

FLAVOR

& THE MENU

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THE SWEET SELL

Desserts entice, beckon and entroll. But they don't always sell. Here's how to change that.

5 Easy Ways to ENTICE

- 1 Different sizes appeal to different diners — tiny is the new mini. A bundle of bite-size portions is easy to share.
- 2 DIY can be irresistible as part of an experience — a cupcake bar with toppings customized by diners, for instance.
- 3 Make it interactive, like tabletop s'mores or build-your-own parfaits.
- 4 Offer minis or shareable items in artful packaging that makes it easy and desirable for the customer to take home dessert.
- 5 Make sure servers know which items are nut-free, gluten-free, or any other offerings that just a handful of customers will want, but will give others in their party the freedom to indulge.

— SHARON OLSON, CULINARY VISIONS PANEL

Cute and craveable profiteroles like these at Avenue restaurant in Long Branch, N.J., hit on enticing shareable, mini and interactive cues.



AVENUE

