



FOODTRUCKEMPIRE

RESTAURANT REVENUE GROWTH CONFERENCE 2018 WRAP-UP: ELEVEN TAKEAWAYS

May 21, 2018

From May 20th – May 21st, 2018, executives and entrepreneurs from the nation’s fastest growing restaurants and franchises met in Chicago to attend the **Restaurant Revenue Growth Conference**, a first of its kind summit created to facilitate discussion and provide actionable ideas on increasing top-line restaurant revenue. Focus topics for the event included attracting new customers, increasing average tickets, and encouraging repeat visits. [Click here](#) to learn more about this important first-time event and the speaker lineup.

If you weren’t able to attend this ground-breaking event, below are key lessons shared by two of the event’s speakers *Patrick Surgrue*, President & CEO of Saladworks and *Monica Ho*, CMO of SoCi. Each tip offers actionable guidance that you can apply to your business to increase revenue this year. We’ve also included additional tips from experts and founders around the restaurant industry that can help you continue to drive even greater profits in 2018.

FOCUS ON ACHIEVING KEY GOALS

Increasing restaurant revenue growth is an ongoing strategic initiative at Saladworks as I’m sure it is in every restaurant chain in the country. In addition to effective national and local marketing, we’ve instituted a program called “Best In Case.” This program, using a play on words that references our salad “case,” focuses on specific areas of sales growth opportunity in each of our restaurants. For example, the Saladworks who sells the most soup as an add on to a salad purchase has a 28.7% soup incidence.

We have taken that metric and used it as a goal for the rest of the system. Stores are provided with best practices like adding more soup variety and crew incentives as part of their business planning process and then marketing endeavors are planning around bringing the rest of the system to the “Best in Case” level. Looking at each piece of the Saladworks business and putting programs in place that effectively market and increase sales is a tactic that has helped us achieve same store sales growth. – **Patrick Sugrue, President & CEO of Saladworks.**