

# RESET: How Culinary Game Changers Are Impacting Menu Marketing



# Culinary Game Changers: Session Agenda

- Meals on Wheels
- Citizen Critics
- Incredible Shrinking Plates

AND

- All-Star Panel of Experts

# I. Meals on Wheels: Driving Forces

- Restaurant closures
- Kitchen downsizing
- Entrepreneurial spirit

+

- Low costs
- Low prices
- Buzz factor



# Deals on Wheels: Doing the Math

	<u>TRUCKS</u>	<u>BRICKS &amp; MORTAR</u>
<b>Build-Out</b>	\$10,000-\$100,000	\$1,000,000 +/-
<b>Price Point**</b>	\$2/taco	\$9.50-\$11.95/platter
<b>ROI**</b>	18%	9%
<b>Marketing Cost</b>	Priceless	Pricey

\*\*Border Grill, Santa Monica, CA truck vs. restaurant  
Source: Nation's Restaurant News

# Food Trucks on Roll From Coast to Coast



**Kogi's Korean Short-Rib Tacos**

# Most Influential Chef In Business Today?



**Roy Choi, Kogi Truck, Los Angeles**

# LA Street Food Fest, February 2010



**30 Trucks, 10,000 Attendees, Two-Hour Waits**

# Starchy & Husk Portland, OR



Located at Cart Pod

# MMMPanadas Austin, TX



# Street Food Mostly MIA in Chicago...



*Time Out Chicago* launches campaign, website  
challenging status quo

# ...But Alive, Well In Milwaukee

## Street-za Pizza, Milwaukee, WI

**GO** 10 BEST AWARD

BEST PIZZA - MILWAUKEE  
**Alist**  
on wisn.com  
2ND PLACE - STREETZA

JSOnline  
JOURNAL SENTINEL  
Reader's Picks:  
Best Eats From The Streets

MKEWIRED.com  
Milwaukee's  
**BEST**

**BEST** WINNER!  
BEST OF DINING MILWAUKEE  
presented by MIDWEST AIRLINES  
OnMilwaukee.com

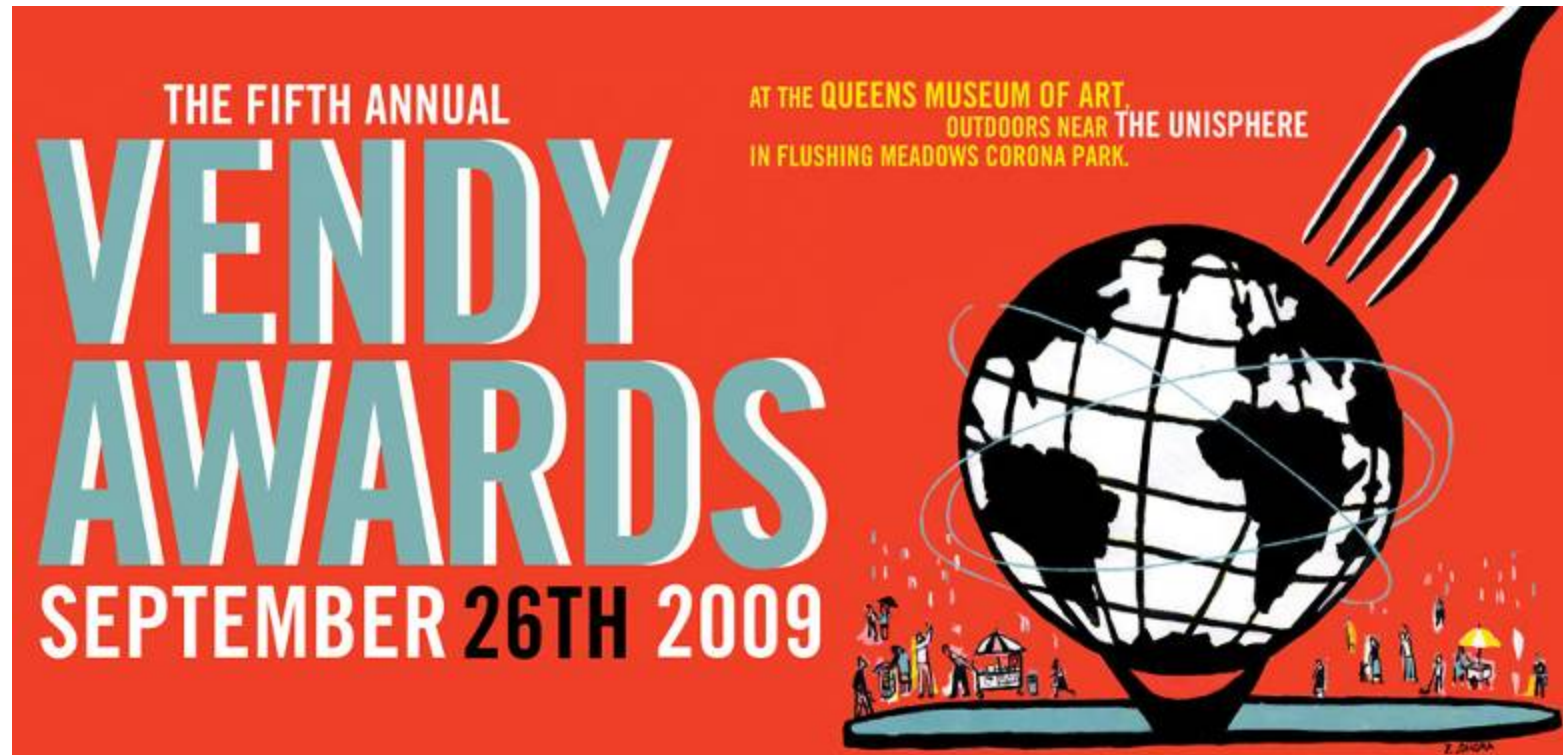
**Awards Received in 2009**

- 10 Best Food Trucks in the U.S. | GQ Magazine
- Editor's Pick Best Street Food | OnMilwaukee.com
- Best Pizza in Milwaukee (2nd place) | WISN - The A List
- Bestest Street Food in Milwaukee | MKEWired.com
- Top 10 Mobile Eateries | Jalopnik.com
- Readers' Restaurant Picks - Best Eats from the Streets | The Milwaukee Journal Sentinel

# Fojol Brothers, Washington, DC



# NYC Vandy Awards 5<sup>th</sup> Year



# Bricks-and-Mortar Ops Jumping In



**Burgerville's Nomad**

# Dairy Queen's Blizzard Mobile



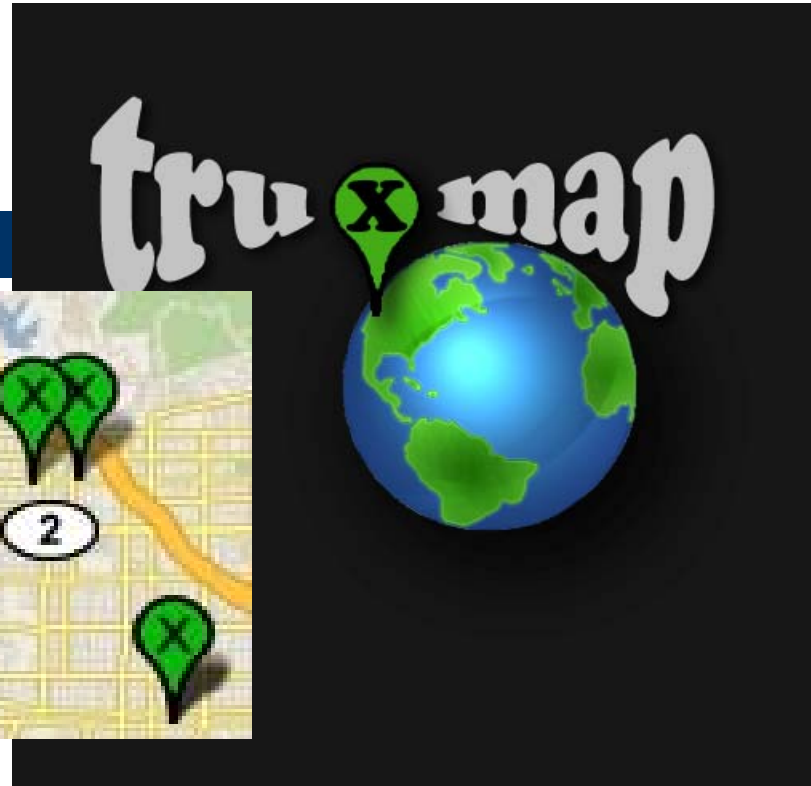
# Support Businesses Growing...

Take Your Restaurant  
to the **ROAD!**



**One-Stop Shop @ RoadStoves**

...And Websites  
Offer Instant Info



**MobileCravings** 

# Meals on Wheels: Implications to Marketers

- **One Hand:** Unfair competitive advantages
- **Other Hand:** Established brand strengths
  
- **One Hand:** Threaten conventional operations
- **Other Hand:** Extend brand reach, incremental sales
  
- **Strategic Takeaway: LOW TECH/HIGH TOUCH**

## II. Citizen Critics: Driving Forces

- Internet connectivity
- Rise of wikis
- Social media

+

- Patron engagement
- Shared passions
- Foodie-mania



# Culinary Crowdsourcing 1.0

## Menu Items

**CREATE DUNKIN'S NEXT DONUT CONTEST**  
**CONGRATULATIONS**  
**TO OUR GRAND PRIZE WINNER!**



**TRY IT**  
**SEPTEMBER**  
**2009**

Toffee For Your Coffee



**Jeff Hager, Hoover, AL**

**Donut Name:** Toffee For Your Coffee

**Donut Ingredients:** Shape: Ring;

Dough: Sour Cream Cake; Frosting: Glaze;

Topping: Chopped Heath® Bar

**Donut Inspiration:** Glazed sour cream donuts are my absolute favorite. Toffee is by far the best candy treat. Dunkin' Donuts are made for coffee. Dunkin' Donuts sells the best donuts and coffee. Put it all together and you've got - Toffee For Your Coffee!

# Culinary Crowdsourcing 2.0

## Creative Content



**Carl's Jr.'s iJustine:  
1.6MM Views in 10 Days**

# Culinary Crowdsourcing 3.0

## TasteCasting Coming On



Bob Evans TasteCasted All-Star Value Menu

# TasteCasting Members

## “Taste, Tweet, Repeat”

- Austin
- Cincinnati
- Columbus
- Dallas
- Denver
- Fort Lauderdale
- Indianapolis
- Jacksonville
- Miami
- Palm Beach
- Philadelphia
- Phoenix
- Pittsburgh
- Seattle
- Tucson
- Washington, DC



**TasteCasting Founder**  
**Dan Harris**

# Culinary Crowdsourcing 4.0

## Everyone's a Critic

### POWER OF YELP

- 15MM visitors/month
- >4MM reviews
- Elite reviewers
- ROTD



**Megan C, Elite Yelper  
New York City**

Source: New York Times

# Continuing Controversy: Yelping for Dollars

## Mel's Drive In, San Francisco

- 20% discount for Yelp review



# Starbucks Courts Customer Commentary

facebook



# Up Next: Food Paparazzi

## FOODSPOTTING

- Food, not location driven
- 15,000 images, 5,000 users...
- ...In 1<sup>st</sup> quarter of operation
- Reputation points
- Badges

iPhone App



# New Cameras Offer “Cuisine” Settings



**“Food Mode makes it easy to capture beautiful pictures of cuisine, opening the door to new creative possibilities”**

# Chefs Fighting Cameras, Tripods, Voice Recorders

**Chef Grant Achatz**  
**Alinea, Chicago**



**Alinea's Egg Nog**

# Citizen Critics: Implications to Marketers

- **One Hand:** Power to the people
- **Other Hand:** Anonymity
  
- **One Hand:** Consumer insight, intel, input...
- **Other Hand:**...Ability to control, respond
  
- **Strategic Takeaway: High Tech/High Alert**

### III. Incredible Shrinking Plates: Driving Forces

- Recessionary mindset
- Slowing traffic
- Slumping sales

+

- Culinary creativity
- Pent-up demand
- Affordable treats



**Boston Market's New Sliders:  
First Generation Small Plates**

# Hub 51's Cool Plates

- **Homemade Hummus  
With Dukkah Spices & Hub Bread**
- **Jerky-Jerky  
Truck Stop Charcuterie Platter**
- **Ahi Tuna Poke  
No 1 Ahi Tuna, Avocado, Asian  
Rice Crackers**



# Cheesecake Factory's Small Plates 2009



**Ahi Tartare \$6.50**



**Wild Mushroom Crostini  
With Madeira Cream Sauce \$4.95**

# Cheesecake Factory's Small Plates 2010



**New Bar Menu:**

**15 Full-Size Apps Half Price 4-6 P.M. + \$5 Cocktails**

# California Pizza Kitchen's Small Cravings Line

## Sweet Corn Tamale Ravioli





# Pei Wei's Small Plates Menu



# McDonald's Mini Meals in Test

**extraordinary value**

Mac Snack Wrap™	1.49		
Snack Wrap® <small>Choose grilled or crispy chicken</small>	1.49	Pie .50	Cone .69
<small>Chipotle BBQ • Honey Mustard • Ranch</small>		Small Fries	1.19
Big N' Tasty®	1.79	20 Pc. McNuggets®	4.99
Double Cheeseburger	1.19		

**new mini meals**

Include small fries and small fountain drink OR apple dippers and bottled water

Snack Wrap®	2.99
McChicken®	2.99
Double Cheeseburger	2.99



# Dairy Queen's Mini Blizzard



# Incredible Shrinking Plates: Implications to Marketers

- **One Hand:** Drives traffic
- **Other Hand:** Cannibalization?
  
- **One Hand:** Easy execution/shrink existing items
- **Other Hand:** Culinary creativity/special new dishes
  
- **Strategic Takeaway: Low Price/High Impact\***

\*When properly executed, priced, positioned

# Culinary Game Changers

## Expert Panelists

- **SCOTT BAITINGER**  
*Street-za Pizza Truck, Milwaukee, WI*
- **TERRY HALEY**  
*Pei Wei Asian Diner, Scottsdale, AZ*
- **JERROD MELMAN**  
*Hub 51/Lettuce Entertain You Enterprises, Chicago, IL*
- **PETER ROMEO**  
*Restaurant Reality Check Blog, New York City, NY*
- **LANE SCHMIESING**  
*International Dairy Queen, Minneapolis, MN*