

Dine Out Often. You Deserve It!

In collaboration with the New Hampshire and Maine Restaurant Associations, PFG NorthCenter is marketing directly to your customers by encouraging diners to “Dine Out Often. You Deserve It”. NorthCenter designed and decaled two of its delivery trucks with the images you see here. We proudly support the restaurant associations who do important work to protect and promote restaurant businesses’ interests such as legal, education, trends, networking and other important aspects.

People are continuing to dine out. They are holding off on making long range reservations and looking around for what they feel is a deal. Businesses who are offering services of ‘perceived value’ are holding or even growing sales. Offering ‘perceived value’ does not necessarily mean discounting your current offerings.

Talk to your sales person to see new products. Ask him/her what he has seen in other establishments that are working. Watch your food costs. You must change up your menu or specials board a bit, market packages such as “2 for \$20”, and add a healthy alternative as well as a comfort food. Be sure you know where your customers are traveling from so you can offer them a menu item that they would be familiar with as well as the choice to dine on local fare.

The current trend is to support local businesses as much as possible. You can add value for your customers and support New England suppliers. NorthCenter stocks products from over 60 New England suppliers. You are sure to find products you can feel good about purchasing from NorthCenter as you “support local businesses and jobs.” Don’t forget to promote and advertise that you support local farmers and use ‘earth friendly’ products where appropriate. Consumers care and you want them to feel good about coming back to support you because you support the community too.

Have a prosperous and enjoyable summer season.

Susan Bower
Marketing Manager, PFG NorthCenter

