

# GUINNESS®

## BEAT THE CLOCK MENU

This idea is a novel way to encourage customers to come and eat during normally quiet times. Everyone has heard about early-bird menus in restaurants that aim to attract consumers during quiet periods. Perhaps in your pub the quiet period is between five and seven in the evening, so why not try choosing six simple main courses as part of the GUINNESS BEAT THE CLOCK MENU? These can be lower priced items on your original menu or newly introduced items selected especially for their low production and preparation costs.



**“The time you order is the price you pay!”**

### HOW IT WORKS:

Whenever a customer orders a GUINNESS beer with their meal they can take part in the GUINNESS BEAT THE CLOCK MENU. Order at five o'clock and get a main course from the offer list for five euro, or order at six thirty and get a selected main course for € 6.30. This way, price conscious consumers are encouraged to eat at earlier times and reap the benefits by paying less.

### WHAT YOU NEED:

- High visibility promotion is the key to success so organising tailor-made menu inlays, posters, flyers etc. is essential
- A preset menu that reflects the lowest price that could be paid for a main course. Try items such as a pasta or burger meal which won't break the bank to sell at € 5-7 and avoid expensive ingredients such as steak for example.

**TOP  
TIP**

Why not consider doing a leaflet drop or mail-shoot throughout local offices and businesses who may consider dropping by to their local Irish Pub after work for their evening meal? Make it worth their while with a GUINNESS BEAT THE CLOCK MENU promotion.