

FRESH LTO IDEAS THAT KEEP MENUS MOVING

LIMITED-TIME
OFFERS
BUILT ON
FLAVORS
GUESTS ALREADY
LOVE

**MENUS DON'T STAY
EXCITING ON THEIR OWN.
AND WHEN THEY DON'T,
YOU FEEL IT.**

Fewer return visits. Quieter shifts.

Missed peak traffic.

Guests expect **something** new now and then, but constantly creating **brand-new dishes** isn't practical in a busy kitchen.

That's where **limited time offers (LTOs)** come in.

A good **LTO** doesn't mean reinventing the menu. It means refreshing what already works. Take a **familiar dish**. Add a **bold sauce**, a **global flavor**, or a **seasonal twist**.

And diners are open to it. When menu's stand still, repeat traffic drops

66%

OF CONSUMERS SAY
THEY ENJOY TRYING
NEW FLAVORS WHEN
DINING OUT.

**SMALL FLAVOR CHANGES
CAN DRIVE REPEAT
TRAFFIC.**

Many successful **LTOs** come from **simple flavor combinations** layered onto dishes guests already know -helping you refresh your menu without slowing down your kitchen.

MOST APPEALING FLAVOR COMBINATIONS

Savory and smoky — 53%

Savory and spicy — 50%

Sweet and savory — 48%

Sweet and spicy — 45%

Spicy and smoky — 45%



**PREFERRED
HOT SAUCE
FLAVORS**

① Jalapeño

② Chile pepper

③ Garlic

④ Chipotle

⑤ Cayenne

⑥ Habanero

Guests are looking **FOR GLOBAL FLAVORS**

And if they don't find them on your menu, they find them somewhere else.

63% of consumers say they order global flavors at least once a month.

The easiest way to introduce those flavors - without adding complexity - is through **sauces, dressings, and condiments.**



No new processes. No extra prep. No kitchen chaos.

POPULAR FLAVOR DIRECTIONS INCLUDE:

- **Chipotle**
- **Sesame**
- **Curry**
- **Jerk seasoning**

These flavors work especially well with dishes operators already serve.

TOP DISHES TO PAIR WITH GLOBAL FLAVORS

- Chicken — 65%**
- Pasta / noodles — 51%**
- Burgers — 49%**
- Pizza — 49%**
- Fish / shellfish — 47%**

WHEN DEMAND SPIKES, EXECUTION GETS HARDER

More orders. More pressure. More room for mistakes.
When LTO demand picks up, consistency is what keeps guests coming back, or not.

Bang Bang Chicken Sandwich. Chipotle Lime Burger. Sesame Crunch Bowl.

Hellmann's® helps your team stay consistent, even when the kitchen is under pressure.

BANG BANG MAYO

Sweet, spicy and creamy.

INGREDIENTS

Hellmann's® Real Mayonnaise
Sweet chili sauce
Sriracha
Rice vinegar
Honey



MENU IDEAS

Bang Bang Shrimp Tacos
Bang Bang Chicken Sandwich
Crispy cauliflower bites

CHIPOTLE LIME MAYO

Smoky with a touch of
citrus.

INGREDIENTS

Hellmann's® Real Mayonnaise
Chipotle peppers in adobo
Lime juice
Garlic

MENU IDEAS

Chipotle Lime Turkey Burger
Baja Fish Tacos
Loaded fries



SESAME GINGER MAYO

Savory with subtle
sweetness.

INGREDIENTS

Hellmann's® Real Mayonnaise
Sesame oil
Soy sauce
Fresh ginger
Rice vinegar



MENU IDEAS

Asian chicken sandwich
Noodle bowls
Sesame slaw



Keep quality high, even when volume spikes.

More covers shouldn't mean more inconsistency.

CHICKEN, PEAS & BACON PASTA

A hearty pasta salad with roasted chicken, sweet peas and crispy bacon tossed in a creamy **Hellmann's**® dressing.

Menu applications

Holiday catering trays
Grab-and-go deli sides
Family meal bundles

ZUCCHINI CASSEROLE

Tender zucchini baked in a creamy **Hellmann's**® base and finished with a golden topping.

Menu applications

Seasonal side dish
Vegetarian option
Holiday buffets

Why chefs rely on Hellmann's under pressure

Consistent results, every service

Performs under pressure in busy kitchens

Reliable base for fast, repeatable sauces

Built for foodservice, not guesswork

TIP CALLOUT

Turn what you already serve into LTOs, without slowing down your kitchen

Classic chicken sandwich → Bang Bang Chicken Sandwich
Burger → Chipotle Lime Burger
Loaded fries → Spicy Mayo Loaded Fries
Grain bowl → Sesame Ginger Bowl

Small changes keep guests coming back. Inconsistency sends them somewhere else

KEEP THE MENU MOVING

Limited time offers only work if you can execute them consistently.

With **Hellmann's**® Real Mayonnaise and **Hellmann's**® Extra Heavy Mayonnaise, your team can deliver the same quality — every plate, every shift — even during peak times.

Don't lose momentum when demand picks up

Talk to your UFS representative to build LTOs your team can execute — consistently, at speed.