

RECHARGE SUNDAE BAR



ReCharge is a snacking program which can be run mid morning (10am – 11am) or mid afternoon (2pm -4pm) to encourage sales in nontraditional day parts. Snacking is a huge trend and is a great way to boost sales, encourage non users and increase participation. [Click here](#) to access the ReCharge How to Guide as well as past ReCharge promotions and POS.

Promoting a Sundae Bar

Offer a Sundae Bar once a week throughout the summer

Set up a sundae bar at one of your stations that has an existing ice well

Merchandise various toppings in chop chop boxes or other vessels in the ice well along with your ice cream

Allow you customers to create their own custom sundae

Offer at lunch and in the afternoon to increase day part participation and average check

Offer a “featured” sundae recipe for those customers who need or want suggestions

Pricing

Ice Cream Sundae Items	Amount	Cost
Vanilla Ice Cream	¼ cup (60 mL)	0.11
Chocolate Ice Cream	¼ cup (60 mL)	0.13
Strawberry Ice Cream	¼ cup (60 mL)	0.13
Bananas	½ banana	0.24
Chocolate Fudge Topping	1 T (15 mL)	0.06
Caramel Topping	1 ½ tsp (8 mL)	0.03
Maraschino Cherries Chopped	1 tsp (5 mL)	0.03
Chopped Peanuts	11 g ~ 1 T (15 mL)	0.06
Whipped topping	2 ½ T (38 mL)	0.04
TOTAL		0.83

Suggested selling price

\$2.99 - \$3.99