

PROFITS BY PICTURES

“...FEATURE YOUR HIGHEST MARGIN ITEM WITH PICTURES.
BY HIGHLIGHTING ITEMS THAT MIGHT BE LESS POPULAR, BUT HIGH IN PROFIT,
YOU WILL INCREASE THE PROBABILITY THAT THEY WILL BE ORDERED.”

PICTURES INFLUENCE DECISIONS

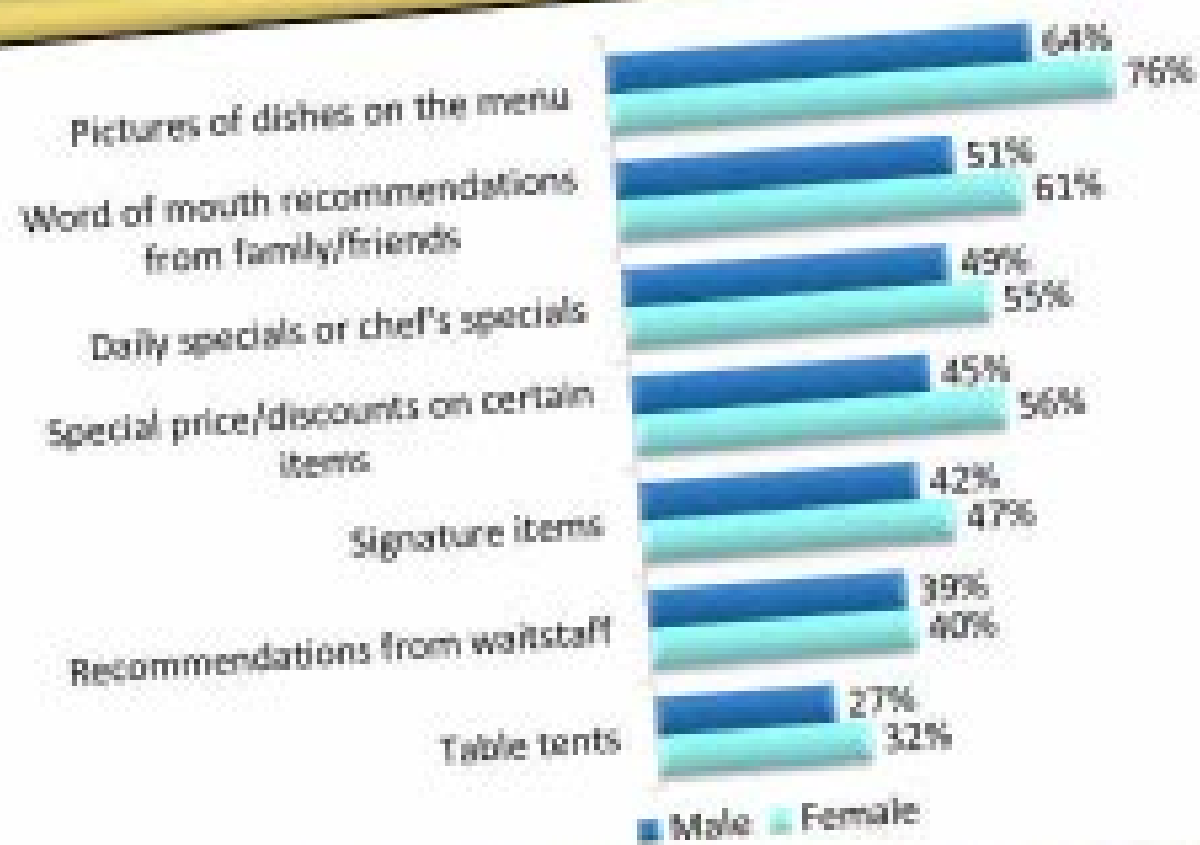
MORE
SALES

Carbon's **GOLDEN** Pancake & Waffle Flour
MALTED

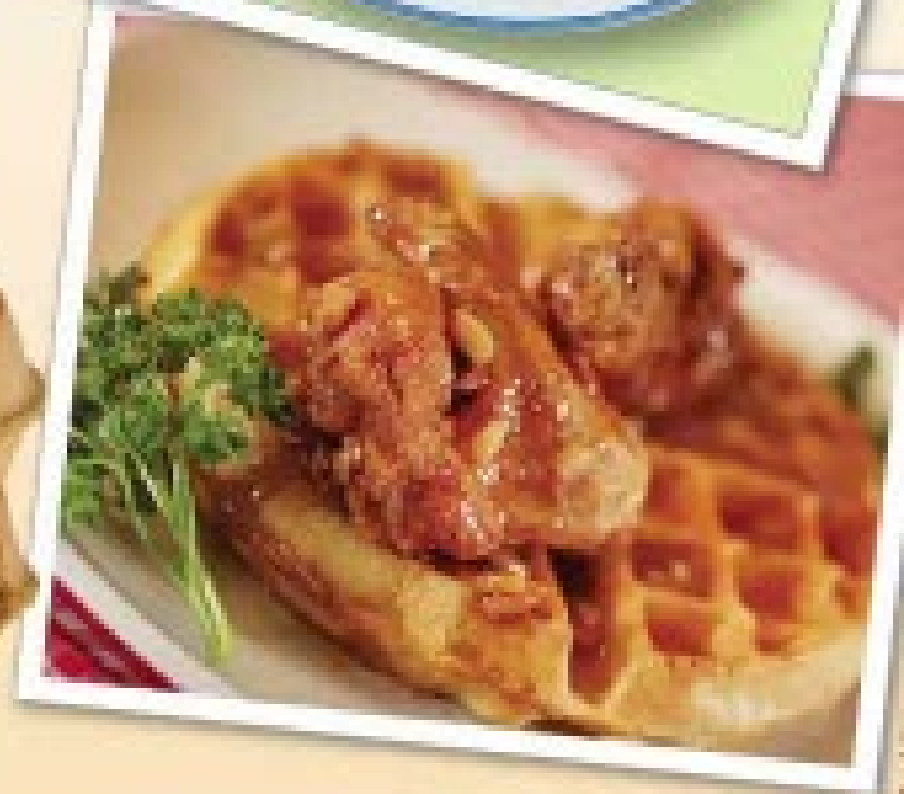
MORE
PROFITS

MENU

"When you visit restaurants, do any of the following impact your decision to purchase a certain menu item? If so, which? Select all that apply. (by gender)"

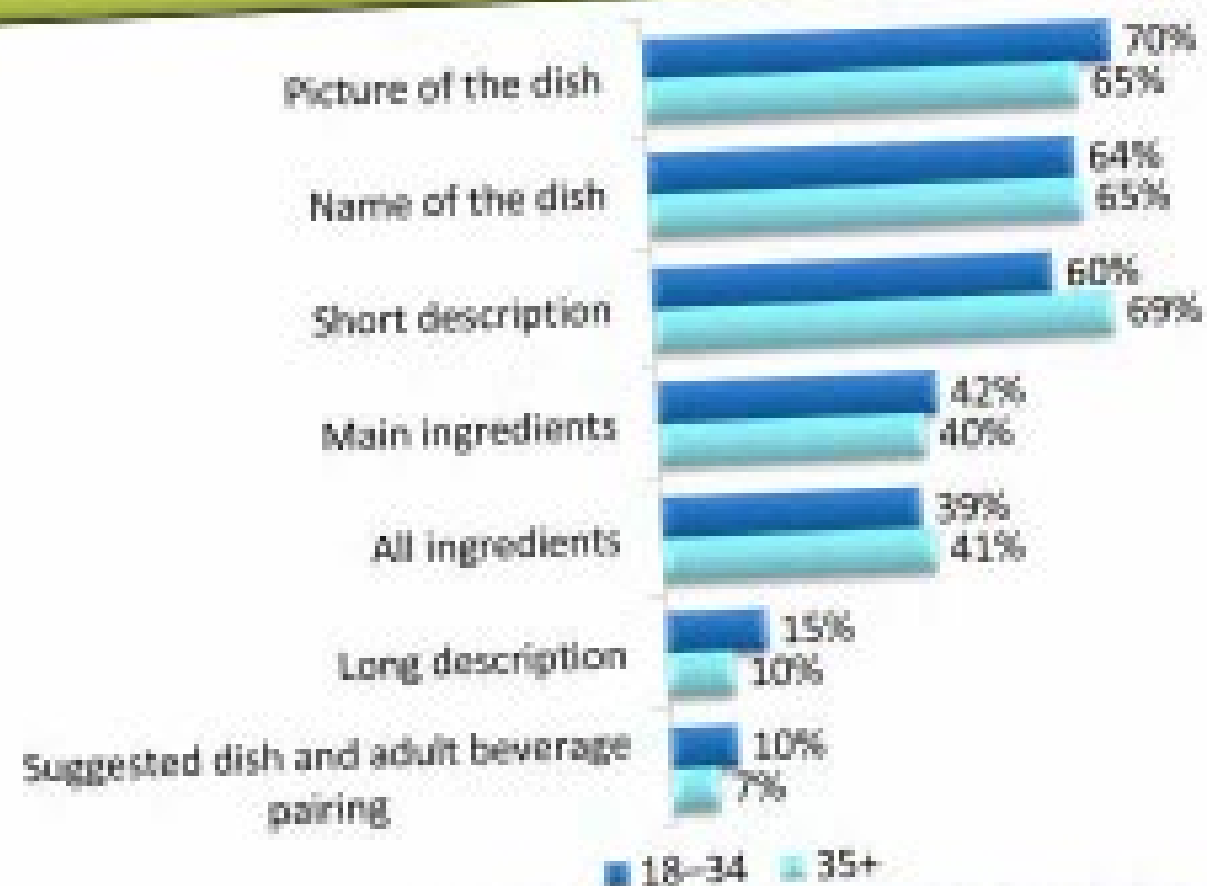


Base: 1,000 consumers aged 18+

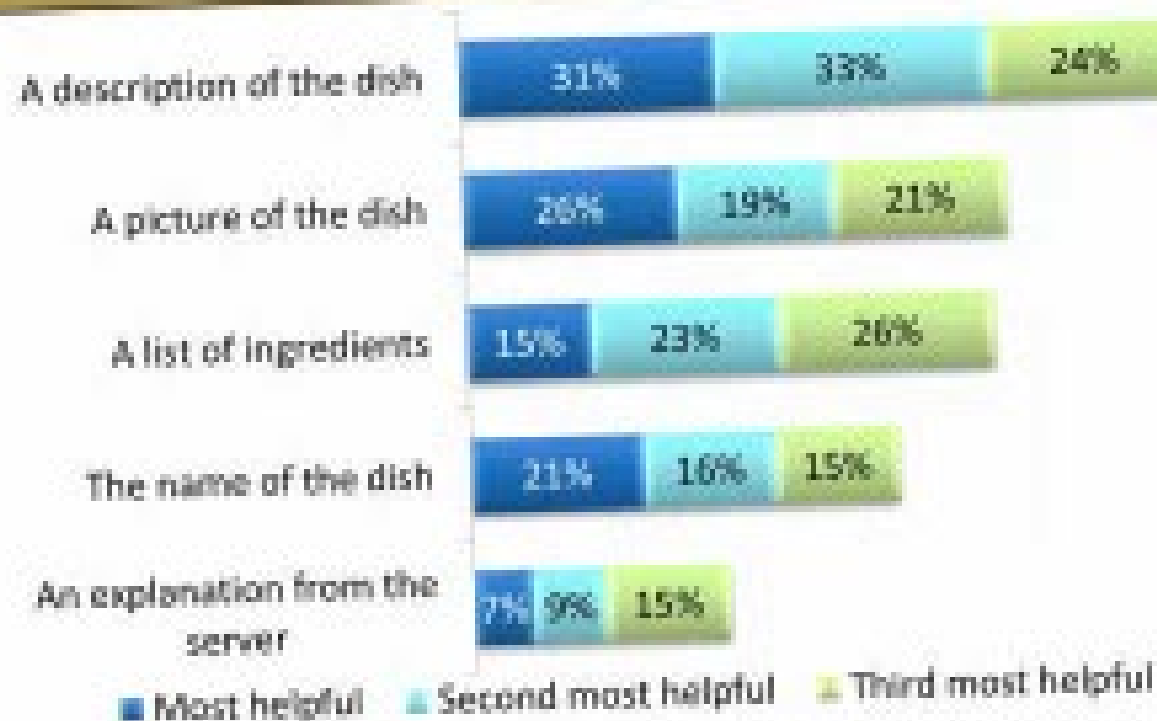


CONSUMER'S VALUE OF MENU PHOTOGRAPHY

"What information do you want to be included on the menu about a dish when deciding what to order at a restaurant? Select all that apply. (by age)"



"Thinking of the times you have tried a new dish at a restaurant, which of the following were most helpful in anticipating the flavor and texture of the dish?"



Consumers ranked characteristics using a scale of 1-3 where 1 = most helpful and 3 = least helpful. Percentages may not equal cumulative percentages due to rounding.

LUNCH / DINNER



CHICKEN N' WAFFLES
WITH CHEESE SAUSAGE GRUYERE



MAC N' CHEESE
WAFFLE SANDWICH
WITH SPINACH AND CHEESE



PULLED PORK
WITH TOBACCO ONIONS

DESSERT



WAFFLE WITH MIXED FRUIT
 ENJOY A GOLDEN MALTED® WAFFLE TOPPED WITH A DELICIOUS FRUIT MEDLEY.

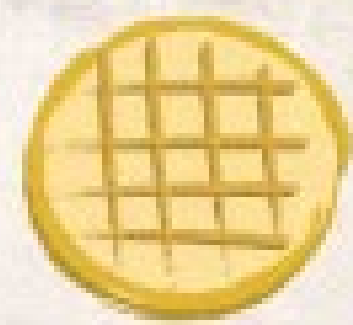


WAFFLE STACK
WITH RASPBERRIES

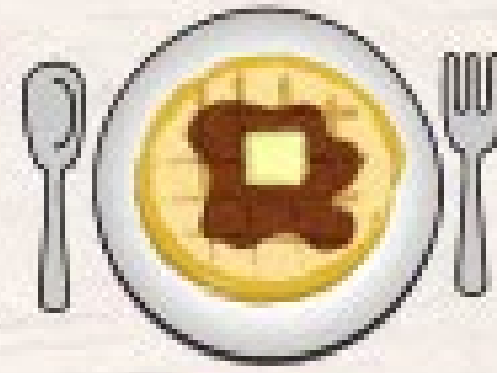


WAFFLE BOAT
WITH CHOCOLATE, BANANAS, & WHIPPED CREAM

PROFITABILITY FOR YOU!



AVERAGE COST OF WAFFLE = [\$X.XX]



AVERAGE PRICE A WAFFLE SELLS FOR IN A RESTAURANT = [\$X.XX]



PROFIT ON A WAFFLE = [\$X.XX]



NUMBER OF WAFFLES PER CASE = [XXX]



AVERAGE PROFIT PER CASE = [XXX]

All calculations based off of Carbor's® Golden Malted® Original Mix