

Terrific Lunches

**24 Great Lunch Ideas
at 30% Food Cost**

for
\$6.49



Staying Competitive!



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Everywhere you look these days, newspaper, online, radio, television, the talk these days is about the poor economy. You can find as many opinions on how long this recession will last as there are television channels. So how do you stay competitive? What will you do to keep people coming into your establishment? Well, here are 24 great lunch ideas for \$6.49.

Once again, as we did with the **Combo Meals**, we have **kept our spend to 30%** which means our costs stayed at or below \$1.94 for each item, and that includes garnishes and sides where applicable! The lunches are organized into five categories: Salads, Pastas, Sandwiches, Burgers and Pizza. We are also including a little bit about sides and breads. When we brought you **Combo Meals** we felt that the concept was more important than the content but we included reference lists in case you want to use any of these items in your establishment and we'll do the same here as well.

SALADS

Popular all year long, salads are never as popular as they are as warm weather approaches. Remember that eye appeal is extra important where salads are concerned so make sure that you work as many colors as possible into each salad.

PASTAS

One of Americas most popular foods, pastas are great with or without meat. The pasta itself is inexpensive and fills a plate nicely giving a perception of value with your customers.

SANDWICHES

Be creative and different. If it works as a salad it will usually work as a wrap sandwich, You get the picture. Side dishes can make or break the sandwich category so pay close attention to that aspect.

BURGERS

All five of these beef burgers were costed using a 5.33 oz/1/3 pounder. Unless it's a kids' menu or a cookout, use a 1/3rd pounder as that is what your competition is using. Think about substituting Turkey, Chicken or Veggie burgers here too.

PIZZA

Is there a more popular food than pizza? For breakfast, lunch or dinner, pizza is more popular than ever! We used a pizza crust as well as a pizza dough in our costing. If you have the time and the room to proof and bake dough, do that. If not, use the crust already prepared.

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BREADS

For a point of difference, why not take a 5oz dough ball, proof it, season it and bake it creating your own signature rolls for sandwiches and burgers! You can do the same thing with the 7" pre-sheeted pizza dough by proofing it, baking it and using it for sandwiches too. Everyone knows that a Reuben is served on rye but why not be different when you have the chance.

SIDES

Pickles, chips, pretzels and slaw are recognized and enjoyed by almost everyone. Try offering a healthy alternative such as celery or carrot sticks. Or for a real attention getter, how much better would that sandwich be with sweet sliced plantains? Take our Natural Skin-On IQF potato chip, fry until crisp and season with southwest seasoning. Pair this with your Santa Fe Sandwich or season with salt, pepper and garlic and serve with your Roma Burger! You can call these specialty chips "*Saratoga Chips*" to set them apart from basic potato chips. Don't forget to mention that they are house made!

Offer incentives to customers that will bring them back, and soon! How about asking your customers to bring in their luncheon receipt during dinner service within 7 days and get 10%-20% off one entrée of equal or greater value! Everyone offers money off on anything of equal or lesser value so be different. You know your margins are better on the higher priced menu items anyway and your customers will talk about your unique marketing.

Remember that Performance Food Group-AFI Foodservice is committed to your success. Ask your account manager how our team of specialists can help you stay successful

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SALADS

- Southwest grilled Chicken Salad over Spring Mix with a Salsa Vinaigrette
- Roasted Portobello Mushroom Caesar
- Roasted Vegetable Chef Salad
- Greek Grilled Pork Tenderloin Salad with Mediterranean Feta Dressing



PASTAS

- Tortellini with Meat Sauce
- Penne Vodka
- Linguini with red Clam Sauce
- Fettucine with Roasted Garlic Alfredo
- Penne St Anselm - cream sauce with sausage, mushroom, spinach and blue cheese



SANDWICHES

- American Bird - turkey, bacon, swiss cheese and tomato, pan grilled
- Roman Reuben - ham, salami, provolone, peppers, onions and marinara, toasted
- Santa Fe - Certified Angus Beef Chili served over Buttermilk Biscuits, garnished
- Raifort - house roasted beef with swiss cheese and horseradish
- Venetian - eggs sautéed with onions, peppers, mushrooms and mozzarella

BURGERS

- Great American - bacon, lettuce, tomato, American cheese
- Roma - spaghetti or tomato sauce and mozzarella
- Blue Max - crumbled blue cheese, red onion, lettuce and tomato
- San Diego - guacamole, jack cheese and tomato
- Denver - peppers, onions, ham and American cheese



PIZZA

- Carciofi - artichoke hearts
- Margherite - tomato, mozzarella, fresh basil
- Pepperoni - Americas favorite pizza topping
- Quattro Formaggio - four cheeses
- Pesto Mushroom - basil pesto and sliced fresh mushroom

