

Top 9 Reasons to use Custom Print Napkins in your Restaurant

In a recent study of restaurant-goers, we found that custom printed napkins are regarded very favorably*.

77%

of restaurant goers believe that restaurants with custom printed napkins **try harder** than other restaurants



Top ways guests describe restaurants with printed napkins are . . .

Friendly memorable
unique fun

which makes your brand more attractive to Millennials and Gen Z



75%

of guests say custom print **stands out** from other restaurants

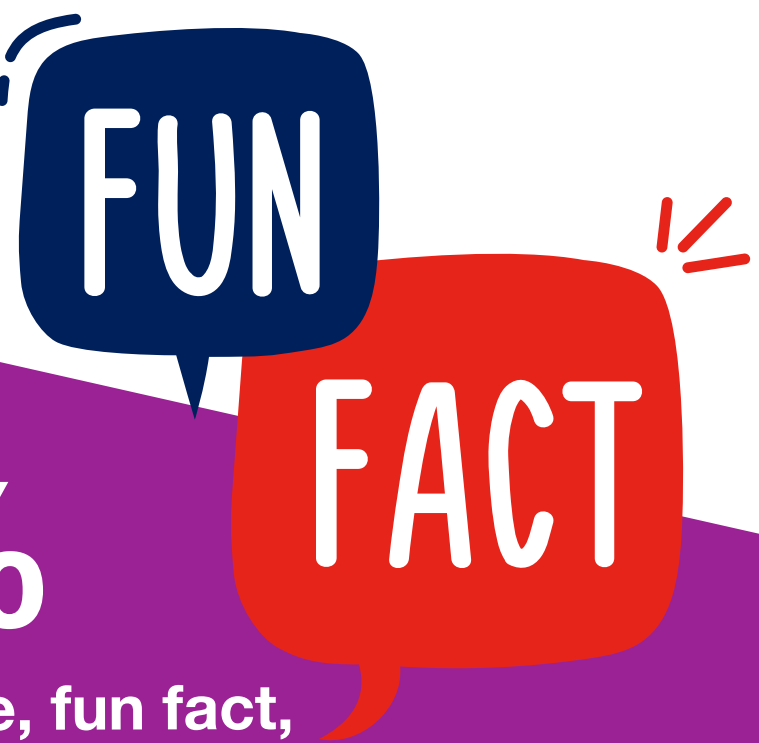


68%

of restaurant patrons feel more **positive** about a restaurant with custom printed napkins (improved brand image)



Get inspired



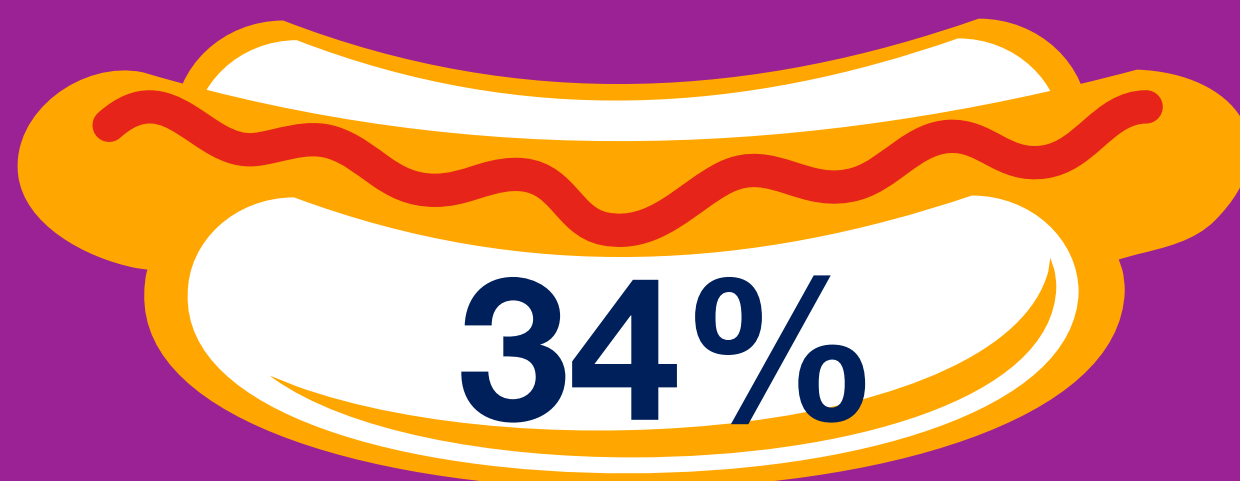
57%

agree that restaurants should be **unexpected** in their marketing



48%

say an image, fun fact, or quote lead to a positive experience, **38%** would post it on social media

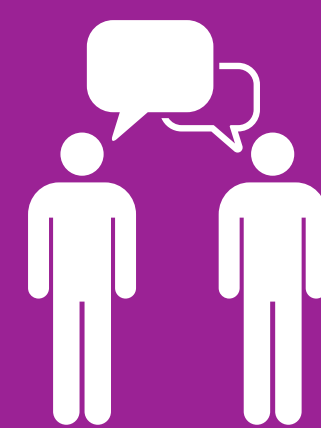


34%

say featuring menu items would encourage me to order additional items

35%

say they would **tell friends and family** about messages with history/heritage



42%

like seasonal greeting messages,

32% would post it on social media



TORK Think ahead.

Learn more at torkusa.com/digitalprint

*Understanding the value of custom printed Napkins, Weave Insights, 2018.

Takeout/Delivery/Catering

Since many of these customers never enter your restaurant, custom print is a simple way to make an impression and drive repeat business.



Heavy restaurant delivery users (18-34 yr old, urban dwellers) are more influenced by custom print napkins and much more likely to order again, purchase additional items, refer friends & family and post pictures on social media.

Suggestions for messaging on napkins

Happy hour menu with images

Quirky image, fun facts or quotes

National Avocado Day!
FREE Guacamole



Holiday messages

Warm winter wishes



Loyalty program

Images of appetizers, drinks or desserts

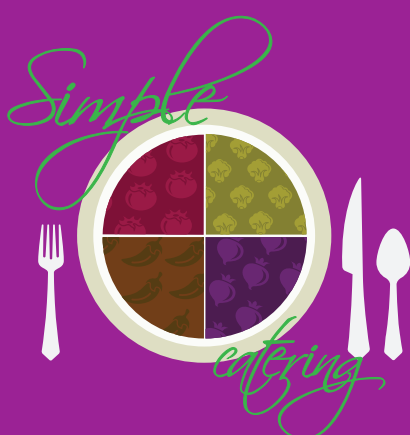
Try our signature dessert



Social media info



Website, delivery and catering info



Trivia questions (answers on the back)



History/heritage/famous for

Fred's Famous Wings



Fun facts about restaurant

Livvy's
Main Street Diner
open since 1972 with 1,900 locations!

Introduce new items

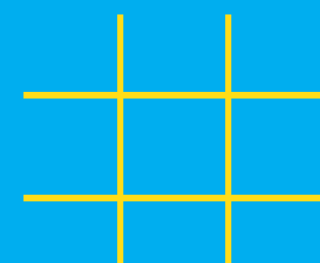
Introducing our new spiked peppermint hot chocolate



Kids activities

(hangman, tic tac toe, mazes, jokes)

tic • tac • toe



Think ahead.