



Increase Your Restaurant's
Revenue by 15% with

Menu Deals

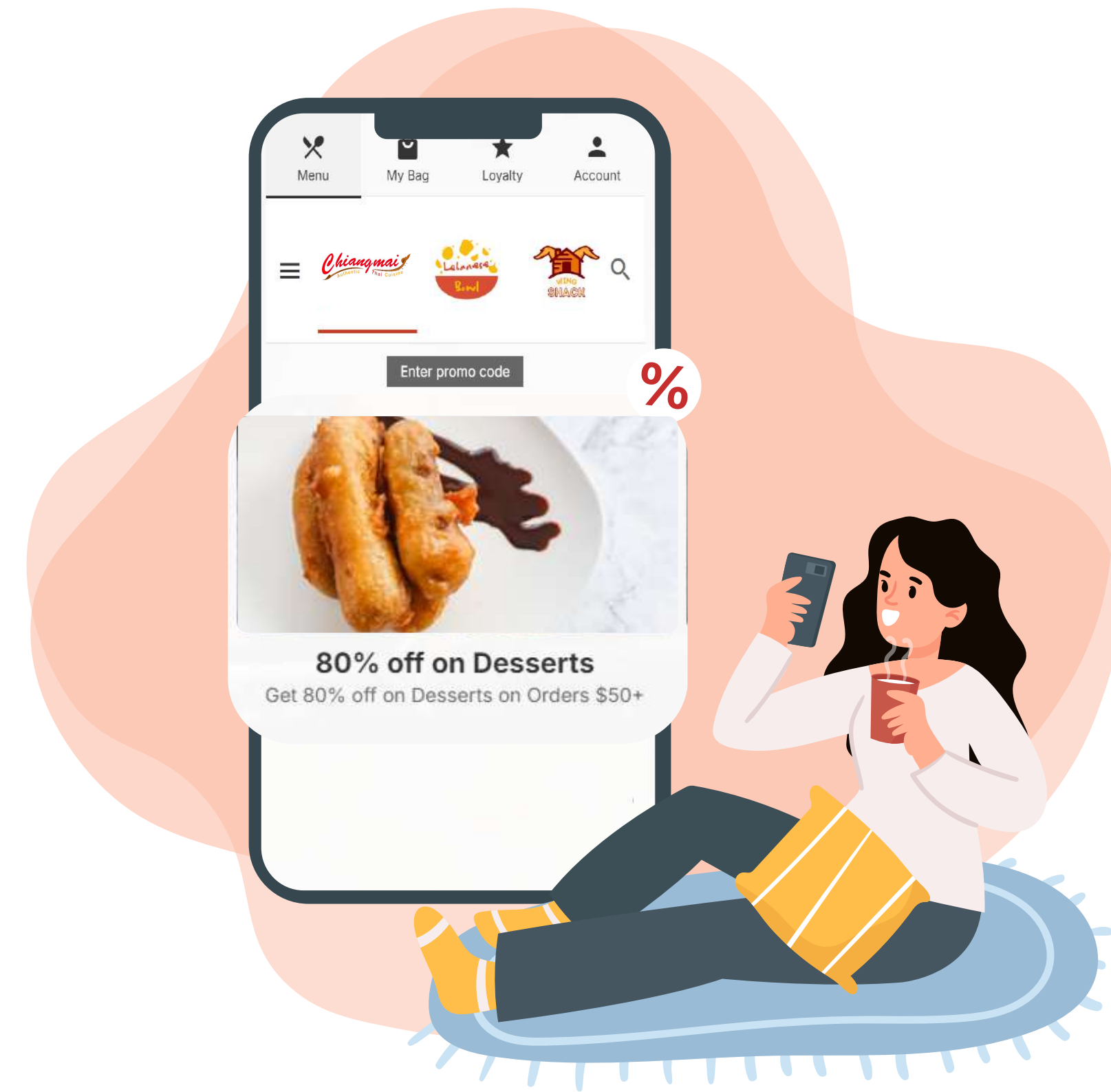




In a world where restaurant success hinges on a delicate balance between attracting customers and maintaining profitability, Zuppler introduces a game-changer: item-level discounts. It's the secret ingredient that's not only reshaping ordering experiences but also driving remarkable growth for restaurants.

The Art Of Precision Discounts

Forget generic discounts; it's time to get precise. Item-level discounts are the food industry's hidden gems. Instead of slashing entire bills, they target specific menu delights. Imagine offering a Free Appetizer on orders exceeding \$40, irresistible BOGO deals, a tantalizing 20% off on chicken wings, or a complimentary dessert when customers indulge in an appetizer and an entree. These aren't just discounts; they're experiences that leave customers craving for more and restaurants reaping the rewards.



Did You Know ?

The most redeemed discounts across all restaurants are freebies like appetizers, drinks, and desserts on qualifying orders or minimum subtotals.

Tailored for Every Palate

Zuppler's item-level discounts aren't one-size-fits-all; they're a tailor's dream.

Restaurants can craft these discounts to match diverse customer segments, whether it's individuals, couples, or larger gatherings. The goal? Transform a \$30 order into a \$40 fiesta, elevate a \$50 feast into a \$70 culinary adventure, and beyond.





Elevating the Ordering Experience

Item-level discounts don't just lower prices; they elevate the entire ordering experience. Picture this: a minimum order requirement of \$55, and you implement an item-level discount. The check average remains at \$55, but customers are enticed to add an extra item to unlock the discount, making the ordering experience richer and the check average more satisfying.

Did You Know ?

8 out of 10 restaurants reported an increase in their average check size after adding item-level discounts.

Savoring Success and Bigger Margins

What sets item-level discounts apart? Take a \$10 free appetizer, for instance. Customers savor a \$10 treat, while the restaurant's food cost might be as low as 50%. It's a savvy strategy that guarantees better profit margins, making item-level discounts an enticing option for a superior online ordering experience.



Did You Know ?

A staggering 9 out of 10 restaurants witnessed a surge in their orders and revenue after adopting item-level discounts.



15% Revenue Growth

Restaurants experienced an impressive 15.5% growth in revenue, thanks to increased consumer spending.



6% Increase In Orders

The allure of item-level discounts led to a 6% increase in the number of orders, further contributing to revenue growth.



4% Larger Orders

Customers responded enthusiastically to item-level discounts, resulting in an average order size increase of 4%.

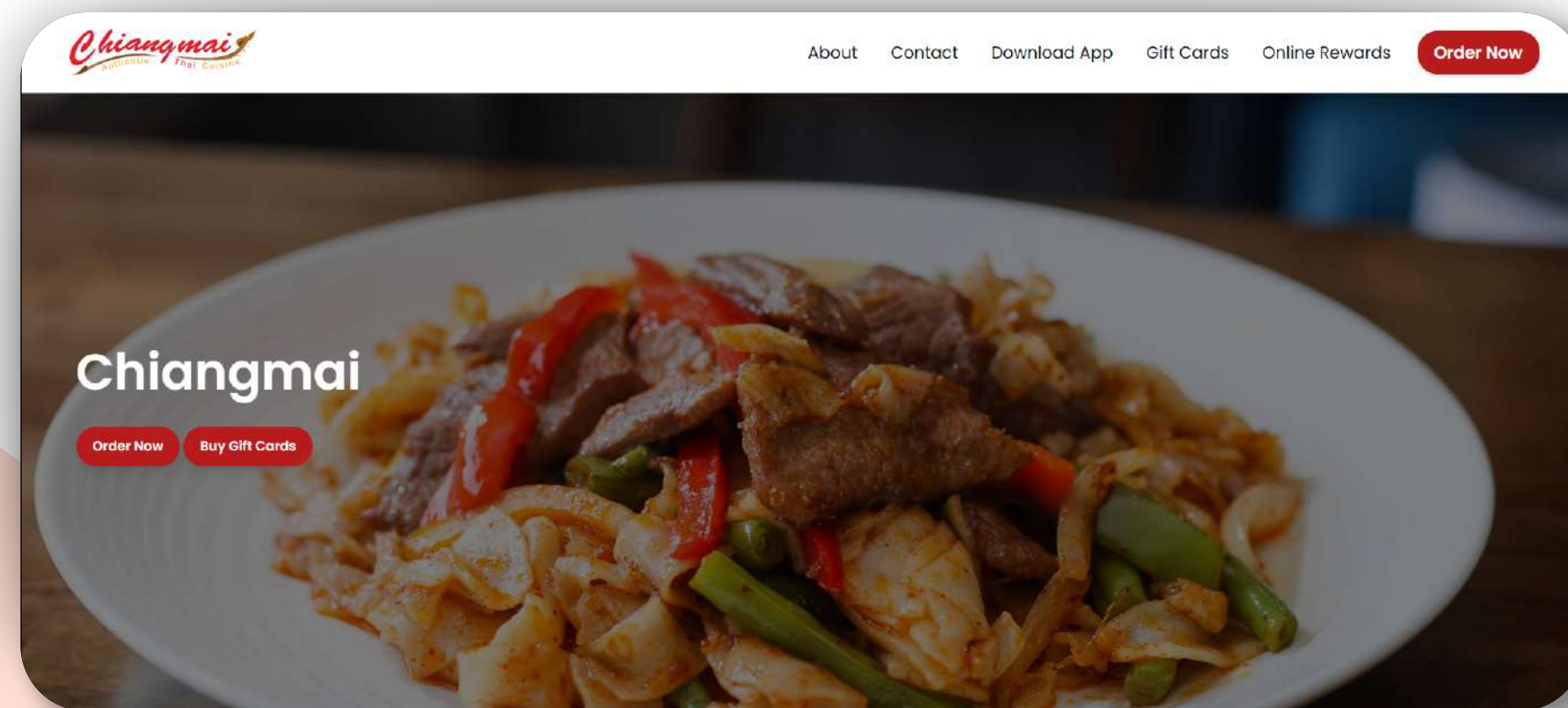


Bigger Checks With Discounts

Surprisingly, orders with discounts boasted 6% higher check sizes compared to orders without discounts. Discounts not only attract customers but also encourage them to indulge.

The Data-Driven Triumph

The introduction of item-level discounts through Zuppler has rewritten the narrative for participating restaurants



Tasting Success: Chiangmai's Journey with Item-Level Discounts

Let's dive into a real-world success story that exemplifies the incredible potential of item-level discounts.



Crafting Prosperity: Chiangmai's Summer Revival

Chiangmai, known for its culinary excellence and loyal patrons, was already a household name. However, they saw untapped potential, especially during the traditionally sluggish summer months. Discover how this beloved restaurant turned a seasonal slowdown into a season of prosperity, using popular menu items as tempting incentives.

The Strategy: Tailored Discounts for Varied Check Sizes

Chiangmai's summer success hinged on crafting discounts tailored to different check sizes. Zuppler's team orchestrated a strategy that captivated diners and propelled the restaurant's revenue

Free Veggie Roll On Orders Over \$40

Orders exceeding \$40 received a delectable free Veggie Roll. This enticing offer not only attracted customers but also motivated them to explore more options, increasing their order size.

Complimentary House Salad, Thai Dumplings, or Buddha Dumplings on Orders over \$60

For those indulging in larger feasts, Chiangmai offered a trio of tempting dishes - a complimentary House Salad or a choice between Thai Dumplings and Buddha Dumplings on orders exceeding \$60. This lured patrons to savor additional delights while enhancing their check size.

Strategic Limited Availability

These discounts were exclusively available from Monday to Thursday, strategically driving orders during typically slower days of the week. This targeted approach aimed to boost business during off-peak hours.

The Impact: July 2023, A Month of Surging Success

With item-level discounts in full swing, the true test came in July 2023. Zuppler closely monitored the redemptions and was thrilled by the results. Chiangmai witnessed remarkable growth, showcasing the tangible benefits of item-level discounts.

8% Higher Revenue Than July 2022

Compared to the previous year, Chiangmai's revenue soared by an impressive 8.17%. This remarkable growth highlighted the potential of item-level discounts in propelling a restaurant to new heights.

7% Increase in Revenue and 3% Larger Check Sizes (Month-Over-Month)

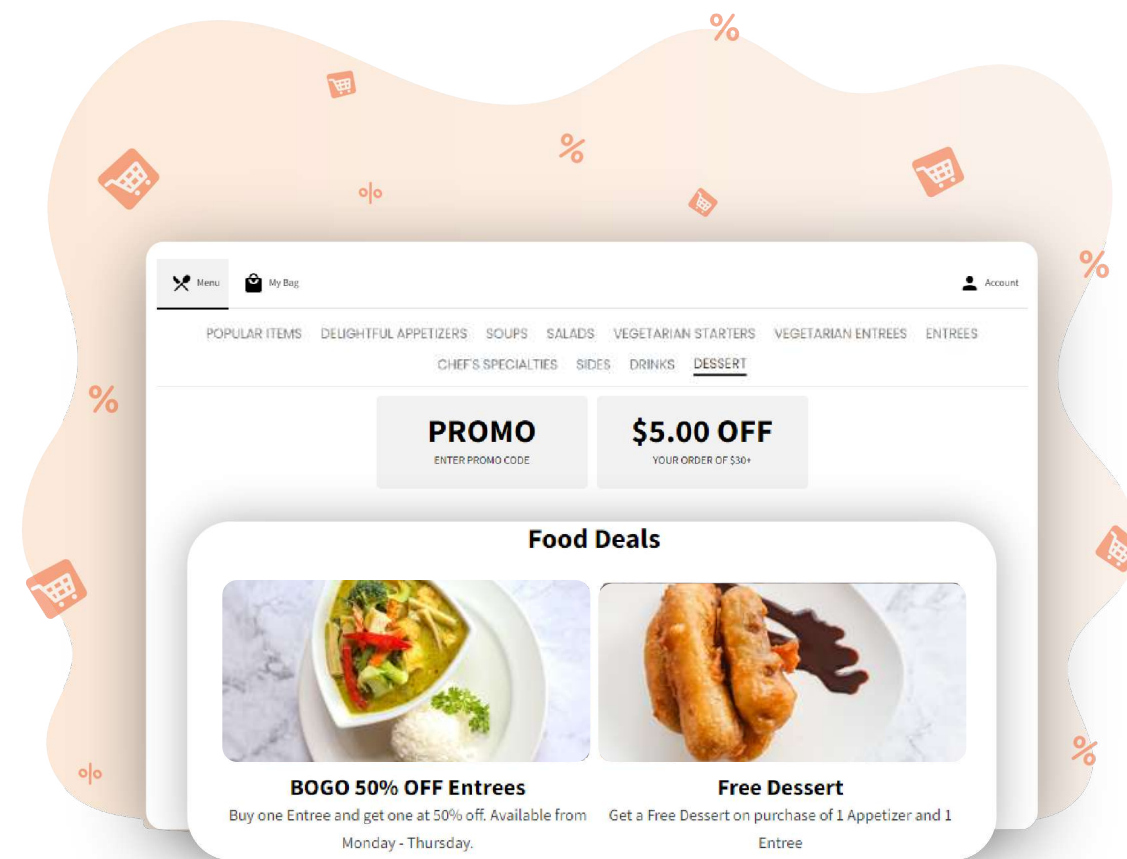
The impact wasn't limited to year-over-year comparisons; it continued month-over-month. A 7.2% increase in revenue and a substantial 3.1% growth in check sizes compared to the previous month underscored the ongoing success.

Incredible ROI Through Menu Deals

For every \$1 spent on food discounts, the restaurant earned 26 times that amount in revenue, showcasing the substantial impact of strategic discounting.

While other restaurants struggled during the summer months, Chiangmai's story showcased how strategic item-level discounts could defy seasonal norms and drive sustained growth.

The Key Ingredient for Restaurant Prosperity: Menu Deals



In a landscape where culinary excellence meets the bottom line, item-level discounts have emerged as the secret ingredient for restaurants looking to thrive. Zuppler's innovative approach to precision discounts has not only increased revenue and check sizes but has also redefined the dining experience. Through customization, increased customer engagement, and strategic implementation, item-level discounts are rewriting the narrative of restaurant success. As we savor the success of Chiangmai's journey, it's clear that these discounts are more than a trend; they're a lasting recipe for prosperity in the ever-evolving restaurant industry.



Ready to discover how Zuppler's item-level discounts can generate revenue growth and customer satisfaction for your business?

Schedule a call with us today!

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