



Peppermint mocha



Espresso americano



Cold blended coffee with chocolate



Cold brew with cream

# Offering Coffee LTOs

Limited-time offers are an effective strategy for foodservice operators to create excitement, drive more visits and test out potential new beverage menu items.

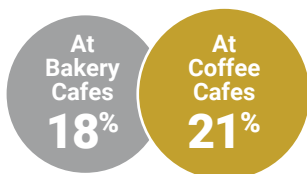
## The number of LTOs is rising



Why? To stay top of mind for consumers in an increasingly competitive market.

## LTOs drive traffic at commercial foodservice; they can do so at non-commercial foodservice, as well

Consumers who say availability of seasonal items/LTOs are the reason for visits:<sup>2</sup>



## Choosing the right LTO<sup>3</sup>

When strategizing, foodservice operators should decide what their goals are and plan an LTO accordingly:

Primary Objective	LTO Type
Engaging core guests	→ <b>Broad appeal</b>
Drive new traffic	→ <b>Niche item</b>
Generate buzz	→ <b>Novelty item</b>
Attract core guests and new customers	→ <b>Best in class</b>

## LTO Inspiration<sup>4</sup>

### BROAD APPEAL:

Customers love espresso-based specialty coffees.

**Menu tip:** Offer an LTO featuring espresso, such as a Cafe Mocha or an Americano—espresso and hot water—with a new blend of beans.

### NICHE:

Consumer trial and interest in cold brew coffee continues to grow. In 2020, it trended as a Top 5 delivery item.<sup>5</sup>

**Menu tip:** Promote cold brew on mobile app and hanging signage indicating its arrival—trendsetters and curious coffee drinkers alike will love it.

### NOVELTY:

Often these items pick up on current trends or aim at attracting social media buzz.

**Menu tip:** Showcase Instagrammable options with an array of toppings, or highlight the use of on-trend non-dairy alternatives, such as oat milk, almond milk or coconut milk creamer.

### BEST IN CLASS:

These are classics with a twist.

**Menu tip:** Menu seasonal flavors for lattes—pumpkin spice is perfect for fall and peppermint is great for winter, for instance.



<sup>1</sup>Technomic Five Types of Limited Time Offers Webinar May 2019

<sup>2</sup>Technomic 2018 Bakery and Coffee Café Consumer Trend Report

<sup>3</sup>Technomic Five Types of Limited Time Offers Webinar May 2019

<sup>4</sup>Technomic 2019 Limited Time Offer Trends

<sup>5</sup>Grubhub 2020 Year In Food