

SWEET RETURNS

Did you know that simply adding dessert to a check can grow your annual revenue substantially? If 1:4 guests order dessert, assuming an \$8.49 dessert price and a 150 headcount per night, that delicious piece of cake or pie turns into \$315 a day. **THAT'S \$115,000 A YEAR of sweet returns!** Take the dessert challenge. Plug in your own numbers and see for yourself. Make it happen and watch your revenue grow!



Coffee drinks are also a part of your dessert menu! Alcoholic and non-alcoholic coffee drinks can be easier to sell to some guests who claim to be too full for a traditional dessert.



Would you like that to go? Don't let a filling entree take away from your dessert sales. Offer a piece to-go so diners can top off their evening with something sweet!

25%



Selling dessert to just 1 out of 4 customers can quickly add up!

50%



When the hostess tells a guest to save room for dessert, sales can increase up to 50%!

If 1:4 guests order dessert at a 150 headcount per night, that's

\$315
per day!