



## 5 Promotional Ideas for Fried Appetizers

Fry up something new in your restaurant's kitchen this summer! Create a promotion that will drum up new business and profits with these five promotional ideas for fried appetizers.

Fried food is constantly getting a nouveau approach. However, with each trend one thing is consistent: people love fried food. And nothing satisfies a table full of hungry customers faster than a fried appetizer.

Fried appetizers are a win-win for customers *and* restaurant owners, as they can provide instant gratification while driving up profits through multi-course ordering. Combine happiness for customers and operators alike and offer promotional deals on your fried appetizer items.

### 1. You pick 3 (or 4 or 5...)

Choose a selection of customer favorites or try out a couple of new recipes with a "you pick" menu for your customers. Be sure to use items with low cost margins and shrink the usual portion size down to accommodate the variety of food on the platter.

### 2. Dip in for fun

Create new twists on favorite dipping sauces for your fried foods. For example, spice up your mozzarella stick's regular marinara for an [arrabiata](#) dipping sauce or offer a variety of mustards, barbecue sauces or ketchups with any other regular fried fare.

Advertise your sauce selection on the menu or on a table top display, and allow customers to select three or more choices with their order. Present the sauces in a compartment sauce dish or ramekin, so guests can share their selections with friends at their table. Keep costs down and consider using herbs and spices you already order before creating new sauce recipes.

### 3. Fry for each mealtime

Instant food on the table is welcome any time of the day. Offer fried appetizers for breakfast, lunch and dinner menus. When possible, create bite-sized variations of main course dishes you already offer.

Here are some ideas to get you started:

- **Breakfast** - Consider adding sweet and breaded snack options such as:
  - Beignets
  - Donut Holes
  - French Toast Sticks
  - Corn Fritters
- **Lunch and Dinner** - Keep costs down and offer the same appetizer for lunch and dinner, just vary the portion sizes.

For added profitability, note two sizes on the appetizer menu, such as "large" and "small." This way, customers can order larger sized appetizers anytime of the day if desired.

Increase profits while keeping food cost down by catering to the fried food vices of your customers. Use your commercial fryer, to its full advantage by using select ingredients you already have with new ideas on how to prepare and present your menu's appetizer to your customers.

