful and trendy desserts go viral - think [Starbucks' quirky and lucrative Unicorn Frappuccino](#)) recommending products from The Original Cakerie and Lawler's is the way to go: they look good, taste great, are profitable, and get the kind of customer-attention your clientele wants.

Digital Menu boards also offer your clients another opportunity to delight consumers and prompt purchase. Here are some **noteworthy ROI numbers to consider:**

- ✓ Average sales uplift of 3% - 5%
- ✓ Average increase of margin per transaction of 2.5% - 3%
- ✓ 29.5% of customers find digital menus influential for purchase of a product
- ✓ 1 in 5 people make an unplanned purchase after seeing items featured on digital screens.
- ✓ Featured menu images increase sales by 30%

