

Nourish the Kids to *Snap-Back* **Sysco** At the heart of food and service

Catering to kids is an excellent tactic for gaining business and increasing check size, especially with most schools being closed during this time and as we go into summer. How parents and kids perceive their experience at your restaurant could have a great impact on their choices. Look into boosting your business by offering a unique family experience to Snap-Back.

WHAT STRATEGIES CAN YOU FOLLOW TO BOOST FAMILY LOYALTY?

- **Find the sweet spot between what parents feel good about feeding their children and meals that kids will enjoy.** Parents are looking for wholesome options for their children. Making kids' nutrition part of your mission is meaningful to parents when making restaurant choices.
- **Offer a free kids' menu item** with the purchase of an adult meal for in house dining or a free cookie or brownie for takeout and delivery. Parents may be more inclined to choose your restaurant if they know that their kids meal or treat will incur no additional cost.
- **Offer kid-centered experiences.** Make your own pizza kit for kids or bake n' decorate kits which include instructions, crayons and a coloring sheet can be a great way to engage with the little ones.
- **Make Mom's life easier.** Many families now face new challenges: how do we care for our children while working and schooling at home? Become a partner to solve demanding family struggles such as providing a week-long supply of nutritious lunches and snacks for pickup or delivery.



Looking into kids' offerings with fresh eyes to drive traffic and boost sales can be a great way to *Snap-Back!*



#foodservice  **strong**

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