



THE FUN STARTS HERE.

STARTER MENU & WILD GOOD TIME GUIDE



PARTIES INVITE PEOPLE TO SPEND MORE.

When people are having fun, they order more food. To get the party started at your place, all you need is a fun, fast starter menu and enthusiastic servers who know how to suggestively sell.



GET YOUR PARTY STARTED.
SPICY, SHAREABLE AND FUN, ANCHOR® POPPERS® ARE A STARTER MENU MUST-HAVE.

**TOP
REASONS
TO PARTY**
BIRTHDAYS
ANNIVERSARIES
SPORTS
TUESDAYS

SO WHAT'S A STARTER MENU?

Think appetizers, but even *less complicated*. Starter menus increase check averages by promoting fun, fast foods that encourage trial and deliver to the table in under 6 minutes.

SUCCESSFUL STARTER MENU TIPS

- Keep the price point lower so they're easy to order
- Use table tents, coasters or menu inserts to promote
- Encourage servers to explain and suggest upon greeting

GREAT PARTIES START WITH GREAT FOOD.

Give your customers what they want—tasty food, fast. The sooner the party and the check get started, the more smiles and profits you'll enjoy. There are lots of different ways to create custom starter menus that excite customers and entice orders. Here are some ideas to get you started.



BAR BITES

Add snack-sized favorites like Anchor® Poppers® to a cool pint of beer for just a buck or two more with a custom Bar Bites starter menu.

LUCKY YOU

A dark, heavy Irish stout complements Cheddar Cheese Jalapeño Poppers and crispy seasoned rye chips drizzled with smoky, chipotle thousand island.

FOOD COST*	\$1.09	MENU PRICE	\$2.99	PROFIT	\$1.90
FOOD+DRINK COST*	\$1.89	FOOD+DRINK MENU PRICE	\$5.99	PROFIT	\$4.10

PINT + POPPERS

A light, refreshing pale ale cools down a plate of spicy Cream Cheese Jalapeño Poppers mixed with crispy jalapeño tires drizzled with housemade buttermilk ranch.

FOOD COST*	\$1.07	MENU PRICE	\$2.99	PROFIT	\$1.92
FOOD+DRINK COST*	\$2.24	FOOD+DRINK MENU PRICE	\$5.99	PROFIT	\$3.75



TEX-MEX FOR ME

The rich, malty flavor of a cold amber ale pairs perfectly with new Fire-Roasted Poblano & Jalapeño Popper Bites. Mix with crispy jalapeño-salted tortilla strips drizzled with ancho salsa ranch.

FOOD COST*	\$0.96	FOOD + DRINK COST*	\$1.51
MENU PRICE	\$2.79	FOOD + DRINK MENU PRICE	\$5.99
PROFIT	\$1.83	PROFIT	\$4.48

PRINT YOUR BAR BITES MENU on napkins or coasters to create interest and maximize orders!



THE LIFE OF THE PARTY

Your waitstaff is your biggest asset in selling starters. Increase your checks and their tips through training!

ONE ORDER OF ANCHOR POPPERS CAN RAISE A CHECK 10% OR MORE!

FAMILY FLIGHTS

We all know kids (and their parents) can be picky. Make the decision easy with simple, quick combo platters that have something for everyone.



SPICY 'N' SWEET

Kickin' Cream Cheese Jalapeño Poppers pair perfectly with roasted pineapple salsa and a platter of sweet potato fries with harissa aioli, and battered Onion Petals with coconut mango chutney.

FOOD COST* **\$2.75** MENU PRICE **\$7.99** PROFIT **\$5.24**

THE FIESTA PLATTER

Cool down new Fire-Roasted Poblano & Jalapeño Popper Bites with ranch dressing. Pair with white queso and sea-salted tortilla chips and mozzarella sticks with roasted tomato salsa.

FOOD COST* **\$2.79** MENU PRICE **\$7.99** PROFIT **\$5.20**

CHEDDAR-BACON BLISS

Dip-able Cheddar Cheese Jalapeño Poppers served with bacon-chipotle sauce and bacon-topped Onion Tanglers drizzled in aged Cheddar cheese accompany fried mushrooms with white cheddar and bacon queso. Yum!

FOOD COST* **\$2.92** MENU PRICE **\$7.99** PROFIT **\$5.07**

GUARANTEE THESE QUICK-PREP COMBO PLATTERS to the table in less than 6 minutes for an extra incentive to order.

SERVER TIP #1 SAMPLE

Have servers taste everything on your menu, including starters. This makes them sincere sellers—something your customers will notice.

CONVERSATION STARTERS

Girls' Night. Guys' Night. Happy Hour. Whatever the occasion, a round of shareable pitchers and starters will get the good times going.

ON-TAP TASTES

Sea salted fries topped with Cheddar Cheese Jalapeño Poppers and a drizzling of rich chipotle and ale-infused smoked Cheddar cheese sauce go down smooth with a nice, cold pitcher of pale ale.

FOOD COST* **\$2.75** MENU PRICE **\$8.99** PROFIT **\$6.24**

FOOD+DRINK COST* **\$5.50** FOOD+DRINK MENU PRICE **\$17.99** PROFIT **\$12.49**

SANGRIA SNACKERS

A pitcher of red sangria with fresh seasonal fruit brings sweetness to a combination of Cream Cheese Jalapeño Poppers, cured chorizo and manchego cheese slices with saffron-aioli.

FOOD COST* **\$3.90** MENU PRICE **\$12.99** PROFIT **\$9.09**

FOOD+DRINK COST* **\$7.90** FOOD+DRINK MENU PRICE **\$20.99** PROFIT **\$13.09**



MARGARITA MINGLERS

A signature margarita pitcher tastes great with new Fire-Roasted Poblano & Jalapeño Popper Bites with chips and housemade enchilada fundito.

FOOD COST* **\$2.39**

MENU PRICE **\$7.99**

PROFIT **\$5.60**

FOOD + DRINK COST* **\$6.39**

FOOD + DRINK MENU PRICE **\$19.99**

PROFIT **\$13.60**

GIVE GUESTS WHO ORDER STARTER & SPIRIT COMBOS special drinking glasses to make their party at your place even more memorable.

SERVER TIP #2 PRACTICE

Role play different selling scenarios to get servers familiar with common objections and hidden opportunities.

SERVER TIP #3 CUE

Use items like table tents, coasters and buttons to prompt your servers to start a starter conversation.



BUTTONS



TABLE TENTS



COASTERS



ORDER AT WWW.ANCHORPOPPERS.COM OR 1.800.POPPERS.

NOT-SO-AVERAGE NACHOS

Top classic bar-food favorites like Anchor Poppers with familiar toppings to create new, unique starters.



CHILI CHEESE POPPERS

Layer beef chili, cheddar cheese and chopped green onion on top of Cheddar Cheese Jalapeño Poppers for a unique and spicy treat.

FOOD COST* **\$2.21** MENU PRICE **\$5.99** PROFIT **\$3.78**

LOADED CARNITAS FRIES

Pile slow-roasted seasoned pork, Cheddar-jack cheese, sour cream, roja sauce and crispy Cream Cheese Jalapeño Poppers atop a plate of tasty waffle fries.

FOOD COST* **\$2.48** MENU PRICE **\$6.99** PROFIT **\$4.51**

FIESTA GRANDE NACHOS

Top crispy corn tortilla chips with new Fire-Roasted Poblano & Jalapeño Popper Bites, melted cheese, tomatoes, scallions, cool sour cream and fresh guacamole.

FOOD COST* **\$1.85** MENU PRICE **\$5.99** PROFIT **\$4.14**

TRY THIS AS A MIX & MATCH MENU.

Let customers pick fries, tortilla chips or Poppers as their "base" and choose from a variety of toppings like chili and cheese sauce to create their own Not-So-Average Nachos.

SERVER TIP #4 REWARD SUCCESS!

Create a server contest and recognize top sellers with prizes like gift cards, movie tickets or even a day off! A server tracking poster is available by calling 1.800.POPPERS.

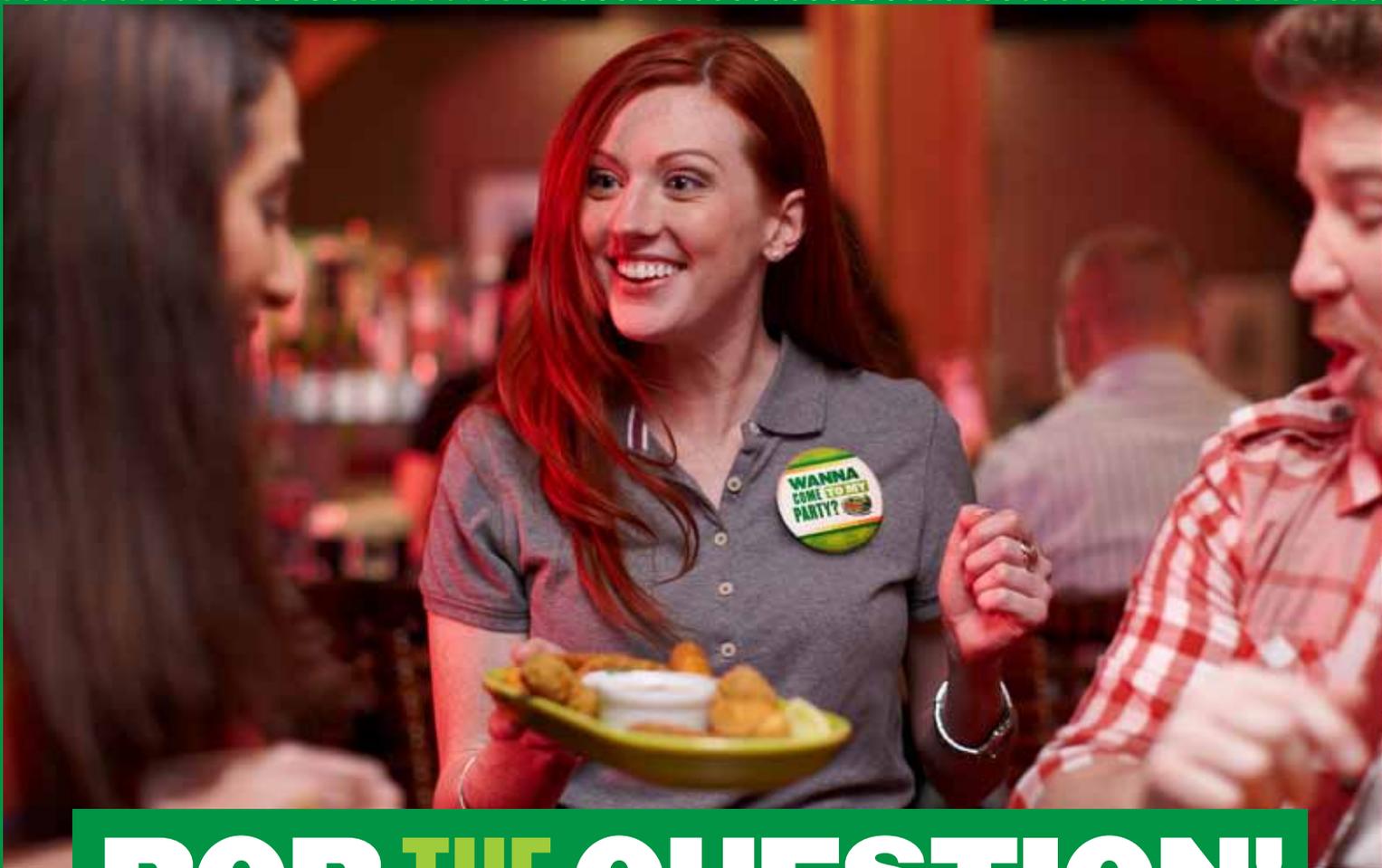
POST THE TIPS ON THE BACK OF THIS BROCHURE FOR YOUR SERVERS!

**FOR A FREE SAMPLE, MORE MENUING SUGGESTIONS,
SERVER TRAINING TIPS AND MERCHANDISE DOWNLOADS,
VISIT WWW.ANCHORPOPPERS.COM OR CALL 1.800.POPPERS.**



*Based on approximate total plate food costs including average distributor markup.

©2012 McCain Foods USA, Inc. The trademarks herein are owned by or used under license by McCain Foods Limited or by one of its subsidiaries.
BRC619



POP THE QUESTION!

Remember to suggest starters like Anchor® Poppers® within the first minute guests are seated.

PREPARE. Taste everything. The more you know about the menu, the more convincing you'll be in your recommendations.

PRESENT. Call out tables nearby that are enjoying a starter so your guests can see for themselves.

POP Make a specific suggestion from the starter menu or tabletop merchandise. Promise to have it to their table fast.

PERSIST. If the first thing you recommend doesn't appeal to the group, be ready with a second suggestion. A sampler or platter is great for satisfying differing appetites.

**SELL MORE STARTERS
EARN MORE TIPS!**



Join the discussion and get more tips at www.FOHBOH.com/AnchorPoppers.