

HOW TO SELL MORE APPETIZERS

1

Never ask: “Do you want an appetizer?”
Just say: “Our best seller is *Basil Gorgonzola Bruschetta*.”

2

Put the appetizer tent card right into the hands of your guests while talking about your great line of appetizers.

3

Use keywords like “**our most popular**”, “**my favourite**” or “**our signature dish**”.

4

Use words like yummy and delicious when describing appetizers, like “*Hot, melting, gooey, cheesy Jalapeño Peppers*.”

5

For two or more diners, use the terms: “shareable plates”, “small plates” or “combo plates”.

6

Combine appetizers with champagne, wine, specialty cocktails or beer at a lower price, and highlight the savings to guests.

7

Be enthusiastic about the items you are selling. Make an offer that sounds natural and honest.

8

Suggesting and selling appetizers will DOUBLE your tips!

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