



EXPERIENCE KICK OFF GUIDE

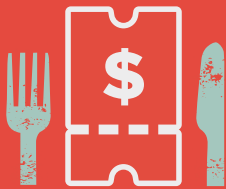
EVERYTHING YOU NEED TO SERVE UP A WINNER



MORE HUNGRY FANS WATCH
FOOTBALL
THAN ANY OTHER SPORT¹



NFL FANS PREFER CASUAL DINING
RESTAURANTS AND ARE ALMOST
TWICE AS LIKELY
TO DRINK BEER²



71% OF CONSUMERS
LOOK FOR COMPLEMENTARY FOODS
WHEN CHOOSING A CRAFT BEER
AT RESTAURANTS AND BARS³



IN JUST **4 YEARS**
CRAFT BEER HAS GROWN
16% ON MENUS⁴



AMAZING FOOD, CRAFT BEER AND FOOTBALL!

This season, make your restaurant the football destination with the LTO menu and craft beer pairings fans really want. Your guests are looking for foods to match their craft beer choices, so promote your McCain Buzz Box menu week after week to create fan excitement and kick up your sales.





KOREAN CAULIFLOWER DRAFT PICKS

Anchor® Breaded Cauliflower tossed with Korean-style wing sauce and sprinkled with sesame seeds and scallions.

FOOD COST **MENU COST** **POTENTIAL PROFIT**
\$1.94 **\$5.99** **\$4.05**

Pair with Brown Ale

SKU: 50010143



ONION RING SNACK DOWN

Brew City® 1/2" IPA Beer Battered Onion Rings honey glazed, topped with pork jerky crumbles and a chimichurri sauce for dipping.

FOOD COST **MENU COST** **POTENTIAL PROFIT**
\$1.59 **\$4.99** **\$3.40**

Pair with Pale Ale

SKU: 1000005935



CHAMPIONSHIP WINGS & CHEESE CURDS

Anchor® Spicy Breaded Wisconsin Cheese Curds paired with root beer sticky wings and black sesame ranch.

FOOD COST **MENU COST** **POTENTIAL PROFIT**
\$3.75 **\$11.99** **\$8.24**

Pair with Stout

SKU: 1000005885



GRIDIRON SLIDERS

Moore's® Spicy Breaded Onion Straws with Pepper Jack cheese, tomatoes, mustard and chipotle mayo on mini burgers.

FOOD COST **MENU COST** **POTENTIAL PROFIT**
\$3.81 **\$11.99** **\$8.18**

Pair with Amber Ale

SKU: 1000007668



SPICY CHEESE CURD BLITZ

Anchor® Spicy Breaded Wisconsin Cheese Curds served with Kimchi ketchup.

FOOD COST **MENU COST** **POTENTIAL PROFIT**
\$2.50 **\$7.99** **\$5.49**

Pair with IPA

SKU: 1000007891



TABLETOP TAILGATE DOG

Anchor® 3/8" Battered Spicy Pickle Fries on a hot dog with battered spicy pickle fries and thousand island dressing.

FOOD COST **MENU COST** **POTENTIAL PROFIT**
\$1.89 **\$5.99** **\$4.10**

Pair with Amber Ale

SKU: 1000005137



UNDEFEATED BACON FRIES

McCain® Dip'n Wedges™ Crispy Potato Scoops glazed with bacon drippings, sprinkled with chives, sea salt and served with Sichuan aioli sauce for dipping.

FOOD COST	MENU COST	POTENTIAL PROFIT
\$.68	\$1.99	\$1.31

Pair with IPA

SKU: 1000007410



FANTASY FAVORITE WEDGES

McCain® Dip'n Wedges™ Crispy Potato Scoops topped with shredded roasted chicken, mushrooms, tomatillo salsa, red onions, sour cream and queso fresco.

FOOD COST	MENU COST	POTENTIAL PROFIT
\$1.94	\$5.99	\$4.05

Pair with IPA

SKU: 1000007410



SWEET VICTORY FRIES

McCain® Dip'n Wedges™ Crispy Potato Scoops dipped in rich, dark chocolate.

FOOD COST	MENU COST	POTENTIAL PROFIT
\$.76	\$3.99	\$3.23

Pair with Porter

SKU: 1000007410



GAME DAY GRABBERS

McCain® Harvest Splendor® Sweet Potato Regular Fries 3/8" XL chopped and loaded with white cheddar cheese curds and drizzled with a hot apple cider-bacon vinaigrette.

FOOD COST	MENU COST	POTENTIAL PROFIT
\$1.30	\$3.99	\$2.69

Pair with Light Lager

SKU: MCF03725

ADDITIONAL SUGGESTIONS

ZESTY POTATO HANDOFF

McCain® Dip'n Wedges™ Crispy Potato Scoops topped with chorizo, onions, red chile salsa and cilantro.

FOOD COST	MENU COST
\$1.89	\$5.99

POTENTIAL PROFIT
\$4.10

Pair with Lager

SKU: 1000007410

GAME WINNING WEDGES

McCain® Dip'n Wedges™ Crispy Potato Scoops tossed with teriyaki glaze, pan-roasted tomatoes, red onions, beef tips and cilantro.

FOOD COST	MENU COST
\$2.89	\$8.99

POTENTIAL PROFIT
\$6.10

Pair with Amber Ale

SKU: 1000007410

POTATO CHIP PILE UP

McCain® Fresh-Style Skin-On Flat Chips topped with sauerkraut, fresh cheese and grated cheese.

FOOD COST	MENU COST
\$1.58	\$4.99

POTENTIAL PROFIT
\$3.41

Pair with Light Lager

SKU: MCX05006

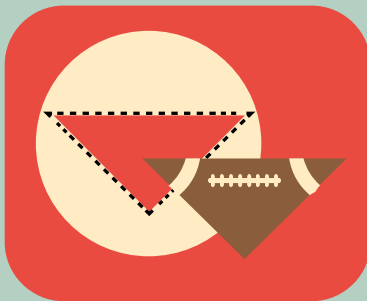
DRIVE TRAFFIC WITH FUN PROMOTIONS EACH WEEK

Creating unique reasons to come back again and again will give your guests a place to bring their friends and share their experiences.

So, feel free to get creative and be sure to use social media to promote your LTO menu, activities and be sure to share who wins!

WEEK 1 FINGER FLICK FOOTBALL FRENZY

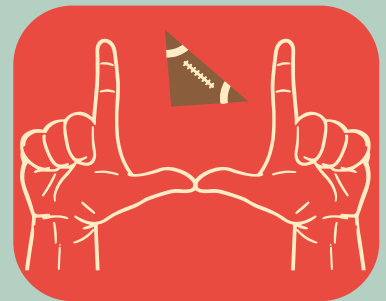
HOW IT WORKS:



Use the coasters included in your kit. Everyone who orders food gets to play



Teams of 4 compete for distance and accuracy



Award football and food-related prizes

WAYS TO MAKE IT BIGGER:



Create a leaderboard and host several contests throughout the day or week

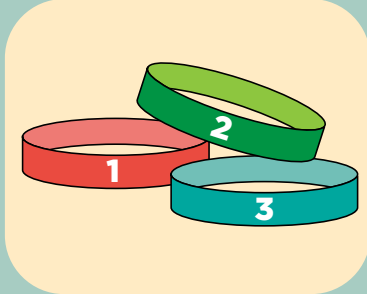


“Go Live” on Facebook and Instagram to share the fun

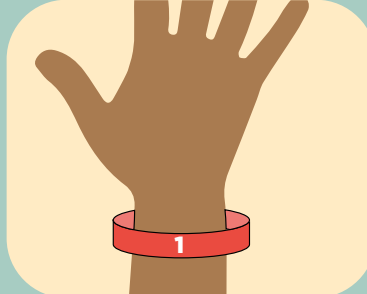
WEEK 2

WRIST BAND RIVALRY

HOW IT WORKS:



Buy numbered, team color wristbands at your local party store that match the big games of the week



Customers choose their team wristband when they order food

FREE APPS!

At the end of the game, drive future traffic by awarding a free appetizer for next week's game to everyone wearing the winning team color wristband

WAYS TO MAKE IT BIGGER:



Award random draw prizes (hats or t-shirts) throughout the game every time there is a touchdown

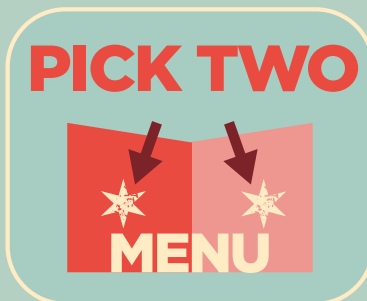


Offer \$1 off any LTO menu item to whichever wristband team is leading at halftime

WEEK 3

GO FOR 2, SCORE ONE FOR THE HOME TEAM

HOW IT WORKS:



Guests pick any two LTO menu items in the restaurant



They receive a free LTO menu item to take home



They can choose any item or you can promote a specific free item from your LTO menu

WAYS TO MAKE IT BIGGER:



Create a Big Game Platter with 2 or more LTO menu items exclusively available during game time

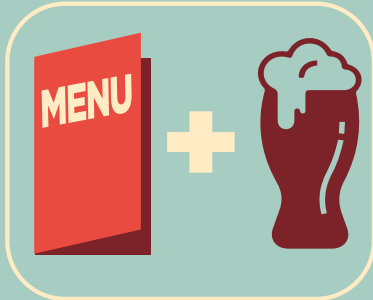


Promote your LTO menu on social media as the "Home Team Favorite" to build your pick up and delivery business

WEEK 4

WEEKLY MATCHUP

HOW IT WORKS:



Promote your LTO menu items and craft beer pairings as “Weekly Matchups”



Guests choose their own food and beer Matchup to be entered to win



One randomly chosen winner will score a free Matchup on their next visit

WAYS TO MAKE IT BIGGER:



Promote your Weekly Matchups on social media



Post photos of your guests with their Weekly Matchup choices (with their permission)

ADDITIONAL SUGGESTIONS

KICKBACK REWARDS

Create guest loyalty by rewarding everyone with a savings offer on an LTO menu item for next week's game

SQUARE MEALS

Invite everyone to pick a square - one winner per quarter scores a free LTO menu item

LIVE ENTERTAINMENT

GAME DAY TRIVIA

HOST PRE-GAME TAILGATE PARTIES



**USE SOCIAL MEDIA TO
GET PEOPLE TALKING**

WHAT SOCIAL MEDIA CAN DO FOR YOU:

**PROMOTES YOUR
RESTAURANT IN A
COST-EFFECTIVE WAY**

**DRIVES TRAFFIC
AND REPEAT
VISITS**

**MAKES YOU STAND
OUT FROM THE
COMPETITION**

**HELPS GUESTS
CONNECT TO
YOUR BRAND**



FACEBOOK

If you use one platform, and want to reach the largest range of guests, this should be it!

Posts with photos perform best. Keep captions short (1-2 sentences).



INSTAGRAM

Instagram is a VISUAL network where users post photos and share videos.

Ask permission to share images that guests tag at your restaurant!



TWITTER

Twitter is for REAL-TIME updates, so post and reply in a timely manner.

Character limit is now 280 per tweet (was 140).

WHO'S THERE?



88%

18-29 yr olds



84%

30-49 yr olds



72%

50-64 yr olds



62%

65+ yr olds

WHO'S THERE?



59%

18-29 yr olds



33%

30-49 yr olds



18%

50-64 yr olds



8%

65+ yr olds

WHO'S THERE?



36%

18-29 yr olds



23%

30-49 yr olds



21%

50-64 yr olds



10%

65+ yr olds

LTO MENU POSTS

PROMOTE YOUR WINNING MENU



FACEBOOK



INSTAGRAM



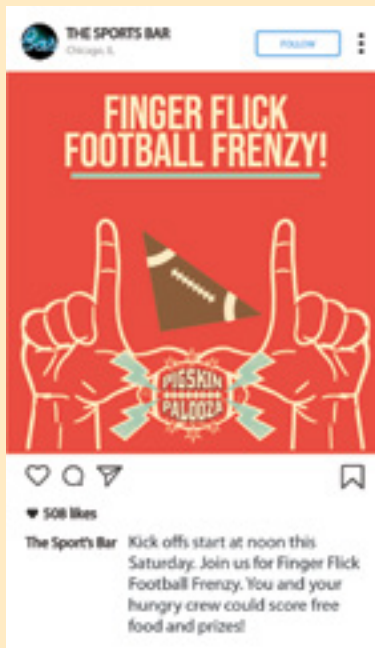
ADDITIONAL OPTIONS

- ⚡ Join us for Pigskin Palooza! Great bites, craft beers and 12 flat screens playing all the games.
- ⚡ Craft beer, great food and all your favorite teams are playing here this weekend!
- ⚡ It's a throw down with the food and beers your team loves.
- ⚡ The game is on. Bring your team and your appetite all season long.
- ⚡ Craft beer, crafted apps. This season we've got the game covered.
- ⚡ Catch the game and crush your appetite with our Pigskin Palooza menu available for a limited time.

EXPERIENCE POSTS

CREATE THE FUN AND DRIVE TRAFFIC IN THE DOOR

FACEBOOK



INSTAGRAM



ADDITIONAL OPTIONS

- Go for 2, score one for the home team. Come in and order any two of our Pigskin Palooza menu items and get one to take home.
- Hut, hut, hike...matchup your favorite craft beers and apps. Rush in this weekend and you could score big prizes.

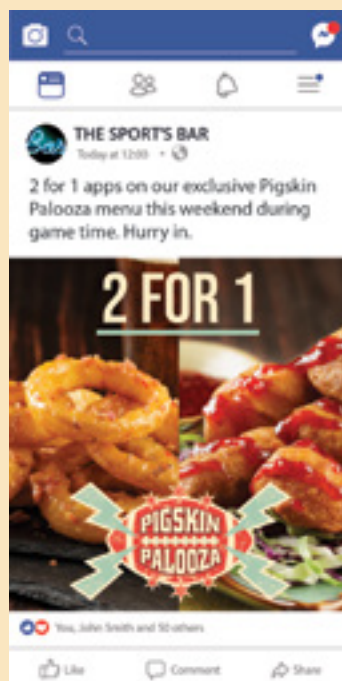
PROMOTIONAL OFFER POSTS

CREATE A REASON TO RUSH IN NOW

FACEBOOK



INSTAGRAM



ADDITIONAL OPTIONS

- Join us for the win! \$X off drafts and food specials during game time.
- We've got your draft picks and your fan food favorites. Rush in for \$X BEER drafts this weekend.
- Come in for rush hour. Half price apps one hour before game time tonight!

FEED THEIR PASSION!

SKU#	Product Description	Case Pack	Net Weight (lbs.)	Gross Weight (lbs.)	Cooking Method
1000006814	Brew City® IPA Beer Battered Gouda & Mozzarella Cheese Bites	4X3 LB	12	13.04	Deep Fry: Cook @ 350 F for 2 to 2-1/2 minutes.
1000005955	Brew City® 1/2" IPA Beer Battered Onion Rings	4X2.5 LB	10	11.06	Deep Fry: Cook @ 350 F for 2 to 2-1/2 minutes. Conventional Oven: Bake @ 425 F for 10 to 12 minutes turning once. Convection Oven: Bake @ 425 F for 5 minutes turning once.
1000005885	Anchor® Breaded Wisconsin Cheese Curds	2X5 LB	10	10.75	Deep Fry: Cook @ 350 F for 2 to 2-1/2 minutes.
1000007891	Anchor® Spicy Breaded Wisconsin Cheese Curds	2X5 LB	10	10.75	Deep Fry: Cook @ 350 F for 2 minutes.
1000007668	Moore's® Spicy Breaded Onion Straws	6X2 LB	12	13.37	Deep Fry: Cook @ 350 F for 1-1/2 minutes. Conventional Oven: Bake @ 450 F for 4 minutes per side. Convection Oven: Bake @ 450 F for 2-3/4 minutes per side.
1000005137	Anchor® 3/8" Breaded Spicy Pickle Fries	4X3 LB	12	13.16	Deep Fry: Cook @ 350 F for 2-1/4 minutes.
50010143	Anchor® Breaded Cauliflower	6X3 LB	18	19.41	Deep Fry: Cook @ 350 F for 3 minutes.
MCF03725	McCain® Harvest Splendor® Sweet Potato Regular Fries 3/8" XL	6X2.5 LB	15	16.26	Deep Fry: Cook @ 350 F for 3 to 3-1/2 minutes. Convection Oven: Bake @ 425 F for 32 to 34 minutes turning once.
40010679	Moore's® Flour 1/2" Flip'n® Onion Rings	4X2.5 LB	10	11.10	Deep Fry: Cook @ 350 F for 2-1/2 to 3 minutes.
40010081	Moore's® 3/8" Breaded Gourmet Onion Rings	9X2 LB	18	21.59	Deep Fry: Cook @ 350 F for 1-1/2 to 2-1/2 minutes.
1000000516	Brew City® Mac 'N Jack Brew Bites™ Beer Battered Mac & Cheese Bites	4X2 LB	8	8.96	Deep Fry: Cook @ 350 F for 3-1/4 minutes.
1000007410	McCain® Dip'n Wedges™	6X4 LB	24	24.1	Deep Fry: Cook @ 350 F for 2-3/4 to 3-1/4 minutes. Convection Oven: Bake @ 425 F for 13 minutes.
MCF03788	McCain® SureCrisp® Regular Fries 3/8" PXL	6/Sib	30	31.6	Deep Fry: Cook @ 350 F for 3 to 3-1/2 minutes. Convection Oven: Bake @ 425 F for 9-13 minutes.



THE NEXT EXPERIENCE: ST. PRACTICE DAYS ARE COMING WINTER/SPRING 2020!
Visit mccainbuzzbox.com or ask your sales rep for details.