



# *Limited Time Offer*

## How-to Guide



Learn how to build incremental sales through successful LTOs.

# ENERGIZE YOUR MENU AND STAND OUT WITH LTOs

Limited Time Offers (LTOs) should pop off the menu and entice your customers. Anything from a slight twist on a classic to a one-of-a-kind creation can be an LTO—and it should be an experience your customers won't want to miss.

## An effective LTO can help you:

- Attract new diners
- Encourage existing customers to return
- Gain social media attention
- Try out new products with key audiences
- Capitalize on regional food trends
- Test price points and discounts



All LTO recipes in your kit follow these three tasty trends:

**CRAVE-ABLE INDULGENCE:** Decadent, premium recipes that grab your attention.

**MASHUPS:** Exciting flavor combinations that put a twist on familiar menu items.

**SEASONAL FLAVORS:** Recipes that leverage in-season fruits and vegetables or yearly traditions.



# 5 TYPES OF LTOs

## 1 BEST IN CLASS

Elevates high-demand menu items by adding a unique creative touch to excite diners and drive traffic. From *Fried Biscuits & Gravy Stacks* to *Nutella Stuffed Cappuccino Chocolate Chunk Muffins*, all 29 recipes in your kit fall into this category. These are to drive both excitement and sales!

Other LTOs can help your operation appeal to specific tastes, create awareness, generate social media buzz and so much more.

## 2 BROAD APPEAL

A slight twist on a core menu item with strong mainstream appeal. It often comes with plenty of purchase intent, but can weaken sales on similar, existing options.

## 3 MARKETABLE FLAVOR NICHE

Focuses on innovative, emerging and global flavors to leave an impression on more adventurous diners seeking variety.

## 4 MARKETABLE DIETARY NICHE

Opens up menu items that were once off-limits to certain diners due to dietary restrictions.

## 5 NOVELTY ITEM

Must-see items that create buzz and drive traffic. Novelty recipes often come with low purchase intent, but create plenty of conversation and social shares if they're bold or unique.

# BRING A SUCCESSFUL LTO TO LIFE

For maximum impact, incorporate the following best practices:

## ✓ KNOW YOUR CUSTOMERS

Consider both new customers and your “bread and butter” audience. Your LTO should attract first-timers and inspire regulars to step outside their comfort zones. Who knows—an LTO could become a menu mainstay.

## ✓ PLAN AHEAD

Don't let your rollout come with any surprises. Determine in advance how long the recipe takes for your staff to prepare, whether or not you can keep new ingredients in stock, and more.

## ✓ CREATE A MARKETING PLAN

Simply menuing your LTO isn't enough—you've got to promote it. Check out our “Tools to Promote Your LTOs” section to learn more.



Baked Caramel Apple Morning Buns

ONLY FOR A LIMITED TIME!



Honey BBQ Chicken Breakfast Sandwich



Chimichurri Steak & Egg Breakfast Sandwich

## ✓ BE FESTIVE!

LTOs are a great way to recognize trends, holidays and events that appeal to a local, national and global audience.

## ✓ PREPARE YOUR STAFF

For back-of-house employees, host an LTO training and post the Recipe Build Cards we included in the attached kit. For front-of-house, provide plenty of customer talking points and use the POS to promote and drive awareness.

## ✓ MAKE “LIMITED” MEAN SOMETHING

The fleeting nature of an LTO is what makes it so successful. It's tempting to keep an in-demand item on the menu, but retiring it will give your future LTOs the same opportunity for success.

# TOOLS TO PROMOTE YOUR LTOs

## POINT-OF-SALE MARKETING

Create awareness and generate excitement with the consumer-facing POS included in our kit:

- **Tabletop sign** (5"x7")
- **Poster** (8.5"x11")
- **Digital menu screen** (1920x1080px)
- **Instagram post** (1080x1080)

Download the digital menu screen and Instagram post at [GeneralMillsCF.com/LTO-Kit](http://GeneralMillsCF.com/LTO-Kit).



**BONUS:**  
Our Recipe Build Cards provide instruction and helpful tips to back-of-house staff.



## SPREAD THE WORD ON SOCIAL MEDIA!

Reach your customers on Facebook, Instagram and Twitter to get the message out about your LTO. Here are just a few ways to connect, start conversations and energize your audience on social media.



### UTILIZE HASHTAGS:

Hashtags make your post more visible, helping you show up to more potential diners and fellow operators. They also give you the opportunity to start your own conversations, or simply give context to what's in your post.

*Example: #LimitedTimeOnly, #BiscuitSandwich, #NewRecipe*



### SHARE MOUTH-WATERING PICTURES:

A strong visual can be a game-changer on social media. If you're going to take your own photos, keep in mind:

- **Lighting:** Take photos near a window, or in a well-lit room
- **Variety:** Post an array of photos, videos and platform-specific posts (like Boomerang on Instagram)
- **Presentation:** Arrange meals neatly in a realistic, appetizing way and consider props like utensils, fun napkins and garnishes



All 29 recipes include high-quality photography you can download at [GeneralMillsCF.com/LTO-Kit](http://GeneralMillsCF.com/LTO-Kit).



### KEEP THE CONVERSATION GOING:

Give your audience plenty of notice—and don't assume one single post reached everyone. Be sure to post 2-3 times before you launch your LTO. After that, continue to share customer reviews, recipe details and more—and don't forget to "like" and respond to comments!

# SUGGESTED PRODUCTS

Category	Product Name	UPC
Biscuit - Baked	Pillsbury™ Frozen Baked Biscuits 2 oz Southern Style	100-94562-06285-6
Biscuit - Frozen Dough	Pillsbury™ Frozen Biscuit Dough 3.17 oz Easy Split	100-94562-06249-8
Biscuit - Frozen Dough	Pillsbury™ Frozen Biscuit Dough 2.2 oz Southern Style 216 ct	100-94562-06252-8
Biscuit - Frozen Dough	Pillsbury™ Frozen Biscuit Dough 4.5 oz Large Southern Style	100-94562-06254-2
Cinnamon Roll	Pillsbury™ Supreme Freezer-to-Oven Cinnamon Roll 1.5 oz	100-94562-05357-1
Cinnamon Roll	Pillsbury™ Freezer-to-Oven Cinnamon Roll 4.25 oz Twist ZT	100-94562-05385-4
Cinnamon Roll	Pillsbury™ Best Freezer-to-Oven Twirl Dough 5 oz Cinnamon ZT	100-94562-06226-9
Cinnamon Roll	Pillsbury™ Supreme Freezer-to-Oven Cinnamon Roll 3 oz	100-94562-05358-8
Muffin Batter	Pillsbury™ Frozen Muffin Batter 3 lb TubeSet™ Banana Nut	100-94562-08021-8
Muffin Batter	Pillsbury™ Frozen Muffin Batter 3 lb TubeSet™ Cinnamon	100-94562-10901-8
Muffin Batter	Pillsbury™ Frozen Muffin Batter 3 lb TubeSet™ Cappuccino Chocolate Chunk	100-94562-08035-5
Muffin Batter	Pillsbury™ Frozen Muffin Batter 3 lb TubeSet™ Corn	100-94562-08046-1
Muffin Batter	Pillsbury™ Frozen Muffin Batter 3 lb TubeSet™ Cranberry Orange	100-94562-08070-6
Muffin Batter	Pillsbury™ Frozen Muffin Batter 3 lb TubeSet™ Chocolate Chip	100-94562-11158-5
Muffin Batter	Pillsbury™ Frozen Muffin Batter 3 lb TubeSet™ Chocolate Chocolate Chip	100-94562-08011-9
Muffin Batter	Pillsbury™ Frozen Muffin Batter 3 lb TubeSet™ Blueberry	100-94562-08026-3
Icing	Gold Medal™ Icing Ready-To-Spread 11 lb Vanilla Crème ZT	100-16000-11216-9

General Mills has many other products that can be leveraged for these recipes tool  
For full recipe instructions, head to [GeneralMillsCF.com/LTO-Kit](http://GeneralMillsCF.com/LTO-Kit).



Cheerios



NATURE VALLEY



generalmillscf.com  
1-800-243-5687