

Freddy's Frozen Custard and Steakburgers

450 Unit Quick Service Restaurant Company
Limited Time Offer Promotion 6/15/2022 to 8/30/2022

Program

Midwest Dairy partnered with Freddy's Frozen Custard and Steakburgers to promote dairy based limited time offer (LTO) program in all their restaurants. The 450-unit quick service restaurant chain used funding from Midwest Dairy to create an impactful promotion aimed at expanding its audience and satisfying their appetite for new flavors and products. Three items made with dairy products were featured in a June Dairy Month promotion. Midwest Dairy partnered with Freddy's to provide consumer insights on menu trends and flavors and funding for a significant part of the total program costs.



Results

The resulting program reached over six million consumers in 34 states. The program focused on the delicious and fresh dairy products that are produced and delivered locally by Dairy Farmers. The promoted products included a LTO combo of BBQ Double Bacon Cheeseburger with Cheese Curds, and a Frozen Custard Concrete flavor, Key Lime Pie. The program was a multi-media effort that included digital advertising, select market TV/cable ads, Sponsored Meta ads, and extensive in-store point of sale. The program resulted in incremental unit sales of more than 12 percent system wide.

Interested in what Midwest Dairy can do for your restaurant?

Contact Mike Denning, Midwest Dairy Demand Manager – Foodservice, for more information at mdenning@midwestdairy.com.