

Tork Take Back the Lunch Break boosts lunchtime business for restaurants

The rise of third-party delivery apps, consumers' increasing need for convenience, and the year-long pandemic have all put a strain on restaurants looking to turn a profit during the lunch hour. Two years ago, Cincinnati-based restaurant Buffalo Wings & Rings, a franchise with 60 locations across the U.S., implemented Take Back the Lunch Break to help boost their lunch business and noticed an impact almost immediately.

Buffalo Wings & Rings

Franchises have often struggled to attract customers during the weekday lunch hour, and the pandemic has only made this more challenging. Buffalo Wings & Rings used Take Back the Lunch Break as a turnkey solution to bridge the lunchtime gap and expand the franchise's newly-launched customer loyalty program.

When implemented in 2019, Buffalo Wings & Rings used pre-written materials provided by Tork to promote Take Back the Lunch Break in stores and on social media. On National Take Back the Lunch Break Day, observed on the third Friday in June each year, franchises offered a special buy one get one promotion to incentivize customers to take a break for lunch. The franchise also offered surprise and delights to unsuspecting customers to generate even more excitement around the day.

Buffalo Wings & Rings saw a **62 percent increase in loyalty member sign ups** and received over 7,000 check-ins from existing loyalty members in just two weeks. These customers are frequent guests who spend about 10 percent more money than the average patron.

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Lunch is a daypart that is always top of mind for us as a brand, and it is an area of opportunity, especially now with COVID-19 restrictions being lifted in the markets we serve. Partnering with Tork to help encourage guests to join us during lunch has shown much success in previous years. We strive to create a safe and welcoming atmosphere during lunchtime for our loyal fans, and the Tork partnership has helped to make that possible.

The responsiveness and communication from Tork has been remarkable. Any time we have had a question, someone from Tork was able to get us answers quickly.”

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— **Danieal Barratt**
Senior National Local Store
Marketing Manager

