

When First Impressions Matter

It's said that the bread that's served at a restaurant is the best indicator of the meal to follow. The same, of course, can be said of the butter that accompanies the bread. **Bread and butter are an inseparable pair.** Together, they set the tone for your patrons!

You've selected the best breads. Breads with wonderful flavors and just the right combination of crusty exterior and pleasantly chewy interior. **Now what to pair with these carefully chosen breads?** You could always bring out a handful of those little pre-packaged, foil-covered, pre-whipped dollops of butter in plastic cups. You know, the ones that advertise 'John's Dairy' on the top. You could even spend time cutting and shaping your own butter. Or, **you could show your patrons the extra care you put into everything.**



BUTTERBALL® FARMS butter is made with the highest quality farm fresh cream. After carefully churning and lightly salting our butter, it's formed into creamy, flavorful Grade 'AA' Premium Balls®. **This is butter that's meant to be savored.** Butter with a rich clean taste that lingers on the palate. And of course **nothing adds tabletop elegance and dining appeal quite like Butterball® Premium Balls®.**

If you've been thinking of butter as a 'freebie' or a 'give-away',
maybe you should reconsider...

Let's look at the facts:

Using Butterball® Premium Balls® costs a little more than lesser butters. In fact, if you serve your guests Butterball® Premium Balls®, and each guest eats two, the cost of the meal increases 4 cents. Now, we know that no one wants to add costs in today's environment, so **our whole philosophy is to add value** by helping create satisfied, repeat customers.

Let's see what that 4¢ investment can generate in returns:

Assumption	Extra Cost	Extra Profit
You begin using Butterball® Premium Balls® - Investment cost is \$4.00/100 patrons (based upon \$0.04 per meal)	\$4.00	
One of those 100 patrons is impressed enough to return (spends \$25.00 on meal)		\$5.00*
Impressed patron brings a friend (people don't like to dine alone)		\$5.00*
	TOTAL EXTRA COST: \$4.00	
	TOTAL EXTRA PROFIT: \$10.00	
	INVESTMENT RETURN: 250%	

*Assumes 20% Gross Margin

Here's the **value** you get with Butterball® Premium Balls®:

- More repeat customers
- Higher revenues & profits
- Enhanced patron satisfaction
- Full, rich butter flavor that's not whipped with air
- Less packaging than individual cups or pats
- Superior presentation

So, is butter really a 'give-away'? Well that depends. Some butter should be given away. Premium Balls® from Butterball® Farms, on the other hand, are meant to set the stage for a memorable dining experience and the creation of more repeat customer visits.

First impressions matter. Just ask your patrons.

1-888-8-BUTTER
www.butterballfarms.com

Butterball Farms, Inc. | 1435 Buchanan Avenue SW | Grand Rapids, MI 49507

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