

WING IN A NEW YEAR OF PROFITS

The Benefits of Adding Chicken Wings to Your Pizza Concept



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If there is one thing you can count on American's continued interested in, it's pizza. Thin crust, thick crust, brick oven, deep dish, sweet, savory and everything in between, there is almost no type of pizza we won't try. And there is just one appetizer that has almost become synonymous with pizza: **chicken wings**.



The lowly chicken's wings were once regarded as the worst part of the bird. It wasn't until a bar in Buffalo, NY decided to toss an accidental order of wings in a spicy sauce for hungry bar patrons that the wing took off as a viable appetizer. And it wasn't until the 1994 Superbowl, when Domino's Pizza first started promoting buffalo wings as a side to their pizza, that wings became a pizza industry staple.



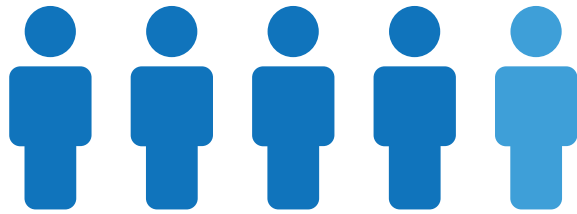
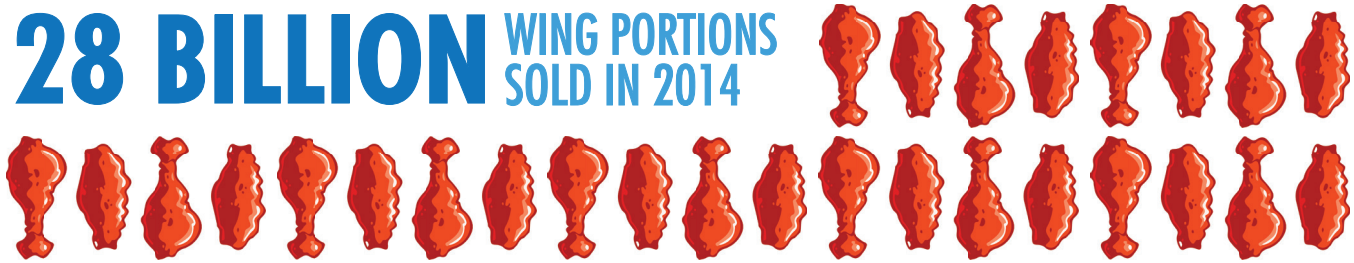
Since then, wings have grown in popularity, so much so, that there are now entire establishments with menus built around wings. So delicious and satisfying, it's rare to see a pizza menu (or any menu, for that matter) that doesn't have their own variation on the chicken wing. And if your menu is lacking an option for wings, now is the perfect time to consider adding it to your line up. Wings are highly profitable and a great up-sell opportunity for staff to score larger ticket orders.



Of course, there are some variables to consider before taking the leap into the wing arena. With this white paper we will guide you on the path to wing production and sales. We will explore the challenges and benefits of selling wings so you can feel confident knowing what to expect and how best to prepare. We'll also give you some promotional tricks of the trade to take your wings sales soaring.

STATISTICS AND QUOTES

Before we dive into the heavy details, let's first look at some staggering statistics and quotes to show why you should be considering chicken wings on your menu if you haven't already:



**4 OUT OF 5 US ADULTS (81%)
EAT CHICKEN WINGS**

- "Name a food trend, from fast casual dining to high-protein diets, and chances are that chicken wings somehow fit into it — or someone will do whatever it takes to make them fit into it"
- - Claire Brownell, *Financial Post*

1.25 BILLION The number of wings consumed on Superbowl weekend in 2015, according to the industry's *National Chicken Council*

Of those wings, **75%** will come from food service outlets and only 25% from retail grocery stores

"Wings, pizza and beer are the perfect combination, really."

- Corey Balzer, Owner of
American Pie Pizza Company

MORE THAN 76%

of the top 500 pizza chains now offer hot wings on their menus according to Technomic's MenuMonitor

BENEFITS, CHALLENGES & SOLUTIONS

POTENTIAL BENEFITS

The most obvious benefit to adding wings to your menu is increased bill totals. With higher menu prices than average appetizers, wings can quickly raise bill totals.

You'll stand out from the pizza crowd with the addition of wings to your menu. From both the standpoint of having more to offer than just pizza and the ability to really customize your wing sauces to your customer preferences, wings can be the ultimate differentiator.

As a pizza shop, many of your customers will know they want to order pizza before they even take a look at your menu. With the addition of wings, you can now entice them to try something new, or fill the void for the consumer who did want something other than pizza.

Wings are a blank canvas for you to paint with a multitude of flavors. Because they are so easily customizable, you have the benefit of changing a menu item anytime without having to change anything other than the sauce or rub!



CHALLENGES AND SOLUTIONS

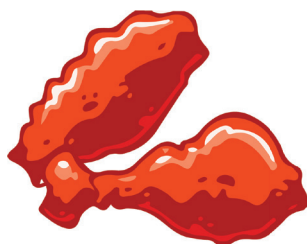
There are only so many chickens that farmers can produce, which means there is a cap on how many wings are available for consumption. At times, especially around the Superbowl, this means price of wings can dramatically increase. Now you can raise your menu prices to reflect the supplier price increase, but this can affect public persona.

Keep in Mind: Prior to adding wings to your menu, take into account the fact that prices will fluctuate, and air on the expensive side when pricing your wings. This will help cover costs should prices inflate.

Because they are ubiquitously popular, wings are everywhere, meaning you will have heavy competition. Additionally, there are full-fledged wing concepts out there, so consumers have a place to go to when they're craving just wings.

Keep in Mind: Pizza is also available everywhere and you've already proved to be a strong contender in the pizza market, so why wouldn't you excel at wings too?! To stand out from the crowd, try coming up with your own sauces, or combining unusual flavors to create something unique to your own brand.

PRELIMINARY CONSIDERATIONS



Having read the potential benefits of adding wings to your menu, you may be ready to take the first step towards selling wings already. But before making the leap into the wing business, you should consider the following influencing factors that will determine your ability to produce great wings and their potential profitability.

STARTUP COSTS

Can you afford to start adding wings to your menu? Don't just think price of wings now, think price of wings over time and include the potential for supplier price increases as demand goes up. Additionally you want to consider other costs that will go along with your wing sales. Items like sauces, containers, dips, and even wet-naps are all going to be additional costs to your bottom line. Will you be cooking the wings in equipment you already own or will you require a new piece to make the wing endeavour work?

You want to prepare for the total cost of the wing addition and then compare it to your potential profits to make sure that the investment is worth the spend. If you are working with a limited budget, think about ways you can reduce startup costs: leasing or buying used equipment, or how about using the same sauces you're already using on pizza? There are plenty of ways to cut costs while starting with wings.

MARKET RESEARCH

This may seem like a no-brainer, but do your research and do it well. This is KEY before making the leap into food service. If you didn't do demographic research when opening your pizza shop, you had better do it before adding a new menu item.

Get to know your customers. You have regulars; ask them if they would want wings from you. Ask them what kind of wings they would want and ask them how much they would be willing to pay for your wings. Visit area restaurants and QSRs, see what is on their menu and include similar flavors on your own menu. Don't copy the competition, rather see what your potential customers already enjoy and use that knowledge when choosing one flavor over another.

WING OPTIONS

There are a multitude of ways to prepare and cook your wings. Here are just a few of the things you should consider as part of your wing decision.

BONE-IN OR BONELESS

Both bone-in wings and boneless chicken wings (chicken breasts cut into strips) are super popular on menus across the nation. Boneless wings appeal to the eater who prefers to eat with a fork and knife or the eater who dislikes eating off the bone. Bone-in chicken wings are the staple for wings, frankly “boneless wings” aren’t even wings they’re just cooked like wings. If you can manage to do both, you have a better chance of appealing to all customers and can easily tie in boneless wings into other menu items (think salad and pizza toppings!)

BAKED OR FRIED

Baked or Fried – how you’ll cook your wings is a huge factor on flavor and customer perception. If you’re looking for an easy way into the wing world and you already have an oven, baking your wings may be the most affordable option to start with. Alternatively, nothing compares to a deep fried chicken wing and perhaps you already have a fryer, which makes frying the obvious choice for cooking. The choice is ultimately yours and should be also based on your market research from the preliminary considerations section.

FRESH OR FROZEN

The way you order your wings will also make a huge impact on cost and output. Fresh wings are obviously fresher and fit the growing trend for transparency. Frozen wings however are easier to store over long periods and come both pre-seasoned and plain. We recommend going with a plain or simple seasoned frozen wing to start with. This gives you an easy-to-cook wing that you can flavor with sauces after cooking. The benefit to plain wings is you can host a smaller inventory of wings while having infinite number of sauces to top them with. Instead of stocking BBQ wings and buffalo wings you only stock the plain wing and top it with either BBQ and buffalo. Excellent for waste management!

SUPER SAUCE

The flavor of your wings is going to be very important to your success. From rubs to sauces you have a plethora of options and no limit on creativity. When deciding on which flavors you’d like to offer, we recommend at least having a buffalo and BBQ option on hand, making sure you’ve got sauces that range from super spicy to mild. If you want to be more adventurous, start researching the current food trends and see what flavors you can incorporate into your menu. Also don’t forget the dipping sauces. People love ranch and blue cheese for their wings so you’ll want to have that as options for your customers as well.

EQUIPPING FOR YOUR MENU

Once you've decided how you'd like to cook your wings, frying or baking, you need to examine what equipment you'll need, if any. Should you need to purchase new cooking equipment you want to be sure you've purchased the right equipment for the food you wish to prepare.

If you're on a limited budget, think about trying a fully contained, ventless oven or fryer like the MultiChef and AutoFry. Ventless options remove the need for hood and venting installation, saving you thousands of dollars and are also safer for employees to operate, giving you the added peace of mind as a benefit. If you've got limited space, skip floor models and focus on countertop options, which often can be mounted and stacked for added space saving.

Make sure that anything you purchase will be easy to operate, maintain and clean. If you run on limited staff consider fully automated equipment to keep the load on your staff light. Keep in mind, your staff will need to be trained on any new equipment and you want that process to be as easy as possible.

Maintenance is also another huge budget factor, so be sure to choose well built, reliable equipment. Finally, you want a machine that is easy to clean, as this will ensure that employees clean it thoroughly and lead to longer lasting equipment.

Consider This...

- ☒ *Cost to Purchase*
- ☐ *Safety Benefits*
- ☐ *Ease of Operation*
- ☐ *Ease of Cleaning*
- ☐ *Maintenance*
- ☐ *Leasing Options*



If a full purchase price is too lofty at the start of your food venture, look for leasing opportunities or buying used equipment. Keep in mind used equipment is more likely to breakdown though, so it should really be a last resort and through a reputable dealer.

SPREADING THE GOOD NEWS

So, you figured out a menu, you've decided on which sauces to go with and even outfitted your kitchen with the necessary equipment to start implementing that wing menu... but now what? No one is going to know about the addition without a little promotion, and now is the time to start telling everyone.

SOCIAL MEDIA

By now you should already be using social media to engage with your fans and new patrons. You'll want to announce the food news on Facebook, Twitter, Google+ and Instagram. Try posting enticing photos of your new wings and consider a first launch promotion with limited time discounted pricing for followers of our social accounts.

WORD OF MOUTH

You've already got patrons, before you announce the news publicly you should tell your regulars and frequent patrons that you've got big news to share. Let them spread the word to their friends and family and soon you will have a nice buzz going about your upcoming addition.

INTERNAL SIGNAGE

Advertising is expensive, but advertising within your own establishment is free and very effective. Place signage throughout your store in high traffic areas like bathrooms, beverage areas and at the front door. Tabletop signage is another great place to promote your new wings. Be sure to include high quality, appetizing photos of your wings in all of your promotion.

WANT TO TAKE PROMOTIONS FURTHER?

Contests are an easy way to generate excitement and free promotion for your wings. Why not try a super spicy wing challenge. Your contest can promote a free plate of wings ONLY if the challenger can finish the heated wings in front of them. If you're going to do something fun like this, make sure your wings really pack a punch!



People love to try food, consider offering samples of your new products to entice your customers to buy on their next visit. In addition to sampling, pass out coupons to your guests for a discount on their next food purchase.

Bundle up! Research shows that bundled pizza and wings deals can increase check averages by up to 25%. Furthermore if you offer it, soda and dessert can be added to combo deals to provide your customers with a full meal solution.

AFTER THE LAUNCH

Now that you've made all these changes to your business, you want to make sure that this new venture into the wing world is actually profitable. It is imperative for you to keep careful watch on your records and create action items based on what you find.

WATCH YOUR RECORDS

Make note of what wing flavors sell the best and what doesn't sell at all and adjust your prices and inventory accordingly. If you see BBQ wings sell really well, but honey-teriyaki wings don't sell at all, consider swapping the honey-teriyaki for another variation of your BBQ wings. You're first few months should be heavy on learning from sales records, now is the time to adjust your menu based on hard data.

MAKE NOTE OF TRENDS

Watch for trends, is there a time of day or day of the week that performs the best? If so, try implementing food promotions for the remaining days of the week. This can help you to boost sales during non-peak times. If you find a certain time of day gets limited or absolutely no wing sales, consider removing that daypart from your lineup and focusing on the ones that do perform.

REDUCE WASTE

Be cognizant of what gets thrown away at the end of each week and work towards reducing waste. Ultimately, you are responsible for the success or failure of your new menu and that all revolves around keeping great records and acting on the trends you see within those records. Waste management is a huge factor in that equation and should be watched very carefully as you continue with food service.

KEEP THE MOMENTUM GOING

Don't just stop talking about your wings now that you're a few months into the program. Continue spreading the word on social media, train staff to up-sell and keep an eye on what the public is saying about you. Sites like Yelp and Google Reviews can be both a blessing and a curse for business owners. If you weren't keeping an eye on your online reputation before, now is the time to start.

MAINTAIN OFTEN

Keep up with maintenance on your equipment. This is such a vital step in keeping your investments working as long as possible. Just like a car, the better you take care of your kitchen equipment the longer it lasts and better the quality of your output.

ABOUT MOTION TECHNOLOGY, INC.

Motion Technology, Inc., a Northborough, MA based company, manufactures and sells ventless kitchen equipment solutions to the food service industry. Since 1990, Motion Technology has consistently provided the best equipment and dedicated technical service and support to customers from small mom and pop shops to large campuses and theaters alike. For more information on Motion Technology, Inc., and ventless kitchen equipment options please call 800-348-2976 or visit MTIproducts.com, AutoFry.com and MultiChef.com.



SOURCES: <http://www.pmq.com/How-to-jump-start-your-pizza-menu-with-chicken-toppings-related-sauces-and-recipes/> • <http://money.cnn.com/2013/08/02/smallbusiness/chicken-wing-craze/>
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