

Promotional Menu Items Capture 16% of Total Monthly Sales

Restaurants Partner With Industry Nonprofit to Jump-Start Sales During National Dairy Month

Challenge

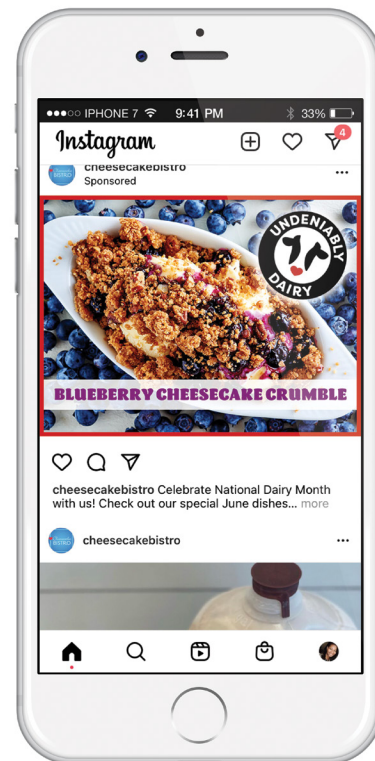
In the summer of 2021, the New Orleans restaurant industry was still rebounding after more than a year of unprecedented challenges that included COVID-19 restaurant closures, staffing shortages, breaks in the supply chain and the damaging effects from a tropical storm.

Approach

Using National Dairy Month as a launching pad, Dairy MAX initiated a collaborative partnership with a group of seven New Orleans restaurant brands, with the goal of boosting sales through promotional dairy-centric dishes. From savory entrees (like Crab Cake & Shrimp Alfredo) to decadent desserts (like Blueberry Cheesecake Crumble), the restaurants featured limited-time menu items for the month of June.

To support their success, Dairy MAX contributed expertise and advertising resources for each restaurant, including:

- Social media marketing materials - i.e., paid Instagram campaign
- Individualized promotional landing pages
- In-restaurant promotional items - e.g., posters, table toppers, napkin inserts and flyers
- Guidance on recipe creation



Results

The collaboration was a win-win for both the restaurants and the dairy industry. Copeland's of New Orleans and their sister brand, Cheesecake Bistro, sold over 15K promotional items, resulting in sales of more than \$280K from the featured menu throughout the month of June.

On average,
16%
of menu sales
were dairy
promo items

Over
17.3K
dairy promo
items sold

Over
1.4K
views of
promo landing
pages

Restaurants also enjoyed increased awareness from the promotion. From the digital advertising campaign, Live Oak Cafe saw a significant spike in engagement on Instagram of 16K impressions (a 7,823% increase over the previous month), 19 new followers and 98 interactions with the paid posts. Additionally, many of the restaurants expressed interest in future partnership opportunities, reporting that customers were pleased with the promotional items.

“Thanks for working with us to celebrate dairy month. It was a clear hit for our locations!”

– Alexandria Reuter, Director of Purchasing, Al Copeland Investments (Copeland's)



About Dairy MAX

Dairy MAX is one of the leading regional dairy councils in America – representing more than 900 dairy farm families and serving communities in eight states: Colorado, southwest Kansas, Louisiana, Montana, New Mexico, western Oklahoma, Texas and Wyoming. A nonprofit organization, Dairy MAX is part of a nationwide effort to support dairy farming and drive impact for every dairy farmer, while promoting American agriculture.

Reach out to Josh Srader, manager of food service partnerships, at sraderj@dairymax.org to learn more.



© 2021 Dairy MAX, Inc.
All Rights Reserved.