BUZZ BOX McCain WINTER 2020 EXPERIENCE

COME JOIN

ST. PRACTICE DAYS

IRISH TRAINING TEAM

EXPERIENCE GUIDE

EVERYTHING YOU NEED FOR THE COUNTDOWN TO LUCKY DAY

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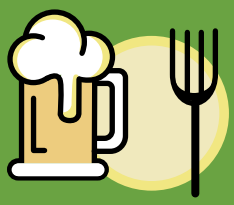
AMERICANS SPENT NEARLY

$6 BILLION

ON ST. PATRICK'S DAY IN 2018[1]

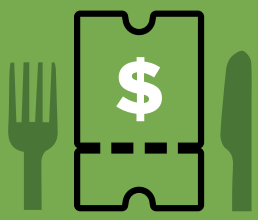
149 MILLION ADULTS

CELEBRATE EACH YEAR[1]



HALF WILL PURCHASE FOOD.

41% WILL PURCHASE BEVERAGES.[1]



71% OF CONSUMERS LOOK FOR COMPLEMENTARY FOOD WHEN CHOOSING A CRAFT BEER AT RESTAURANTS AND BARS[2]

GET YOUR PATRONS TRAINING EARLY

WITH AMAZING FOOD AND CRAFT BEER PAIRINGS

Let these chef-inspired food and craft beer pairings become your lucky charm for generating big sales beginning as early as January or February.

Change up your limited time offer menu each week leading up to St. Patrick's Day to create a training team routine your guests can't wait to experience — and share with their friends.

1 NRF.com: "St. Patrick's Day Data Center" 2 Nielsen Craft Beer Insights Poll (CP), June 2017

BLACK & TAN REUBEN BITES

Brew City® Black & Tan® 5/8" Beer Battered Onion Rings served on mini open-faced Reuben sandwiches

FOOD COST	MENU COST	POTENTIAL PROFIT
$2.79	$8.99	$6.20

Pair with Irish Red Ale **SKU:** 70010677

GALWAY GRILLED CHEESE

Moore's® 1/2" Flour Flipt® Onion Rings on top of Muenster, English cheddar, and Gruyere on garlic parmesan bread — served with tomato soup in a shot glass

FOOD COST	MENU COST	POTENTIAL PROFIT
$2.32	$7.99	$4.67

Pair with Amber Ale **SKU:** 40010679

DUBLIN AVOCADO GRABBERS

Anchor® Breaded Avocado Slices dusted with Sichuan wicked pepper and topped with bubble and squeak, Irish cheddar, and salsa on a street-sized flour tortilla

FOOD COST	MENU COST	POTENTIAL PROFIT
$2.27	$6.99	$4.72

Pair with IPA **SKU:** 1000008390

KILLARNEY CRISPERS

McCain® Dip'n Wedges™ Crispy Potato Scoops topped with corned beef, sauerkraut, Swiss cheese and thousand island dressing

FOOD COST	MENU COST	POTENTIAL PROFIT
$1.92	$5.99	$4.07

Pair with Stout **SKU:** 1000007410

SAUCY CLOVERS

Anchor® Breaded Cauliflower florets tossed with whiskey wing sauce and sprinkled with sesame seeds and scallions

FOOD COST	MENU COST	POTENTIAL PROFIT
$1.95	$5.99	$4.05

Pair with Brown Ale **SKU:** 50010143

RINGS OF KERRY

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

CELTIC WINGS & CURDS

Anchor® Spicy Breaded Wisconsin Cheese Curds paired with root beer sticky wings and garlic parmesan sauce

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

Pair with Stout **SKU:** 1000007891

ST. PADDY 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

SHAMROCK CURDS

Anchor® Breaded Wisconsin Cheese Curds served with horseradish cream

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

Pair with IPA **SKU:** 1000005885

LUCKY EIRE DOG

Anchor® 3/8" Battered Spicy Pickle Fries served on a hot dog with thousand island dressing and chives on a bun

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

Pair with Amber Ale **SKU:** 1000005137

BLARNEY BACON FRIES

McCain® Dip'n Wedges™ Crispy Potato Scoops glazed with bacon fat, sprinkled with chives, sea salt and served with curried sour cream for dipping

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

Pair with IPA **SKU:** 1000007410

LEGENDARY 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

CHOCOLATE PORTER DIPPERS
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

CHEESY GOLD NUGGS
Brew City® IPA Beer Battered Gouda & Mozzarella Cheese Bites with a spicy pepper glaze

FOOD COST	MENU COST	POTENTIAL PROFIT
$2.30	$6.99	$4.69

Pair with Light Lager **SKU:** 1000006814

SWEET POTATO HEAVEN
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

IRISH TRILOGY FLIGHT
McCain® SureCrisp™ Regular Fries 3/8" PXL with herb-seasoning, spiced beer battered cheddar curds and smoky citrus pickle wedges served with craft beer flight

FOOD COST	MENU COST	POTENTIAL PROFIT
$2.73	$7.49	$4.76

Pair with Light Lager **SKU:** MCF03788

ADDITIONAL SUGGESTIONS

SPUDS REPUBLIC
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

IRISH FLATBREAD
Moore's® Spicy Breaded Onion Straws on top of crispy flatbread with mozzarella, white sauce, black olives, and green peppers

FOOD COST	MENU COST
$3.34	$10.99

POTENTIAL PROFIT $7.56

Pair with IPA
SKU: 1000007668

SHEPHERD'S 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

DONNYBROOK FRIES
McCain® SureCrisp™ Regular Fries 3/8" PXL served with Irish onion dip

FOOD COST	MENU COST
$.85	$2.99

POTENTIAL PROFIT $2.14

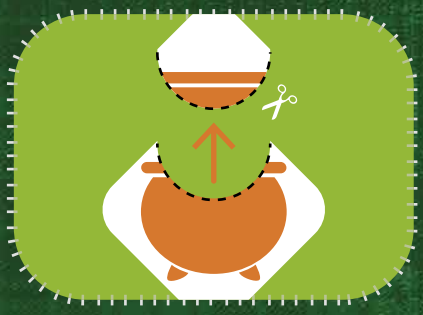
Pair with Stout
SKU: MCF03788

DRIVE TRAFFIC WITH FUN PROMOTIONS EACH WEEK

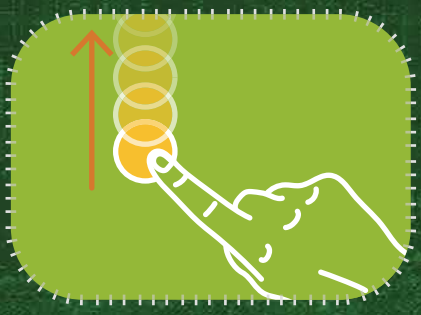
Creating unique reasons to come back each week will give your guests a place to bring their friends and share their experiences. So, feel free to get creative and be sure to use social media and our customizable signage to promote your limited time offer menu.

IDEA #1 SHOOT FOR THE GOLD

HOW IT WORKS:



- Order the special coasters available on the McCain Buzz Box Customizer website
- Each coaster features a pop out section to play the game



- Everyone who orders food gets to play a one-on-one shootout by sliding pennies across the table into their opponent's "pot of gold" shaped coaster

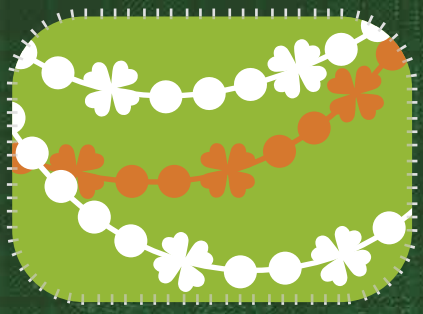
- Award food prizes for customers who score the most points

WAYS TO MAKE IT BIGGER:

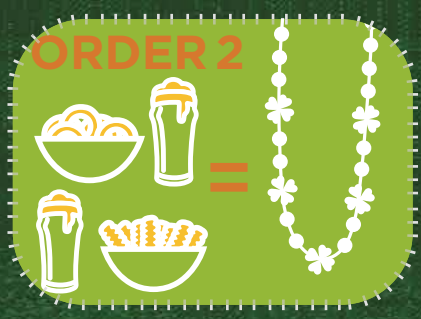
- Create a leaderboard and host several contests throughout the day or week
- "Go Live" on Facebook and Instagram to share the fun

IDEA #2 ST. PADDY'S PAIR UP

HOW IT WORKS:



- Buy green shamrock necklaces at your local party store



- When customers bring in their friends and order two limited time offer menu items paired with craft beers, each person will receive a necklace

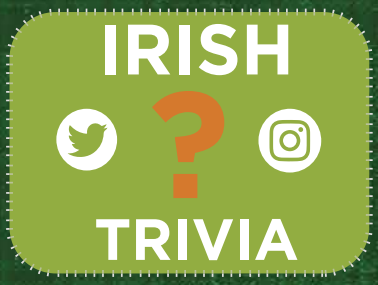
- When they come in next time wearing their necklace, they'll get a free appetizer

WAYS TO MAKE IT BIGGER:

- Encourage everyone to pose with their necklaces and post on their social pages
- Lucky 7 nights. Award $1 off any limited time offer menu item during the lucky hour of 7:00 to 7:59 pm each day

IDEA #3
COUNTDOWN TO LUCKY DAY

HOW IT WORKS: Build excitement and your sales each week by hosting events leading up to St. Patrick's Day!



WEEK ONE: IRISH TRIVIA CONTEST ON SOCIAL MEDIA

- Post a challenging Irish trivia question each day
- Customers that come in and answer the question correctly get $1 off any limited time offer menu item
- Make it bigger: Everyone who has the correct answer is also entered into a drawing for a prize awarded at the end of the week

WEEK TWO: LUCKY FOOD DRAWINGS

- Place a four leaf clover sticker on the bottom of several of your limited time offer plates
- The patron(s) who find the lucky clover gets their appetizer free
- Make it bigger: Guests that share a pic of themselves and their appetizer on social media will instantly get $1 off

WEEK THREE: SUPPORT A LOCAL CAUSE

- Choose a local charity (food bank, shelter, or sports team) and donate $1 for each limited time offer menu item that you sell during the week
- Be sure to spread the word on social media and promote it in your restaurant
- Make it bigger: Invite your patrons to also donate $1 to the charity and display their names on a board or written on shamrocks placed around the restaurant

WEEK FOUR: "IRISH" OR "I WISH" CONTEST

- Host a fun contest in your restaurant each night
- Every table that orders a limited time offer menu item is invited to play
- Whichever team gets the most correct answers wins a prize

Questions >>>

WEEK FOUR "IRISH" OR "I WISH" CONTEST QUESTIONS:

ARE THE FOLLOWING ITEMS "IRISH" (CREATED IN IRELAND) OR "I WISH"?

> Green Beer ("I Wish" – It was the Americans)
> Bailey's Irish Cream (Irish)
> Irish Stew (Irish)
> Fish & Chips ("I Wish" – It was the British)
> Guinness Stout (Irish)
> Whiskey (Irish)
> Hot Chocolate (Irish)
> Lucky Charms Cereal ("I Wish" – It was the Americans)
> Potato Chips (Irish)
> French Fries ("I Wish" – It was the Belgians)
> The Pub ("I Wish" – It was the French)
> Killian's Irish Red Beer ("I Wish" – It was the Americans)

WAYS TO MAKE IT BIGGER:

Post the questions and the answers on social media each morning to get everyone training for each night's contest

ADDITIONAL IDEAS

LUCKY PAIRINGS!

Promote specific limited time offer menu items and beer pairings each day on social media with a special price.

SHARE IN THE GREEN!

Invite everyone to wear green each day leading up to the big day. Everyone who does is entered to win a big cash prize on St. Patrick's Day.

HOST IRISH TASTINGS

On select days, host a unique choice of Irish drinks and limited time only menu items with free samples during specific times.

LIVE IRISH MUSIC AND DANCING

USE SOCIAL MEDIA TO GET PEOPLE TALKING

When choosing a restaurant, **Gen Z and Millennials are 99% more likely to rely on social media and online reviews** than Gen X and Baby Boomers[3]

3 Convinceandconvert.com: "Word of mouth/millennial restaurant statistics"

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

SOCIAL MEDIA BEST PRACTICES

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).

WHO'S THERE?

88% 18-29 yr olds

84% 30-49 yr olds

72% 50-64 yr olds

62% 65+ yr olds

INSTAGRAM

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

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

WHO'S THERE?

59% 18-29 yr olds

33% 30-49 yr olds

18% 50-64 yr olds

8% 65+ yr olds

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?

36% 18-29 yr olds

23% 30-49 yr olds

21% 50-64 yr olds

10% 65+ yr olds

BASKETBALL TOURNAMENT POSTS

PROMOTE YOUR WINNING MENU

FACEBOOK

INSTAGRAM

ADDITIONAL OPTIONS

- Will your team be the lucky one? Come find out with our winning matchup of craft beers and crafted apps.
- We're celebrating cheerworthy matchups all month long with 12 big TVs, 8 new apps, and 8 craft taps.
- We're counting down to tournament time and St. Patrick's Day with limited time apps and beers. Stop by, training begins now.
- Nothing beats our limited time St. Practice Days menu. Bring in your team to celebrate.
- Cool picks, fast grabs, and all the playoff excitement. Come try our new St. Practice Days menu. It's game on!

LIMITED TIME OFFER MENU POSTS

SERVE UP YOUR LEGENDARY LINEUP

FACEBOOK

INSTAGRAM

ADDITIONAL OPTIONS

- Join our Irish Training Team. All your lucky day apps are here. Stop on by.
- St. Practice Days have begun! Start training now with lucky pairings of great food and cold craft beer.
- St. Patrick's Day is only 28 days away and we're starting early with the apps and beers to celebrate. Lucky you!
- Kerry on or Kerry out. Our St. Practice Days menu has plenty of legendary choices made for sharing.
- Getting hungry? Our new St. Practice Days apps and 8 craft beer taps work like a charm.
- Hurry, you only have 28 days 'til St. Paddy's day to get ready. Luckily, our legendary lineup of apps and craft beers are here to help.

EXPERIENCE POSTS

CREATE THE FUN AND DRIVE TRAFFIC IN THE DOOR

FACEBOOK

INSTAGRAM

ADDITIONAL OPTIONS

- **WEEK ONE:** Join our countdown to lucky day. Come in with the answer to this Irish trivia question and get $1 off any app on our St. Practice Days menu. "What city dyes their river green on March 17th every year?"
- **WEEK TWO:** Our countdown to lucky day continues. Come in, order any app on our St. Practice Days menu. If you find a shamrock on the bottom of the plate, it's FREE!
- **WEEK THREE:** Lucky day is on its way! Help us support the local food bank. When you order any app on our St. Practice Days menu, we'll donate $1 to help a family in need.
- **WEEK FOUR:** Lucky day is almost here! Come in tonight to play "Irish" or "I Wish" for your chance to win free food and prizes!

PROMOTIONAL OFFER POSTS

BRING ON THE GREEN

FACEBOOK

INSTAGRAM

ADDITIONAL OPTIONS

- The countdown has begun. We're only 28 days from St. Pat's. Come in wearing anything green and get $X drafts and $X apps.
- Our training team needs you. Come get in the lucky day spirit with $X apps and $X craft beers tonight.
- Feeling lucky? Come try any app on our St. Practice Days menu and get your choice of craft beers for only $X.

CUSTOMIZABLE SIGNAGE

Contact your McCain sales representative to work with you to customize your pieces and order your kit.

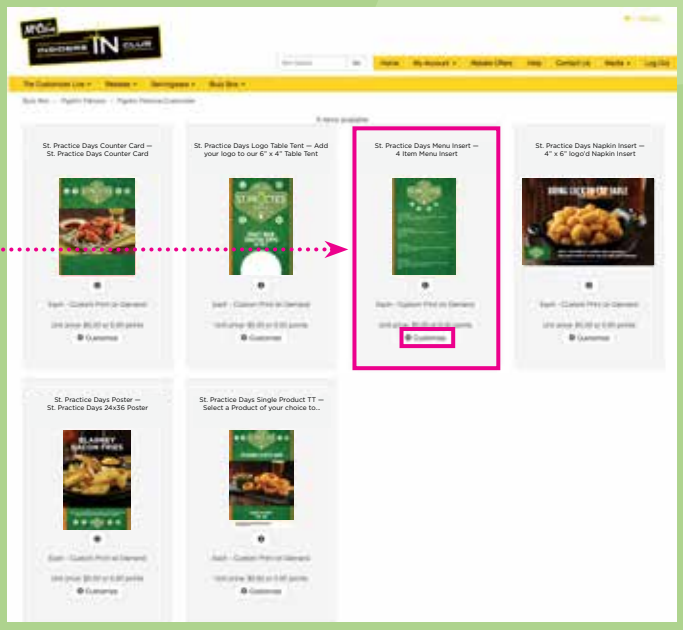
47% of guests consider front-of-house signage before deciding what to order[4]

69% say that a visually appealing presentation is important[4]

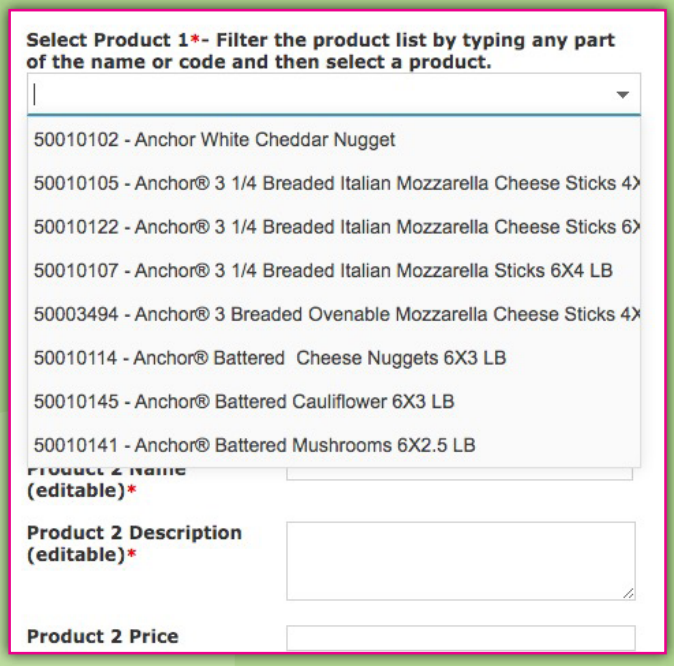
4 MenuTrends Appetizers Keynote

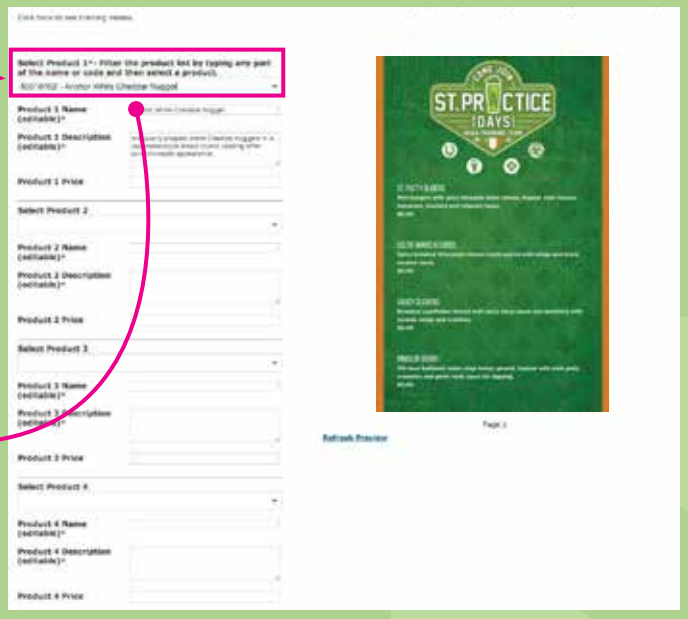
HOW TO CUSTOMIZE

Choose an item to customize
Start by selecting this item and click customize



Customize each form field
Scroll down to choose an item or a limited time offer menu item

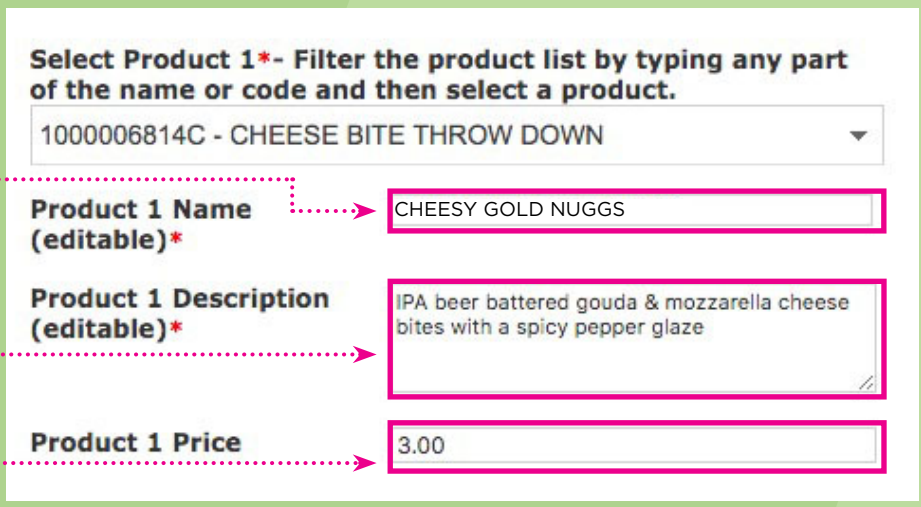




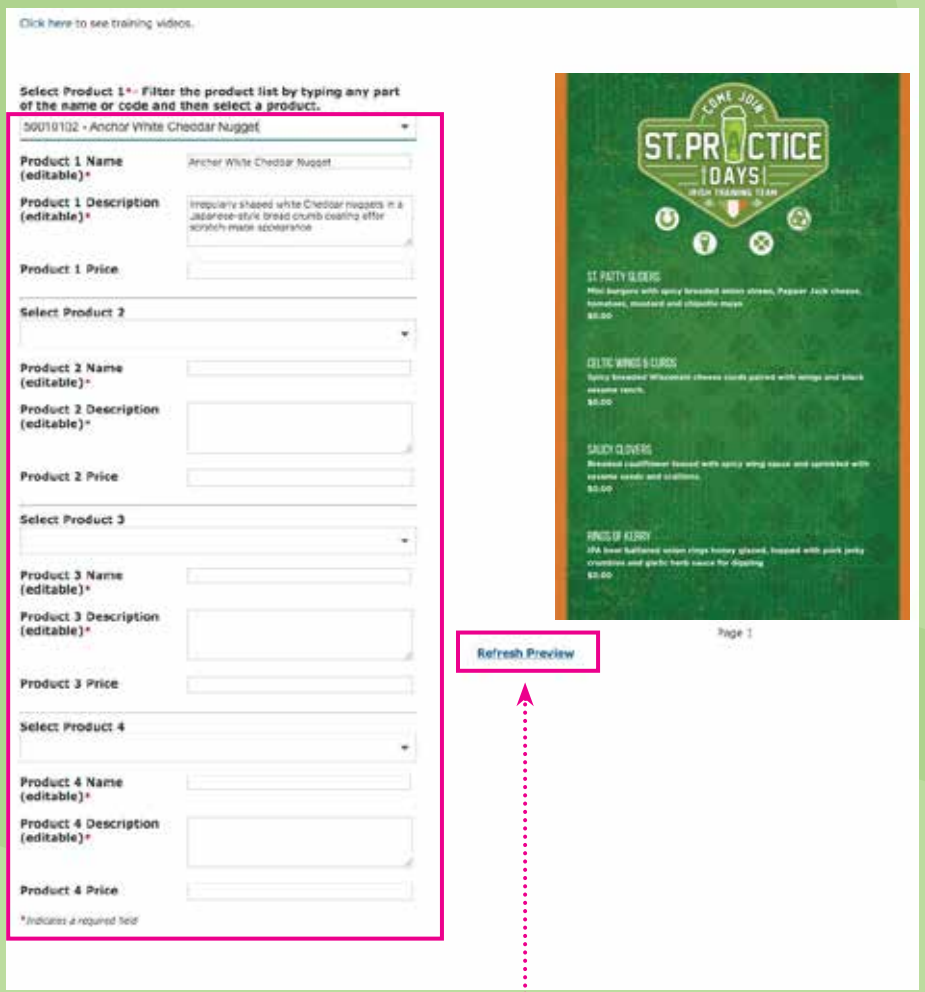
Edit the name (if you wish)

Edit the description (if you wish)

Enter the price you want to charge (no $ sign needed)



Repeat this process for all four items



Click to preview before you order

CUSTOMIZE ADDITIONAL SIGNAGE

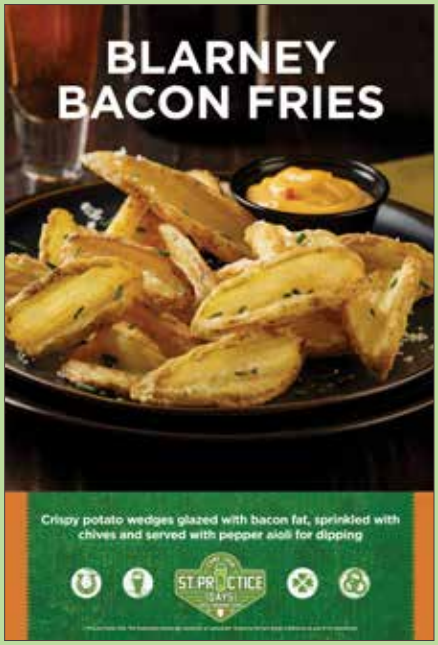
Be sure to also customize these additional pieces to support your limited time offer menu.

CUSTOMIZE WITH YOUR RESTAURANT LOGO

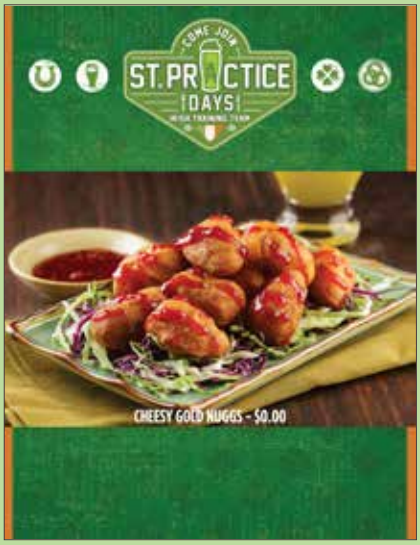
Table Tent

Single Product Table Tent

Napkin Insert



Poster



Counter Card

PROMOTE YOUR RESTAURANT

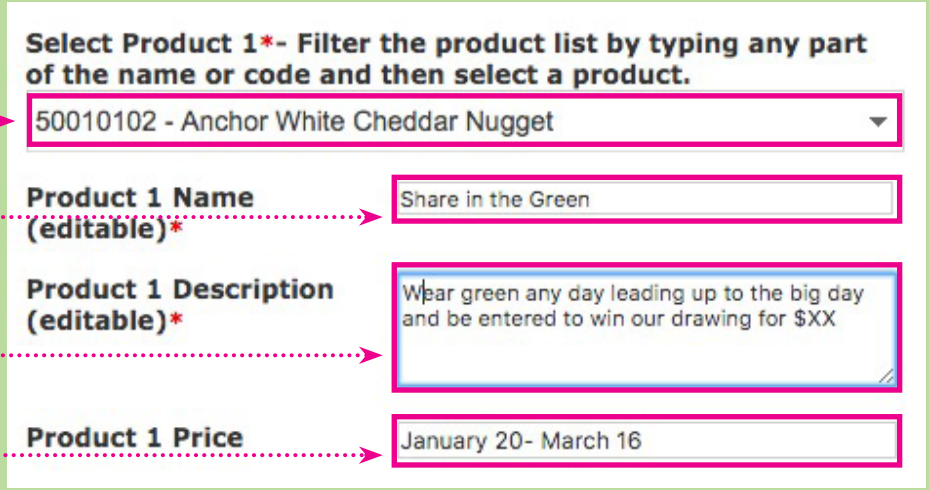
You can also use the Customizer to customize this menu insert to promote your event and bring your patrons back week after week. Here's how:

Choose any item to begin (it doesn't matter)

Enter the name of your activity

Enter the description

Enter the date



SHARE IN THE GREEN

Wear green any day leading up to the big day and be entered to win the drawing for $1,000 on St. Patrick's Day.
January 20– March 16

THURSDAY NIGHT LUCKY NIGHTS

Order any app on our St. Practice Days menu and any craft beer for only $15.
February 27– March 12

SHOOT FOR THE GOLD

Join us for college hoops and your chance to play and win. You and your hungry team could score free food and prizes.
Friday, March 2, 7:00-9:00 pm

PADDY O'DAY

Join us for a legendary evening of Irish songs and sing-a-long favorites.
Monday, March 16

NOTES

FEED THEIR EXCITEMENT!

MAY THE LUCK OF THE IRISH SEASON BE WITH YOU!

SKU#	Product Description	Case Pack	Net Weight (lbs.)	Gross Weight (lbs.)	Cooking Method
1000005137	Anchor® 3/8" Battered 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.
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.
1000008390	Anchor® Breaded Avocado Slices	4x2 LB	8	9.02	Deep Fry: Cook at 350 F for 2-3/4 minutes. Shake basket after 30 seconds.
70010677	Brew City® Black & Tan® 5/8" Beer Battered Onion Rings	6X2 LB	12	13.32	Deep Fry: Cook @ 350 F for 2 to 2-1/2 minutes. Convection Oven: Bake @ 425 F for 2-1/2 to 3 minutes per side.
1000006814	Brew City® IPA Beer Battered Gouda & Mozzarella Cheese Bites	4X3 LB	12	13.04	Deep Fry: Cook @ 350 F for 2-1/2 minutes.
1000005935	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. Convection Oven: Bake @ 425 F for 5 minutes turning once.
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	24.17	Deep Fry: Cook @ 350 F for 2-3/4 to 3-1/4 minutes. Convection Oven: Bake @ 425 F for 13 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.
MCF03788	McCain® SureCrisp™ Regular Fries 3/8" PXL	6/5 LB	30	31.69	Deep Fry: Cook @ 350 F for 3 to 3-1/2 minutes Convection Oven: Bake @425 F for 9-13 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.
40010679	Moore's® Flour Flipt® 1/2" Onion Rings	4X2.5 LB	10	11.10	Deep Fry: Cook @ 350 F for 2-1/2 to 3 minutes.
1000007668	Moore's® Spicy Breaded Onion Straws	6X2 LB	12	13.37	Deep Fry: Cook @ 350 F for 1-1/2 minutes. Convection Oven: Bake @ 450 F for 2-3/4 minutes per side.

THE NEXT EXPERIENCE: SUMMER BREWTOPIA IS COMING SUMMER 2020!
Visit mccainbuzzbox.com or ask your sales rep for details.