



for CHEFS

# STREAMLINING MENUS

Optimized for today's new normal, these culinary tips are designed to help operators streamline menus and deliver flavours patrons crave!



Memphis Sweet Pulled Chicken Sandwich

## BUFFALO 3 WAYS!

Focus on signature offerings that are profitable and require less labour. Frank's RedHot® Original Buffalo Wings Sauce is a fan favourite and ready to be poured straight out of the bottle. Apply this classic flavour to your menu in 3 easy ways:



## Limited-Time Offers Rising

Total amount of LTOs expected to surpass pre-Covid levels in the next year or so with a 4% increase within the past year

(State of the LTO, 2025-02-11, page 5)

## BULK PLATTER OPTIONS

Allow your customers to mix-and-match their favourite Frank's RedHot® hot sauce and Cattlemen's® BBQ sauce flavours in a family-sized wing platter. These platters are perfect for the return of sports and homegating or to be used for multiple meals at home.

# 84%

of meals served by Millennials have plated foods at a table with their friends and family, emphasizing their preference for group orientated dining

(2025 Trends, 2024-12-13, page 23)





# EASY SIGNATURE SAUCES

Create a signature flavour by mixing two staple ingredients that are already in your kitchen!

These 3 Plus One ideas can be applied to popular menu items such as burgers, fries, pizza and appetizers to delight your patrons.



## + RANCH



Ranch—75% of consumers love it or like it! And you can heat things up for takeout customers by adding **Frank's RedHot® Original Cayenne Pepper Sauce**.



\*(Datassential, Report 29: OPERATORS DIG IN, 7.31.20)

## + SOUR CREAM



This simple mix of sour cream and **Cattlemen's® Carolina Tangy Gold BBQ Sauce** is easy to make and sure to please guests.



## + CLUB HOUSE CAJUN SEASONING



This fiery spread of **French's® Classic Yellow Mustard** and Club House Cajun Seasoning is perfect for sandwiches or as a dip.



# TAKE OUT WHAT'S NOT FOR TAKEOUT

With **69% of restaurants offering takeout\* options**, removing menu items that do not travel well is a smart move to ensure patron satisfaction. Include a ramekin on the side of fan favourite flavours like **Frank's RedHot®** and **French's®** to enhance the delivery and off-premise dining experience.

\*(Datassential, Report 32: OPEN TO CHANGE, 9.3.2020)



# WEEKLY LIMITED TIME OFFERS

**Streamline your menu and drive excitement weekly!**

Consumers are craving new and interesting flavours during the pandemic. Try featuring a weekly LTO that meets consumer demand with ingredients you already have on hand.



Buffalo Chicken Poutine



Contact your sales representative today or visit [ClubHouseforChefs.ca](http://ClubHouseforChefs.ca) to discover fresh new flavour combinations and menu/recipe ideas.

**British Columbia / Prairies**  
International Pacific Sales Ltd.  
(BC/AB/SK/MB)  
1-800-525-5155  
Email Us

**Ontario**  
Total Focus Sales  
& Marketing  
(800) 265-2513  
Email Us

**Quebec**  
Freeman Canada  
1-888-641-2040  
Email Us

**Newfoundland & Maritimes**  
Freeman Canada  
1-888-641-2040  
Email Us

[ClubHouseforChefs.ca](http://ClubHouseforChefs.ca)  
in [ClubHouseforChefs](https://www.instagram.com/ClubHouseforChefs)  
f [ClubHouseforChefs](https://www.facebook.com/ClubHouseforChefs)  
ch4Chefs