



December 1, 2008
National

Monthly
29, 490

BEST OF 2008

Best of Menu

Best Nod to Smarter Eating

Au Bon Pain's Portions

Today's quick-service customers want healthier options, but they don't want to sacrifice great taste. Au Bon Pain's Portions menu fits the bill. Inspired by the tapas and bento-box trends, Executive Chef Thomas John created this line of small-plate items—including BBQ Chicken, a Mediterranean Tuna Salad, and cheese and fruit pairings—all less than 200 calories. Introduced in March, the Portions items account for around 2 percent of all café sales. Ed Frechette, Au Bon Pain's senior vice president of marketing, says most guests also add on high-margin items, such as soup, bread, a cookie, or a beverage, resulting in higher average tickets.



Prepared by

