



SLIDER MINI-BURGER PROMOTION

Slide into big profits!



Why sliders and why now?

Food trends come and go, but the continued popularity of “sliders” on restaurant menus suggests they’re here to stay. As the mini burger/slider trend evolves, you’ll find unlimited variations on the slider theme: cheese steak sliders, pulled pork sliders, breakfast sliders, fried chicken sliders, salmon sliders and more. But does just being small make a mini burger a true slider?

According to Adam Kuban, writer and slider purist for the Serious Eats blog (www.serioouseats.com): “A mini hamburger is not a slider. A mini burger is just a reduction of the same old thing we already know, however much we may love it. A slider is at once a hamburger and, yet, something more.”

In our opinion, the key inspirational words in Adam’s statement to strive for when planning your slider menu are, “something more.” We want our sliders to be something more in the eyes, and taste buds, of our customers.

Our quest for slider perfection is off to a fantastic start with the terrific products provided by US Foods®. In particular, the Chefs Line® of products delivers the quality and taste we are all looking for.





Roll it out right ...

First up – start with an exciting promotion featuring three great menu options for Black Angus Mini Burgers. Then, either repeat the promotion or change to these other terrific slider menu options:

- Applewood and Hickory Pit Smoked Pulled Pork Shoulder Slider
- 3-Grain, Roasted Corn, Peppers and Black Bean Veggie Slider
- Wild Caught Alaskan Salmon Slider

We have provided recipes and step-by-step slider assembly photos for all menu options.

The next step is to select burger toppings and sauce combinations that compliment these amazing Black Angus Mini Burgers and make the transition from just mini burgers to sliders possible. Finally, cook them right, serve them fast and keep them hot. Perhaps, most importantly ... just keep them coming!

Station Set-Up

The grill is obviously the best station to offer this concept. To maintain quality, the mini burgers can be cooked to inventory as the service period unfolds. If a grill is not available in the servery, then the mini burger must be cooked to inventory in the kitchen. The burger can be shingled into serving pans and brought fresh and hot to the serving area.

You have often heard the adage, “Do less but do it better.” With the slider concept, no statement could be more on target. On the day you are offering sliders make it the only offering at the grill station. We recommend having two service attendants at the slider station. They can work together as a team to fill orders and serve customers.

Set up the station mise en place to allow for maximum speed of service. Keep in mind that our slider menu was created to be served “as is” in the combinations offered. This is not a made-to-order concept. However, if a customer requests a burger without mushrooms or some other small change, we should make every attempt to accommodate them.

Sliders are a form of mini burgers. The station mise en place needs to be prepared accordingly. Follow your standard set up for traditional burger promotions.

- Burger patties are frozen. Cook them via grilling for best results.
- The pork shoulder is fully cooked. Thaw while in the refrigerator. Then cut and pull apart prior to and while it's reheating.
- Toppings like onions and mushrooms are to be sautéed, chopped or thinly sliced.
- Lettuce and romaine greens should be shredded for speed when topping a burger.
- Use Roma tomatoes, if possible, as a single Roma tomato slice will fit each individual slider during the assembly process.
- Cheese is available pre-sliced and needs to be cut into 4 pieces so that they can fit on top of the mini burger patties.
- Spreads should be placed in squeeze bottles for easy application.
- Cooked bacon should be cut into thirds to fit on sliders.
- Use dill pickle chips.
- Be sure to drain the coleslaw well before service; use tongs to add coleslaw to mini burgers.



Mini-Burger Assembly

Step 1. Consider having one server place the requested burger and sauce (preferable from a squeeze bottle) on the bun bottom with the total order placed in a disposable container or plate.

Step 2. Partial order is then passed to the second server who will complete the order with the appropriate mini burger accompaniments and top the bun lid. Each slider is to be picked with a wood skewer to keep it in place then served. Do not use frilled toothpicks.

The grill station cold food display area should only have those burger toppings that are needed to complete that day's menu. This keeps possible menu options at a minimum and increases speed of service.

First Time Slider Menus... Build for Speed

The adage, "If you have seen one hospital café and kitchen you have seen one hospital café and kitchen," couldn't be more accurate. Each facility is different, and each facility offers its own set of challenges when preparing and serving food.

With facilities' limitations always in mind, we recommend selecting a first-time slider menu that is both enticing to customers and easy for your kitchen staff to produce and serve. With any new product there is always a learning curve. Once your kitchen and serving staff is accustomed to the slider assembly process, you can expand your slider menu to include other products and day-parts.

First Time Slider Menu Recommendations

Our Slider Operator Guide features a variety of sliders: Beef, Veggie and Pulled Pork plus a number of recipes and sauces to choose from. For those offering sliders for the first time, we recommend limiting your total menu offer to be no more than three of the most popular sliders.

The slider menu listed below is popular and the sliders are easy to construct:

1. Black Angus Beef Sliders with bacon, Swiss cheese and Dijon mayonnaise. (Food Cost \$0.87)
2. Black Angus Slider with American cheese, fried onion straws, dill pickle and BBQ sauce. (Food Cost \$0.95)
3. Black Angus Slider with Swiss cheese, bacon, sautéed mushrooms and chipotle mayo. (Food Cost \$1.08)

The average food cost is \$.97 per slider.

For future slider promotions or even as a standard menu offer, there are a number of possible combinations to choose from. For example:

- Feature only Angus beef sliders in two to three varieties.
- Serve only pulled pork sliders with three different regional BBQ sauces. (i.e. Texas, North Carolina, Tennessee BBQ, etc.)
- Breaded chicken sliders in two to three varieties.
- Grilled chicken sliders in two to three varieties.

Menu Combinations and Costing



Black Angus Beef Sliders

Black Angus Slider with American cheese, fried onion straws, dill pickle and BBQ sauce.

US #	Product	Pack	Brand	Case Cost	Portion	Portion Cost
6688477	Mini Hamburger Bun	8/24 ct	Hilltop Hearth	\$28.41	1 ea	\$0.15
6631568	Black Angus Burger	80/2 oz	TnT	\$30.79	2 oz	\$0.38
3340817	American Cheese	4/5#	Glenview	\$47.65	1/2 oz	\$0.08
682690	BBQ Sauce	4 gal	Sweet Baby Ray	\$36.24	1 Tbs	\$0.04
7364995	Fried Onion Straws	6/2#	Moore's	\$30.00	1/2 oz	\$0.30
	Salt & Pepper				taste	
					Total cost	\$0.95

Black Angus Slider with Swiss cheese, bacon, sautéed mushrooms and chipotle mayonnaise.

US #	Product	Pack	Brand	Case Cost	Portion	Portion Cost
6688477	Mini Hamburger Bun	8/24 ct	Hilltop Hearth	\$28.41	1 ea	\$0.15
6631568	Black Angus Burger	80/2 oz	TnT	\$30.79	2 oz	\$0.38
2771350	Bacon	2/150	Patuxent Farms	\$38.97	1/2 oz	\$0.13
1419514	Swiss Cheese	6/1.5#	Glenview Farms	\$33.11	1/2 oz	\$0.12
	Chipotle mayonnaise				1 Tbs	\$0.09
2791556	Sautéed Mushrooms	2/5#	Cross Valley Farms	\$38.27	1/2 oz	\$0.21
					Total cost	\$1.08

All American Black Angus Slider with American cheese, shredded lettuce, tomato and mayonnaise.

US #	Product	Pack	Brand	Case Cost	Portion	Portion Cost
6688477	Mini Hamburger Bun	8/24 ct	Hilltop Hearth	\$28.41	1 ea	\$0.15
6631568	Black Angus Burger	80/2 oz	TnT	\$30.79	2 oz	\$0.38
1340504	White American Cheese	4/5#	Glenview Farms	\$48.11	1/2 oz	\$0.08
5332242	Shredded Iceberg Lettuce	4/5#	Cross Valley Farms	\$15.90	1/2 oz	\$0.10
3333036	Sliced Plum Tomato	25#	packer	\$25.13	1/2 oz	\$0.12
42192	Mayo	4/gal	Kraft	\$25.97	1 Tbs	\$0.04
					Total cost	\$0.87



Applewood & Hickory Pit Smoked Pork Shoulder Sliders

Applewood and Hickory Pit Smoked Pulled Pork Sliders with dill pickle and BBQ sauce.

US #	Product	Pack	Brand	Case Cost	Portion	Portion Cost
6688477	Mini Hamburger Bun	8/24 ct	Hilltop Hearth	\$28.41	1 ea	\$0.15
1776855	Pork Shredded/Pulled	2/5#	Chef's Line	4.68#	2.0 oz	\$0.58
2567204	Dill Pickles	4 gal	Harvest Value	\$17.31	1/2 oz	\$0.10
682690	BBQ sauce	4 gal	Sweet Baby Ray	\$36.24	1 Tbs	\$0.04
Total cost						\$0.87

Applewood and Hickory Pit Smoked Pulled Pork Sliders with pepper jack cheese, dill pickle and Chipotle mayonnaise.

US #	Product	Pack	Brand	Case Cost	Portion	Portion Cost
6688477	Mini Hamburger Bun	8/24 ct	Hilltop Hearth	\$28.41	1 ea	\$0.15
1776855	Pork Shredded/Pulled	2/5#	Chef's Line	4.68#	2 oz	\$0.58
6432884	Pepper Jack Cheese	6/1.5#	Glenview Farms	\$26.29	1/2 oz	\$0.07
2567204	Dill Pickle	4 gal	Harvest Value	\$17.31	1/2 oz	\$0.10
7335839	Chipotle mayonnaise	2 gal	Monarch	\$20.59	1 Tbs	\$0.10
Total cost						\$1.00

Applewood and Hickory Pit Smoked Pork Sliders with creamy coleslaw and dill pickle.

US #	Product	Pack	Brand	Case Cost	Portion	Portion Cost
6688477	Mini Hamburger Bun	8/24 ct	Hilltop Hearth	\$28.41	1 ea	\$0.15
1776855	Pork Shredded/Pulled	2/5#	Chef's Line	4.68#	2 oz	\$0.58
	Creamy coleslaw		House made		1/2 oz	\$0.16
2567204	Dill Pickle	4 gal	Harvest Value	\$17.31	1/2 oz	\$0.10
Total cost						\$0.99



3 Grain Veggie Slider

3 Grain, Roasted Corn, Red Pepper & Black Bean Veggie Slider with Munster cheese, dill pickle and yellow mustard.

US #	Product	Pack	Brand	Case Cost	Portion	Portion Cost
6688477	Mini Hamburger Bun	8/24 ct	Hilltop Hearth	\$28.41	1 ea	\$0.15
1792461	3 Grain Veggie Slider	54/1.8 oz	Chef's Line	\$30.24	1.8 oz	\$0.57
4940136	Munster Cheese	2/6#	Green Bay	2.50#	1/2 oz	\$0.08
2567204	Dill Pickles	4 gal	Harvest Value	\$17.31	1/2 oz	\$0.10
8321457	Yellow Mustard	6/104 oz	Heinz	\$22.27	1 Tbs	\$0.03
	Salt & Pepper				taste	
Total cost						\$0.93

3 Grain, Corn, Pepper & Black Bean Veggie Slider with tomato & eggplant compote, pepper jack cheese and mustard.

US #	Product	Pack	Brand	Case Cost	Portion	Portion Cost
6688477	Mini Hamburger Bun	8/24 ct	Hilltop Hearth	\$28.41	1 ea	\$0.15
1792461	3 Grain Veggie Slider	54/1.8 oz	Chef's Line	\$30.24	1.8 oz	\$0.57
6432884	Pepper Jack Cheese	6/1.5#	Glenview Farms	\$26.29	1/2 oz	\$0.07
	Tomato/Eggplant Compote		Fresh/House-made		1/2 oz	\$0.26
	Salt & Pepper				taste	\$0.02
6334072	Course ground mustard	1/56 oz	Rykoff Sexton	\$7.48	1 Tbs	\$0.06
Total cost						\$1.10

3 Grain, Corn, Pepper & Black Bean Veggie Slider with cucumber & dill sour cream with pickled red onion and arugula.

US #	Product	Pack	Brand	Case Cost	Portion	Portion Cost
6688477	Mini Hamburger Bun	8/24 ct	Hilltop Hearth	\$28.41	1 ea	\$0.15
1792461	3 Grain Veggie Slider	54/1.8 oz	Chef's Line	\$30.24	1.8 oz	\$0.57
	Cucumber/Dill/Sour Cream		House Made		1/2 oz	\$0.13
	Pickled Red Onion		House Made/Fresh		1/2 oz	\$0.10
7074271	Arugula	4#	Packer	\$21.74	1/2 oz	\$0.15
Total cost						\$1.10



Introduce a new product ... Introduce a new price!

This is a perfect opportunity for you to increase your check average! Slider pricing should be higher than your proportionate burger prices. These are quality products, price accordingly.

Average pricing without a side dish:

Most customers (approximately 80%) will take two sliders. The rest will take three sliders, and only a few customers will take four. Even though the sliders are small (2 oz each), after the toppings are added, two sliders make a very satisfying lunch. Utilize average pricing to be sure, and cover your food cost target plus any associate discounts that may apply.

Example: Customer chooses three Black Angus Sliders. The selling price will be the same for all three, so average the food cost for all three sliders on the menu to be used as your base for establishing a selling price. This is a great opportunity for you to take your pricing up a notch – don't be afraid to push the pricing envelope. In this case, the average food cost for the Angus Sliders is approximately \$.97.

Of course, each establishment must set its own pricing, but for reference, our recommended selling prices are:

- 1 slider – 2.39 or 41% food cost
- 2 sliders – 4.29 or 45% food cost
- 3 sliders – 5.99 or 48% food cost
- 4 sliders – 6.79 or 57% food cost

Pricing recommendations are based on the number of sliders per order. We also suggest that the sliders be offered as a bundle.

Example:

- 2 sliders and a small bag of chips or french fries or salad – 4.99

You can also bundle or combo the sliders with a fountain beverage. Two sliders and any size fountain beverage for 4.99.

Consider offering a small house-made Caesar salad or cucumber tomato salad to entice your customers into making a “Better-for-You” add-on purchase.

Note: Always round your selling price to the nearest 9.





Marketing Timetable

Some institutional and hospital cafés will make this a much-anticipated monthly event. Every café should run it at least once a quarter.

One Month Prior

Order posters (we recommend at least two) and your flyers, POS and e-media files with editable date fields from USFoods.com.

One Week Prior

Plan your electronic media to launch two days before the event. This will include messaging on monitors throughout the hospital, a splash on your café's home page, and if you have a customer database or social media presence, email, Tweet and/or Facebook post.

Along with your e-media, post flyers on department bulletin boards, in break rooms and at the café entrance. With the Executive suite permission, they can also be placed in waiting rooms, lobbies, elevators and other high-traffic areas around the hospital.

Place "Slider!" posters at the café entrance and exit.

Day of the Event

Place your POS at the serving station.

After the Event

Remove your posters and flyers, intranet posting and electronic message.

Review the day's sales, consider how the promotion was staged, and see if there's anything you'd do differently the next time it runs. If so, make a note, and review it with customer comments at your next staff meeting.



Marketing Materials

Advertising and marketing that highlights the exceptional product quality will build anticipation and traffic, and overcome any resistance to the slightly higher price point.

e-Media

Add your dates and get this promotion into the message rotation on monitors throughout the hospital. Also, include it on your café's website.

Poster

Place the (22"x 28") "Slider" poster in the Café" at its entrance on the first day of the event.

Promotional Flyer

Add your dates and have these printed. Make sure the print quality is good and color is accurate. If desk drops are permitted, have one of these distributed to every hospital staffer a week before the event. Desk drops should be done on the same day you display the posters in the café. Post flyers on department bulletin boards and in high traffic areas throughout the facility. Also consider placing a stack of flyers in your seating area.



22"x 28" Poster



8.5"x 11" POS Flyer



Table Tents



All products needed for the Slider Promotion are available from USFoods®. Considering the previous success of this promotion, please be aggressive in the amount of product you order. Protein products utilized in the Slider Promotion, are frozen and easily stored until the next time they appear on the menu. This should not be a once-and-done promotion, as there are many options for additional slider introductions.

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2771350	Bacon	2/150	Patuxent Farms	\$38.97	1/2 oz	\$0.13
6432884	Pepper Jack Cheese	6/1.5#	Glenview Farms	\$26.29	1/2 oz	\$0.07
4940136	Munster Cheese	2/6#	Green Bay	2.50#	1/2 oz	\$0.08
1340504	White American Cheese	4/5#	Glenview Farms	\$48.11	1/2 oz	\$0.08
1419514	Swiss Cheese	6/1.5#	Glenview Farms	\$33.11	1/2 oz	\$0.34
1436815	Colby Jack Cheese	2/13#	packer	3.11#	1/2 oz	\$0.10
3340817	American Cheese	4/5#	Glenview	\$47.65	1/2 oz	\$0.08
2567204	Dill Pickle	4/gal	Harvest Value	\$17.31	1/2 oz	\$0.10
5332242	Shredded Iceberg Lettuce	4/5#	Cross Valley Farms	\$15.90	1/2 oz	\$0.10
3333036	Sliced Plum Tomato	25#	packer	\$25.13	1/2 oz	\$0.12
7364995	Fried Onion Straws	6/2#	Moores	\$30.00	1/2 oz	\$0.30
2791556	Sautéed Mushrooms	2/5#	Cross Valley Farms	\$38.27	1/2 oz	\$0.21
7074271	Arugula	4#	packer	\$21.74	1/2 oz	\$0.15
3356540	Watercress	12/1 ea	Fresh	\$20.54	2 sprigs	\$0.05
8321457	Yellow mustard	6/104 oz	Heinz	\$22.27	1 Tbs	\$0.03
682690	BBQ sauce	4 gal	Sweet Baby Ray	\$36.24	1 Tbs	\$0.04
6334072	Course Ground Mustard	1/56 oz	Rykoff Sexton	\$7.48	1 Tbs	\$0.06
7335839	Chipotle Mayonnaise	2 gal	Monarch	\$20.59	1 Tbs	\$0.10
42192	Mayo	4 gal	Kraft	\$25.97	1 Tbs	\$0.04



Black Angus Slider with Swiss Cheese, Bacon and Dijon Mayo

Servings: 1

1 each mini Black Angus burger & bun

1/2 oz bacon

1/2 oz Swiss cheese, two thin squares

1 Tbs Dijon mayonnaise

Assemble as follows from top to bottom:

- Top bun
- Bacon
- Swiss cheese
- Cooked burger
- Dijon mayonnaise
- Bottom Bun

Optional: 1/2 oz. of sautéed mushrooms

Dijon Mayo

Mix until smooth

1/2 cup Dijon mustard

1/2 cup mayonnaise

Yield: 1 cup

Pulled Pork BBQ Slider with BBQ Sauce, Creamy Coleslaw and Dill Pickle Chips

Servings: 1

1 each mini bun

2 oz pulled pork BBQ

1/2 ounce creamy coleslaw

1/2 oz dill pickle chips

1 Tbs BBQ sauce

Assemble as follows from top to bottom:

- Top bun
- Dill pickle chips
- Creamy coleslaw
- Pulled pork
- BBQ sauce
- Bottom bun



Angus Burger - Additional Slider Menu Ideas:

- American Cheese & Caramelized Onion
- Provolone Cheese & Basil Pesto
- Thinly sliced Ham & Swiss Cheese
- Swiss Cheese, Bacon & Fried Onion Straws
- Havarti Cheese & Roasted Shitake Mushrooms
- Mozzarella Cheese & Pizza Sauce
- Honey Scallion & White Cheddar
- Bleu Cheese & Caramelized Onion

Other Possible Sauces:

- Spicy Chipotle mayonnaise
- Horseradish mayonnaise
- Basil pesto
- Russian dressing
- Dijon mayonnaise
- Herb mayonnaise

Additional Accompaniments:

- Sliced pickles
- B&B pickles
- Shredded lettuce
- Roma tomatoes
- Chopped and sautéed onions
- Pickled onions
- Banana peppers
- Arugula