

# ADDING VALUE

## HOTELS



**Giftng for celebrations and birthdays. Making a fuss and offering a free cake for example can make the customer feel special.**

Try sticking within a plate range and add accent pieces for that touch of class.

Menu descriptions such as pan fried, slow roasted or succulent pork belly will add value and quality perception.

Offer complimentary food while the main meal is cooking. Try something different like courgette fritters which are relatively cheap, healthier than bread and more interesting to your customers.

Use your website and social media platforms to build your brand personality.

Increase table covers using flexible seating.

When displaying food, a mix and match approach is trendy.

If you are using accreditations such as British Red Tractor or free range for example - make it clear on the menu.