



simple and successful

Perkins® in Rochester, MN successfully implemented the Simply Potatoes® Center Your Sides™ program by adding two signature Center Your Sides™ mashed potato sides to the Perkins® menu. Customers were able to order the Chipotle Mashed or Loaded Mashed as an upgrade to their standard mashed side for an additional 99¢.

The Chipotle Mashed and Loaded Mashed proved to be hits, providing new and unique choices while using ingredients Perkins® already had on hand. Best of all, each upgrade brought in significant additional margin – 98¢ for Chipotle Mashed (which had incremental food costs of just 1¢ per serving) and 88¢ for Loaded Mashed (incremental food costs were 11¢ per serving). During the 60-day Perkins® test, customers upgraded 240 times, for an incremental margin of \$217 – or \$1,300 annually for a similar side that would rotate seasonally.

Imagine the possibilities of expanding the program to a few more signature side options! Simply Potatoes® Center Your Sides™ program makes it easy to give your customers more choices, all while increasing your margins.

Learn more at CenterYourSides.com



fast facts

- Perkins® in Rochester, MN
- Added two signature mashed seasonal sides as an upgrade to standard mashed potatoes and gravy
- Offered Chipotle Mashed or Loaded Mashed for an additional 99¢ upcharge
- Signature recipes increased margin 98¢ per serving for Chipotle Mashed and 88¢ per serving for Loaded Mashed
- During the 60-day test, customers upgraded 240 times
- The signature products were promoted through table tents and wait staff suggestive selling
- Perkins® felt the test was a “success” and a “simple process”