



YOU'LL LIKE WHAT WE  
BRING TO THE TABLE!

The Homer Laughlin China Company®  
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## WORK SMARTER: GET SMALLER.

by Katie McIlwain, foodservice and general marketing manager for HLC

“Let’s get a bunch of things to share!” You’ve probably heard this around restaurant tables lately as diners are craving interaction and the opportunity to try many different small dishes instead of the traditional appetizer, entrée, and dessert. If variety is the spice of life, the steady growth in popularity of small and shareable plates reflects the new interest in exploring the now global array of food choices.

Diners want to socialize and taste and share informally, particularly in new (or new-to-them) restaurants where they want to try a bit of everything. As the trend continues to grow, some restaurants have even eliminated the entrée entirely!

By presenting small plates of one item instead of “meat-starch-vegetable” entrées, the kitchen has the opportunity to showcase a wider range of items, enabling customers to get a taste of the broader menu, message, and brand of the restaurant and delivering a more interactive, memorable visit. The small plates model holds tremendous opportunity for playfulness and creativity. And the plates themselves are a big part of the story.

Chefs can create an inventive, adventurous tabletop using different shapes, styles, and colors of plates and platters. Unique presentations invite diners to sample flavors or ingredients they may not have encountered before. Small plates beget new plating techniques that show off the kitchen’s creations while

encouraging customers to order multiple dishes for the table. Special pricing for groups of appetizers and starters can also enhance the experience and entice patrons into trying a variety of items with minimal risk.

Another advantage of shared small plates is, of course, a higher check average. Strategic pricing around higher-end items in smaller portions can maximize profitability on every order. Customers also win with small plates, as they leave not feeling overstuffed or oversold.

Small is smart in more ways than one. Consult a specialist who can help you choose from dozens of creatively designed smaller plates, cups, bowls, and platters, and ask about customizing with your restaurant’s logo or colors.

Take sharing to the next level while bumping up the bottom line.

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For more information or for a small plates consultation, contact The Homer Laughlin China Company, 800-452-4462, [www.hlcdinnerware.com](http://www.hlcdinnerware.com)

