



# **Sales Building: Deal or No Deal**

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# Taste of Old Chicago Meal Deal



- A quarterly LTO focusing on new product news and value.
- Need to play in same arena as competitors offering 2 for \$20.
- Features 3-courses for \$9.99 or \$10.99:
  - Appetizer – choice of 5
  - Entrees – choice of 12
  - Desserts – choice of 2
- Utilize offerings to test new items for upcoming menu.
  - Set expectations for performance within mix
  - Evaluate trial & re-purchase, guest feedback

# TASTE OF OLD CHICAGO



CHICAGO SEVEN™  
STROMBOLI

**THREE DELICIOUS COURSES FOR  
ONE LOW PRICE**  
NEW TASTES ★ SIGNATURE FAVORITES ★ BIG VALUE



Win a \$5,000 Pebble Beach  
Golf Vacation! *See back for details.*

# Deal Results



- Opportunity to bundle signature menu items and present as a value.
- Individual meal deal allows for more choices for guest.
- Overall guest satisfaction and value scores: +5pp during promotion.
- Average 70 - 80 meal deals.
- Promotion has driven margin due to mix of offerings.



# A Family Deal!!

- A feel good promotion for those that have decreased restaurant visits the most.
- Provide a reason for families to eat out and save.
- Launched Sept. 16
- Over 300,000 kids meals redeemed in three weeks.

**2 KIDS EAT FREE!**

**ALL DAY, EVERY DAY!**

**TWO KIDS EAT FREE PROMOTION DETAILS:**

- Valid for up to 2 free Kids Meals (14 and under).
- \$6 minimum adult purchase required.
- Includes up to 4 free Kids Meals with the purchase of a Family Meal.
- No coupon required, but kids must be present to claim their meals – *we want to see their smiling faces!*

**Promotion ends October 31, 2009**

Not valid with any other discounts, coupons or special offers.



# Kids Eat Free

- PR Recap through 10/9 (2 weeks):
  - Online impressions: 27.9 million
  - Print impressions: 2 million
  - Broadcasts: 20
  - Tweets: 442
  - iPhone app downloads: 201,549
- **Total impressions to date: 32,326,969**
- Blogger feedback
  - “Thanks so much for taking the time to e-mail me about this. My family LOVES Boston Market, and I know that many of my readers do as well! What a great promotion.” *Budget Saving Mom*
  
  - “Wow, what a great deal! Being a parent of 2 children, I can appreciate that! I will post about this before the day is over and also share it with my other blogging friends. I know they will like this too!” *Frugal Rhode Island Mom*