

TRENDS

TO KNOW

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BROUGHT TO YOU BY

Schreiber.

THE TREND

Limited-time offers (LTOs) used to be all about seasonal options, but now, they're used strategically for so much more. LTOs can be a way to test new items, gather consumer feedback, and ensure that profit-focused items are front-and-center. While value is getting a lot of hype (and it is indeed a key feature of many LTOs), generally, operators report that only 10% of their LTOs are value priced, while 64% are average priced, and 26% are premium priced (Datassential's *LTO Keynote Report*). Across the board, it's important that LTOs be craveable and new, but not so new that patrons fear they won't like them. Desserts, appetizers, sides, and bowls are categories where consumers crave new offerings but are currently underleveraged by operators. Safe experimentation within these item types can lead to profitable LTOs that are winners for all parties.



WINNING
LIMITED-TIME
OFFERS

DAIRY REPORT

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LTO INSPIRATION

BACON CHEESEBURGER ROLLS

Old Chicago Pizza + Taproom | Houston, TX (HQ)

Seasoned ground beef, crispy bacon, and a double team of cheddar and mozzarella bringing the melty magic. We stack on zesty pickles for the crunch.

THE FRONT MAN

Torchy's Tacos | Austin, TX (HQ)

Panko-fried chicken, Champagne vinaigrette, slaw, cucumber spear, gochujang-teriyaki sauce, grilled pineapple, cotija cheese, and cilantro, served with a lime wedge on a fresh flour tortilla.

BEER CHEESE CHICKEN CHEESESTEAK

Buffalo Wild Wings | Atlanta, GA (HQ)

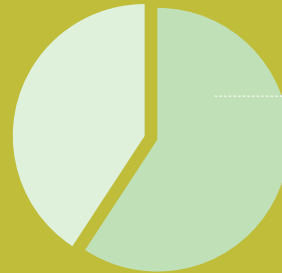
Pulled chicken, American cheese, New Belgium Fat Tire Beer Cheese, grilled onions, green onions, toasted sub roll, and natural-cut French fries.

SMOKED GOUDA FRITTERS

Houlihan's | Leawood, KS (HQ)

Crispy panko-breaded risotto filled with Gouda cheese. Served with chili aioli and buttermilk crema.

DATA FILE



77%

OF CONSUMERS' LAST LTO WAS A FOOD ITEM

Datassential's LTO Keynote Report

TREND STAGE

UBIQUITY



Nearly every part of foodservice offers LTOs, making them Ubiquitous. LTOs land all across the Menu Adoption Cycle (MAC), as do the ingredients showcased in them. LTOs often leverage a familiar base as a vehicle for next-level flavors (think Dubai chocolate milkshakes, for instance) or mash up two Ubiquitous items to create something new that still bears some amount of familiarity, as can be seen with items like Philly cheesesteak egg rolls, which at their core are egg rolls (in Ubiquity on the MAC) innovatively flavored like a Philly cheesesteak (also in Ubiquity on the MAC).

LTOs continue to be an important part of operators' overall menu strategy.

Seasonal offerings remain key, but the focus is shifting more towards general innovation. Overall, food LTOs have the highest interest among consumers. Burgers and pizza (which are prime for showcasing all types of cheeses) make up the bulk of current LTOs, but consumers want more appetizer/side options and desserts, revealing a missed opportunity.

KEY TAKEAWAY